

THE ROLE OF BRAND AWARENESS IN MEDIATING THE EFFECT OF CONTENT MARKETING ON PURCHASE INTENTION FOR SEVENCUTSMEDIA SERVICES

Rafael Davin Agsantra

Management, Faculty of Economics and Business, Udayana University

Correspondensi author email: Rafael Davin Agsantra

rafael.davin14@gmail.com

Komang Agus Satria Pramudana

Management, Faculty of Economics and Business, Udayana University

E-mail: : agussatriapramudana@unud.ac.id

Abstract

The growing use of social media as a digital marketing channel has encouraged creative service providers to leverage content to introduce and build their brands among consumers. The phenomenon observed at Sevencutsmedia indicates that the use of Instagram as a marketing platform has contributed to improved sales performance; however, high audience engagement with its content has not always been accompanied by an increase in demand for its services. This condition highlights the importance of understanding the role of content marketing in building brand awareness and fostering consumer purchase intention. This study aims to analyze the effect of content marketing on purchase intention and examine the role of brand awareness in mediating the effect of content marketing on purchase intention at Sevencutsmedia in Jakarta. This study employs a quantitative approach using a causal-associative research method. The sample consisted of 100 respondents selected using a non-probability sampling technique with a purposive sampling method. Data were collected through questionnaires using a five-point Likert scale. The data were analyzed using Partial Least Squares-based Structural Equation Modeling (PLS-SEM). The results indicate that content marketing has a positive and significant effect on brand awareness. Content marketing also has a positive and significant effect on purchase intention. Furthermore, brand awareness has a positive and significant effect on purchase intention. The mediation analysis demonstrates that brand awareness mediates the effect of content marketing on purchase intention. These findings indicate that the higher the quality of the content marketing presented by Sevencutsmedia, the greater the brand awareness generated and the stronger consumers' intention to purchase the services offered.

Keywords: Content Marketing, Brand Awareness, Purchase Intention

INTRODUCTION

Digital transformation has shifted modern marketing from conventional approaches toward more dynamic, personalized, and real-time social media-based interactions, including the use of content marketing strategies to build engagement, brand awareness, and consumer purchase intention (Kotler et al., 2017; Nagy & Hajdú, 2021). Instagram has become one of the strategic platforms in Indonesia, with 119,419,100 users in 2025. However, intense competition for audience attention means

that high engagement does not always translate directly into increased sales, making brand awareness an important factor in the purchasing process (NapoleonCat, 2025; Oktaviani et al., 2025). This phenomenon is particularly relevant to the digital creative services industry, including Sevencutsmedia, which offers video editing and integrated services ranging from content planning and copywriting to editing and publication for MSMEs, influencers, students, and personal brands. Given the relatively premium nature and pricing of its services, purchase decisions for Sevencutsmedia's services largely depend on the ability of its Instagram content marketing strategy to build brand awareness and foster consumer purchase intention.

Table 1. Types of Services Offered by Sevencutsmedia

Service	Description	Price
Long-form video	Editing of long-form videos with a maximum duration of 10 minutes	IDR. 2.000.000,-
Short-form video	Editing of short-form videos with a maximum duration of 60 seconds	IDR. 500.000,-
Short-form video package	Editing of 5 short-form videos, each with a maximum duration of 60 seconds	IDR. 2.000.000,-

Source: (Data processed, 2026)

During the initial stage of its operations, Sevencutsmedia marketed its services through Fiverr, an international freelance platform. The platform provides a reputation system based on ratings and reviews, enabling prospective clients to evaluate the credibility of service providers more easily.

Based on an interview with the owner of Sevencutsmedia, the use of Fiverr was considered effective in facilitating consumer trust because the reputation system was automatically established through the platform. Clients tended to make purchase decisions based on ratings and reviews without necessarily having an in-depth familiarity with the brand. In other words, the trust-building stimulus was facilitated by the platform's system.

Table 2. Changes in Marketing Strategy

Aspect	Using Fiver	Using Instagram
Marketing channel	<i>Fiverr freelance platform</i>	Instagram social media
Relationship with clients	Project-based	Relational, long-term
Service positioning	High price competition	Premium video editing services
Role of content marketing	Limited to service descriptions	Portfolio, credibility, and quality validation
Brand awareness	Limited to Fiverr platform users	Beginning to develop beyond the platform
Sales performance	Relatively stable	Increased by approximately 20 times
Source of clients	Platform searches	<i>Referrals and brand awareness</i>

Source: (Data processed, 2026)

