

The Effect of the “Seduh Inspirasi” Event Activation on Brand Loyalty and Purchase Intention: The Role of Brand Awareness and Brand Image of Kopi Kapal Api

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Abstract: This study analyzes the influence of event activation “Seduh Inspirasi by Kapal Api” and social media marketing on brand loyalty and purchase intention through brand awareness. The research employed a quantitative method using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach involving 340 respondents who attended the event at Universitas Gadjah Mada. The findings indicate that event marketing and social media marketing have a positive effect on brand awareness. Furthermore, brand awareness positively influences brand loyalty, brand image, and purchase intention. In addition, brand image significantly enhances brand loyalty, while brand loyalty positively affects consumers’ purchase intention toward Kapal Api Coffee.

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INTRODUCTION

In the digital age, the business world is evolving at a rapid pace, driving companies to continually innovate in order to meet consumer needs and desires. Understanding consumer behavior is a key factor in enabling companies to develop products and marketing strategies that effectively target their audience (Smartertech.id, 2021). Through product and marketing innovations, companies strive to influence purchasing decisions and maintain their competitive edge amid increasingly fierce competition (Kompas.com, 2021). One industry experiencing significant growth in Indonesia is the coffee industry. Indonesia is the world’s fourth-largest coffee producer, with production reaching 10.7 million bags (60 kg per bag) during the 2024/2025 harvest season (RRI, 2025). In addition to being a major producer, Indonesia has also seen an increase in coffee consumption as shifts in people’s lifestyles have made coffee an integral part of daily activities.

This situation has fueled increasingly fierce competition among various coffee brands to attract and retain customers. In the ground coffee market, there are various brands such as Kapal Api, ABC, Top Coffee, and Torabika. However, Kopi Kapal Api remains one of the most sought-after brands because it offers a wide variety of products made from select coffee beans—a blend of Robusta and Arabica (Liputan6.com, 2021). The superior quality of these products is supported by modern production processes that produce distinctive flavors and aromas. Kapal Api Coffee is a flagship product of PT Santos Jaya Abadi, the largest coffee roaster in Southeast Asia, founded in 1979. The company implements extensive marketing and distribution strategies, supported by a multi-brand approach to reach various consumer segments. This strategy has successfully strengthened Kapal Api’s position as the market leader in Indonesia’s coffee industry, with a market share of over 50% since 2019, and has expanded exports to more than 20 countries (Kapalapiglobal.com, 2020). This success is also reflected in Kopi Kapal Api’s achievement of consistently ranking as a Top Brand in the ground

coffee with grounds category for the 2022–2026 period. Therefore, data from the Top Brand Index is crucial for illustrating the strength of the Kopi Kapal Api brand as the foundation for this study.

Tabel 1. Top Brand Index for the Ground Coffee with Grounds Category, 2022–2026

Brand	2022	2023	2024	2025	2026
Kapal Api	62,40%	62,80%	52,10%	49,70%	56,50%
ABC	15,20%	16,10%	11,10%	17,90%	13,10%
Excelso	–	–	5,40%	5,50%	4,40%
Luwak	14,60%	16,80%	20,10%	14,40%	17,10%
TOP Coffee	–	–	–	3,10%	2,90%

The Kapal Api coffee brand has consistently ranked first in the Top Brand Index year after year. Although it experienced a 10.7% decline in market share in 2024 and a 2.4% decline in 2025, this did not affect Kapal Api's overall ranking. On the other hand, other brands experienced fluctuations in their percentages from year to year but remained in the same top brand positions. When making purchasing decisions for ground coffee products, consumers consider not only the price but also promotions targeted at customers and the company's brand equity associated with the brands it markets.

Purchase intention refers to a consumer's intention or desire to acquire a specific product. According to the definition provided by Kotler & Keller (2012), purchase intention is a form of consumer behavior that arises after consumers become interested in a product, leading to a desire to purchase and own that product. Purchase intention can be defined as a positive view of an object that motivates an individual to seek it out and acquire it through a financial transaction or a specific sacrifice (Athapaththu & Kulathunga, 2018). It is important to understand the extent of prospective consumers' purchase intentions toward a particular product because this information can improve product quality and expand market reach. Therefore, purchase intention plays a central role in prospective consumers' decision-making.

