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THE INFLUENCE OF NAMING RIGHTS SPONSORSHIP AND USER-GENERATED CONTENT ON PURCHASE DECISION OF KOPI TUKU THROUGH BRAND AWARENESS

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Abstract:

Background: The rapid growth of Indonesia's coffee industry has increased competition, prompting local brands such as Kopi TUKU to adopt innovative marketing strategies. Naming rights sponsorship in public facilities, such as MRT stations, and user-generated content (UGC) on social media have emerged as potential mechanisms for strengthening brand awareness and influencing purchase decisions. However, the effectiveness of these strategies in translating brand exposure and consumer-generated content into purchase decisions remains underexplored.
Purpose: This study examines the effects of naming rights sponsorship and UGC on brand awareness and purchase decisions for Kopi TUKU, with brand awareness examined as a mediating variable.
Design/methodology/approach: A quantitative approach was employed using a five-point Likert-scale online questionnaire administered to 105 MRT users in the Greater Jakarta (Jabodetabek) area who were exposed to the MRT Cipete Raya TUKU naming rights placement. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.9.9.
Findings/Results: Naming rights sponsorship has a positive and significant effect on brand awareness ($\beta = 0.797$, $p < 0.001$) and purchase decision ($\beta = 0.358$, $p < 0.001$). UGC has a positive effect on brand awareness, although the effect is significant only at the 10% level ($\beta = 0.111$, $p = 0.090$), and a positive significant effect on purchase decision ($\beta = 0.209$, $p = 0.043$). Brand awareness positively and significantly affects purchase decision ($\beta = 0.464$, $p < 0.001$). Brand awareness significantly mediates the relationship between naming rights sponsorship and purchase decision ($\beta = 0.370$, $p < 0.001$) and provides a weaker indirect effect for UGC ($\beta = 0.051$, $p = 0.076$, significant at the 10% level). The model explains 70.9% of the variance in brand awareness and 79.3% of the variance in purchase decision.
Conclusion: Naming rights sponsorship demonstrates a stronger awareness-mediated pathway to purchase decision, whereas UGC has a stronger direct relationship with purchase decision. These findings suggest that place-based branding and consumer-generated content may serve complementary roles in local coffee marketing.
Originality/value: This study extends research on naming rights sponsorship by examining its relationship with brand awareness and purchase decision in the context of public transportation infrastructure, while simultaneously comparing its effects with UGC in an Indonesian local coffee brand context.

Keywords: brand awareness, Kopi TUKU, naming rights sponsorship, purchase decision, user-generated content

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INTRODUCTION

In recent years, the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia's coffee sector has shown remarkable progress. The increasing trend of coffee consumption among urban communities, coupled with the lifestyle of using coffee shops as places to gather, work, and relax, has become the main driver of this phenomenon. Based on 2023 data from the Indonesian Chamber of Commerce and Industry (Kadin), Indonesia has around 66 million MSME units that contribute approximately 61% to the Gross Domestic Product (GDP), equivalent to about Rp 9,580 trillion. The food and beverage sector, including coffee, plays an important role, contributing 28.48% of the added value of micro and small industries, making it a strategic component in strengthening the people's economy. This growth is reflected not only in the increasing number of business actors but also in the improvement of product quality and the intensifying competition between local and international brands (KADIN, 2023).

At the same time, Indonesia holds an important position as one of the world's major coffee producers. USDA (2025) projections indicate that Indonesia's coffee production will remain stable at around 760,000–780,000 tons in 2023 and is expected to increase to 10.9 million bags (60 kg each) in 2024/2025 due to favorable weather conditions. This demonstrates that the potential of Indonesian coffee continues to grow not only in the downstream sector through coffee shop businesses but also in the upstream sector through increased national production capacity (KADIN, 2023). Indonesia is recognized as the world's fourth-largest coffee producer, with annual production reaching several hundred thousand tons. Nevertheless, local businesses face major challenges in competing with global brands. Starbucks still dominates the local and ASEAN coffee markets (Mediana, 2024). Kopi Tuku, despite its popularity for the concept of "coffee for everyone," faces issues of service consistency across outlets, as reflected in customer reviews on platforms such as Google Review. This is also supported by the fact that Kopi Tuku did not appear in the Top Brand Index 2025 (Top Brand, 2026).

In this context, the role of user-generated content (UGC) is highly significant. Customer reviews and social media content can shape brand perception on a wide scale because they are viewed as authentic and trustworthy. Positive content from consumers can strengthen brand awareness and drive purchase decisions. Strategic utilization of UGC, such as in the Cipete branch that received positive responses, can help improve the image of other branches that have received negative feedback. Additionally, the naming rights strategy, such as renaming the MRT station to MRT Cipete Raya TUKU, has successfully increased brand exposure and reinforced the association between the brand and its location. The consistency of customer experiences reflected in Google Reviews and TikTok comments illustrates how public perception of Kopi TUKU is organically built through consumer voices. For instance, reviews of the Tuku Cipete branch, the location adjacent to the naming rights partnership, frequently reference the signature Kopi Susu Tetangga and the cozy atmosphere as reasons for repeat visits, illustrating how consumer-generated narratives reinforce brand perception at the very site where the naming rights sponsorship is most visible. While operational aspects such as service consistency and wait times are occasionally mentioned in these reviews, this study focuses specifically on naming rights sponsorship and user-generated content as marketing communication variables, rather than on internal service-operations factors, since these operational issues are managerially distinct from the branding and communication strategies under investigation.

