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The Influence of Social Media Marketing and Customer Engagement on Brand Awareness Through the Perspective of Multi-platform Followers of Baraja Coffee Cirebon

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Abstract. This study examines how social media marketing and customer engagement affect brand awareness among Baraja Coffee's Instagram and TikTok followers in Cirebon. The study was motivated by the growing importance of digital platforms for local coffee shops in building brand visibility and maintaining relevance in a competitive market. A quantitative explanatory approach was employed, using an online questionnaire distributed to followers of Baraja Coffee's social media accounts. A total of 394 valid responses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. The results show that social media marketing has a positive and significant effect on brand awareness, and that customer engagement also has a positive and significant effect on brand awareness. Social media marketing emerged as the stronger predictor, while both variables jointly explained a substantial proportion of the variance in brand awareness. These findings imply that local coffee shops need not only consistent and attractive social media content but also active follower engagement to strengthen brand recognition and recall in digital environments.

Keywords: Brand awareness; Coffee shop; Customer engagement; Social media marketing; TikTok.

Abstrak. *Penelitian ini menganalisis dampak pemasaran media sosial dan keterlibatan pelanggan terhadap kesadaran merek di kalangan pengikut Instagram dan TikTok Baraja Coffee di Cirebon. Penelitian ini didorong oleh meningkatnya pentingnya platform digital bagi kedai kopi lokal dalam membangun visibilitas merek dan mempertahankan relevansi di pasar yang kompetitif. Pendekatan kuantitatif eksplanatori digunakan dengan menggunakan kuesioner online yang didistribusikan kepada pengikut akun media sosial Baraja Coffee. Sebanyak 394 tanggapan valid dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan SmartPLS 4. Hasil menunjukkan bahwa pemasaran media sosial memiliki dampak positif dan signifikan terhadap kesadaran merek, dan keterlibatan pelanggan juga memiliki dampak positif dan*

signifikan terhadap kesadaran merek. Pemasaran media sosial muncul sebagai prediktor yang lebih kuat, sementara kedua variabel secara bersama-sama menjelaskan proporsi yang signifikan dari varians dalam kesadaran merek. Temuan ini menyiratkan bahwa kafe lokal tidak hanya memerlukan konten media sosial yang konsisten dan menarik, tetapi juga keterlibatan aktif pengikut untuk memperkuat pengenalan dan ingatan merek di lingkungan digital.

Kata kunci: *Kesadaran merek; Kafe; Keterlibatan pelanggan; Pemasaran media sosial; TikTok.*

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BACKGROUND

In an increasingly digital marketplace, local coffee shops are no longer competing solely through product quality, price, or store atmosphere, but also through their ability to remain visible, relevant, and memorable in social media environments. Social media has become a central marketing infrastructure that allows firms to communicate, interact, and co-create value with consumers in real time, making it especially important for brands that depend on frequent exposure and continuous audience attention. Within this context, social media marketing activities are commonly understood through dimensions such as entertainment, interaction, trendiness, customization, and electronic word of mouth, all of which shape how audiences experience and evaluate brand communication online (Kim & Ko, 2012). Prior studies also show that social media communication influences consumer perceptions of brands and that social media marketing efforts can strengthen important brand-related outcomes, including awareness and brand equity (Appel et al., 2020; Godey et al., 2016; Schivinski & Dabrowski, 2016).

From a branding perspective, brand awareness is a fundamental component of customer-based brand equity because consumers must first be able to recognize and recall a brand before stronger brand associations, preferences, and loyalty can develop. Keller (1993) explains that brand knowledge consists of brand awareness and brand image, and that brand awareness is reflected in a consumer's ability to identify a brand when exposed to it and retrieve it from memory when thinking about a product category. This concept is particularly relevant in the coffee shop industry, where consumers are exposed to numerous brands offering relatively similar products and experiences. In such a competitive category, social media marketing becomes increasingly important because repeated and meaningful digital exposure can help a brand stay salient in consumers' minds. Empirical findings support this view, showing that social media marketing activities positively influence brand awareness and related brand outcomes, with evidence found in both international settings and Indonesian digital marketing contexts (Bilgin, 2018; Rimadias et al., 2021).

