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THE EFFECT OF BRAND AWARENESS, PRICE PROMOTION ON PURCHASE INTENTION: MODERATING ROLE OF IMPULSIVE BUYING



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THE EFFECT OF BRAND AWARENESS, PRICE PROMOTION ON PURCHASE INTENTION: MODERATING ROLE OF IMPULSIVE BUYING

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ABSTRACT

The purpose of this study was to determine the effect of brand awareness, price promotions, and impulse buying on purchase intentions of various brands of ready-to-drink (RTD) coffee products sold in West Jakarta. This study used a quantitative method with a sample of 120 respondents randomly distributed by distributing questionnaires to 120 respondents in West Jakarta who had purchased well-known brands of coffee. Based on primary data from 120 respondents, the results of the study indicate that brand awareness has a positive effect on purchase intentions, price promotions have a positive effect on purchase intentions, and impulse buying has a positive effect on the relationship between brand awareness and purchase intentions. Impulsive buying has a positive effect on the relationship between price promotions and purchase intentions. This study proves that RTD consumer purchase intentions can be influenced by the variables of brand awareness, price promotions, and impulse buying.

Keywords: Brand Awareness, Price Promotion, Impulse Buying, Purchase Intention, RTD UMKM

1. INTRODUCTION

Coffee consumption is currently increasing, as evidenced by sales data from bars and cafes in Indonesia, which reached US\$1.9 billion (Wolff, 2024). Indonesia has a variety of ready-to-drink (RTD) beverage brands. West Jakarta is one of the most competitive locations for ready-to-drink coffee drinks in Indonesia, with a variety of well-known brands. In a study conducted by (Chen et al., 2024) examined the variables of brand awareness, price promotions, and impulse buying on the intention to purchase famous premium tea in the mountains of Taiwan as a souvenir. And in a study conducted by (Rizky et al., 2025) who examined the influence of brand awareness, price promotions, and impulse buying on consumer purchase intentions at a well-known online game store called zastoregames. In this study, by reviewing previous studies conducted by Chen et al. and Rizky et al., by observing the phenomenon of the increasing coffee consumers in West Jakarta, the variables of brand awareness, price promotions, and impulse buying will be tested as moderators to see whether they can influence consumer purchase intentions of coffee drinks with many brands sold in West Jakarta. This study aims to determine what variables will influence the intention to buy ready-to-drink consumers in West Jakarta, to be a reference for sellers so that they can do things that can increase the intention to buy ready-to-drink consumers in West Jakarta, to prove the theoretical study of the relationship between independent variables and dependent variables and the influence of moderation.

In McCarthy's book, "Basic Marketing: A Managerial Approach," product awareness is paramount because it reflects a brand's character, distinguishing it from other brands. Furthermore, it can also represent or serve as a brand's identity. In McCarthy's book, "Basic Marketing: A Managerial Approach," promotion is an effort to convince consumers that a product is superior to competitors' products.

The Theory of Planned Behavior (TPB) was developed as a refinement of the Theory of Reasoned Action (TRA) proposed by Fishbein & Ajzen (1975). TPB theory posits three main determinants that influence a person's intention to take action: attitude toward the behavior, subjective norms, and perceived behavioral control (Maslim & Andyani, 2023). The three components of the TPB—attitude, perceived social pressure, and perceived self-control—are the primary factors driving a person to engage in a behavior (Rupianti & Nashohah, 2023). This underlies impulsive buying patterns.

Brand Awareness

According to Kotler & Keller (2021), brand awareness makes it easier for customers to identify and recall a brand more quickly, making it a crucial component in making purchasing decisions. The purpose of brand awareness is to differentiate a product or brand from others, thus providing a value that consumers can consider when making a purchase. Brand awareness is the behavior of people who have begun to recognize a brand and remember both its positive and negative aspects. Brand awareness is a key factor in prioritizing products to purchase (Pizzichini et al., 2020; Jhang & Huang, 2022; Chen et al., 2024). Brand awareness is a highly influential factor in increasing sales (Jeremy and Antonio, 2021). Customers' ability to recall and recognize a brand helps them determine their choice (Thabroni, 2022). Brand awareness is a factor indicating that a brand is well-known to the public, which in turn influences their purchasing decisions (Khrisnanda and Dirgantara, 2021). Brand awareness plays a crucial role in enhancing purchasing decisions for a particular brand (Hameed et al., 2023). Amidst competition among brands for similar products, brand awareness is a factor that attracts and motivates consumers to make a purchase decision (Frillya et al., 2024). Brand awareness is a factor that encourages consumers to purchase products directly without having to rely on memory for a long time (Wiranata et al., 2023). When consumers have knowledge and familiarity with a brand, their attitudes toward that brand tend to be more positive. A widely recognized brand increases positive perceptions and facilitates the formation of purchase intentions. Therefore, the higher the brand awareness, the stronger its influence on purchase intention (Rizky et al., 2025).

