Content Marketing as a Strategic Driver of Brand Awareness: Evidence from Datum Kopi

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Article History:
Received: 30 Juli 2026
Revised: 10 Agustus 2026
Accepted: 29 Oktober 2026

Keywords: *Content Marketing, Brand Awareness, Coffee Shop, Digital Marketing, Datum Kopi*

Abstract: *The competitive growth of coffee shops in Tasikmalaya has made brand awareness increasingly important, particularly for Datum Kopi, whose customer base remains dominated by existing customers and whose digital visibility is still limited. This study aimed to examine the effect of content marketing on brand awareness at Datum Kopi. A quantitative cross-sectional survey was conducted using purposive sampling. Data were collected through a five-point Likert-scale questionnaire from 386 prospective consumers who knew Datum Kopi and had encountered its marketing content. After data screening, 17 outliers were removed, resulting in 369 valid responses. Descriptive statistics and simple linear regression were analyzed using IBM SPSS Statistics 26. The results showed that content marketing had a positive and significant effect on brand awareness. The coefficient of determination indicated that content marketing explained 60.9% of the variance in brand awareness, while 39.1% was explained by factors outside the model. These findings confirm that clear, credible, relevant, and persuasive content can strengthen consumers' recognition, recall, consideration, and association of Datum Kopi. Therefore, effective content marketing is essential for expanding the brand's reach and strengthening its competitive position.*

INTRODUCTION

The coffee shop and café industry in Tasikmalaya City operates within an increasingly dynamic and competitive business environment. Data from Open Data Kota Tasikmalaya (2025) indicate that the number and composition of coffee-related businesses have fluctuated over time, suggesting that the local market is continuously evolving in response to changes in the number of business actors. Under these conditions, offering quality products alone may no longer be sufficient. Coffee shop operators must establish a distinctive market position to ensure that their brands remain visible and recognizable to consumers.

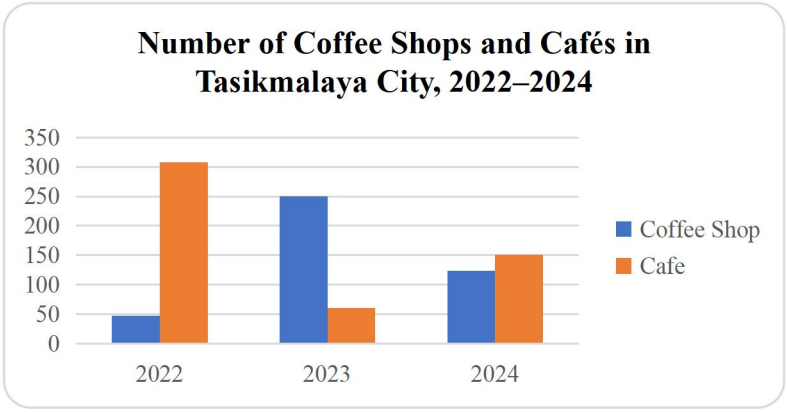


Figure 1. Number of Coffee Shops and Cafés in Tasikmalaya City, 2022–2024
Source: OpenData Tasikmalaya (2024)

As presented in Figure 1, the total number of coffee shops and cafés in Tasikmalaya City declined from 355 establishments in 2022 to 310 in 2023 and 275 in 2024. Changes were also observed in the composition of business types during this period. These fluctuations reflect a competitive and changing market in which businesses must develop clear points of differentiation to remain prominent among the numerous alternatives available to consumers.

Competition is also reflected in the visibility and popularity of coffee shop brands across review platforms, digital recommendation channels, and local media. Tripadvisor (2022), for example, featured several cafés in Tasikmalaya based on ratings, customer reviews, and business categories. Alfarizky (2023) compiled a list of the city's leading cafés by considering customer reviews, food quality, service, menu variety, and visual appeal. Similarly, Swastika (2024) highlighted five coffee shops in Tasikmalaya with ratings approaching five stars. These developments indicate that coffee shop popularity is determined not merely by physical presence but also by the extent to which a brand is visible, reviewed, recommended, and remembered by consumers.