The decision to make a purchase is a series of steps that begins with the consumer's understanding of the problem they face, the search for information about a specific product or brand, and an assessment of the extent to which each option can solve that problem. This series of processes then leads to the final decision to make a purchase (Tjiptono, 2014). The purchase stage is the part of the buyer's decision-making process in which the consumer actually completes the purchase transaction. At this stage, the consumer identifies a problem, searches for information about a specific product or brand, and evaluates the performance of each alternative in addressing a particular situation, which ultimately leads to the decision to make a purchase.

One way to influence consumer purchasing interest is through event marketing. Event marketing is an activity considered part of experiential marketing that aims to create meaningful experiences between a brand and consumers, thereby influencing their attitudes and purchasing behavior (Kotler, 2009). According to (Close et al., 2006), event marketing can create direct experiences that strengthen the emotional bond between a brand and consumers and influence purchase intent. Event marketing has become one of Kapal Api's brand strategies to influence consumer purchasing interest among a specific age group. Kapal Api organized a seminar event on campus to strengthen emotional bonds with college students as a strategy for regenerating Kapal Api's consumer base. The event was titled "Seduh Inspirasi by Kapal Api" and was held at Gadjah Mada University. There were various exciting activities at the "Seduh Inspirasi by Kapal Api" event, such as a photo booth, free coffee, a manifestation space, and more, all designed to create an unforgettable experience for visitors. The highlight of the event was a seminar designed to provide relevant yet engaging educational content for attendees. Speakers such as Theo Derick, Fellexandro Ruby, Dr. Indrawan Nugroho, Pramudya Octavinanda, Ifandi Khainur Rahim, Jerome Polin, Kunto Aji, and Danang Sadewa were featured at this event. Kapal Api also provided educational grants to several selected students at each campus.

Kapal Api isn't the only company using event activation as a marketing strategy. Various fast-moving consumer goods (FMCG) brands in Indonesia have also adopted a similar approach to build an emotional connection with their consumers. Nescafé organizes the "Nescafé Ideas on the Go" program, which offers interactive experiences and coffee education at various campuses and public spaces. Similarly, Mie Sedaap organizes the "Come See Mie Fest" culinary festival at the GBK City Forest in Jakarta, engaging thousands of visitors in product tastings and entertainment. Meanwhile, Gudang Garam Signature hosts large-scale music concerts to strengthen the brand's association with the lifestyles of young people. This phenomenon demonstrates that event marketing has become a strategic tool relied upon by industry players to create hands-on experiences and build long-term relationships with consumers.



Figure 1. Come See Mie Fest by Mie Sedaap

Purchase intention is one of the key concepts in marketing because it reflects consumers' tendency to buy a product. According to Mirabi et al. (2015), purchase intention is influenced by consumer behavior, perceptions, and attitudes, and can therefore be used as an indicator to predict future purchasing behavior. Therefore, companies need to develop marketing strategies that can increase consumers' interest in purchasing.

An increasingly diverse range of coffee brands, qualities, and prices is now available on the market. Consumers face a choice among various coffee brands when making a purchase. The value associated with a reputable brand is defined as brand equity, according to Schiffman & Kanuk (2008). From the consumer's perspective, the added value that a brand imparts to a specific product is viewed as brand equity. Consumers need to understand the brand of the product they intend to purchase. The superiority of a brand compared to competing brands in consumers' perceptions is referred to as brand equity (Lassar et al., 1995). Developing a strong brand is considered crucial for a company. The positive impact of brand value on consumers' purchase intent is indicated by Huang et al. (2014), who found that products with stronger brand equity tend to elicit higher purchase intent. A company's identity can be maintained, and added value can be provided to products through the crucial role of the brand (Setyaningsih et al., 2010). The development of brand equity provides added value that exceeds the physical value of the product. Furthermore, repurchase intention is also positively and directly influenced by brand equity (Lin & Huang, 2012). Consumer confidence in making purchasing decisions can be enhanced through the strengthening of a product's brand equity, which contributes to the company's sustainable profit generation (Pane & Rini, 2011).