Price Promotion

Kotler & Keller (2016) stated that promotion aims to communicate the competitive advantage of a product or service by persuading consumers to make a purchase. Price promotions are a method often used by business people to attract interest or stimulate purchasing intentions in someone to buy a particular product or service. One method used to sell an item is through price promotions (Chen et al., 2024). Sales promotions are one of the sales supports so that a product or service sold can be sold faster and experience increased sales (Wulandjani et al., 2023). Price promotions have a very important role in purchasing decisions, the better the price promotion pattern is packaged, the higher the purchasing decision and vice versa (Al Fatih and Negoro, 2023). Price promotions are often used by business people to attract customers to shop frequently at their place (Agustianti, 2022). Price promotions are also often used by business people to develop their business, to raise

brands, increase sales, and are used as differentiators from competing brands (Wulandjani et al., 2023). When promotions are widely communicated through communities or digital platforms, they create social pressure or expectations that purchasing the product is "normal" or "profitable." Furthermore, promotions can shape positive perceptions (attitudes) about the product's value or benefits, thereby strengthening purchase intentions (Rizky et al., 2025). Promotions have a more dominant influence on purchasing decisions in the marketplace than price (Kulsum & Sidiq, 2025). Appropriate pricing strategies combined with intensive promotions have been shown to significantly increase consumer purchase intention. In local culinary businesses, price is the primary determining factor, but promotions are the primary driver that converts interest into purchase (Prehatin et al., 2025). Discount programs have a very strong positive correlation with purchasing decisions. Every one-unit increase in promotional effectiveness and discount size directly impacts daily transaction volume in the retail sector (Manik, C.D., 2025).

Impulsive Buying

Impulsive buying is a factor in purchasing a product or service directly from one brand without prior thought and consideration of the brands available in the market. Impulsive buying is an innate human trait that arises due to external factors, such as the environment, popular brands, and others (Chen et al., 2024). Impulsive buying is a behavioral pattern of someone who buys directly without thinking long about a brand offered (Wiranata et al, 2023). Impulsive buying is a decision made by someone when seeing an item (Aisyah and Fadhillah, 2023). Impulsive buying is an unplanned and sudden shopping activity for goods and services (Junita et al, 2025). Impulsive buying is an unplanned purchase made suddenly without careful thought (Wale and Situmorang, 2023). Impulsive buying is a behavior of purchasing a brand when seeing and receiving an attractive stimulus from the seller (Agustianti, 2022). Impulsive buying is a purchasing activity carried out directly and quickly without considering the impacts that arise from the process (Narawati and Rachman, 2024). Impulsive buying is the process of the emergence of a desire to buy a product or service that is triggered by seeing the product regularly (Rini and Anasrulloh, 2022). Impulsive buying is a buying process that does not have careful thought beforehand and tends to be rushed when there is an attractive factor given to a brand (Fatih and Negoro, 2023). Impulsive buying is a hasty buying activity due to the urge to finish quickly (Laraswati and Aziz, 2021). Impulsive buying is a desire that arises in a person before the purchase process has occurred (Anggraini et al., 2024). Impulsive buying is a purchasing process that occurs without considering the usefulness of the purchased item but rather due to the urge for pleasure and enjoyment (Wulandari and Prihatini, 2022). Impulsive buying is the process of purchasing an item that is not planned in advance (Lutfiana and Retno, 2024). Impulsive buying is a desire to buy that arises suddenly without any prior planning (Pinontoan and Soebiantoro, 2024). Impulsive buying is the result of a person's response to a product with a low price and minimal involvement (Abdelkhair et al., 2023). Impulsive buying is a hasty purchase (Fachrurroji and Padmalia, 2023). Impulsive buying is sudden and unplanned buying behavior (Karim et al., 2021). Impulsive buying is a buying phenomenon that arises due to the urge of a good mood which then sees an item that influences the desire to buy (Hanifah et al., 2024). Impulsive buying is an unplanned purchase that occurs when a customer visits a business and is then driven by attractive factors (Sari and Prianthara, 2024). Impulsive buying can interfere with the rational consideration process. In impulsive consumers, the influence of attitudes and subjective norms can be directly translated into actions without long-term behavioral control. This means that under impulsive conditions, the impact of brand awareness