Within this competitive context, brand awareness has become a critical strategic asset. Brand awareness refers to consumers' ability to recognize and recall a brand (Keller, 1993). A brand that is more readily recalled is more likely to enter consumers' consideration sets when they select a place to purchase or consume coffee. This argument is supported by Islahiyah and Utama (2023), who found that brand awareness had a positive and significant effect on purchasing decisions.

The challenge of developing brand awareness is particularly relevant to Datum Kopi, which is seeking to expand its market reach. Internal customer records from March 2024 to March 31, 2025, show that its customer base remained dominated by existing customers and individuals with established connections to the business. New customers represented only a relatively small proportion of the total customer base.

Table 1. Customer Composition of Datum Kopi, March 2024–March 31, 2025

Customer category	Number	Percentage
Existing customers	503	53.2%
Baraya Datum	337	35.6%
New customers	106	11.2%
Total	**946**	**100%**

Table 1 shows that only 106 of 946 customers, or 11.2%, were categorized as new customers. The remaining customers consisted of previous customers and members of Baraya Datum, a community with an established relationship with the business. This composition suggests that Datum Kopi's customer activity continues to depend primarily on its existing network rather than on broader market expansion. Therefore, the main challenge faced by Datum Kopi is not the absence of customers, but the limited reach of its brand in attracting new consumer segments.

To obtain preliminary evidence regarding this issue, a pre-survey was conducted on April 15, 2026, involving 28 respondents who lived, worked, or regularly engaged in activities around the Datum Kopi area. The survey examined respondents' coffee shop visitation habits, unaided brand recall, familiarity with Datum Kopi, initial sources of brand information, knowledge of its location, exposure to online content or promotions, purchasing experience, and the position of Datum Kopi in their consideration sets.

The pre-survey findings revealed a discrepancy between basic brand recognition and stronger forms of brand awareness. Although 92.9% of respondents had heard of Datum Kopi and 96.4% knew its location, only 21.4% mentioned Datum Kopi among the first coffee shops that came to mind. This proportion was lower than those of Nako and Siloka, each of which was mentioned by 28.6% of respondents. Moreover, 75% of respondents initially became aware of Datum Kopi by directly passing its physical outlet, whereas only 3.6% first learned about the brand through Instagram.

Digital exposure was also limited, as only half of the respondents had encountered Datum Kopi's content, promotional messages, or information through social media or other online channels. Furthermore, only 32.1% considered Datum Kopi when searching for a place to have coffee, while 35.7% perceived the brand as insufficiently known. These findings demonstrate that Datum Kopi has achieved a certain level of recognition, particularly among individuals located near the outlet, but has not yet developed strong brand recall or secured a prominent position in consumers' consideration sets.

The observed brand awareness problem may be addressed through content marketing. Pulizzi (2012) defines content marketing as the process of creating and distributing valuable, relevant, and consistent content to attract and engage a clearly defined audience. In the case of Datum Kopi, this approach is relevant because the central issue extends beyond whether consumers are aware of the brand. More importantly, the brand has not yet established a sufficiently strong presence in consumers' memories and purchase considerations.

Empirical evidence supports the relevance of content marketing in strengthening brand awareness. Pertiwi and Gusfa (2018) found that content marketing significantly influenced brand awareness at Kalbis Institute, with an R^2 value of 0.866. Ramadhan (2024) similarly reported that content marketing had a positive and significant effect on brand awareness at Akademi Tata Boga Bandung, particularly when supported by social media marketing. Hidayah and Rachmawati (2023) also demonstrated a positive and significant relationship between content marketing and the brand awareness of Safi products. In addition, Maoila (2022) found that content marketing positively and significantly affected brand awareness at PT Sasana Solusi Digital, accounting for 13.5% of the variance in brand awareness.

These findings consistently indicate that content marketing contributes to the development of brand awareness across different organizational and industry contexts. However, the effectiveness of content marketing remains context-dependent, particularly for local coffee businesses whose market visibility may still rely heavily on physical proximity and existing

customer relationships. Datum Kopi therefore provides a relevant setting for examining whether content marketing can strengthen brand awareness and expand the brand's reach beyond its established consumer network.