In addition to brand awareness, brand image is an equally important factor in building brand loyalty among consumers. Brand image refers to the perception that forms in consumers' minds when they think of a brand; consumers tend to choose brands with a positive image that align with the values they hold (Aaker, 2025). A systematic literature review conducted by Tahir et al. (2024) of 79 academic articles found that brand image has a significant impact on shaping customer satisfaction and fostering brand loyalty. This research also incorporates self-congruity theory, which explains that consumers tend to be loyal to brands whose image aligns with their self-concept. One of the articles reviewed by Tahir et al. (2024) states that price affordability has a significant influence on customer satisfaction and brand loyalty.

As a coffee entrepreneur, it is not enough to simply sell the best products; it is also important to understand and build an emotional connection with consumers. Consumers play a crucial role in the sustainability of a business, because without them, a company would have no reason to market its products. The author's interest in conducting this study is based on the background described above, specifically the study titled "The Effect of the 'Seduh Inspirasi' Event Activation on Brand Loyalty and Purchase Intention, Mediated by Brand Awareness of Kopi Kapal Api."

RESEARCH METHOD

This study employed a quantitative research method with a causal-predictive approach. From a quantitative perspective, the researcher used path coefficients and R^2 values to describe the magnitude and significance of the relationship (Hair et al., 2022). The population in this study consisted of participants who had attended the "Seduh Inspirasi" event organized by Kopi Kapal Api. The sampling technique used was non-probability sampling with a purposive approach, meaning respondents were selected based on specific criteria aligned with the study's objectives. Data collection was conducted by distributing questionnaires to the respondents. Based on the 10n rule, where "n" represents the total of 34 items in the questionnaire, the sample size determined for this study was 340 respondents. Subsequently, the data were analyzed using a Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) approach with the assistance of SmartPLS software to test the research model and the proposed hypotheses.

RESULTS AND DISCUSSION

Analysis of the Measurement Model Results (Outer Model)

Indicator Reliability (outer loading)

The first step in measuring the outer model is to calculate the outer loading. An outer loading with a value greater than 0.5 indicates that the indicator is valid, meaning it adequately represents the variable being measured (Hair et al., 2022). In the table below, several indicators are not yet valid, namely SM2, SM3, BA2, and BL4.

Table 2. Outer Loading Values

Variable	Indicator	Outer Loading Value	Variable	Indicator	Outer Loading Value
Event Marketing	EM1	0,525	Brand Awareness	BA2	0,403
	EM2	0,562		BA3	0,591
	EM3	0,572		BA4	0,640
	EM4	0,508		BA5	0,650
	EM5	0,582		BI1	0,786
	EM6	0,573	Brand Image	BI2	0,537
	EM7	0,586		BI3	0,712
	EM8	0,646		BI4	0,675
	EM9	0,672	Brand Loyalty	BL1	0,820

Variable	Indicator	Outer Loading Value	Variable	Indicator	Outer Loading Value
Social Media Marketing	EM10	0,683	Purchase Intention	BL2	0,632
	SM1	0,675		BL3	0,799
	SM2	0,495		BL4	0,422
	SM3	0,475		BL5	0,818
	SM4	0,652		PI1	0,828
	SM5	0,530		PI2	0,676
	SM6	0,582		PI3	0,824
	BA1	0,711		PI4	0,808

This can be done by removing indicators with an outer loading value < 0.5 and the smallest value among the respective variables. The goal is to ensure that each indicator used adequately represents the variable being measured. The indicators removed include SM2, SM3, BA2, and BL4 (gray). Indicator BI1 was also removed because it had the smallest outer loading value and caused the AVE value for the Brand Image variable to be less than 0.5, meaning that the convergent validity of the Brand Image variable was not met. Outer loading values for indicators in the range of 0.5–0.6 can still be used if the validity and reliability values are good (Hair et al., 2022). The following are the results of the re-measurement of the outer loadings for each indicator:

Table 3. Outer Loading Values

Variable	Indicator	Outer Loading Value	Variable	Indicator	Outer Loading Value
Event Marketing	EM1	0,540	Brand Awareness	BA2	
	EM2	0,575		BA3	0,593
	EM3	0,587		BA4	0,635
	EM4	0,523		BA5	0,651
	EM5	0,576	Brand Image	BI1	0,832
	EM6	0,563		BI2	
	EM7	0,577		BI3	0,768
	EM8	0,638		BI4	0,642
	EM9	0,660	Brand Loyalty	BL1	0,845
	EM10	0,678		BL2	0,617
Social Media Marketing	SM1	0,696		BL3	0,814
	SM2			BL4	
	SM3			BL5	0,842
	SM4	0,723	Purchase Intention	PI1	0,833
	SM5	0,567		PI2	0,667
	SM6	0,626		PI3	0,827
	BA1	0,752		PI4	0,806

The highest outer loading value for the Event Marketing variable was found in indicator EM10, at 0.678, meaning that indicator EM10 “The coffee tasting session at the ‘Seduh Inspirasi by Kapal Api’ event made me think about the importance of flavor quality in the coffee I consume” is the indicator that contributes most to representing the Event Marketing variable. This indicates that the direct experience of tasting coffee at the event is the aspect most capable of shaping respondents’ perceptions of Kapal Api’s event marketing activities.

The SM4 indicator “I feel more connected to Kapal Api through social media interactions related to the ‘Seduh Inspirasi by Kapal Api’ event” is the most dominant indicator in representing the Social Media Marketing variable, with the highest outer loading value of 0.723. This indicates that social media interactions capable of creating an emotional connection with consumers are the most important aspect of Kapal Api’s social media marketing activities. The brand awareness variable is

represented by BA1, with an indicator value of 0.752. This suggests that respondents' level of awareness of the Kapal Api brand is the primary determinant in shaping consumer brand awareness.

The BI1 indicator is the most dominant indicator in representing the Brand Image variable. BI1 states that "Kopi Kapal Api is a superior coffee brand in the ground coffee category," with an outer loading value of 0.832. This indicates that consumers' perception of Kapal Api's superiority over other ground coffee brands is the brand image most strongly embedded in consumers' minds. The highest outer loading value among all indicators is found in the Brand Loyalty variable, specifically indicator BL1: "I will continue to buy Kopi Kapal Api products for a long time," with a value of 0.845. This indicates that consumers' commitment to repeat purchases over the long term is the most dominant form of brand loyalty toward Kopi Kapal Api.

The PI1 indicator is the one that contributes most significantly to representing the Purchase Intention variable. PI1 states that "I intend to purchase Kopi Kapal Api products" and has an outer loading value of 0.833. This indicates that consumers' direct intention to purchase Kopi Kapal Api products is the primary aspect shaping their purchase interest.

Reliability Test of the Measurement Model (Internal Consistency Reliability)

Table 4. Reliability Test Results

Variable	Cronbach's alpha	Composite reliability
Event Marketing	0,795	0,801
Social Media Marketing	0,705	0,703
Brand Awareness	0,706	0,706
Brand Image	0,710	0,716
Brand Loyalty	0,787	0,803
Purchase Intention	0,793	0,807

Based on these data, it can be concluded that each variable in this study has met the requirements, as indicated by composite reliability and Cronbach's alpha values that each exceed 0.7 the reliability threshold for this test. Based on these findings, it can be concluded that each variable to be used for further data analysis possesses a high and consistent level of accuracy in measuring each of the latent variables defined.

Analysis of Structural Model Results (Inner Model)

Convergent validity testing using the AVE measure must yield a value greater than 0.5 to meet the criteria (Hair et al., 2022). The table below shows that each variable has an AVE value above 0.5. This indicates that each variable used is valid.

Table 5. Convergent Validity Test Results

Variable	AVE
Event Marketing	0,504
Social Media Marketing	0,543
Brand Awareness	0,514
Brand Image	0,565
Brand Loyalty	0,617
Purchase Intention	0,619

Testing the Discriminant Validity of the Measurement Model

Table 6. Results of the Discriminant Validity Measurement Using the Fornell-Lacker Criterion

Variable	Event Marketing	Social Media Marketing	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
Event Marketing	0,759					
Social Media Marketing	0,493	0,656				

Variable	Event Marketing	Social Media Marketing	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
Brand Awareness	0,523	0,465	0,766			
Brand Image	0,527	0,425	0,665	0,752		
Brand Loyalty	0,572	0,449	0,530	0,622	0,785	
Purchase Intention	0,614	0,451	0,554	0,621	0,782	0,786