As shown in Table 2, Sevencutsmedia's transition from Fiverr to Instagram transformed its marketing strategy from a project-based relationship into a more relational approach emphasizing premium positioning, portfolio presentation, credibility, and brand awareness, accompanied by an increase in revenue of approximately 20 times. However, high engagement does not always generate service inquiries or lead to conversions, indicating that content exposure alone is insufficient to foster purchase intention amid intensifying competition in the digital creative services industry. This phenomenon can be explained through the Stimulus–Organism–Response (S-O-R) framework, in which content marketing serves as the stimulus, brand awareness as the organism, and purchase intention as the response, consistent with previous studies demonstrating the mediating role of brand awareness. The limited research on Instagram-based digital creative services, coupled with Jakarta's characteristics as a major economic and creative industry hub with an internet penetration rate of 91.35%, further strengthens the relevance of examining the effect of content marketing on purchase intention through brand awareness at Sevencutsmedia.

Table 3. Eight Provinces with the Highest Internet Penetration Rates in Indonesia in 2025

Province	Penetration Rate
Jakarta	91,35%
DI Yogyakarta	91,18%
Bali	90,59%
Central Kalimantan	89,57%
Bengkulu	88,51%
East Kalimantan	88,33%
Jambi	87,71%
West Java	86,52%

Source: (Databoks, 2025)

The adaptability of Jakarta's population to digital marketing, combined with intense competition for attention on social media, makes the region particularly relevant for examining the effectiveness of content marketing in building brand awareness and fostering purchase intention, particularly among MSMEs, influencers, students, and personal brands that constitute Sevencutsmedia's target market.

Therefore, this study aims to analyze the effect of content marketing on purchase intention by considering brand awareness as a mediating variable at Sevencutsmedia. This study is expected to provide a theoretical contribution to the development of S-O-R-based digital marketing literature, as well as practical contributions for creative service providers in designing content strategies that are not only visually appealing but also effective in building brand awareness and fostering purchase intention.

RESEARCH METHOD

This study employed a quantitative approach using a causal-associative method to empirically examine the effect of content marketing on purchase intention and the

role of brand awareness as a mediating variable. The quantitative approach was used to objectively measure the relationships among variables through statistical analysis, while the causal-associative method was employed to explain causal relationships in accordance with the Stimulus–Organism–Response (S-O-R) theoretical framework. The study was conducted in Jakarta, which was purposively selected because it is a major center of economic activity and the creative industry, with a high level of social media usage, particularly Instagram. These conditions are relevant to the market characteristics of Sevencutsmedia as a provider of video editing services for digital content. The research variables consisted of content marketing as the exogenous variable (X), brand awareness as the mediating variable (Z), and purchase intention as the endogenous variable (Y) (Riyanto & Setyorini, 2024; Kurniawan & Puspitaningtyas, 2016).

The study population comprised Instagram users in Jakarta who were aware of or had been exposed to Sevencutsmedia's marketing content and were potential users of video editing services. Because the exact population size was unknown, this study employed non-probability sampling using a purposive sampling technique. Based on the 14 questionnaire items, Hair et al. (2016) recommend a minimum sample size of 5–10 times the number of items; therefore, the minimum required sample was 70 respondents. To enhance the reliability of the model, this study involved 100 respondents who met the following criteria: residing in Jakarta, having completed at least senior high school or vocational high school education, having heard of the Sevencutsmedia brand, having viewed its content on Instagram, and having a need for or interest in digital content. The data consisted of primary data obtained through interviews and an online questionnaire administered via Google Forms, as well as secondary data obtained from books, previous studies, Statistics Indonesia, Databoks, NapoleonCat, and digital industry reports. The research instrument was a questionnaire using a five-point Likert scale and included indicators measuring content marketing, brand awareness, and purchase intention. The results showed that all indicators had outer loading values greater than 0.70, while the composite reliability values were 0.897, 0.905, and 0.917, respectively, indicating that the research instrument was valid and reliable (Riyanto & Setyorini, 2024; Hair et al., 2016; Sugiyono, 2019).

Data were analyzed using descriptive and inferential statistics through Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS. Model evaluation included assessment of the outer model through convergent validity, discriminant validity, and composite reliability, as well as assessment of the inner model using R^2 and Q^2 values to evaluate the model's explanatory and predictive capabilities. Hypotheses were tested using a bootstrapping procedure based on the t-statistic, p-value, and path coefficient, with a hypothesis considered supported when the t-statistic was greater than 1.96 or the p-value was less than 0.05. Furthermore, mediation was examined through the indirect effect to determine the role of brand awareness in mediating the effect of content marketing on purchase intention. Mediation was categorized as partial mediation when both the direct and indirect effects were significant and had the same direction, full mediation when only the indirect effect was significant, and no mediation when the indirect effect was not significant (Hair et al., 2016; Riyanto & Setyorini, 2024).