On the other hand, TikTok comments from users such as Rafika ("Tuku's KST is the best"), Si Shood ("Kopi Tuku is the best"), and Yunita410 ("Yes, Tuku is the most delicious") reflect strong emotional attachment and customer loyalty. Such UGC acts as digital word of mouth that broadens the brand's reach without significant promotional costs. By optimizing UGC across platforms, both Google Reviews and social media interactions, Kopi TUKU can strengthen its brand equity, maintain an authentic image, and ensure that the positive experiences at one branch become a benchmark for improving service quality throughout its entire network. Additionally, naming rights strategies, such as renaming MRT Cipete Raya station to MRT Cipete Raya TUKU station, have successfully increased brand exposure and strengthened location-based associations. Although previous studies have examined naming rights sponsorship and UGC separately, limited research has investigated their simultaneous effects on purchase decisions within a single structural model, particularly with brand awareness as a mediating mechanism. This study addresses this gap by comparing

a place-based branding mechanism with a consumer-driven digital mechanism in the context of an Indonesian local coffee brand. This represents a theoretical gap: it remains unclear whether a place-based branding mechanism (naming rights) and a digital, consumer-driven mechanism (UGC) operate through comparable or distinct psychological pathways in shaping purchase decisions, particularly for a local food and beverage brand operating in a public transportation setting.

Previous studies have also shown that sponsorship and naming rights are effective in building brand image, particularly when there is a good fit between the location's identity and the brand (Gwinner & Eaton, 1999; Martin et al. 2020; Smith, 2004; Woisetschläger & Michaelis, 2012). Compared with the findings of Centracchio et al. (2023), naming rights sponsorship was found to have no significant effect and even a negative effect on purchase decisions. Recent research further confirms that UGC, influencers, and digital marketing strategies significantly influence perceived value and purchase decisions (Khofifah & Hasanah, 2023; Suparto et al. 2024). Compared to the findings of (Faizatul Wafiyah & Any Urwatul Wusko, 2023; Lu et al. 2020) user-generated content was found to have no significant effect and tended to show a negative impact on purchase decisions. Previous research on brand awareness indicates that it has a significant influence on purchase decisions (Macdonald & Sharp, 2000; Markonah et al. 2024; Mulyani & Hermina, 2023; Tee et al. 2020). In comparison, studies conducted by (Amelfdi & Ardyan, 2020; Fitriani et al. 2023) it was found that brand awareness does not significantly influence purchase decisions. These contradictory findings are unlikely to stem from a single cause. Divergent results for naming rights sponsorship, for example, may reflect differences in venue-brand fit and exposure frequency: transit-based naming rights, where consumers encounter the brand daily, are plausibly more likely to translate into purchase behavior than one-time sports or event sponsorships. Likewise, mixed findings for UGC and brand awareness may reflect differences in product involvement, since a low-involvement, habitually purchased product such as coffee may allow UGC to influence purchase decisions with only a modest contribution to awareness. This suggests that the effectiveness of naming rights sponsorship and UGC is likely contingent on contextual factors such as exposure frequency and product category, rather than operating uniformly across settings. Beyond the geographic novelty of examining an Indonesian coffee MSME, the present study contributes conceptually by jointly testing a place-based branding mechanism and a digital, consumer-driven mechanism within a single mediation model, allowing a direct comparison of their relative pathways to purchase decision through brand awareness.

This study addresses the research problem by examining the differing conclusions of previous studies on naming rights sponsorship, user-generated content, and brand awareness in influencing purchase decisions. A quantitative approach is applied by collecting primary data from MRT users who are exposed to the MRT Cipete Raya TUKU station and interact with consumer-generated content related to Kopi TUKU. The relationships among variables are analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to capture both measurement accuracy and structural effects. PLS-SEM is selected because it is well suited to prediction-oriented models involving mediation, such as the role of brand awareness in this study, and because it performs reliably with a moderate sample size of 105 respondents without requiring the strict multivariate normality assumptions demanded by covariance-based SEM. This approach allows the study to assess how location-based branding and consumer voices jointly shape purchasing behavior. By situating the analysis within a real market context, the study provides a clearer understanding of how branding strategies function in everyday consumer experiences. Theoretically, the findings are expected to clarify how naming rights sponsorship and user-generated content operate through brand awareness as distinct pathways toward purchase decision, thereby extending brand awareness theory to a joint place-based and digital branding context. Practically, the findings are expected to offer practical recommendations for local coffee businesses in strengthening their market position.

Therefore, it is important for Kopi TUKU to leverage consumer participation in strengthening its brand position in the market. Building on this background, the purpose of this study is to analyze the effects of naming rights sponsorship, user-generated content, and brand awareness on purchase decisions at Kopi TUKU. The results are expected to provide strategic guidance in digital marketing for local coffee MSMEs to compete sustainably in the national market.

METHODS

This research utilized a quantitative approach designed to gather numerical data for statistical analysis, allowing for an objective interpretation of the studied phenomenon. The research population consisted of all MRT users in the Greater Jakarta (Jabodetabek) area in May 2025, totaling 3,692,387 individuals (Praditya, 2025). The target population included individuals aged 17 years and above who reside or carry out activities around the Cipete Raya MRT station and are familiar with the Kopi TUKU brand.

Equal quotas were established across morning, evening, and non-rush periods to ensure balanced representation of MRT users across different usage periods. The study employed a quantitative approach using primary data collected through an online questionnaire (Google Form) distributed via social media, supported by secondary data from literature and relevant sources. Because respondents were recruited through an online questionnaire distributed via social media rather than from a definitive sampling frame of the entire MRT user population, a non-probability quota sampling technique was applied. Quotas were set across three travel time categories to ensure adequate representation of MRT users across different usage periods, while respondents within each quota were reached through convenience distribution channels. Based on the Slovin formula with a 10% margin of error, the minimum sample size required was 99.99 respondents; however, the study used 105 respondents to improve representation. The sample was proportionally divided into Morning Rush Hours (07.00–09.00 WIB), Evening Rush Hours (16.00–20.00 WIB), and Non-Rush Hours (09.00–16.00 WIB and ≥20.00 WIB), with 35 respondents (33%) in each group.