Based on the market phenomenon, internal customer composition, preliminary survey findings, theoretical framework, and previous empirical evidence, this study positions content marketing as the independent variable and brand awareness as the dependent variable. The study specifically aims to analyze the effect of content marketing on brand awareness at Datum Kopi. By doing so, it seeks to provide a focused empirical explanation of the brand visibility challenges faced by Datum Kopi and offer insights into the potential role of content marketing in improving consumer recognition, recall, and consideration.

LITERATURE REVIEW

Content Marketing

Content marketing is a strategic approach involving the creation and distribution of valuable, relevant, and consistent content to attract and engage a defined audience. Pulizzi (2012) explains that content marketing aims to build audience attention through useful content rather than relying exclusively on direct promotional messages. Similarly, Kotler et al. (2019) describe it as the process of creating, selecting, distributing, and amplifying relevant content to encourage meaningful interactions between brands and consumers.

Unlike conventional advertising, content marketing provides information, knowledge, or experiences that benefit audiences while simultaneously communicating the value of a brand. Bly (2020) states that content marketing introduces products, services, or organizations by offering useful information to potential consumers. Gunelius (2011) further argues that effective content should educate audiences, communicate organizational identity, and remain responsive to changes in consumer preferences.

In digital environments, content marketing can strengthen engagement, trust, and brand relationships. Hollebeek and Macky (2019) define digital content marketing as the creation and dissemination of valuable brand-related content through digital platforms to encourage consumers' cognitive, emotional, and behavioral engagement. Relevant and consistent content can therefore help consumers understand a brand, interact with it, and develop greater confidence in its information. Yunita et al. (2021) and Tarigan et al. (2025) similarly emphasize that useful and relevant content can attract consumer attention, encourage interaction, and strengthen brand awareness.

Nevertheless, content effectiveness is not determined solely by attractiveness or publication frequency. Consumers also assess the credibility, accuracy, and reasonableness of the information presented. According to the Persuasion Knowledge Model, consumers recognize the persuasive objectives of marketing communication and evaluate whether a message is informative, reasonable, or manipulative (Friestad & Wright, 1994). Promotional content may still be accepted when its persuasive purpose is communicated transparently and without excessive pressure.

This study adopts three content marketing indicators proposed by Yazgan Pektas and Hassan (2020). Reliability refers to the clarity, accuracy, credibility, and consistency of content with the actual products, services, and atmosphere offered. Disbelief concerns consumers' doubts regarding exaggerated, misleading, or unauthentic information. In this study, it is measured positively, meaning that higher scores indicate lower consumer skepticism. Persuasion knowledge refers to consumers' ability to understand the promotional intention of content and evaluate whether its persuasive message is communicated reasonably.

Accordingly, content marketing in this study refers to Datum Kopi's efforts to communicate its products, services, atmosphere, and brand value through content that is clear, credible, relevant, and persuasively acceptable to prospective consumers.

Brand Awareness

Brand awareness refers to consumers' ability to recognize and recall a brand within a particular product category. Aaker (1991) identifies brand awareness as a fundamental component of brand equity because consumers must first know and remember a brand before developing associations, preferences, or loyalty toward it. Brands that are more accessible in memory are also more likely to enter consumers' consideration sets.

Keller (1993) explains brand awareness as the strength of a brand in consumer memory and the ease with which it can be retrieved in different situations. Keller (2013) further divides brand awareness into depth and breadth. Depth refers to how easily consumers recognize and recall a brand, whereas breadth concerns the range of purchasing or consumption situations in which the brand comes to mind.

Brand awareness is particularly important in highly competitive markets where businesses offer relatively similar products. Aaker and Moorman (2018) argue that familiar brands tend to be considered more credible and less risky. Kusuma et al. (2020) also explain that stronger brand awareness can support brand differentiation, trust, and long-term relationships with consumers. In digital markets, awareness may be strengthened through social media exposure, online brand mentions, digital interactions, and consumer engagement with brand content (Pizam & Godovykh, 2022).