and promotional activities on consumer purchase intention is stronger and more quickly felt (Rizky et al., 2025).

Purchase Intention

Purchase intention is a person's intention to purchase goods and services that arises due to supporting factors originating from internal and external factors. Purchase intention is the intention to purchase goods and services that increases in intensity when there is a scarcity of the goods (Wulandjani et al., 2023). Purchase intention is a person's intention to buy that can arise from four factors found in the entertainment world (Jeremy and Antonio, 2021). Purchase intention is a factor that arises from supporting factors such as promotions and recommendations from others (Sakina, 2021). Purchase intention is the intention to buy goods and services that arises from the positive aspects associated with the brand (Khrisnanda and Dirgantara, 2021). Purchase intention is the intention to buy goods with a particular brand that has a very strong and positive image attached to the community (Frillya et al., 2024). Purchase intention is a person's intention to buy that arises from brand awareness (Hameed et al., 2023). Purchase intention is a person's buying intention that arises from the urge to buy goods and services that is formed due to stimuli given to that person continuously and consistently (Abdelkhair et al., 2023). Purchase intention is the intention to buy that arises from the presence of stimulating factors given by the seller to someone consistently (Chen et al., 2024). Purchase interest is a condition when consumers show a tendency to choose or buy goods based on their previous experiences (Wardhana 2022). Purchase intention refers to a consumer's willingness to buy any product or service (Mathew & Soliman 2021).

Marketing Mix 4P

In his book, McCarthy emphasizes that product development involves various strategic decisions, including:

1. Quality: How well the product performs its function.
2. Features: Distinctive characteristics that differentiate the product from competitors.
3. Packaging: In addition to protecting the product, packaging serves as a promotional tool and provides convenience for users.
4. Brand: A name, term, or symbol that builds customer identity and trust.
5. Supporting Services: Includes warranties, installation, and after-sales service.

McCarthy emphasizes that promotion aims to bridge the information gap between sellers and buyers. The goal of promotion is to ensure consumers are aware of the superiority of the product compared to competitors. The components of each promotion include elements of informing, persuading, or reminding the target market about the company and its products.

This research aligns with the two marketing mix theories because the product is one component that supports brand awareness and keeps it top of mind in the F&B business. Then, for promotion in this study, it describes the efforts of RTD traders to attract and persuade a person or group to buy their products by providing price promotions.

TPB

The Theory of Planned Behavior (TPB) was developed as a refinement of the Theory of Reasoned Action (TRA) proposed by Fishbein & Ajzen (1975).

- 1) Brand attitudes can be influenced by consumer beliefs about quality, taste, and price promotions.
- 2) Subjective norms play a role when consumers are influenced by reviews from friends or influencers.
- 3) Perceived behavioral control emerges from beliefs about ease of access, such as stock availability, proximity to the shopping location, and simple payment options.

The TPB theory supports this research in terms of attitude, as it supports the influence of price promotions, brand awareness, and impulse buying. Subjective norms in this theory support the influence of brand awareness on purchase intention. Perceived behavioral control in this theory supports the impulse buying variable because ease of access and product availability are factors that have a significant influence.

Stimulus-Organism-Response/S-O-R Theory

The Stimulus-Organism-Response (S-O-R) theory explains that human behavior does not occur spontaneously, but is driven by external stimuli that are first processed internally, emotionally, or through the individual's thoughts.

1) Stimulus

Environmental or external factors that trigger and influence a person's senses and attention. In this study, the stimuli provided to increase purchase intention were brand awareness (recommendations from friends or viral brands) and price promotions, which psychologically trigger impulsive buying behavior patterns that lead to purchase intention.