RESULT AND DISCUSSION

Description of Research Variables

The data collection technique used in this study was an online questionnaire administered through Google Forms, containing statements related to the variables of purchase intention, content marketing, and brand awareness. Respondents' answers were then converted using a measurement scale with a minimum score of 1 and a maximum score of 5. The categories of respondents' responses were determined by calculating the class intervals based on the score range. The resulting intervals were then used as the basis for determining the measurement categories of respondents' responses, as presented in Table 4.

Tabel 4. Tabel Kategori Deskripsi Variabel

Mean Score	Category		
	Content Marketing	Brand Awareness	Purchase Intention
1,00 – 1,79	Very Low	Very Low	Very Low
1,80 – 2,59	Low	Low	Low
2,60 – 3,39	Moderate	Moderate	Moderate
3,40 – 4,19	High	High	High
4,20 – 5,00	Very High	Very High	Very High

Source: Sugiyono (2019)

Content Marketing

Content Marketing (X) in this study is an exogenous variable measured using five indicators. Respondents' perceptions of the content marketing variable are presented in greater detail in Table 5.

Table 5. Description of Respondents' Answers on Content Marketing

No	Statement	Frequency of Respondents' Answers					Mean	Criteria
		1	2	3	4	5		
1.	The content published by Sevencutsmedia is relevant to my information needs.	1	3	19	42	35	4,07	High
2.	The information presented in Sevencutsmedia's content is accurate and trustworthy.	1	5	15	43	36	4,08	High
3.	The content created by Sevencutsmedia provides benefits to me.	2	4	22	37	35	3,99	High

4.	The content presented by Sevencutsmedia is easy to understand.	3	2	19	40	36	4,04	High
5.	Sevencutsmedia's content is easy for me to find.	1	6	15	40	38	4,08	High
Overall mean of responses to content marketing							4,05	High

Source: Processed by the Researcher

The data presented in Table 5 indicate that Sevencutsmedia's content marketing is perceived as high by its prospective consumers, as reflected in the overall mean score of 4.05.

- 1) The highest mean score was obtained for the statement, "The information presented in Sevencutsmedia's content is accurate and trustworthy," which represents the accurate content indicator, with a mean score of 4.08 and falls within the high category. This statement indicates that prospective consumers of Sevencutsmedia perceive the information presented in its content as accurate and trustworthy.
- 2) The next highest mean score was obtained for the statement, "Sevencutsmedia's content is easy for me to find," which represents the easy-to-find content indicator, with a mean score of 4.08 and falls within the high category. This statement indicates that prospective consumers of Sevencutsmedia perceive the marketing content published on Sevencutsmedia's Instagram account as easy to find.
- 3) The next lower mean score was obtained for the statement, "The content published by Sevencutsmedia is relevant to my information needs," which represents the relevant content indicator, with a mean score of 4.07 and falls within the high category. This statement indicates that prospective consumers of Sevencutsmedia perceive its marketing content as relevant.
- 4) The next lower mean score was obtained for the statement, "The content presented by Sevencutsmedia is easy to understand," which represents the easy-to-understand content indicator, with a mean score of 4.04 and falls within the high category. This statement indicates that prospective consumers of Sevencutsmedia perceive its marketing content as easy to understand.
- 5) The lowest mean score was obtained for the statement, "The content created by Sevencutsmedia provides benefits to me," which represents the beneficial content indicator, with a mean score of 3.99 and falls within the high category. This statement indicates that prospective consumers of Sevencutsmedia perceive the marketing content as beneficial to them.

Overall, these results indicate that Sevencutsmedia's content marketing is positively perceived by prospective consumers, as reflected in the overall mean score of 4.05, which falls within the high category. The high ratings across all indicators demonstrate that the content presented by Sevencutsmedia is considered accurate and trustworthy, easy to find, relevant to consumers' information needs, easy to understand, and beneficial to prospective consumers.

Information accuracy and ease of finding the content emerged as the most prominent aspects, whereas the perceived benefits of the content received the relatively lowest rating, although it remained within the high category. These findings

indicate that Sevencutsmedia has been able to provide marketing content that aligns with the characteristics and information needs of prospective consumers through Instagram.