Data analysis was conducted using descriptive statistics and inferential analysis with PLS-SEM, including validity and reliability testing, as well as evaluation of measurement and structural models to test the proposed hypotheses. The questionnaire items for each construct were developed based on the dimensions summarized in Table 2, covering Naming Rights Sponsorship (Awareness, Interest, Purchase Decision, Trust, and Brand Perception), User-Generated Content (Plentiful, Compelling, and Scalable), Brand Awareness (Brand Recognition, Brand Recall, Brand Dominance, Brand Differentiation, and Brand Association), and Purchase Decision (Brand Selection, Product Selection, Purchase Timing, Information Source, Purchase Commitment, Post-purchase Satisfaction, Purchase Frequency, and Purchase Recommendation). Item wording was reviewed for content clarity and contextual relevance to the MRT Cipete Raya TUKU setting prior to distribution. Each item was measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The adequacy of the measurement instrument was subsequently confirmed quantitatively through the outer model evaluation reported in Table 2 and Table 3, in which all indicators exceeded the minimum factor loading threshold of 0.70 and satisfied the established criteria for convergent and discriminant validity.

The hypotheses in this study are derived from brand awareness theory and prior empirical work on sponsorship and digital consumer engagement. Drawing on Donovan et al. (2016) and Martin et al. (2020), naming rights sponsorship is theorized to build brand awareness through repeated, involuntary media exposure, which in turn is expected to translate into purchase behavior once the brand enters the consumer's evoked set (Macdonald & Sharp, 2000). Similarly, drawing on Hermaren & Achyar (2018) and Yousry & Fahmy (2024), user-generated content is theorized to build brand awareness and purchase intention because peer-generated content is perceived as more credible and authentic than firm-generated communication. The author applies Structural Equation Modeling (SEM, user-generated content is theorized to build brand awareness and purchase intention because peer-generated content is perceived as more credible and authentic than firm-generated communication. Building on these theoretical foundations, naming rights sponsorship and user-generated content are hypothesized to influence purchase decisions for Kopi TUKU both directly and indirectly through brand awareness, with brand awareness expected to mediate the effects of both marketing stimuli on purchase decisions.

H1: Naming Rights Sponsorship has a positive effect on Brand Awareness of Kopi TUKU.
H2: Naming Rights Sponsorship has a positive effect on Purchase Decision of Kopi TUKU.
H3: User-Generated Content has a positive effect on Brand Awareness of Kopi TUKU.
H4: User-Generated Content has a positive effect on Purchase Decision of Kopi TUKU.
H5: Brand Awareness has a positive effect on Purchase Decision of Kopi TUKU.

H6: Naming Rights Sponsorship has a positive effect on Purchase Decision of Kopi TUKU through Brand Awareness.
H7: User-Generated Content has a positive effect on Purchase Decision of Kopi TUKU through Brand Awareness.

Research framework of the relationships among naming rights sponsorship, user-generated content, brand awareness, and purchase decision of Kopi TUKU in Figure 1. Prior to hypothesis testing, the demographic profile of the 105 respondents was examined to characterize the sample of MRT Cipete Raya TUKU users, as summarized in Table 1.

RESULTS

Data Analysis

This research used the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach to examine the hypotheses. This method was selected because it allows flexibility in terms of sample size and residual distribution, making it appropriate for analyzing complex relationships. The analysis was performed using SmartPLS version 4.0.9.9 software. The SEM-PLS framework includes two types of measurement models: the outer model and the inner model. The outer model evaluates the validity and reliability of the questionnaire items, while the inner model tests the hypotheses by analyzing beta coefficients, t-values, and significance levels (Hair et al. 2022).

Outer Model

The evaluation of the outer model involves a thorough assessment of both validity and reliability. Validity is tested through convergent validity and discriminant validity analyses. Convergent validity in the measurement model is assessed by calculating the correlation between the estimated values of each indicator, commonly known as factor loading (Hair et al. 2022). Convergent validity analysis also illustrates the extent to which these indicators correspond to or represent the underlying research variables. The detailed calculation results of the outer model analysis are presented in Figure 2.

Table 1. Demographic characteristics of the 105 MRT Cipete Raya TUKU user respondents

Demographic Characteristic		Frequency	Percentage
Age	18–24	78	75%
	25–34	16	15%
	35–44	11	10%
	Total	105	100%
Domicile	DKI Jakarta	31	30%
	Bogor	8	7%
	Depok	25	24%
	Tangerang	19	18%
	Bekasi	22	21%
	Total	105	100%
Occupation	Student/College Student	79	75%
	Entrepreneur	2	2%
	Private Sector	24	23%
	Total	105	100%
Activity Time for Using MRT Transportation	Morning Rush Hours (07.00–09.00 WIB)	35	33%
	Evening Rush Hours (16.00–20.00 WIB)	35	33%
	Non Rush Hours (09.00–16.00 WIB and ≥ 20.00 WIB)	35	33%
	Total	105	100%