2) Organism (Organism/Internal Process)

The internal, psychological, emotional, or cognitive state of consumers when receiving brand awareness and price promotions. These stimuli are then received and processed within themselves, resulting in feelings of brand awareness and impulsive buying that lead to purchase intention.

3) Response (Behavioral Response/Reaction)

The concrete actions taken by consumers as a result of internal stimuli. This response can be approach or avoidance. In this study, the responses generated by stimuli from brand awareness and price promotions resulted in impulsive buying behavior, which led consumers to have purchase intentions for a particular brand.

The Relationship Between Brand Awareness and Purchase Intention

A person with a high level of brand awareness will also have a high level of purchase intention (Jeremy and Antonio, 2021). A person will hesitate to choose a new product brand, therefore, brand awareness significantly influences purchase intention (Khrisnanda and Dirgantara, 2021). Brand awareness plays a crucial role in the stages of a person's purchase intention process for a product (Hameed et al., 2023). Brand awareness of a product and service significantly influences purchase intention (Frillya et al., 2024). These findings indicate that brand awareness is a crucial element in encouraging consumers to enjoy a product during the purchasing process (Rizky et al., 2025).

The Relationship Between Price Promotions and Purchase Intention

The relationship between price promotions and purchase intention is that when there is a price promotion, people's purchase intention for a product or service increases. Price promotions tend

to increase short-term sales effects resulting from price reductions based on public perception, whereas when the price of a good or service is normal, public purchase intention tends to be lower (Chen et al., 2024). Price promotions are often given when public purchase intention decreases for a product or service being sold to increase public purchase intention (Wulandjani et al., 2023). The higher the price promotion given, the higher the public purchase intention, but the lower the price promotion given, the lower the public purchase intention (Sakina, 2021). Various promotional strategies implemented, such as discounts, bundling, and purchase bonuses, have been proven to attract consumers and indirectly attract their desire to make a purchase (Rizky et al., 2025). Price promotions play a very important role in purchasing decisions; the better the price promotion pattern is packaged, the higher the purchase decision will be, and vice versa (Al Fatih and Negoro, 2023). Price promotions are often used by business actors to attract customers to shop frequently at their place (Agustianti, 2022).

Moderating Effect of Impulsive Buying Traits

A study conducted by Rizky et al. (2025) on the influence of impulsive buying on moderating the relationship between brand awareness and purchase intention and the relationship between price promotions and purchase intention. The results showed that brand awareness and promotions had a positive and significant effect on purchase intention. Furthermore, impulsive buying moderated both relationships, indicating that consumers with impulsive tendencies tended to have higher purchase intentions when familiar with the brand or exposed to promotions. A study conducted by Chen et al. (2024). on the influence of impulsive buying on souvenir purchasing decisions among mountain communities revealed that an individual's inherent impulsive buying tendencies significantly influenced purchase intentions when sellers provided price promotions for brands they were familiar with. Huang and Suo (2021) found that impulsiveness had a positive impact on consumers' purchases of Taobao livestream products.

In this research, the relationship between variables which are also hypotheses of this research has a research framework which appears as in the diagram where the relationship between brand awareness and purchase intention is coded H1 (hypothesis 1), then the relationship between Price Promotion and Purchase Intention is coded H2 (hypothesis 2), then for codes H3 and H4, it is the relationship between impulsive buying traits which act as moderators for both relationships.

H1: Brand awareness has a positive effect on purchase intention.

H2: Price promotions have a positive effect on purchase intention.

H3: Impulsive buying behavior moderates the effect of brand awareness on purchase intention.

H4: Impulsive buying behavior moderates the effect of price promotions on purchase intention.

2. RESEARCH METHOD

This quantitative research was conducted from January to March 2026. The population and sample were located in Jakarta, specifically in West Jakarta. Random sampling was used to select individuals who were in West Jakarta at that time, specifically in coffee shops or their surroundings, and had previously purchased well-known brand products. In this study, data indicators were measured using a 5-point Likert scale with the following response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree, with scores ranging from 5 to 1. Higher scores indicate higher values, while lower scores indicate lower values.