Brand Awareness

Table 6. Description of Respondents' Answers on Brand Awareness

No	Statement	Frequency of Respondents' Answers					Mean	Criteria
		1	2	3	4	5		
1.	I can easily remember the Sevencutsmedia brand.	1	3	16	46	34	4,09	High
2.	I can easily recognize the Sevencutsmedia brand compared to other brands.	2	3	13	50	32	4,07	High
3.	My experience of seeing Sevencutsmedia's content makes the brand easy for me to remember.	2	6	11	52	29	4,00	High
4.	Sevencutsmedia is one of my choices when I need related services.	1	5	17	45	32	4,02	High
5.	I can distinguish Sevencutsmedia from other similar brands.	2	2	25	42	29	3,94	High
Overall mean of responses to brand awareness							4,02	High

Source: Data processed, 2026

The data presented in Table 6 indicate that the level of Sevencutsmedia's brand awareness formed in the minds of prospective consumers is high, as reflected in the overall mean score of 4.02.

- 1) The highest mean score was obtained for the statement, "I can easily remember the Sevencutsmedia brand," which represents the brand recall indicator, with a mean score of 4.09 and falls within the high category. This statement indicates that prospective consumers perceive the Sevencutsmedia brand as easy to remember.
- 2) The next lower mean score was obtained for the statement, "I can easily recognize the Sevencutsmedia brand compared to other brands," which represents the brand recognition indicator, with a mean score of 4.07 and falls within the high category. This statement indicates that prospective consumers perceive the Sevencutsmedia brand as easy to recognize.
- 3) The next lower mean score was obtained for the statement, "Sevencutsmedia is one of my choices when I need related services," which represents the indicator of the brand as an alternative choice, with a mean score of 4.02 and falls within the high category. This statement indicates that prospective consumers consider Sevencutsmedia as one of their choices when they require related services.

- 4) The next lower mean score was obtained for the statement, “My experience of seeing Sevencutsmedia’s content makes the brand easy for me to remember,” which represents the indicator of brand recall based on experience, with a mean score of 4.00. This statement indicates that prospective consumers’ exposure to Sevencutsmedia’s content contributes to their ability to remember the brand.
- 5) The lowest mean score was obtained for the statement, “I can distinguish Sevencutsmedia from other similar brands,” which represents the brand differentiation indicator, with a mean score of 3.94 and falls within the high category. This statement indicates that prospective consumers perceive Sevencutsmedia as distinguishable from other similar brands.

Overall, these results indicate that Sevencutsmedia’s brand awareness has been well established in the minds of prospective consumers, as reflected in the mean score of 4.02, which falls within the high category. All brand awareness indicators were rated within the high category, indicating that prospective consumers demonstrate a strong ability to recall and recognize the Sevencutsmedia brand.

Brand recall received the highest rating, whereas the ability to distinguish Sevencutsmedia from similar brands received the relatively lowest rating, although it remained within the high category. These findings demonstrate that Sevencutsmedia has achieved a high level of brand awareness among prospective consumers, particularly in terms of brand recall and recognition.

Purchase Intention

Table 7. Description of Respondents’ Answers on Purchase Intention

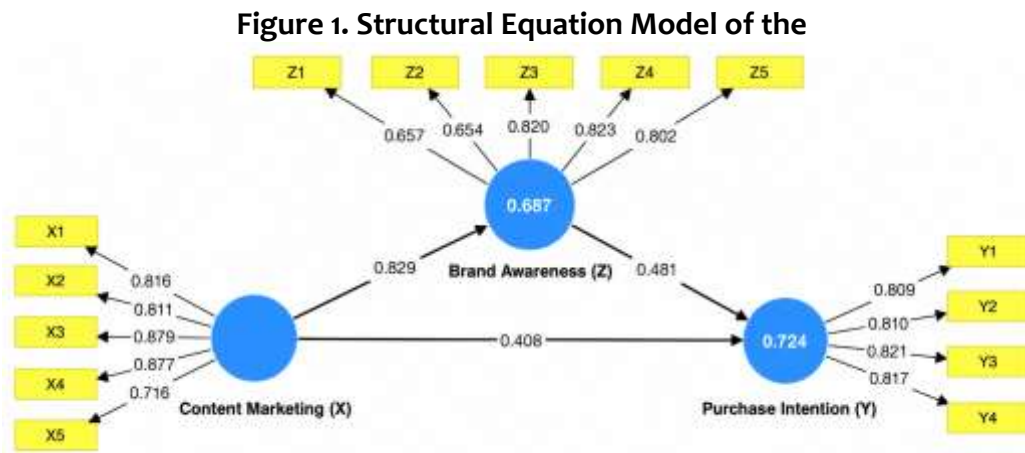
No	Statement	Frequency of Respondents’ Answers					Mean	Criteria
		1	2	3	4	5		
1.	I am interested in using Sevencutsmedia’s services.	1	5	22	40	32	3,97	High
2.	I am willing to recommend Sevencutsmedia to others.	1	3	17	50	29	4,03	High
3.	Sevencutsmedia is my primary choice compared to other similar service providers.	1	6	16	47	30	3,99	High
4.	I am interested in seeking further information about Sevencutsmedia’s services.	1	5	16	46	32	4,03	High
Overall mean of responses to purchase intention							4,01	High