Aaker (1991) classifies brand awareness into several levels. Brand recognition occurs when consumers identify a brand after receiving cues such as its name, logo, or visual identity. Brand recall refers to the ability to remember the brand without assistance. The highest level, top of mind, occurs when the brand becomes the first name recalled within a particular product category. Therefore, brand awareness concerns not only whether consumers know a brand, but also how strongly and spontaneously it is stored in their memory.

This study measures brand awareness using four indicators adapted from Keller and Swaminathan (2020) and Firmansyah (2019). Recall refers to consumers' ability to remember Datum Kopi without direct cues. Recognition concerns their ability to identify the brand through its name, logo, colors, visual characteristics, or other brand elements. Purchase consideration indicates whether Datum Kopi is included among the alternatives considered when consumers intend to purchase coffee or visit a coffee shop. Consumption reflects the ability to associate Datum Kopi with coffee-related needs and consumption situations.

Previous studies consistently demonstrate that content marketing contributes to stronger brand awareness. Pertiwi and Gusfa (2018), Maoila (2022), Hidayah and Rachmawati (2023), and Putra and Priansa (2023) found that content marketing positively and significantly affected consumers' recognition and recall of brands. Ramadhan (2024) further showed that content marketing supported brand awareness when integrated with social media marketing, while Kusdianti and Wilujeng (2024) found both direct and indirect effects through customer engagement.

These findings indicate that credible, relevant, and consistently distributed content increases consumers' opportunities to encounter, understand, and remember a brand. In this study, brand awareness is therefore defined as prospective consumers' ability to recognize, recall, consider, and associate Datum Kopi with coffee-related purchasing and consumption situations. The literature consequently suggests that stronger content marketing is expected to produce

higher brand awareness.

Hypothesis

Content marketing can strengthen brand awareness by increasing consumers' exposure to clear, relevant, credible, and persuasive brand information. Previous studies have consistently shown that content marketing has a positive and significant effect on brand awareness (Pertiwi & Gusfa, 2018; Maoila, 2022; Hidayah & Rachmawati, 2023; Putra & Priansa, 2023; Ramadhan, 2024).

Based on the theoretical and empirical evidence, the hypothesis of this study is formulated as follows:

H_1: Content marketing has a positive and significant effect on brand awareness at Datum Kopi.

The research paradigm illustrates the direct effect of content marketing as the independent variable on brand awareness as the dependent variable.

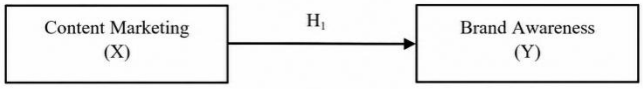


Figure 2. Research Framework

METHOD

Research Method

This study employed a quantitative approach using a cross-sectional survey design. The study was descriptive and explanatory. Descriptive analysis was used to describe content marketing and brand awareness at Datum Kopi, while explanatory analysis was used to examine the effect of content marketing on brand awareness.

Data were collected once through a structured questionnaire distributed to prospective consumers who met the research criteria. Content marketing was positioned as the independent variable, whereas brand awareness was positioned as the dependent variable. Because the research model involved one independent variable and one dependent variable, simple linear regression was used to test the proposed hypothesis.

Research Object and Subject

The research object consisted of content marketing as the independent variable and brand awareness as the dependent variable. The analysis focused on whether consumers' evaluations of Datum Kopi's marketing content influenced their ability to recognize, recall, consider, and associate the brand with coffee consumption.

The research subjects were prospective consumers of Datum Kopi in Tasikmalaya City. Respondents were required to know the Datum Kopi brand and to have encountered its marketing content through Instagram or other communication channels. These criteria ensured that respondents had sufficient exposure to evaluate both research variables.

Population and Sample

The population comprised prospective consumers who lived or regularly engaged in activities in Tasikmalaya City, knew Datum Kopi, and had been exposed to its marketing content. The exact population size could not be determined because no complete sampling frame was available.

This study used non-probability sampling with a purposive sampling technique. Respondents

were selected based on the following criteria:

1. Residing or regularly engaging in activities in Tasikmalaya City.
2. Knowing or having previously heard of Datum Kopi.
3. Having encountered Datum Kopi's marketing content.
4. Being willing to participate in the survey.