This research variable refers to the research of Chen et al. (2024) as a theoretical guideline, consisting of five items adapted to the context of this study: "When purchasing a ready-to-drink coffee drink at a coffee shop, I will purchase a popular ready-to-drink coffee drink; I will purchase a ready-to-drink coffee drink recommended on an internet site; I will purchase a ready-to-drink coffee drink recommended by friends/relatives; I will purchase a ready-to-drink coffee drink popular on social media or through celebrity recommendations; and I will consider brand awareness of ready-to-drink coffee drinks as an important reference.

The Price Promotion variable is measured using the same scale as the Brand Awareness variable, which also refers to the research of Chen et al. (2024) as a theoretical reference adapted for this study, namely Purchase Price Promotion. This variable uses five items taken from the research of Chen et al. (2024) as a theoretical guideline adapted for this study: "I will buy if there is a discount promo package," "I will buy if there is a free drink promo package," "I will buy if there is a membership point exchange promo package," "I will buy if there is a free snack promo package," and "I will buy if there is a discount exchange promo package for my next purchase."3. Purchase Intention This research variable uses four items taken from the research of Chen et al. (2024) as a theoretical guideline adapted to this research: "I will impulsively buy ready-to-drink coffee drinks if they are a well-known brand," "I will buy ready-to-drink coffee drinks even if they are not a well-known brand," "I will buy ready-to-drink coffee drinks if there is a promotion," and "I will buy ready-to-drink coffee drinks even if there is no promotion." In this study, data was measured using a 5-point Likert scale with response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree, scored from 5 to 1. Higher scores indicate a higher level of purchase intention, while lower scores indicate a lower level of purchase intention.

The Impulsive Buying Trait variable in this study refers to an individual's personality traits. This study adopted research from Chen et al. (2024) as a guideline for this study, the questions were adjusted to suit the research topic, namely I buy ready-to-drink coffee drinks impulsively if the brand is well-known, I will buy ready-to-drink coffee drinks impulsively even if the brand is unknown, I will buy ready-to-drink coffee drinks impulsively if there is a promo, I will buy ready-to-drink coffee drinks impulsively even if there is no promo.

Reliability and Validity of Measurement Scales

This study, the analysis included validity and reliability. A validity test with a high value is considered to have a value greater than 0.7 and an AVE value greater than 0.5 (Hair et al., 2017). A high reliability test is considered to have a Cronbach's Alpha value greater than 0.7, and the closer it is to 1, the higher the value (Ghozali, 2018). The results of the outer model in this study can be seen in Table 4.5. The main function of this table is to determine the strength of the relationship between the indicators (questionnaire questions) and the latent variables. Based on the data processing results in Table 4.5, it can be concluded that all research indicators meet the requirements for convergent validity. This is because each indicator has a value above the threshold of 0.70. The following is an explanation of each variable:

This variable was measured using five indicators, namely BA1 to BA5. The highest value for this variable is found in BA1 (0.823), while the lowest is found in BA2 (0.769). This indicates that BA1 is the strongest indicator in reflecting Brand Awareness.

2. Price Promotion (PP)

This variable has five indicators with values ranging from 0.721 to 0.807. Indicators PP5 (0.807) and PP2 (0.806) are the most dominant in shaping the Price Promotion variable.

Consists of four indicators, with IB3 (0.845) and IB4 (0.841) having the highest values. This indicates that these two points are highly effective in explaining impulsive buying behavior in this model.

The purchase intention variable is measured through four indicators. Indicators PI4 (0.835) and PI3 (0.823) are the main characteristics of this variable. All indicator values were above 0.766, confirming excellent validity.

Table 1. PLS Loading and Across Loading

Variabel	Brand Awareness	Price Promotion	Impulsif Buying	Purchase Intention
BA1	0,823			
BA2	0,769			
BA3	0,775			
BA4	0,776			
BA5	0,775			
PP1		0,721		
PP2		0,806		
PP3		0,724		
PP4		0,739		
PP5		0,807		
IB1			0,721	
IB2			0,723	
IB3			0,845	
IB4			0,841	
PI1				0,766
PI2				0,802
PI3				0,823
PI4				0,835

Through outer model testing, it was shown that all statement items for the variables Brand Awareness, Price Promotion, Impulsive Buying, and Purchase Intention had loading factor values >0.70. all indicators have a high level of validity and are suitable for use in further testing.