Based on the results of the Fornell-Lacker Criterion measurements in the table above, it can be seen that the correlation between each pair of variables is greater than the correlation between any other pairs of variables. This proves that the variables used in this study meet the criteria for discriminant validity testing, indicating that the variables are valid. Next, the results of the cross-loading test are presented in the following table:

Table 7. Results of the Discriminant Validity Measurement Using the Cross-Loading Method

Kode	Event Marketing	Social Media Marketing	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
EM1	0,540	0,266	0,322	0,297	0,119	0,151
EM2	0,575	0,161	0,264	0,271	0,193	0,235
EM3	0,587	0,301	0,276	0,232	0,145	0,160
EM4	0,523	0,262	0,279	0,223	0,098	0,153
EM5	0,576	0,263	0,245	0,303	0,367	0,388
EM6	0,563	0,296	0,278	0,358	0,479	0,435
EM7	0,577	0,280	0,309	0,264	0,403	0,406
EM8	0,638	0,318	0,332	0,380	0,520	0,526
EM9	0,660	0,344	0,348	0,371	0,508	0,552
EM10	0,678	0,389	0,403	0,390	0,472	0,533
SM1	0,337	0,696	0,377	0,332	0,286	0,271
SM4	0,335	0,723	0,312	0,277	0,309	0,351
SM5	0,350	0,567	0,239	0,248	0,358	0,319
SM6	0,280	0,626	0,267	0,244	0,244	0,257
BA1	0,375	0,396	0,752	0,525	0,382	0,427
BA3	0,306	0,335	0,593	0,319	0,218	0,218
BA4	0,357	0,230	0,635	0,450	0,385	0,404
BA5	0,340	0,273	0,651	0,430	0,384	0,375
BI1	0,359	0,312	0,559	0,832	0,488	0,477
BI3	0,460	0,359	0,480	0,768	0,552	0,530
BI4	0,369	0,284	0,459	0,642	0,345	0,384
BL1	0,470	0,363	0,449	0,564	0,845	0,607
BL2	0,398	0,284	0,355	0,393	0,617	0,532
BL3	0,442	0,330	0,480	0,506	0,814	0,645
BL5	0,485	0,427	0,370	0,474	0,842	0,664
PI1	0,590	0,397	0,517	0,596	0,609	0,833
PI2	0,386	0,262	0,317	0,340	0,516	0,667
PI3	0,469	0,406	0,492	0,545	0,609	0,827
PI4	0,471	0,337	0,391	0,442	0,606	0,806

Based on the evaluation of discriminant validity using the cross-loading technique, it was observed that the correlation coefficients of each indicator with its original variable consistently showed higher values than the correlations with other variables. These findings confirm that all indicators comprising each research variable have adequately met the criteria for discriminant validity and are therefore deemed valid. As a final verification step, the researcher also conducted an analysis using the HTMT method; a summary of the results is presented in the table below:

Table 8. Results of the Discriminant Validity Measurement Using the HTMT Method

Variable	Event Marketing	Social Media Marketing	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
Event Marketing						
Social Media Marketing	0,725					
Brand Awareness	0,761	0,803				
Brand Image	0,749	0,714	0,891			
Brand Loyalty	0,706	0,685	0,774	0,887		
Purchase Intention	0,745	0,676	0,791	0,877	0,890	

The criterion for this test is that each variable must have an HTMT value < 0.9 to be considered valid (Hair et al., 2022). The HTMT table above shows that each variable has a value < 0.9 . These results demonstrate that all variables measured in this study have met the criteria for the discriminant validity test and can be distinguished from other variables.

Analysis of Structural Model Results (Inner Model)

Table 9. R-Square and Q2 Results

Variable Laten Endogen	R-square	Q ²
Brand Awareness	0,330	0,124
Brand Image	0,442	0,240
Brand Loyalty	0,411	0,249
Purchase Intention	0,693	0,418

Based on the data in the table, the Purchase Intention variable recorded the highest R² value, at 0.693. This finding indicates that 69.3% of the variation in purchase intention can be predicted by the combined contribution of the variables brand awareness, brand image, and brand loyalty, while the remaining 30.7% is influenced by external factors beyond the scope of this study. The Brand Image variable has an R² score of 0.442, meaning the model can explain 44.2% of the variation in brand image through the explanatory variables included. Meanwhile, Brand Loyalty shows a value of 0.411, implying that 41.1% of consumer loyalty is influenced by the aspects of brand awareness, brand image, and purchase intention in this model. As for the Brand Awareness variable, it has a value of 0.330, indicating that the model can account for 33.0% of the variation in brand awareness levels, while the remaining 50.7% is explained by other factors outside the scope of this study.