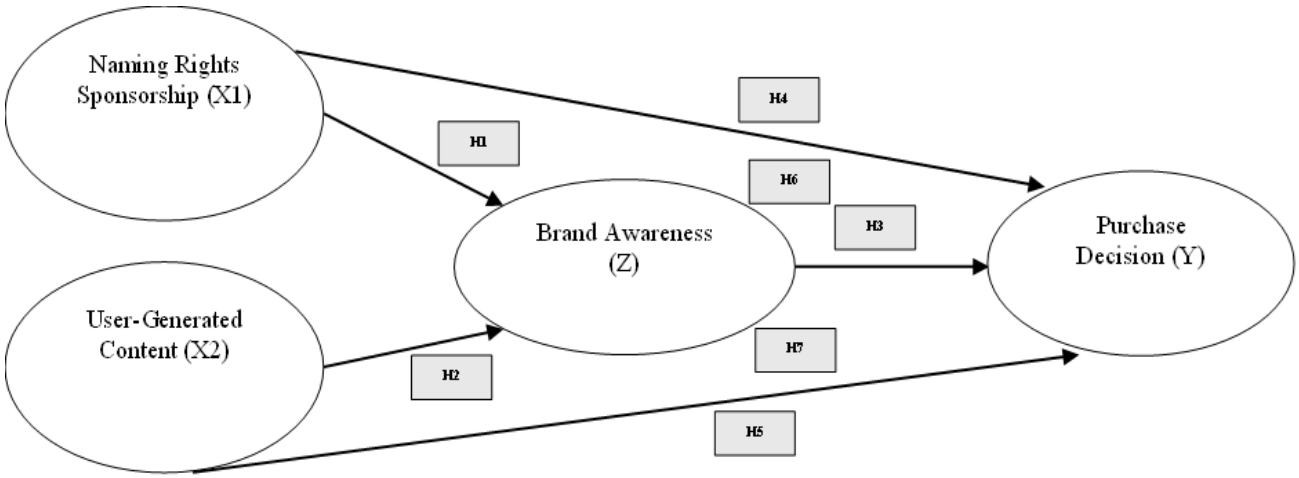


Figure 1. Research framework of the relationships among naming rights sponsorship, user-generated content, brand awareness, and purchase decision of Kopi TUKU

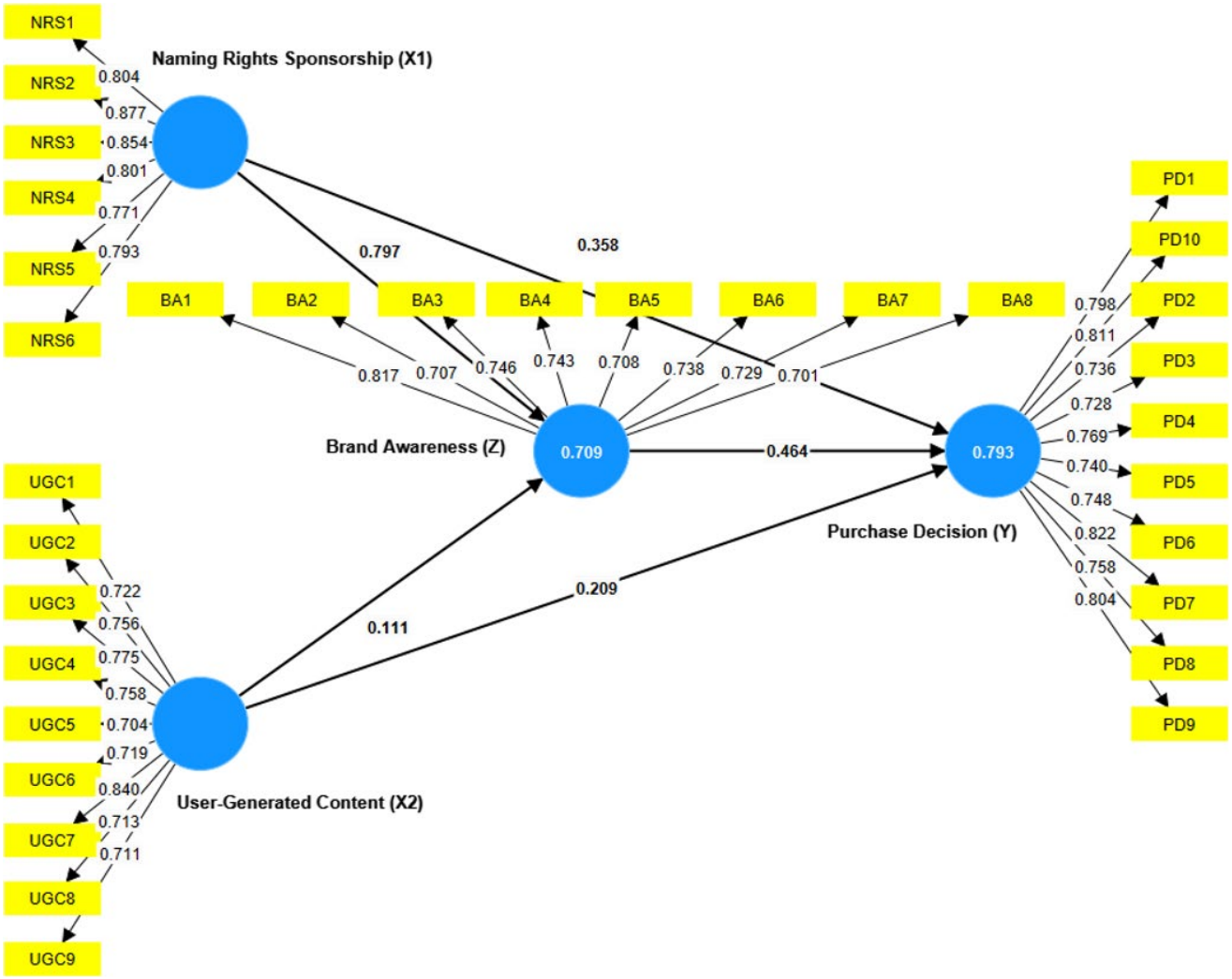


Figure 2. Outer model (path coefficients, R square, and factor loadings) of naming rights sponsorship, user-generated content, brand awareness, and purchase decision of Kopi TUKU