Source: Data processed, 2026

Based on Table 7, prospective consumers’ purchase intention toward Sevencutsmedia’s services is categorized as high, with an overall mean score of 4.01. The highest scores were obtained for willingness to recommend Sevencutsmedia to

others and interest in seeking further information about its services, each with a mean score of 4.03. Meanwhile, the intention to consider Sevenscutsmedia as the primary choice obtained a mean score of 3.99, while the intention to use Sevenscutsmedia's services received the lowest mean score of 3.97, although it remained within the high category. Overall, these findings indicate that prospective consumers demonstrate a high level of purchase intention, particularly in terms of seeking further information and recommending Sevenscutsmedia's services to others.

Measurement Model Evaluation Results (*outer model*)



1) Convergent Validity

Table 8. Results of the Convergent Validity Test

Variable	Indicator	Outer Loadings
Content Marketing (X)	Relevant content (X.1)	0,918
	Accurate content (X.2)	0,909
	Useful content (X.3)	0,911
	Easy-to-understand content (X.4)	0,919
	Easy-to-find content (X.5)	0,870
Brand Awareness (Z)	Easy-to-remember brand (Z.1)	0,901
	Easy-to-recognize brand (Z.2)	0,884
	Brand easily remembered based on experience (Z.3)	0,897
	Brand as an alternative choice (Z.4)	0,886
	Easy-to-distinguish brand (Z.5)	0,882

Purchase Intention (Y)	Intention to make a transaction (Y.1)	0,922
	Intention to recommend (Y.2)	0,902
	Preferential intention to choose (Y.3)	0,928
	Intention to explore the service (Y.4)	0,917

Source: Processed by the Researcher

The results of the convergent validity test show that all outer loading values of the variable indicators are greater than 0.70. Therefore, all indicators have met the requirements of convergent validity and are declared valid.

2) Discriminant Validity

Table 9. Results of the Discriminant Validity Test

	Conten Marketing (X)	Brand Awareness (Z)	Purchase Intention (Y)
X1	0,918	0,768	0,740
X2	0,911	0,755	0,720
X3	0,911	0,749	0,749
X4	0,919	0,743	0,740
X5	0,870	0,747	0,705
Y1	0,765	0,798	0,922
Y2	0,689	0,743	0,902
Y3	0,744	0,717	0,928
Y4	0,760	0,747	0,917
Z1	0,776	0,901	0,752
Z2	0,724	0,884	0,675
Z3	0,719	0,897	0,703
Z4	0,751	0,886	0,753
Z5	0,716	0,882	0,760

Source: Processed by the Researcher

A latent variable is considered to demonstrate adequate discriminant validity when the relevant loading value is greater than 0.70 and exceeds its loadings on other constructs. Table 9 shows that the study demonstrates very good discriminant validity, as the cross-loading value of each indicator on its respective construct is higher than its cross-loading values on the other constructs. Therefore, the discriminant validity test using the cross-loading criterion in this study can be declared valid.

Another method for assessing discriminant validity is by examining the Average Variance Extracted (AVE) value. A good model requires the AVE value of each construct

to be greater than 0.50. The results of the discriminant validity test using Average Variance Extracted (AVE) are presented in Table 10.

T Table 10. Results of the Average Variance Extracted Test

	Average Variance Extracted
Content Marketing (X)	0,820
Brand Awareness (Z)	0,792
Purchase Intention (Y)	0,841

Source: Processed by the Researcher

Table 10 shows that the AVE values for Content Marketing, Brand Awareness, and Purchase Intention are all greater than 0.50. This indicates that the validity test based on the AVE values has been satisfied, and all constructs are declared valid.

3) Composite Reliability

Table 11. Results of the Composite Reliability Test

	Cronbach's Alpha	Composite Reliability
Content Marketing (X)	0,945	0,958
Brand Awareness (Z)	0,934	0,950
Purchase Intention (Y)	0,937	0,955

Source: Processed by the Researcher

Table 11 shows that the Cronbach's alpha and composite reliability values for all variables in this study are greater than 0.70. This indicates that all indicators used in the study have met the reliability requirements and can therefore be declared reliable.