However, brand awareness in digital environments is not shaped by exposure alone. It is also influenced by how actively consumers engage with the brand through cognitive, emotional, and behavioral involvement. Hollebeek et al. (2014) conceptualize consumer brand engagement in social media as a multidimensional construct that captures

how consumers think about, feel toward, and act in relation to brands in online environments. Likewise, So et al. (2014) show that customer engagement plays an important role in strengthening brand-related outcomes by fostering deeper consumer-brand relationships. In practical terms, when followers pay closer attention to a brand's content, respond emotionally to it, and participate more actively in its digital interactions, the brand becomes more recognizable and easier to recall. Recent evidence also supports this relationship empirically. Kusuma et al. (2024) find that social media marketing contributes to brand engagement and brand awareness, while Zeqiri et al. (2025) confirm that social media marketing significantly affects brand awareness and brand engagement in emerging economies.

Although prior studies have confirmed the importance of social media marketing and customer engagement for brand-related outcomes, the available evidence remains spread across contexts such as luxury brands, tourism, higher education, and general Generation Z markets (Kim & Ko, 2012; Kusuma et al., 2024; Rimadias et al., 2021; Zeqiri et al., 2025). As a result, more context-specific evidence is still needed for local coffee shop brands that rely heavily on daily digital interaction and repeated exposure through multiple social media platforms. This gap is important because Instagram and TikTok have become two of the most influential platforms for shaping how consumers discover, remember, and interact with food and beverage brands. For local coffee shops, maintaining brand awareness therefore depends not only on publishing attractive content, but also on creating meaningful engagement that keeps the brand salient in followers' memories. Based on this gap, the present study aims to examine the effects of social media marketing and customer engagement on brand awareness among Baraja Coffee's Instagram and TikTok followers in Cirebon.

THEORETICAL REVIEW

Social media marketing refers to a brand's strategic use of social media platforms to communicate with audiences, stimulate interaction, and enhance brand-related value. Kim & Ko (2012) conceptualize social media marketing activities through five core dimensions, namely *entertainment, interaction, trendiness, customization,* and *word of mouth*. These dimensions are important because social media does not function merely as a promotional channel, but also as a dynamic communication environment in which brand messages can become more attractive, interactive, and personally relevant to consumers. Prior studies further show that social media communication and social media marketing efforts can shape consumer perceptions of brands and strengthen important brand-related outcomes, including brand awareness and brand equity (Godey et al., 2016; Schivinski & Dabrowski, 2016).

Customer engagement is a broader relational construct that reflects the extent to which consumers invest cognitive, emotional, and behavioral resources in their interactions with a brand. In the marketing literature, customer engagement is understood as more than transactional behavior because it also includes attention, enthusiasm, connection, and active participation in brand-related interactions. Hollebeek et al. (2014) conceptualize consumer brand engagement in social media through cognitive processing, affection, and activation, while Kumar (2021) describes customer engagement as a construct with important antecedents and consequences for firms. Research on online brand communities also confirms that engagement is dynamic and socially embedded,

meaning that consumers' interaction with a brand can generate deeper mental and emotional ties over time (Brodie et al., 2013; Dessart et al., 2015). In this study, customer engagement is therefore understood as followers' cognitive attention, emotional connection, and behavioral involvement in relation to Baraja Coffee's social media content.

Brand awareness is one of the most fundamental dimensions of customer-based brand equity because it reflects whether a brand is present in consumers' memories. Keller (1993) explains that brand knowledge consists of brand awareness and brand image, and that brand awareness itself is reflected in two basic capabilities, namely brand recognition and brand recall. Recognition refers to the consumer's ability to identify a brand when exposed to it, whereas recall refers to the ability to retrieve the brand from memory when thinking about a product category. For local coffee shop brands, this concept is particularly important because consumers are exposed to multiple brands with relatively similar products and experiences. Under such competitive conditions, a brand must first be noticeable and memorable before stronger evaluations and preferences can emerge.