Because the population size was unknown, the minimum sample was calculated using the Lemeshow formula at a 95% confidence level and a 5% margin of error. The calculation produced a minimum sample requirement of approximately 384 respondents. A total of 386 questionnaires were collected. Following the data-screening process, 17 observations identified as outliers were excluded, resulting in 369 valid responses for the final analysis.

Measurement

Data were collected using a structured questionnaire measured on a five-point Likert scale, ranging from 1 for *strongly disagree* to 5 for *strongly agree*. Content marketing was measured using 24 valid items adapted from Yazgan Pektas and Hassan (2020), covering reliability, disbelief, and persuasion knowledge. These indicators represent the clarity and credibility of information, consumers' doubts regarding exaggerated or misleading content, and their ability to recognize promotional intentions. The disbelief items were positively formulated; therefore, higher scores indicated lower consumer skepticism.

Brand awareness was measured using 34 valid items based on Keller and Swaminathan (2020) and Firmansyah (2019), covering recall, recognition, purchase consideration, and consumption. These indicators reflect consumers' ability to remember, identify, consider, and associate Datum Kopi with coffee-related consumption situations. Before the main survey, the questionnaire was pilot-tested on 30 respondents. Item validity was evaluated using item-total correlation, while reliability was assessed using Cronbach's alpha with a minimum criterion of 0.70.

Data Screening and Cleaning

Data screening and cleaning were conducted before statistical analysis to ensure the accuracy and consistency of the dataset. The process included checking respondent eligibility, questionnaire completeness, response consistency, and observations with extreme characteristics.

Of the 386 responses initially collected, 17 observations were identified as outliers and excluded because they could disproportionately influence the mean, variance, correlation, and regression estimates. The final dataset consisted of 369 responses, representing 95.60% of the initial data.

Only the cleaned dataset was used for instrument evaluation, descriptive analysis, classical assumption testing, regression analysis, and hypothesis testing.

Data Analysis

Data were analyzed using IBM SPSS Statistics 26. First, descriptive statistics were used to summarize the respondents' scores on content marketing and brand awareness. The analysis included the mean, median, minimum, maximum, standard deviation, frequency, and percentage. Variable scores were also classified into low, moderate, and high categories using the ideal mean and ideal standard-deviation approach.

Second, validity and reliability tests were conducted on the final dataset. Item validity was evaluated using Pearson item-total correlation, while reliability was assessed using Cronbach's alpha with a minimum criterion of 0.70.

Third, classical assumption tests were conducted before regression analysis. Residual normality was examined using the Kolmogorov–Smirnov test. Linearity was assessed through the

significance values of *Linearity* and *Deviation from Linearity*. Heteroskedasticity was examined using the Glejser test. A multicollinearity test was not required because the model contained only one independent variable.

Finally, simple linear regression was used to examine the effect of content marketing on brand awareness. The regression model was specified as follows:

$$Y = a + bX + e$$

where:
Y = brand awareness
X = content marketing
a = constant
b = regression coefficient
e = error term

The coefficient of determination was used to determine the proportion of variance in brand awareness explained by content marketing. The partial t-test was used to assess the statistical significance of the regression coefficient. The hypothesis was accepted when the regression coefficient was positive and the significance value was below 0.05.

RESULT AND DISCUSSION

Results

Descriptive Statistics

Table 2 presents the descriptive statistics for content marketing and brand awareness based on 369 valid responses.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Mean	Median	Minimum	Maximum	Standard Deviation	Variance
Content Marketing	369	96.8808	102.0000	39.00	120.00	16.38719	268.540
Brand Awareness	369	135.1301	145.0000	53.00	170.00	26.05240	678.728

Source: SPSS data processing results, 2026.

Content marketing obtained a mean score of 96.8808, with a median of 102.0000. The scores ranged from 39.00 to 120.00, while the standard deviation was 16.38719. The 95% confidence interval for the mean ranged from 95.2032 to 98.5583. These results indicate that respondents generally provided relatively positive evaluations of Datum Kopi's marketing content, although differences in responses were still observed across the sample.