Structural Model Evaluation Results (Inner Model)

1) R-square Value

Table 12. Results of the R-square Test

	R-square	R-square Adjusted
Brand Awareness (Z)	0,687	0,684
Purchase Intention (Y)	0,724	0,718

Source: Processed by the Researcher

The data presented in Table 12 show that the R-square value for Brand Awareness is 0.687, indicating that the model has moderate explanatory power. This means that 68.7% of the variation in Brand Awareness among prospective Sevenscutsmedia consumers is explained by Content Marketing, while the remaining 31.3% is explained by other factors not included in the model. The R-square value for Purchase Intention is 0.724, which also indicates moderate explanatory power. This means that 72.4% of the variation in Purchase Intention among prospective Sevenscutsmedia consumers is explained by Content Marketing and Brand Awareness, while the remaining 27.6% is explained by other factors not included in the model.

2) Predictive-Relevance (Q²)

The inner model was further evaluated using the Q-square value as an indicator of model goodness of fit. A Q-square value greater than zero indicates that the model has predictive relevance, whereas a Q-square value below zero indicates that the model lacks predictive relevance. Therefore, if the calculated Q-square value is greater than zero, the model can be considered to have relevant predictive capability. The Q-square value was calculated as follows:

$$Q^2 = 1 - [(1 - R^2) (1 - R^2)]$$

$$Q^2 = 1 - [(1 - 0,687) (1 - 0,724)]$$

$$Q^2 = 1 - (0,313) (0,276)$$

$$Q^2 = 1 - 0,086$$

$$Q^2 = 0,914$$

The Q-square value ranges from $0 < Q^2 < 1$, where a value closer to 1 indicates better predictive capability. Based on the calculation above, the Q-square value obtained is 0.914. Therefore, it can be concluded that the model has good predictive relevance. This indicates that 91.4% of the variation in the endogenous constructs can be predicted by Brand Awareness and Content Marketing, while the remaining 8.6% is attributable to constructs outside the model.

Hypothesis Testing

Table 13. Results of the Direct Effect Test

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standar Deviation (STDEV)</i>	<i>T-Statistic (O/STDEV)</i>	<i>P Values</i>
Content Marketing (X) → Brand Awareness (Z)	0,829	0,828	0,042	19,811	0,000
Content Marketing (X) → Purchase Intention (Y)	0,408	0,410	0,097	4,209	0,000
Brand Awareness (Z) → Purchase Intention (Y)	0,481	0,480	0,099	4,851	0,000

Source: Processed by the Researcher

Based on Table 13, the p-values and t-statistics for each relationship can be explained as follows :

1) Hypothesis 1 Testing: The Effect of Content Marketing on Brand Awareness

The results show that Content Marketing (X) has a positive and significant effect on Brand Awareness (Z), with an original sample value of 0.829, a t-statistic value of 19.814, and a p-value of 0.000. This indicates that the more attractive and informative the marketing content presented, the higher the level of consumer awareness of the brand. Therefore, the hypothesis stating that Content Marketing affects Brand Awareness is accepted.

2) Hypothesis 2 Testing: The Effect of Content Marketing on Purchase Intention

Based on the hypothesis testing results, Content Marketing (X) has a positive and significant effect on Purchase Intention (Y), with an original sample value of 0.408, a t-statistic value of 4.213, and a p-value of 0.000. These results indicate that effective marketing content can increase consumer interest and encourage the emergence of purchase intention. Therefore, the hypothesis stating that Content Marketing affects Purchase Intention is accepted.

3) Hypothesis 3 Testing: The Effect of Brand Awareness on Purchase Intention

Based on the hypothesis testing results, Brand Awareness (Z) has a positive and significant effect on Purchase Intention (Y), with an original sample value of 0.481, a t-statistic value of 4.852, and a p-value of 0.000. These results indicate that the higher consumers' awareness of a brand, the stronger their purchase intention toward the services offered. Therefore, the hypothesis stating that Brand Awareness affects Purchase Intention is accepted.

Table 14. Results of the Indirect Effect Test

Effect Type	Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values
Specific Indirect Effect	Content Marketing (X)					
	→ Brand Awareness (Z)	0,399	0,397	0,083	4,784	0,000
	→ Purchase Intention (Y)					

Source: Processed by the Researcher

4) Hypothesis 4 Testing: The Mediating Role of Brand Awareness in the Effect of Content Marketing on Purchase Intention

The indirect effect test shows that Content Marketing (X) has a positive and significant effect on Purchase Intention (Y) through Brand Awareness (Z), with an original sample value of 0.399, a t-statistic value of 4.784, and a p-value of 0.000. These results indicate that Brand Awareness is able to mediate the relationship between Content Marketing and Purchase Intention. The type of mediation identified is partial mediation, meaning that Content Marketing can increase Purchase Intention both directly and indirectly through increased Brand Awareness.