The relationship between social media marketing and brand awareness has been supported by prior empirical studies. Social media marketing activities can increase a brand's visibility and improve the likelihood that consumers will notice, recognize, and remember it. Bilgin (2018) found that social media marketing activities positively influence brand awareness, brand image, and brand loyalty. Similarly, Godey et al. (2016) showed that social media marketing efforts contribute to brand equity and consumer responses, while Zeqiri et al. (2025) confirmed that social media marketing significantly affects brand awareness and brand engagement in emerging economies. In the Indonesian context, Rimadias et al. (2021) demonstrated that TikTok-based social media marketing can create brand awareness, and Kusuma et al. (2024) reported that social media marketing contributes to brand engagement and brand awareness among younger consumers. Taken together, these findings indicate that consistent, relevant, and interactive social media content can function as an important antecedent of brand awareness.

Customer engagement also has a meaningful relationship with brand awareness. Consumers who devote more attention, affection, and interaction to a brand are more likely to process brand-related information deeply and store the brand in memory. So et al. (2014) show that customer engagement is a multidimensional construct with strong measurement properties, while So et al. (2016) demonstrate that engagement strengthens brand-related outcomes by deepening consumer-brand relationships. In digital contexts, this suggests that followers who actively pay attention to, interact with, and feel connected to a brand's content are more likely to recognize and recall the brand. This interpretation is also supported by recent evidence that brand engagement contributes to stronger awareness and image outcomes in social media environments (Kusuma et al., 2024).

Based on the theoretical and empirical arguments above, this study positions social media marketing and customer engagement as two important antecedents of brand awareness among Baraja Coffee's Instagram and TikTok followers. Social media marketing provides the exposure and communication stimuli needed to make the brand visible. Prior empirical studies have confirmed that consistent, relevant, and interactive social media content functions as an important antecedent that directly triggers brand

recognition and recall (Bilgin 2018; Kusuma et al., 2024; Rimadias et al. 2021). When a brand continuously delivers high-quality digital content, it stays salient in consumers' minds, thereby increasing overall brand awareness. Accordingly, the following hypothesis is proposed:

H_1: Social media marketing has a positive and significant effect on brand awareness.

Furthermore, customer engagement deepens consumer attention and strengthens the memorability of the brand in digital interaction contexts. Followers who actively pay attention to, interact with, and feel emotionally connected to a brand's content are more likely to process brand-related information deeply and store the brand in their long-term memory Hollebeek et al. (2014) and So et al. (2016). This deep psychological and behavioral involvement acts as a relational amplifier that helps maintain brand recognition over time. Therefore, the following hypothesis is proposed:

H_2: Customer engagement has a positive and significant effect on brand awareness.