Brand awareness obtained a mean score of 135.1301 and a median of 145.0000. The minimum score was 53.00, whereas the maximum score reached 170.00. The standard deviation of 26.05240 indicates that respondents' levels of brand awareness varied more widely than their evaluations of content marketing. The estimated population mean at the 95% confidence level ranged from 132.4631 to 137.7970.

Overall, both variables showed relatively high average scores. However, the differences between the minimum and maximum scores, as well as the standard-deviation values, indicate that respondents did not provide entirely uniform assessments. Some respondents evaluated Datum Kopi's content marketing and brand awareness more positively than others.

Regression Model Results

Simple linear regression was conducted to examine the effect of content marketing on

brand awareness. Table 3 presents the model summary, coefficient of determination, regression coefficients, t-test results, and significance values.

Table 3. Simple Linear Regression Results

Variable	B	SE	Beta	t	p
Constant	-3.553	5.949	–	-0.597	0.551
Content Marketing	1.431	0.060	0.781	23.924	<0.001
R			0.781		
R^2			0.609		
Adjusted R^2			0.608		

Dependent variable: Brand Awareness.
Source: SPSS data processing results, 2026.

The regression model produced an R value of 0.781, indicating a strong positive relationship between content marketing and brand awareness. The R^2 value was 0.609, meaning that content marketing explained 60.9% of the variation in brand awareness. The adjusted R^2 value of 0.608 was very close to the R^2 value, indicating that the explanatory ability of the model remained stable after adjustment. The remaining 39.1% of the variation in brand awareness was not explained by the variable included in this model.

The model also produced an F-value of 572.352 with a significance value below 0.001. This result indicates that the regression model was statistically significant and appropriate for examining the relationship between content marketing and brand awareness.

The regression coefficient for content marketing was 1.431 and had a positive direction. This result indicates that every one-unit increase in the content marketing score was associated with an estimated increase of 1.431 units in the brand awareness score. The standardized beta coefficient was 0.781, showing that content marketing had a strong positive contribution to brand awareness within the regression model.

The t-test result for content marketing was 23.924, with a significance value below 0.001. Since the significance value was lower than 0.05, content marketing had a statistically significant effect on brand awareness. Therefore, the research hypothesis stating that content marketing has a positive and significant effect on brand awareness at Datum Kopi was accepted.

The constant value was −3.553, with a significance value of 0.551. Because this value was greater than 0.05, the constant was not statistically significant. Nevertheless, it remained part of the regression equation used to estimate the relationship between the two variables.

Discussion

The results demonstrate that content marketing has a positive and significant effect on brand awareness at Datum Kopi. The regression coefficient of 1.431 indicates that an increase in the content marketing score is followed by an increase in brand awareness. This relationship was statistically significant, as shown by the t-value of 23.924 and a p-value below 0.001. The standardized beta coefficient of 0.781 further indicates a strong positive contribution of content marketing to brand awareness. In addition, the R^2 value of 0.609 shows that content marketing explains 60.9% of the variation in brand awareness among the respondents.

These findings indicate that consumers who perceive Datum Kopi's content as clear, credible, relevant, and reasonably persuasive are more likely to recognize, recall, and consider the brand. Content marketing therefore functions not only as a promotional tool but also as a source of brand information that helps consumers form and strengthen their knowledge of Datum Kopi.

This interpretation is consistent with Pulizzi (2012), who describes content marketing as the creation and distribution of valuable and relevant content to attract and retain audience attention. Hollebeek and Macky (2019) also explain that digital content marketing can generate cognitive engagement, trust, and value by helping consumers understand and interact with a brand.

The findings can also be explained through the customer-based brand equity perspective. Keller (1993) argues that brand awareness depends on the strength of a brand in consumer memory. Repeated exposure to consistent verbal and visual information can strengthen the connection between a brand name and related associations, such as products, services, atmosphere, and consumption situations. In the context of Datum Kopi, content that repeatedly presents the brand's name, products, services, and coffee-shop experience can make the brand easier to recognize and retrieve when consumers consider purchasing coffee or visiting a coffee shop.