Regarding model quality, the Q2 predict value was calculated using the cross-validated redundancy method. According to the criteria established by Hair et al. (2022), an endogenous variable is considered to have adequate predictive relevance if the resulting Q2 value is above zero. Since all variables in this study consistently have Q2 scores > 0 , it can be concluded that the developed structural model has good and accurate predictive power for the variables under study.

Collinearity Statistics (VIF)

Table 10. Multicollinearity Test Results

Indicator	VIF	Indicator	VIF
EM1	1,912	BA1	1,271
EM2	1,455	BA3	1,220
EM3	1,783	BA4	1,122
EM4	1,975	BA5	1,136
EM5	1,505	BI1	1,402
EM6	1,670	BI3	1,270
EM7	1,329	BI4	1,155
EM8	1,611	BL1	1,920

Indicator	VIF	Indicator	VIF
EM9	1,616	BL2	1,217
EM10	1,477	BL3	1,785
SM1	1,105	BL5	1,956
SM4	1,238	PI1	1,829
SM5	1,113	PI2	1,322
SM6	1,171	PI3	1,789
		PI4	1,672

Based on the results of this test, it can be seen that each indicator has a value of <10. These results confirm that the indicators used in this study do not exhibit multicollinearity and can be distinguished from one another.

Path Coefficients and t-Statistics

Table 11. Results of the Path Coefficients and T-Statistics Test

Direct Relationship	Original sample	T statistics	P values	Note
Event Marketing -> Brand Awareness	0,388	6,246	0,000	Significant
Social Media Marketing -> Brand Awareness	0,274	3,326	0,001	Significant
Brand Awareness -> Brand Image	0,665	11,850	0,000	Significant
Brand Awareness -> Brand Loyalty	0,207	2,960	0,003	Significant
Brand Awareness -> Purchase Intention	0,165	3,630	0,000	Significant
Brand Image -> Brand Loyalty	0,485	8,146	0,000	Significant
Brand Loyalty -> Purchase Intention	0,733	16,332	0,000	Significant

Based on the research findings, event marketing has a positive and significant effect on brand awareness, with a path coefficient of 0.388 ($T = 6.246$; $P = 0.000$) and an F-square of 0.170 (moderate effect). These results align with Vo et al. (2025), who stated that dimensions of event marketing particularly the “feel experience” and “act experience” enhance brand awareness, and are supported by Rita & Nabilla (2022), who found a partial effect of 0.426. These findings reinforce Schmitt (1999) theory that direct experiences through an event are more effective at shaping consumer memory than other forms of marketing communication. At the “Seduh Inspirasi by Kapal Api” event, the EM10 indicator (coffee tasting session) had the highest outer loading (0.678), indicating that sensory experiences are a dominant factor in increasing brand awareness, as also found by (Vo et al., 2025).

Social media marketing also has a positive effect on brand awareness, with a path coefficient of 0.274 ($T = 3.326$; $P = 0.001$) and an F-square of 0.085 (small effect), though its contribution is lower than that of event marketing. Based on SOR theory (Khairunnisa et al., 2025), direct experiences elicit stronger cognitive responses than digital stimuli. These results are supported by Prasetyo & Praswati (2024), who state that social media increases brand awareness, but not as strongly as physical interaction. Nevertheless, the SM4 indicator has the highest outer loading (0.723), indicating that social media interaction still plays an important role in building emotional closeness with consumers, particularly the younger generation.