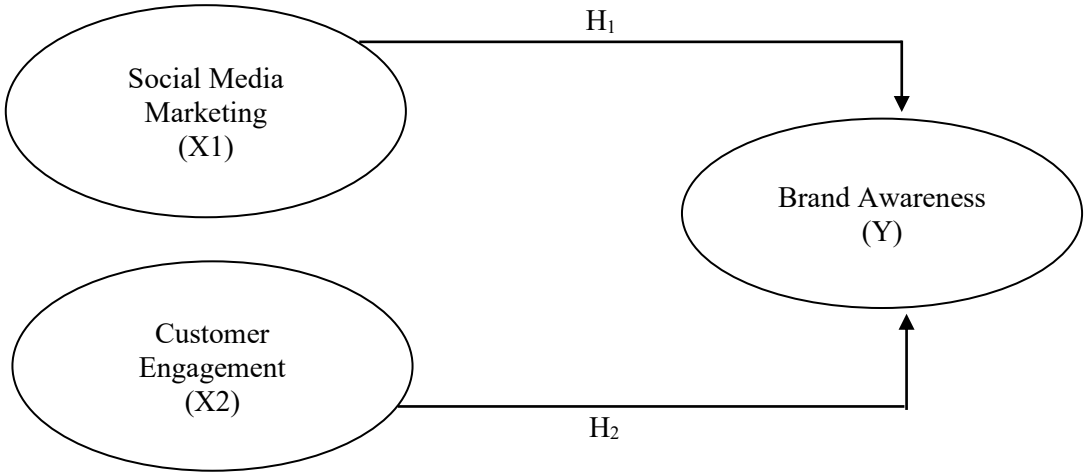


Figure 1. Conceptual Framework

RESEARCH METHODS

This study employed a quantitative explanatory design to examine the effects of social media marketing and customer engagement on brand awareness among Baraja Coffee's Instagram and TikTok followers. The proposed model consisted of two exogenous constructs, namely social media marketing and customer engagement, and one endogenous construct, namely brand awareness. This design was selected because the study aims to test direct relationships among clearly specified constructs and evaluate the structural relationships statistically.

The population comprised followers of Baraja Coffee's Instagram and TikTok accounts, totaling approximately 26,000 accounts. Since the respondents had to meet specific criteria, namely following at least one of Baraja Coffee's official social media accounts and being exposed to the brand's digital content, this study applied purposive sampling. A minimum sample of 394 respondents was targeted based on the population size and a 5% margin of error, and the final dataset consisted of 394 valid responses. This

sampling approach was considered appropriate because the study focused on a specific group of respondents who were directly relevant to the research objective, namely followers who had the potential to form brand awareness through repeated exposure to Baraja Coffee's social media content.

Primary data were collected through an online questionnaire using a five-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). The instrument consisted of 26 indicators. Social media marketing was measured using 10 items adapted from Kim and Ko (2012), which stated that customer engagement was measured using 12 items adapted from Hollebeek et al. (2014) and So et al. (2016), while brand awareness was measured using four items adapted from Keller (1993). In line with journal article conventions, this manuscript reports the dimensions of each construct rather than listing all questionnaire statements. Social media marketing was operationalized through *entertainment, interaction, trendiness, customization,* and *word of mouth*; customer engagement through cognitive, emotional, and behavioral engagement; and brand awareness through *brand recognition* and *brand recall*.

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The analysis was conducted in two stages. First, descriptive statistics were used to summarize respondent characteristics. Second, PLS-SEM was employed to evaluate both the measurement model and the structural model. In accordance with current PLS-SEM recommendations, the measurement model assessment focused on indicator loadings, convergent validity, discriminant validity, and internal consistency reliability, while the structural model assessment focused on the coefficient of determination (R^2), path coefficients, and effect sizes. In addition, PLS-SEM was considered suitable for this study because it is widely used for prediction-oriented research models and for examining relationships among latent constructs measured by multiple indicators (Hair et al., 2020; Henseler et al., 2015; Shmueli & Koppius, 2011).

RESULTS AND DISCUSSIONS

This study employed a quantitative explanatory design to examine the direct effects of social media marketing and customer engagement on brand awareness among Baraja Coffee's multi-platform followers. The proposed model specified two exogenous constructs, namely social media marketing and customer engagement, and one endogenous construct, namely brand awareness.

The population comprised followers of Baraja Coffee's Instagram and TikTok accounts, totaling approximately 26,000 accounts. Because the respondents had to meet specific criteria, namely following at least one of Baraja Coffee's official social media accounts and being exposed to the brand's digital content, this study used purposive sampling. A minimum sample of 394 respondents was targeted based on the population size and a 5% margin of error, and the final dataset consisted of 394 valid responses.

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four items adapted from Keller (1993). In line with journal article conventions, the manuscript reports the dimensions of each construct rather than listing all questionnaire statements. Social media marketing was operationalized through *entertainment, interaction, trendiness, customization,* and *word of mouth*; customer engagement through behavioral, emotional, and cognitive engagement; and brand awareness through *brand recognition* and *brand recall*.