The descriptive results support this relationship. Content marketing received a relatively high average evaluation, indicating that respondents generally viewed Datum Kopi's content positively. Among its dimensions, persuasion knowledge and reliability received stronger evaluations than disbelief. This pattern suggests that respondents generally understood the promotional intentions of the content and considered the information sufficiently clear and credible. However, the relatively lower evaluation of disbelief indicates that some respondents remained cautious about possible exaggeration or inconsistency in marketing messages. This is relevant because Yazgan Pektas and Hassan (2020) emphasize that effective content marketing depends not only on persuasive appeal but also on the credibility and trustworthiness of the information presented.

The most positively evaluated aspects of content marketing were the acceptability of the promotional language, the clarity of the promotional purpose, and the consistency of content with the products and services offered. These results indicate that Datum Kopi has been relatively successful in communicating its messages in a manner that audiences can understand and accept. Nevertheless, the lower evaluation of statements related to exaggerated impressions suggests that promotional messages should remain proportional and supported by actual evidence. Maintaining consistency between online content and the real customer experience is important because discrepancies may weaken trust and reduce the long-term effectiveness of content marketing.

Brand awareness also showed a relatively high average score among the respondents. Consumers were generally able to recognize and recall Datum Kopi and associate it with coffee-related consumption situations. The strongest aspect of brand awareness was consumers' ability to connect Datum Kopi with the desire to drink coffee or find a place to enjoy coffee. This finding reflects the breadth of brand awareness described by Keller (2013), in which a brand is connected to several purchasing or consumption situations.

However, brand recognition and recall did not automatically place Datum Kopi as the primary purchasing choice. The lower results related to visual-content recognition and purchase consideration indicate that consumers may know and remember the brand without necessarily selecting it as their first alternative. Aaker (1991) distinguishes between brand recognition, brand recall, and top-of-mind awareness. A brand may be familiar and retrievable from memory but still fail to become the first brand considered in a competitive purchasing situation. Therefore, the high level of awareness found in this study should not be interpreted as evidence that Datum Kopi has become the leading or top-of-mind coffee shop in Tasikmalaya.

This interpretation is consistent with the preliminary survey. Although most preliminary respondents had heard of Datum Kopi and knew its location, only 21.4% mentioned it among the

coffee shops that first came to mind. Only 32.1% included Datum Kopi in their consideration when looking for a coffee shop. Moreover, most respondents initially knew the brand by passing its physical outlet, while only a small proportion first encountered it through Instagram. These findings show that Datum Kopi already has physical visibility, but its digital presence has not yet fully developed into strong spontaneous recall and market consideration.

The difference between the preliminary survey and the main survey should be interpreted based on respondent selection. The main survey used purposive sampling and required respondents to know Datum Kopi and to have encountered its marketing content. Consequently, the level of brand awareness in the main sample was logically higher than it would be among consumers who had never been exposed to the brand. Therefore, the results show that content marketing is effective among exposed audiences, but they do not necessarily indicate that the same level of awareness exists across the entire coffee-shop market in Tasikmalaya.

The findings are consistent with previous empirical studies. Pertiwi and Gusfa (2018) found that content marketing contributed significantly to brand awareness at Kalbis Institute. Maoila (2022) also identified a positive and significant influence of content marketing on brand awareness in a digital-service context. Similar results were reported by Hidayah and Rachmawati (2023) for Safi products and by Putra and Priansa (2023) for TikTok content marketing at Warung Kihaji. Ramadhan (2024) further showed that content marketing supported brand awareness when combined with social media marketing, while Kusdianti and Wilujeng (2024) found that its effect could also be strengthened through customer engagement. The consistency of these findings across different industries suggests that relevant and credible content can strengthen consumers' ability to recognize and remember a brand.

Nevertheless, the results indicate that Datum Kopi faces two related challenges: content effectiveness and content reach. The regression results show that content marketing strongly explains brand awareness among consumers who have already been exposed to the brand. However, the preliminary findings indicate that digital channels have not yet become the primary source through which new consumers discover Datum Kopi. Therefore, improving content quality alone may not be sufficient. Datum Kopi also needs to expand the distribution, visibility, and frequency of its content to reach prospective consumers beyond its existing customer base.