Table 2. Results of Validity and Reliability Analysis

Variabel	Composite reliability (rho_a)	Average variance extracted (AVE)
BA	0,846	0,614
IB	0,839	0,616
PI	0,828	0,651
PP	0,839	0,578

A variable is considered to have good convergent validity if its AVE value is greater than 0.50. Based on Table 4.6 above, the BA (0.614), IB (0.616), PI (0.651), and PP (0.578) variables all have AVE values above 0.50. This indicates that, on average, the latent variables are able to explain more than 50% of the variance in their indicators. The results in Table 4.6 show that the Cronbach's Alpha values for all variables are above 0.70: BA 0.843, IB 0.797, PI 0.821, and PP 0.819. Thus, all variables are considered reliable and have excellent consistency.

3. RESULTS AND DISCUSSIONS

In this study, the respondent data analysis was obtained using the PLS - SEM method.

The coefficient of determination R^2

The coefficient of determination test was conducted to determine the extent of the relationship between the dependent variable and the independent variable. From this research data, the Purchase Intention variable has an R^2 value of 0.708 and an adjusted R^2 of 0.695. Therefore, the R^2 results for the Purchase Intention variable show a value of 0.708, which can be explained by the Brand Awareness and Price Promotion variables, and 0.292 can be explained by other variables outside the studied variables. According to Hair et al. (2011), the Purchase Intention variable falls into the strong category with a value of 0.708.

Predictive Relevance (Q^2)

The Predictive Relevance test was conducted to evaluate the model's ability to predict the construct. The criteria values were 0.02, 0.15, and 0.35, indicating small, medium, and large predictive relevance (Hair et al., 2017). According to the results of this study, the Predictive Relevance Analysis for the Purchase Intention variable showed a value of 0.0649, indicating a high level of predictive relevance because the value was > 0.035 . This research model can be categorized as capable of predicting.

Effect Sizes (f^2)

The Effect Sizes (f^2) test was conducted to determine the influence of the independent variables on the dependent variable in the model. Value categories were categorized as 0.02, 0.15, and 0.35, indicating small, medium, and large influences, respectively (Cohen, 1988). Based on the results, the relationship between Brand Awareness and Purchase Intention has a strong influence, this is shown by the number 0.609. The relationship between Price Promotion and Purchase Intention has a strong influence, this is shown by the number 0.121. The moderating effect on the relationship Impulsive Buying x Brand Awareness $\rightarrow$ Purchase Intention has a strong influence with a value of 0.172. The moderating effect on the relationship Impulsive Buying x Price Promotion $\rightarrow$ Purchase Intention has a small influence with a value of 0.043.

Goodness of Fit (GoF)

The Goodness of Fit (GoF) test is conducted as an additional measure of overall model fit, complementing the analysis. Values greater than or equal to 0.10, 0.25, or 0.36 indicate low, medium, and high fit, respectively. Based on the results of the GoF value of 0.66 based on the existing criteria, this research as a whole has high suitability because it exceeds the value of 0.36.

The final test is hypothesis testing through path coefficient testing and moderation testing. In this study, the results of the hypothesis can be accepted or rejected, namely by looking at the value of the t-statistic from the research results > 1.645 in the 5% one-way test (Fisher, 2006) and p-value < 0.05 (Helm et al., 2009).

Path Coefficient Test

The Path Coefficient Test was conducted to determine whether the hypothesis in this study could be accepted or rejected using the bootstrapping method and to determine the significance of the direct influence between variables in the inner model. (Hair et al., 2021).

H1: There is a positive relationship between Brand Awareness and Purchase Intention.

Based on the test results, the t-statistic was 6.104 and the p-value was 0.000. Based on the previous criteria, the t-statistic value was >1.645 and the p-value was <0.05 . H1 is accepted. The original sample value of 0.645 indicates a positive result, indicating that Brand Awareness has a positive effect on Purchase Intention for ready-to-drink coffee in West Jakarta.

H2: There is a positive relationship between Price Promotion and Purchase Intention.

Based on the test results, the t-statistic was 2.708 and the p-value was 0.003. Based on the previous criteria, the t-statistic value was >1.645 and the p-value was <0.05 . H2 was accepted. The original sample value of 0.266 was positive, indicating that price promotions have a positive effect on purchase intention for ready-to-drink coffee in West Jakarta.