Data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with SmartPLS 4. The analysis was conducted in two stages. First, descriptive statistics were used to summarize respondent characteristics. Second, PLS-SEM was used to assess both the measurement model and the structural model. Following current PLS-SEM guidelines, the measurement model evaluation focused on indicator loadings, convergent validity, discriminant validity, and internal consistency reliability, whereas the structural model evaluation focused on the coefficient of determination (R^2), path coefficients, and effect sizes (Hair et al., 2020; Henseler et al., 2015).

RESULTS AND DISCUSSIONS

The empirical analysis was conducted on 394 valid responses obtained from followers of Baraja Coffee's Instagram and TikTok accounts. The questionnaire was distributed online through Google Forms during December 2025 to January 2026 and contained 26 measurement items. All responses were processed using SmartPLS 4.

Table 1. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Female	263	66.75%
Gender	Male	131	33.25%
Age	17–20 years	96	24.37%
Age	21–25 years	186	47.21%
Age	26–35 years	88	22.34%
Age	>36 years	24	6.09%
Occupation	Student	194	49.24%
Occupation	Employee	111	28.17%
Occupation	Entrepreneur	80	20.30%
Occupation	Others	9	2.29%
Following Baraja Coffee's social media	Yes	393	99.75%
Following Baraja Coffee's social media	No	1	0.25%

Table 1 shows that the respondents were dominated by female followers (66.75%) and by those aged 21–25 years (47.21%), indicating that Baraja Coffee's social media audience is concentrated among young adults. From an occupational perspective, students

constituted the largest group (49.24%), followed by employees (28.17%) and entrepreneurs (20.30%). Moreover, 99.75% of the respondents confirmed that they followed Baraja Coffee's social media accounts, which supports the suitability of the sample for assessing the effects of social media marketing and customer engagement on brand awareness.

Measurement Model Evaluation

The measurement model was assessed through convergent validity, discriminant validity, and construct reliability. Following current PLS-SEM guidelines, reflective indicators are expected to exhibit sufficiently high loadings, average variance extracted (AVE) values above 0.50, discriminant validity under the HTMT criterion, and reliability coefficients above the accepted minimum thresholds (Hair et al., 2020; Henseler et al., 2015).

Convergent Validity

Convergent validity was first examined through indicator loadings and AVE values. All indicators loaded above 0.70, which indicates that each item adequately represents its respective construct. To keep the article concise and journal-ready, Table 2 summarizes the loading range and AVE for each construct rather than reproducing the full SmartPLS screenshot output.

Table 2. Convergent Validity Summary

Construct	Number of Indicators	Loading Range	AVE
Social Media Marketing	10	0.761–0.817	0.621
Customer Engagement	12	0.730–0.820	0.624
Brand Awareness	4	0.787–0.834	0.666

The results indicate that social media marketing has loading values ranging from 0.761 to 0.817 with an AVE of 0.621, customer engagement has loading values ranging from 0.730 to 0.820 with an AVE of 0.624, and brand awareness has loading values ranging from 0.787 to 0.834 with an AVE of 0.666. Since all loadings exceed 0.70 and all AVE values exceed 0.50, the three constructs meet the recommended criteria for convergent validity.

Table 3. Heterotrait–Monotrait Ratio (HTMT)

Construct	Social Media Marketing	Customer Engagement	Brand Awareness
Social Media Marketing	—	—	—
Customer Engagement	0.595	—	—
Brand Awareness	0.869	0.768	—

Discriminant Validity

Discriminant validity was assessed using the HTMT ratio and the Fornell–Larcker criterion. Under the HTMT approach, values below 0.90 indicate that the constructs are empirically distinct. Under the Fornell–Larcker criterion, the square root of AVE for each construct should be greater than its inter-construct correlations. As shown in Table 3, all HTMT values are below the 0.90 threshold, with the highest value recorded between social media marketing and brand awareness (0.869). Table 4 further confirms discriminant validity because the square roots of AVE for social media marketing (0.788), customer engagement (0.790), and brand awareness (0.816) are higher than the corresponding inter-construct correlations. Accordingly, the constructs used in this study are empirically distinct and non-overlapping.