The relationship between brand awareness and brand image shows a very strong influence, with a path coefficient of 0.665 ($T = 11.850$; $P = 0.000$) and an F-square of 0.792 (large effect). These findings align with those of Vo et al. (2025) and Mukherjee et al. (2023), who state that brand awareness has a positive effect on brand image. These results support Keller’s (2013) Customer-Based Brand Equity (CBBE) model, which positions brand awareness as the foundation for brand image formation. The BI1 indicator (outer loading 0.832) indicates that consumers view Kapal Api as a

superior brand of ground coffee; thus, the higher the brand awareness, the stronger the resulting brand image.

Furthermore, brand image has a positive and significant effect on brand loyalty, with a path coefficient of 0.485 ($T = 8.146$; $P = 0.000$) and an F-square of 0.223 (moderate effect). These results are consistent with Vo et al. (2025). These findings indicate that positive perceptions of Kapal Api's strengths and characteristics foster emotional attachment, thereby fostering loyalty. This explains why the influence of brand image on brand loyalty is greater than that of brand awareness.

The relationship between brand loyalty and purchase intention is the strongest influence in this study, with a path coefficient of 0.733 ($T = 16.332$; $P = 0.000$) and an F-square of 1.260. These findings support the research by Mukherjee et al. (2023) and Oliver (1999), which state that loyalty is a consumer's commitment to continue purchasing a product in the future. The BL1 indicator has the highest outer loading, indicating that the commitment to repurchase is the primary factor driving purchase intention. Additionally, the BL2 and BL3 indicators show that loyal consumers also tend to provide recommendations and have an emotional attachment to the brand.

The results also show that brand awareness has a positive effect on purchase intention, with a path coefficient of 0.165 ($T = 3.630$; $P = 0.000$) and an F-square of 0.064 (small effect). This finding supports Keller (2013)'s assertion that easily recognizable brands tend to have higher levels of purchase intention because they reduce consumers' perceived risk. However, this effect is still weaker than that of brand loyalty, suggesting that brand awareness alone is not sufficient to generate strong purchase intention. These results are also consistent with Rita & Nabilla (2022), who found that brand awareness influences purchase intention through a mediating mechanism.

Finally, brand awareness has a positive effect on brand loyalty with a path coefficient of 0.207 ($T = 2.960$; $P = 0.003$) and an F-square of 0.041 (small effect), making it the weakest relationship in the research model. This finding is consistent with Vo et al. (2025), who stated that the influence of brand awareness on brand loyalty is smaller than that of brand image. Based on SOR theory (Khairunnisa et al., 2025), loyalty is shaped not only by brand awareness but also through internal processes such as brand image formation and emotional attachment. Therefore, although Kapal Api already has a high level of brand awareness, the company needs to continue strengthening positive experiences and its brand image so that this brand awareness can develop into consumer loyalty.

CONCLUSION

This study concludes that Event Activation "Seduh Inspirasi" and Social Media Marketing positively influence Brand Awareness of Kopi Kapal Api. Furthermore, Brand Awareness significantly enhances Brand Image, Brand Loyalty, and Purchase Intention, while Brand Image positively influences Brand Loyalty, which in turn exerts the strongest positive effect on Purchase Intention. Among all relationships, the influence of Brand Loyalty on Purchase Intention represents the most dominant finding, indicating that consumers who develop emotional attachment and commitment toward the brand are more likely to repurchase and recommend the product. Conversely, although Brand Awareness contributes significantly to consumer behavior, its direct effects on Brand Loyalty and Purchase Intention are relatively weaker, suggesting that brand recognition alone is insufficient to generate long-term loyalty without being supported by a positive brand image and meaningful consumer experiences. These findings reinforce the Customer-Based Brand Equity (CBBE) model proposed by Keller (2013), which positions Brand Awareness as the foundation for building Brand Image, Brand Loyalty, and ultimately Purchase Intention. The results are also consistent with the studies of Vo et al. (2025) regarding the role of event marketing in strengthening brand awareness and brand loyalty, and Mukherjee et al. (2023), who identified Brand Loyalty as a key determinant of Purchase Intention in the FMCG sector. Practically, this study suggests that PT Santos Jaya Abadi should view Event Activation "Seduh Inspirasi" as a long-term brand-building strategy rather than a short-term promotional activity by creating memorable consumer experiences that strengthen brand

awareness, develop a positive brand image, foster brand loyalty, and ultimately increase consumers' purchase intention.

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