Table 2 displays the survey items along with their respective factor loading values. All indicators in this study met the criteria for convergent validity, with factor loadings exceeding 0.7 and an average variance extracted (AVE) value greater than 0.5. These findings indicate that all conditions for convergent validity have been satisfied, as stated by (Hair et al. 2022). Moreover, reliability testing was performed using Cronbach's Alpha and Composite Reliability to confirm that the model demonstrates strong consistency and stability. Table 3 also summarizes the results based on the Fornell-Larcker criteria, which reflect the degree to which the constructs in the model achieve sufficient validity and reliability.

Table 2. Survey indicators, item wording, and factor loadings for naming rights sponsorship, user-generated content, brand awareness, and purchase decision of Kopi TUKU

Construct	Indicator	Item	Measurement	Factor Loading
Purchase Decision (Y)	Brand Selection	PD1	Choosing Kopi TUKU as a place to hang out and drink coffee over other coffee shops	0.796
	Brand Selection	PD2	Choosing Kopi TUKU out of personal desire	0.737
	Product Selection	PD3	Choosing Kopi TUKU because of its product quality	0.728
		PD4	Prioritizing the purchase of Kopi TUKU products over other brands	0.766
	Purchase Timing	PD5	Willing to spend time and money to buy Kopi TUKU	0.737
	Information Source	PD6	Choosing Kopi TUKU based on recommendations or others' experiences	0.745
	Purchase Commitment	PD7	Committed to continuing to buy Kopi TUKU in the future	0.821
	Post-purchase Satisfaction	PD8	Feeling satisfied after purchasing and consuming Kopi TUKU	0.761
	Purchase Frequency	PD9	Willing to repurchase Kopi TUKU products	0.808
	Purchase Recommendation	PD10	Recommending Kopi TUKU to friends and family	0.814
Naming Rights Sponsorship (X1)	Awareness	NRS1	Kopi TUKU gains attention after being used as an MRT station name	0.801
		NRS2	Kopi TUKU was known before seeing its name at the MRT station	0.874
	Interest	NRS3	The MRT station naming with Kopi TUKU attracts attention to the brand	0.853
	Purchase Decision	NRS4	The MRT station naming with Kopi TUKU influences the decision to buy or try the product	0.803
		NRS5	Trust in Kopi TUKU changes after seeing it as an MRT station name	0.775
	Brand Perception	NRS6	Using Kopi TUKU as an MRT station name influences brand image	0.795
User-Generated Content (X2)	Plentiful	UGC1	Customer reviews are trusted more than information from Kopi TUKU	0.716
		UGC2	Reviews from regular customers are more trusted than reviews from coffee experts	0.755
		UGC3	Purchasing Kopi TUKU becomes more convincing when there are many positive customer reviews	0.774
	Compelling	UGC4	Customer reviews influence the decision to purchase Kopi TUKU	0.754
		UGC5	A majority of positive reviews increases the likelihood of buying Kopi TUKU	0.705

Table 2. Survey indicators, item wording, and factor loadings for naming rights sponsorship, user-generated content, brand awareness, and purchase decision of Kopi TUKU

Construct	Indicator	Item	Measurement	Factor Loading
		UGC6	A majority of negative reviews reduces the interest in buying Kopi TUKU	0.723
	Scalable	UGC7	Reading customer reviews before purchasing Kopi TUKU	0.843
		UGC8	Using customer reviews to understand the quality and taste of Kopi TUKU	0.718
		UGC9	Satisfaction changes after reading customer reviews before buying Kopi TUKU	0.711
Brand Awareness (Z)	Brand Recognition	BA1	Kopi TUKU is easy to find	0.817
		BA2	Kopi TUKU is recognized by its appearance	0.708
	Brand Recall	BA3	Kopi TUKU is remembered as a coffee shop that offers various products and services	0.746
		BA4	Kopi TUKU is considered when buying coffee or looking for a place to hang out	0.743
	Brand Dominance	BA5	Kopi TUKU is known as one of the coffee brands in Jakarta	0.709
	Brand Differentiation	BA6	Kopi TUKU products have characteristics that distinguish them from other brands	0.739
		BA7	Kopi TUKU products have certain unique traits compared to other brands	0.729
	Brand Association	BA8	Choosing Kopi TUKU as a place to hang out and drink coffee over other coffee shops	0.700

Table 3. Fornell–Larcker criterion, construct reliability, and convergent and discriminant validity of naming rights sponsorship, user-generated content, brand awareness, and purchase decision

Variables	BA	NRS	PD	UGC	Cronbach's alpha	Composite reliability	AVE
BA	0.737				0.880	0.905	0.543
NRS	0.836	0.818			0.908	0.924	0.669
PD	0.845	0.819	0.772		0.924	0.936	0.596
UGC	0.392	0.352	0.517	0.745	0.900	0.918	0.556

Note: BA (Brand Awareness); NRS (Naming Rights Sponsorship); UGC (User-Generated Content); PD (Purchase Decision)

Validity testing is intended to assess how well an instrument or indicator accurately represents the latent variable being measured. Within the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, validity is divided into two primary types: convergent validity and discriminant validity (Hair et al. 2022). One widely used method to assess discriminant validity is the Fornell-Larcker Criterion, which states that a construct is valid if the square root of its average variance extracted (AVE) is higher than its correlations with other variables. The analysis results show that all indicators in this study satisfied the criteria for discriminant validity, as shown by AVE square root values exceeding inter-construct correlations and AVE values above 0.5, demonstrating that each indicator effectively represents its intended construct.