Table 4. Fornell–Larcker Criterion

Construct	Social Media Marketing	Customer Engagement	Brand Awareness
Social Media Marketing	0.788	—	—
Customer Engagement	0.560	0.790	—
Brand Awareness	0.769	0.685	0.816

Construct Reliability

Reliability was then evaluated using Cronbach's alpha, composite reliability (rho_a and rho_c), and AVE. As presented in Table 5, all reliability coefficients exceed 0.70, indicating satisfactory internal consistency across the three constructs.

Table 5. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
Social Media Marketing	0.932	0.933	0.942	0.621
Customer Engagement	0.945	0.946	0.952	0.624
Brand Awareness	0.832	0.833	0.888	0.666

The highest reliability values were observed for customer engagement, followed by social media marketing and brand awareness. Overall, the convergent validity, discriminant validity, and reliability results demonstrate that the measurement model is statistically sound and suitable for hypothesis testing.

Structural Model Evaluation

After the adequacy of the measurement model was confirmed, the structural model was evaluated through the coefficient of determination (R^2), path coefficients, and effect sizes (f^2). These statistics indicate the explanatory power of the model and the relative importance of each exogenous construct in predicting brand awareness.

Table 6. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Adjusted R^2
Brand Awareness	0.686	0.684

The R^2 value of 0.686 indicates that social media marketing and customer engagement jointly explain 68.6% of the variance in brand awareness. This level of explanatory power can be considered substantial for behavioral research in a digital marketing setting, meaning that the model captures a large share of the factors shaping respondents' awareness of Baraja Coffee.

Table 7. Path Coefficients and Hypothesis Testing

Path	Original Sample (β)	Sample Mean	Std. Dev.	t-statistic	p-value
Social Media Marketing to Brand Awareness	0.562	0.563	0.035	16.143	0.000
Customer Engagement to Brand Awareness	0.370	0.371	0.033	11.172	0.000

Both direct paths are positive and statistically significant. Social media marketing exerts the larger standardized effect on brand awareness ($\beta = 0.562$, $t = 16.143$, $p < 0.001$), while customer engagement also exerts a positive and significant effect ($\beta = 0.370$, $t = 11.172$, $p < 0.001$). Therefore, H1 and H2 are supported.

Table 8. Effect Size (f^2)

Path	f^2
Social Media Marketing to Brand Awareness	0.691
Customer Engagement to Brand Awareness	0.299

The f^2 results show that social media marketing has a large effect on brand awareness ($f^2 = 0.691$), whereas customer engagement has a moderate-to-large effect ($f^2 = 0.299$). This finding indicates that social media marketing is the most dominant predictor in the model, although customer engagement remains an important supporting factor in strengthening awareness outcomes.

Discussions

The findings of this study confirm that social media marketing has a positive and significant effect on brand awareness among Baraja Coffee's followers on Instagram and TikTok. This result indicates that social media activities characterized by attractive content, interaction, trend relevance, customization, and digital word of mouth contribute meaningfully to consumers' ability to recognize and recall the brand. This finding is in line with Kim & Ko (2012), who argue that social media marketing activities create value by enhancing how consumers experience and respond to brands in digital environments. It also supports Bilgin (2018), who found that social media marketing activities positively influence brand awareness, brand image, and brand loyalty, with brand awareness showing one of the clearest effects. In the context of this study, the result suggests that

Baraja Coffee's visibility in social media is not merely a matter of posting frequently, but of presenting content that is relevant, engaging, and memorable enough to remain in the minds of followers. This interpretation is also consistent with recent evidence showing that social media-based communication and marketing activities can strengthen brand-related outcomes in both international and emerging market settings (Schivinski & Dabrowski, 2016; Zeqiri et al., 2025).