Mediation Testing

The mediation testing method used in this study follows the criteria proposed by Hair et al. (2016:248), as follows:

- 1) The effect of the exogenous variable on the mediating variable (p1) was examined. The effect of Content Marketing on Brand Awareness has a p-value of 0.000, which is below 0.05 and therefore statistically significant.

- 2) The effect of the mediating variable on the endogenous variable (p2) was examined. The effect of Brand Awareness on Purchase Intention has a p-value of 0.000, which is below 0.05 and therefore statistically significant.
- 3) The effect of the exogenous variable on the endogenous variable (p3) was examined. The effect of Content Marketing on Purchase Intention has a p-value of 0.000, which is below 0.05 and therefore statistically significant.

Based on these results, Brand Awareness can be concluded to function as a partial mediator in the relationship between Content Marketing and Purchase Intention among prospective Sevencutsmedia consumers. This finding indicates that Brand Awareness transmits part of the effect of Content Marketing on Purchase Intention, while Content Marketing also retains a significant direct effect on Purchase Intention.

Discussion of Research Findings

The Effect of Content Marketing on Purchase Intention

The hypothesis testing results show that content marketing has a positive and significant effect on purchase intention. This means that the content marketing carried out by Sevencutsmedia is able to generate purchase intention among prospective Sevencutsmedia consumers in Jakarta.

In this study, the content marketing variable was measured using several indicators, namely relevant content, accurate content, useful content, easy-to-understand content, and easy-to-find content. Based on respondents' answers, the indicators of content accuracy and ease of finding content obtained the highest mean scores among all indicators used to measure the content marketing variable. This indicates that content accuracy and ease of access are the most dominant factors in shaping prospective consumers' perceptions of Sevencutsmedia's content marketing. The more accurate the information presented and the easier the content is to find, the stronger the purchase intention of prospective consumers toward Sevencutsmedia's services.

When associated with the S-O-R theory, content accuracy and ease of finding content act as stimuli that influence the cognitive processes of prospective consumers as the organism. However, according to the S-O-R theory, behavioral responses do not arise directly from a stimulus, but rather through psychological processes within the individual as the organism (Sartika & Aransyah, 2022). Accurate and easily accessible information enables prospective consumers to better understand the services offered, increases trust, and forms positive perceptions of Sevencutsmedia. These psychological processes subsequently generate a response in the form of increased purchase intention toward Sevencutsmedia's services.

The findings of this study further support previous studies conducted by Rahmatillah & Saefuloh (2022), Pasaribu et al. (2023), Azizah & Rafikasari (2021), Kamanda (2023), and Septiawan & De Yusa (2023), which found that content marketing has a positive and significant effect on purchase intention. These findings indicate that better content marketing can increase purchase intention toward Sevencutsmedia's services.

The Effect of Content Marketing on Brand Awareness

The hypothesis testing results show that content marketing has a positive and significant effect on brand awareness. This means that the better the content marketing carried out by Sevencutsmedia, the higher the brand awareness perceived by prospective Sevencutsmedia consumers.

In this study, the content marketing variable was measured using several indicators, namely relevant content, accurate content, useful content, easy-to-understand content, and easy-to-find content. Based on respondents' answers, the indicators of content accuracy and ease of finding content obtained the highest mean scores among all indicators used to measure content marketing. This indicates that brand awareness perceived by prospective Sevencutsmedia consumers tends to be more strongly influenced by content accuracy and ease of finding the content. This study illustrates the importance of brand awareness among prospective consumers in generating purchase intention toward Sevencutsmedia's services.

These findings are consistent with the S-O-R theory adopted in this study, in which brand awareness plays an important role in bridging the relationship between communication stimuli and purchase intention (Qadri et al., 2026). Content marketing is considered an effective strategy for building closer relationships with audiences (Pratiwi & Intenilia, 2025), and therefore can improve brand awareness (Husna et al., 2024). Accordingly, this study demonstrates that effective content marketing can strengthen brand awareness in the minds of prospective Sevencutsmedia consumers. Therefore, better content marketing by Sevencutsmedia is expected to result in stronger brand awareness among prospective consumers.

The findings of this study further support previous studies conducted by Widyanto & Imronudin (2025), Adilla & Nurhidayah (2025), Maola & Luthfi (2022), Oktaviani et al. (2025), and Larasati & Juandanilsyah (2025), which found a positive and significant effect of content marketing on brand awareness. These findings indicate that better content marketing can increase Sevencutsmedia's brand awareness among prospective consumers.

The Effect of Brand Awareness on Purchase Intention

The hypothesis testing results show that brand awareness has a positive and significant effect on purchase intention. This means that the higher the level of brand awareness, the stronger the purchase intention among prospective Sevencutsmedia consumers.