H3: Impulsive Buying Traits Moderate the Effect of Brand Awareness on Purchase Intention.

Based on the test results, the t-statistic was 3.364 and the p-value was 0.000. Based on the previous criteria, the t-statistic value was >1.645 and the p-value was <0.05 . H3 was accepted. The original sample value of 0.372 indicated a positive result, indicating that brand awareness has a positive effect on purchase intention for ready-to-drink coffee in West Jakarta through moderation of impulsive buying.

H4: Impulsive buying traits moderate the effect of price promotions on purchase intention.

Based on the results of the t-statistic test of 1.695 and p-values of 0.045, based on the previous criteria the t-statistic value >1.645 and p-value <0.05 , then H4 is accepted, the original sample value of -0.171 indicates negative, indicating that Price Promotion has no effect on Purchase Intention of ready-to-drink coffee to people in West Jakarta through Impulsive Buying moderation.

this study, the sample taken was residents who are currently residing or domiciled in West Jakarta with the criteria of having purchased ready-to-drink coffee beverage products with well-known brands. Questionnaires were collected through Google Forms in the form of barcodes scanned by respondents. Analysis of the collected data was carried out using SmartPLS 4 software. The following is a discussion of the results of the data analysis.

H1: There is a positive relationship between Brand Awareness and Purchase Intention.

Based on the test results, brand awareness has a positive influence on purchase intention for ready-to-drink coffee in West Jakarta. The most influential factors are the drink's virality and recommendations from friends or relatives. This finding is supported by quantitative research by Pratama et al., 2023; Maemunah et al., 2023. Previous studies on consumer purchasing behavior also highlight that increased familiarity with a brand increases preference and purchasing behavior. This hypothesis is proven.

H2: There is a positive relationship between Price Promotion and Purchase Intention.

Based on the test results, price promotions have a positive influence on purchase intentions for ready-to-drink coffee in West Jakarta. This is supported by research from (Novianto et al., 2022). Promotions such as flash sales, limited-time discounts, or special packages can provide a strong emotional boost. This hypothesis is proven.

H3: Impulsive Buying Traits Moderate the Effect of Brand Awareness on Purchase Intention.

Based on the test results, brand awareness has a significant positive influence on purchase intention for ready-to-drink coffee in West Jakarta through moderation of impulse buying. This is supported by Chen et al., who discussed the relationship between brand awareness and purchase intention, as well as the relationship between price promotion and purchase intention. Both relationships were moderated by impulse buying. The research object was tea from the mountains of Taiwan, which is very popular and in high demand, showing a positive relationship. This hypothesis is proven.

H4: Impulsive buying traits moderate the effect of price promotions on purchase intention.

Based on the results of Price Promotion, it does not have a significant effect on Purchase Intention of ready-to-drink coffee sold in West Jakarta through Impulse Purchase moderation. Rizky et al (2025) used the same variable relationship, namely the relationship between brand awareness variables and purchase intention, then the relationship between price promotion variables and purchase intention, both of which were moderated by impulsive purchases made by the object, namely Zastoregames. This hypothesis is proven

4. CONCLUSIONS AND SUGGESTIONS

This study aimed to determine the effect of Brand Awareness and Price Promotion on Purchase Intention, moderated by Impulsive Buying Trait, among ready-to-drink coffee sellers in Jakarta. The study involved 120 respondents in Jakarta. The study showed that Brand Awareness and Price Promotion had an influence, and the moderation results showed variation in the influence. However, the moderation applied to respondents regarding Price Promotion showed less variation in the influence. This demonstrates alignment with the Marketing Mix and TPB theories. The following are the conclusions of this study based on the data analysis Brand Awareness has a positive influence on Purchase Intention, Price Promotion has a positive influence on Purchase Intention, Impulsive Buying Trait moderates the effect of Brand Awareness on Purchase Intention, Impulsive Buying Trait moderates the effect of Price Promotion on Purchase Intention.

Based on the research results, some suggestions for further research are as follows Conduct activities that influence brand awareness to further enhance the brand image of the business, Conduct promotional activities such as discounts or similar activities to attract buyers.

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