In addition, reliability testing is carried out to determine how consistently and stably a measurement instrument produces results. Within the PLS-SEM framework, construct reliability is assessed using two key indicators: composite reliability (CR) and Cronbach's alpha. Based on the criteria proposed by (Hair et al. 2022) a construct is considered reliable if both values exceed 0.7. The results show that all variables in this study obtained Cronbach's alpha and composite reliability values exceeding 0.7, in accordance with the criteria proposed by indicating that the constructs fulfill internal reliability standards and demonstrate good consistency.

Inner Model

The evaluation of the outer model involves a detailed analysis of both validity and reliability. Validity is examined through tests of convergent validity and discriminant validity. Convergent validity of the measurement model is determined by calculating the correlation between the estimated values of each item, commonly referred to as the loading factor (Hair et al. 2022). This analysis also provides an indication of the extent to which the indicators correspond to or represent the underlying research construct.

The R Square values shown in Table 4 illustrate the degree to which exogenous variables affect endogenous variables within the model. R Square can also serve as a basis for categorizing the strength of relationships among variables. Based on general guidelines, an R Square value of 0.67 or higher indicates a strong (substantial) relationship, around 0.33 reflects a moderate relationship, and 0.19 or lower suggests a weak relationship (Hair et al. 2022). Based on the table, the BA (brand awareness) variable has an R Square of 0.709, while PD (purchase decision) has an R Square of 0.793; both fall into the substantial category. This implies that these variables are significantly influenced by the independent variables in the model.

In addition, the Q Square values shown in the table (BA = 0.354 and PD = 0.442) demonstrate the predictive capability of the model. Since the Q Square values exceed 0, the model is considered to have good predictive relevance (Hair et al. 2022). Overall, the results in Table 4 reveal that the constructs have adequate reliability, valid measurements, and acceptable structural relationships among variables within the PLS-SEM model. Furthermore, Table 6 presents the hypothesis testing results, which provide a more detailed evaluation of the relationships between variables in the model.

Collinearity Testing

According to the results of the multicollinearity test shown in Table 5, the Variance Inflation Factor (VIF) values for all constructs are below the threshold of 5. Specifically, the VIF value for Brand Awareness → Purchase Decision is 1.000, Naming Rights Sponsorship → Brand Awareness is 1.142, Naming Rights Sponsorship → Purchase Decision is 3.322, User-Generated Content → Brand Awareness is 1.142, and User-Generated Content → Purchase Decision is 1.184. Referring to (Hair et al. 2022), a VIF value below 5 indicates that there is the results indicate that problematic collinearity is unlikely because all VIF values are below the recommended threshold of 5 among the constructs in the model. Therefore, it can be concluded that each independent variable in this study does not excessively influence one another, meaning the model satisfies the assumption of no multicollinearity and is suitable for further analysis. Table 6 presents the results of hypothesis testing for both the direct and indirect relationships proposed in H1 through H7.

Hypotheses Testing

In this research, the significance of the relationships among variables was evaluated using the p-value with a significance level (alpha) of 0.10 (10%), as stated by (Hair et al. 2022). A relationship between variables is deemed statistically significant when the p-value is less than or equal to 0.10, indicating that the effect between constructs in the model has strong empirical support. Conversely, if the p-value is greater than 0.10, the relationship is deemed insignificant and not supported by the research data.

H1: The Effect of Naming Rights Sponsorship (X1) on Brand Awareness (Z)

The results confirm that naming rights sponsorship has the strongest effect in the entire model, with an original sample value of 0.797, indicating that renaming MRT Cipete Raya Station to MRT Cipete Raya TUKU substantially strengthens brand awareness. This finding aligns with Donovan et al. (2016), who argued that naming rights sponsorship increases brand recall through frequent, involuntary media exposure, and with Martin et al. (2020), who emphasized that facility naming builds enduring brand associations because the sponsor name becomes embedded in everyday communication about the location. Theoretically, this result suggests that in a transit-based naming rights context, this effect may be explained by the frequency of exposure: commuters encounter the station name multiple times each day, which may generate a stronger awareness effect than in single-event sponsorships such as stadiums or festivals, where exposure is comparatively episodic. This offers a novel contribution to naming rights literature, which has predominantly examined sports and entertainment venues rather than daily-use public transportation infrastructure.

Table 4. R Square, R Square Adjusted, and Q square values for brand awareness and purchase decision of Kopi TUKU

Variables	R Square	R Square Adjusted	Q Square	Result
BA	0.709	0.703	0.354	Substantial
PD	0.793	0.787	0.442	Substantial

Note: BA (Brand Awareness); PD (Purchase Decision)

Table 5. Collinearity statistics (variance inflation factor) among naming rights sponsorship, user-generated content, brand awareness, and purchase decision

Hypotheses	VIF	Result
BA → PD	1.000	Non-Multicollinearity
NRS → BA	1.142	Non-Multicollinearity
NRS → PD	3.322	Non-Multicollinearity
UGC → BA	1.142	Non-Multicollinearity
UGC → PD	1.184	Non-Multicollinearity

Note: BA (Brand Awareness); NRS (Naming Rights Sponsorship); UGC (User-Generated Content); PD (Purchase Decision)