The results also show that customer engagement has a positive and significant effect on brand awareness. This finding means that followers who are more cognitively attentive, emotionally connected, and behaviorally involved with Baraja Coffee's social media content tend to have stronger awareness of the brand. This supports the view that brand awareness in digital contexts is not shaped only by exposure, but also by the depth of consumer-brand interaction. Hollebeek et al. (2014) explain that consumer brand engagement in social media consists of cognitive processing, affection, and activation, all of which reflect how deeply consumers connect with a brand online. In addition, So et al. (2014) show that stronger engagement contributes to stronger brand-related outcomes because engaged consumers develop deeper psychological and relational ties with the brand. The present finding therefore suggests that when Baraja Coffee is able to encourage followers not only to view its content but also to react, interact, and feel attached to it, the brand becomes easier to identify and remember. This interpretation is also consistent with Pansari & Kumar (2017), who describe customer engagement as a valuable relational mechanism that produces important marketing consequences, and with Kusuma et al. (2024), who report that brand engagement contributes to stronger awareness and image among younger consumers.

Another important finding is that social media marketing emerged as the stronger predictor of brand awareness compared with customer engagement. This suggests that in the context of local coffee shop branding, direct exposure through social media content remains the main driver of awareness formation, while engagement plays a reinforcing role that deepens consumers' memory and connection to the brand. For Baraja Coffee, this means that awareness is built first through the visibility and consistency of digital content, and then strengthened through the quality of follower interaction. This pattern is reasonable because consumers cannot engage meaningfully with a brand if they are not first exposed to attractive and recognizable content. In this sense, social media marketing functions as the initial stimulus, whereas customer engagement operates as a relational amplifier that helps maintain brand salience over time. Similar patterns have been observed in prior studies showing that social media-based marketing can drive awareness and engagement simultaneously, while engagement further strengthens brand-related responses (Godey et al., 2016; Ibrahim et al., 2025).

The coefficient of determination also indicates that social media marketing and customer engagement jointly explain a substantial proportion of the variance in brand awareness. This finding implies that brand awareness among Baraja Coffee's followers is shaped by a combination of exposure-based and relationship-based mechanisms. From a practical perspective, the result suggests that local coffee shop brands should not rely solely on promotional visibility, nor focus only on interaction without strong content identity. Instead, both dimensions need to operate together: content should attract attention and communicate brand distinctiveness, while engagement strategies should encourage followers to interact with, respond to, and remember the brand. This interpretation is in line with recent research emphasizing that social media-based

customer engagement helps drive broader marketing outcomes and strengthens brand value in digital contexts (Kulikovskaja et al., 2023; Lee & Park, 2022). Overall, the findings confirm that for local coffee shop brands competing in crowded digital spaces, brand awareness is not built through content exposure alone, but through the integration of strategic social media marketing and active follower engagement.

CONCLUSIONS AND RECOMMENDATIONS

This study confirms that social media marketing and customer engagement both have positive and significant effects on brand awareness among Baraja Coffee's Instagram and TikTok followers. Social media marketing is the stronger predictor, while both variables jointly explain a substantial proportion of brand awareness. These findings indicate that brand awareness in a local coffee shop context is shaped not only by digital content exposure, but also by the quality of follower interaction with the brand.

Based on these findings, Baraja Coffee should strengthen consistent, distinctive, and interactive social media content to maintain brand visibility and encourage stronger follower engagement. However, this study has a structural limitation regarding its narrow geographical and organizational scope, as it is strictly limited to one local coffee shop brand and relies on cross-sectional follower data. Because the current research object scope is relatively small, the findings may possess limited generalizability across different regions or broader industries. Therefore, future research should expand the scope of the study by comparing multiple local brands across different cities, utilizing larger and more diverse samples, or conducting a comparative analysis between local independent coffee shops and international chains. Additionally, future studies could incorporate broader marketing variables such as brand image, electronic word of mouth, or actual purchase intention to provide a more comprehensive framework.

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