

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

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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