Table 6. Direct and indirect effects of naming rights sponsorship and user-generated content on brand awareness and purchase decision of Kopi TUKU (hypotheses testing results)

	Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	NRS→ BA	0.797	0.778	0.078	10.195	0.000
H2	NRS → PD	0.358	0.335	0.087	4.126	0.000
H3	UGC → BA	0.111	0.129	0.065	1.698	0.090
H4	UGC → PD	0.209	0.243	0.103	2.028	0.043
H5	BA → PD	0.464	0.451	0.094	4.953	0.000
H6	NRS → BA → PD	0.370	0.354	0.089	4.144	0.000
H7	UGC → BA → PD	0.051	0.057	0.029	1.772	0.076

Note: BA (Brand Awareness); NRS (Naming Rights Sponsorship); UGC (User-Generated Content); PD (Purchase Decision)

H2: The Effect of Naming Rights Sponsorship (X1) on Purchase Decision (Y)

The findings of this study show that naming rights sponsorship positively and significantly influences purchase decision, with an original sample value of 0.358, a t-statistic of 4.126, and a p-value of 0.000. The magnitude of this influence is further supported by Table 4, which indicates that the R^2 value of 0.793 indicates that the predictors included in the structural model collectively explain 79.3% of the variance in purchase decision. The validity and reliability of the construct are confirmed, as shown in Table 3, with a Cronbach's alpha value for naming rights sponsorship of 0.908 and for purchase decision of 0.924, both exceeding 0.7, along with AVE values above 0.5. These findings are consistent with (Donovan et al. 2016; Martin et al. 2020; McGhee, 2020), who emphasized that naming rights sponsorship can directly strengthen consumer purchase decisions by increasing brand credibility and perceived value through repeated exposure to the brand in public spaces.

Beyond its indirect route through brand awareness (H6), this direct effect suggests that the naming rights placement itself functions as a signal of brand legitimacy: a coffee brand large enough to secure a public transit naming rights partnership may be perceived by consumers as more established and trustworthy, prompting some commuters to choose Kopi TUKU even without first consciously processing an increase in awareness. This is consistent with signaling theory in sponsorship research, where the scale of a sponsorship investment itself communicates firm quality independent of the specific awareness it generates.

H3: The Effect of User-Generated Content (X2) on Brand Awareness (Z)

User-generated content shows a positive but comparatively weak effect on brand awareness, with an original sample value of 0.111 and a p-value of 0.090, significant only at the 10% level. This is consistent with Nusairat et al. (2021) and Milawati Kusuma et al. (2023), who noted that UGC's primary strength lies in its perceived authenticity and its ability to influence evaluation and choice among consumers who are already aware of a brand, rather than in generating first-time brand recognition. In the context of Kopi TUKU, most reviews and TikTok comments observed in this study describe an already-established brand experience (e.g., product taste, service quality) rather than an introduction to a previously unknown brand, which plausibly explains why UGC's contribution to awareness is modest while its influence on purchase decision, discussed next, is comparatively stronger.

H4: The Effect of User-Generated Content (X2) on Purchase Decision (Y)

The results of this research indicate that user-generated content (UGC) positively and significantly affects purchase decision, with an original sample value of 0.209, a t-statistic of 2.028, and a p-value of 0.043. The contribution of UGC to purchase decision is also reflected in the R Square value of 0.793 (Table 4). The R^2 value of 0.793 indicates that the predictors in the structural model collectively explain 79.3% of the variance in purchase decision. This value should not be interpreted as the proportion of purchase decision explained by UGC alone. This construct is also reliable, as evidenced by a cronbach's alpha value of 0.900 and an AVE greater than 0.5 (Table 3). These results are consistent with previous studies (Hayat et al. 2024; Hermaren & Achyar, 2018; Khofifah & Hasanah, 2023; Sari et al. 2025; Suparto et al. 2024; Yousry & Fahmy, 2024), which highlight that UGC is effective in driving purchase decisions because content generated by real consumers is perceived as more authentic and trustworthy consumer-generated content is perceived as more authentic and trustworthy than brand-initiated promotions, thereby increasing consumer confidence in making purchasing choices.

This pattern, a stronger direct path to purchase decision than to brand awareness (H3), suggests that UGC functions primarily as a source of social proof at the point of decision rather than as an awareness-building tool. Because coffee is a low-involvement, frequently repurchased product, consumers likely already recognize the Kopi TUKU brand and instead consult reviews mainly to reduce perceived risk or confirm quality before a specific purchase, which is consistent with the view that UGC's persuasive power lies in reducing uncertainty at the evaluation stage rather than in initiating brand recognition.

H5: The Effect of Brand Awareness (Z) on Purchase Decision (Y)

The study findings reveal that brand awareness positively and significantly influences purchase decisions, with an original sample value of 0.464, a t-statistic of 4.953, and a p-value of 0.000. The R Square value for purchase decision is 0.793, indicating that The predictors in the structural model collectively explain 79.3% of the variance in purchase decision, and brand awareness is confirmed as the variable with the strongest direct effect on purchase decision in this model. The construct validity of the purchase decision variable is verified, showing a Cronbach's alpha value of 0.924 and an AVE above 0.5 (Table 3). These results are consistent with previous research conducted by (Amelfdi & Ardyan, 2020; Faizatul Wafiyah & Any Urwatul Wusko, 2023), who also found that brand awareness positively and significantly affects purchase decisions, as consumers tend to choose brands that are familiar and easily recalled.