This issue is especially important because customer records show that new customers accounted for only 11.2% of the total recorded customers, while most customers consisted of existing customers and members of Baraya Datum. The company therefore needs content that not only maintains communication with current customers but also creates stronger entry points for new audiences. Such content should communicate clear reasons for choosing Datum Kopi, including distinctive products, atmosphere, services, facilities, community activities, or other characteristics that differentiate the brand from competing coffee shops.

The findings also suggest that Datum Kopi should strengthen its visual distinctiveness. Although respondents generally recognized the brand name and logo, the ability to identify Datum Kopi solely from the visual style of its content was relatively weaker. Consistent use of colors, typography, photography, layouts, and verbal style can help consumers recognize the brand before directly seeing its name. According to Keller (2013), consistency in brand elements strengthens memory associations and facilitates recognition. Therefore, a more distinctive and consistent content identity may help Datum Kopi move from basic recognition toward stronger spontaneous recall.

Authenticity should also remain a central consideration. Content should accurately represent actual products, services, prices, promotions, and the atmosphere of the outlet. Gunelius

(2011) argues that content should communicate the organization's values and identity consistently. Datum Kopi may therefore strengthen credibility by incorporating actual customer experiences, authentic testimonials, user-generated content, behind-the-scenes activities, and realistic representations of products and services. Such content may reduce consumer skepticism while making the brand communication more persuasive without appearing excessive.

Although the model explains a substantial proportion of brand awareness, 39.1% of the variation remains outside the model. This remaining variation may conceptually be associated with other factors such as product quality, price, location, service, atmosphere, previous customer experience, recommendations, or online reviews. However, these factors were not tested in the present study and therefore cannot be treated as empirical explanations. The result confirms that content marketing is an important factor, but brand awareness is still formed through multiple consumer contact points.

The findings should also be interpreted within the methodological boundaries of the study. The research used a cross-sectional survey and purposive sampling, meaning that the results represent the responses of consumers who already knew and had been exposed to Datum Kopi's content. Therefore, the significant statistical effect should not be interpreted as absolute causality or generalized directly to all consumers in Tasikmalaya. Nevertheless, the results provide strong evidence that, within the observed sample, better evaluations of content marketing are consistently associated with stronger brand awareness.

Overall, content marketing plays an important role in strengthening brand awareness at Datum Kopi. Its effect is reflected in consumers' ability to recognize, recall, consider, and associate the brand with coffee-related consumption. However, the managerial value of this finding does not lie merely in increasing the number of social-media posts. Datum Kopi needs to combine credible and relevant content with broader distribution, a more distinctive visual identity, stronger differentiation, and consistency between digital communication and actual customer experience. Through these efforts, content marketing can contribute not only to maintaining awareness among existing audiences but also to expanding the brand's reach among prospective new customers.

CONCLUSION

This study concludes that content marketing has a positive and significant effect on brand awareness at Datum Kopi. The regression coefficient of 1.431, t-value of 23.924, and p-value below 0.001 indicate that better evaluations of content marketing are associated with stronger brand awareness. Content marketing explains 60.9% of the variation in brand awareness, while the remaining 39.1% is related to factors outside the model.

Theoretically, the findings support the view that clear, credible, relevant, and consistent content strengthens consumers' ability to recognize, recall, consider, and associate a brand with relevant consumption situations. However, brand familiarity does not automatically make Datum Kopi the first choice among consumers. Therefore, content marketing should also create distinctive and meaningful brand associations.

Datum Kopi is recommended to maintain content credibility, strengthen visual consistency, and ensure that promotional messages reflect actual products, services, and customer experiences. The company should also expand its digital reach through consistent publication, customer testimonials, user-generated content, and local community collaboration. Future studies may include other variables, such as social media marketing, electronic word of mouth, brand image, customer engagement, product quality, and store atmosphere, while using probability sampling, longitudinal designs, or comparisons among several local coffee-shop brands.

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