In this study, the brand awareness variable was measured using several indicators, namely the brand being easy to remember, easy to recognize, easy to remember based on experience, becoming an alternative choice, and easy to distinguish. Based on respondents' answers, the indicator of brand distinctiveness obtained the highest mean score among all indicators used to measure brand awareness. This indicates that the emergence of purchase intention among prospective consumers is driven by their perception that Sevencutsmedia can be distinguished from its competitors.

These findings are consistent with the S-O-R theory used in this study, in which brand awareness that emerges as part of the organism process generates a response in the form of purchase intention among prospective Sevencutsmedia consumers.

The findings of this study further support previous studies conducted by Yogiswari & Suprapti (2025), Willyanto & Lego (2022), Pradnyani & Wardana (2024), R. G. D. Putra (2021), and Keilani & Asti Aksari (2024), which found that brand awareness has a positive and significant effect on purchase intention. This means that brand awareness formed in the minds of prospective consumers toward Sevencutsmedia can trigger the emergence of purchase intention.

The Mediating Role of Brand Awareness in the Effect of Content Marketing on Purchase Intention

The hypothesis testing results, as indicated by the indirect effect test and mediation model test, show that brand awareness is able to partially mediate the effect of content marketing on purchase intention (partial mediation). This is reflected in the significant positive relationships among the variables, namely content marketing positively and significantly affects brand awareness, brand awareness positively and significantly affects purchase intention, and content marketing positively and significantly affects purchase intention both directly and indirectly through brand awareness.

This means that the better the content marketing received by prospective consumers, the higher the level of brand awareness formed toward Sevencutsmedia. The increase in brand awareness subsequently encourages stronger purchase intention toward Sevencutsmedia's services. In addition, content marketing continues to have a significant direct effect on purchase intention, indicating that the mediating role of brand awareness in this study is partial. This partial mediation indicates that the relationship between content marketing and purchase intention does not occur solely through brand awareness as the mediating variable, but can also occur directly. In other words, brand awareness plays a role in strengthening the effect of content marketing on purchase intention among prospective Sevencutsmedia consumers.

In this study, the brand awareness variable was measured using several indicators, namely the brand being easy to remember, easy to recognize, easy to remember based on experience, becoming an alternative choice, and easy to distinguish. Based on respondents' answers, the indicator of brand distinctiveness obtained the highest mean score among all indicators used to measure brand awareness. This indicates that purchase intention among prospective consumers emerges because Sevencutsmedia is perceived as distinguishable from its competitors, particularly when supported by effective content marketing.

These findings are consistent with the S-O-R theory adopted in this study, in which content marketing acts as a stimulus that influences the organism, namely the psychological processes of prospective consumers in forming brand awareness of Sevencutsmedia, which subsequently produces a response in the form of purchase intention. The organism in the S-O-R theory serves as a link between the stimulus and the response. Therefore, attractive and informative content marketing can increase prospective consumers' brand awareness, which in turn encourages stronger purchase intention. However, because brand awareness functions as a partial mediator, the effect of content marketing on purchase intention does not occur solely through brand awareness, but also occurs directly.

The findings of this study further support previous studies conducted by Patmawati & Miswanto (2022), Simamora & Suparna (2025), Putri & Priartini (2025), Prashanta & Rahyuda (2024), and I. K. M. Putra et al. (2024), which found that brand awareness is able to mediate the effect of content marketing on purchase intention. The better the content marketing presented by Sevencutsmedia, the stronger the brand awareness formed among prospective consumers. This increased brand awareness can subsequently strengthen purchase intention toward Sevencutsmedia's services, thereby reinforcing the effect of content marketing on purchase intention.

CONCLUSION

Based on the findings of this study, the following conclusions can be drawn:

- 1) Content marketing has a positive and significant effect on purchase intention. This indicates that the content marketing activities carried out by Sevencutsmedia can increase purchase intention among prospective Sevencutsmedia consumers.
- 2) Content marketing has a positive and significant effect on brand awareness. This indicates that the better the content marketing carried out by Sevencutsmedia, the higher the level of brand awareness formed in the minds of prospective Sevencutsmedia consumers.
- 3) Brand awareness has a positive and significant effect on purchase intention. This indicates that the higher the level of Sevencutsmedia's brand awareness, the stronger the purchase intention formed among prospective Sevencutsmedia consumers.
- 4) Brand awareness is able to partially mediate the effect of content marketing on purchase intention (partial mediation). This indicates that better content marketing presented by Sevencutsmedia can increase brand awareness among prospective consumers, which subsequently leads to increased purchase intention. In addition, content marketing continues to have a direct effect on purchase intention among prospective Sevencutsmedia consumers.

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