That brand awareness emerges as the strongest direct predictor in the model is theoretically consistent with its role in reducing consumer decision effort: for a low-involvement, habitually purchased product such as coffee, a brand that comes readily to mind is more likely to enter the consumer's evoked set and be chosen with minimal deliberation. This finding also clarifies the structural logic of the model as a whole, both naming rights sponsorship and UGC contribute to purchase decision partly through their ability to strengthen this single underlying mechanism, brand awareness, which functions as the common pathway through which otherwise very different marketing stimuli, one place-based and physical, the other digital and consumer-generated, converge in shaping purchase behavior.

H6: The Effect of Naming Rights Sponsorship (X1) on Purchase Decision through Brand Awareness (Z)

The mediation analysis shows that naming rights sponsorship positively and significantly influences purchase decisions through brand awareness, with an original sample value of 0.370, a t-statistic of 4.144, and a p-value of 0.000. This indirect relationship is further supported by the R Square value of 0.793 for purchase decisions and the Q Square value of 0.442, indicating that the model has strong predictive ability. These findings are further supported by construct reliability, as the variables of naming rights sponsorship, brand awareness, and purchase decision all have Cronbach's alpha values above 0.7. Naming rights sponsorship has been proven to significantly enhance brand awareness, even more than other forms of sponsorship (Eddy & Evans, 2024; Martin et al. 2020). Initially, naming rights sponsorship were used solely to build brand recognition, but over time they have evolved into an integrated marketing strategy that also drives purchase decisions through deep brand experiences (McGhee, 2020). The brand awareness built through naming rights sponsorship can also increase the likelihood that consumers will recognize and consider the sponsor's products, although the direct influence on purchasing behaviour is sometimes limited (Haan & Shank, 2004). This mediation result indicates that naming rights sponsorship's influence on purchase decision operates substantially through a cognitive route: exposure to the sponsored station name first builds brand awareness, which then translates into purchase behavior, rather than affecting purchase decision through some other unmeasured mechanism. Compared with the direct effect reported in H2, the larger indirect effect relative to the direct effect suggests that brand awareness represents an important pathway linking naming rights sponsorship to purchase decision within the proposed model, reinforcing that brand awareness is the primary channel through which this place-based branding strategy translates exposure into sales, consistent with the broader logic of awareness-based models of sponsorship effectiveness.

H7: The Effect of User-Generated Content (X2) on Purchase Decision (Y) through Brand Awareness (Z)

The findings show that user-generated content exerts a positive but relatively weak indirect effect on purchase decisions through brand awareness, with an original sample value of 0.051, a t-statistic of 1.772, and a p-value of 0.076. Although this indirect effect is statistically significant at the 10% significance level, the majority of UGC's influence on purchase decisions occurs through the direct pathway rather than through brand awareness. The R Square value for purchase decision of 0.793 indicates that other variables in the model have a strong combined influence on purchase behavior. The reliability of the UGC construct is validated by a Cronbach's alpha of 0.900 and an AVE value exceeding 0.5. These findings align with (Nusairat et al. 2021), who found that UGC has a stronger impact on purchase decisions through pathways other than brand awareness, and with (Milawati Kusuma et al. 2023), which found that UGC influences purchase intention without strong links to brand awareness.

Taken together with H3 and H4, this weak mediation effect completes a coherent theoretical picture: UGC's influence on purchase decision flows overwhelmingly through the direct pathway (0.209) rather than through brand awareness (0.051 indirect), the reverse of the pattern found for naming rights sponsorship. This asymmetry suggests that the two marketing stimuli examined in this study operate through fundamentally different psychological routes, naming rights sponsorship functions primarily as an awareness-building mechanism whose effect on purchase decision is substantially mediated, whereas UGC functions primarily as a direct decision-support cue consulted by consumers who are typically already aware of the brand. This distinction offers a theoretical basis for treating place-based branding and digital consumer engagement as complementary rather than substitutable marketing strategies.

Managerial Implications

Theoretically, this study extends naming rights sponsorship literature, previously concentrated on sports and entertainment venues, into the context of daily-use public transportation infrastructure, showing that repeated, involuntary exposure in a transit setting can generate a stronger brand awareness effect than has typically been reported for episodic sponsorship contexts. It further contributes by jointly modeling a place-based branding mechanism (naming rights sponsorship) and a digital, consumer-driven mechanism (UGC) within a single mediation framework, demonstrating that the two operate through distinct pathways: naming rights sponsorship primarily builds purchase decision through brand awareness, whereas UGC influences purchase decision more directly. This distinction refines brand awareness theory by

suggesting that the relative importance of awareness as a mediating mechanism depends on the nature of the marketing stimulus itself.

Practically, Kopi TUKU and similar local coffee brands should treat naming rights partnerships as a long-term brand-building investment, particularly for high-traffic, daily-use venues where exposure frequency is high, while ensuring that the brand awareness generated is supported by consistent product quality and service across outlets so that increased recognition translates into sustained purchase decisions rather than a one-time trial. In parallel, UGC strategies should be directed toward driving direct purchase conversion, for example by surfacing authentic customer reviews and testimonials at the point of decision, rather than being treated primarily as a brand awareness tool.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study examined the effects of naming rights sponsorship and user-generated content (UGC) on brand awareness and purchase decisions for Kopi TUKU in the Greater Jakarta (Jabodetabek) region. Using PLS-SEM with data from 105 respondents, the findings show that naming rights sponsorship has a positive and significant effect on both brand awareness and purchase decision. UGC also has a positive effect on purchase decision and a positive effect on brand awareness that is statistically significant only at the 10% level. Brand awareness has a positive and significant effect on purchase decision and represents the strongest direct predictor of purchase decision in the proposed model.

The mediation analysis indicates that brand awareness significantly mediates the relationship between naming rights sponsorship and purchase decision. A smaller indirect effect is also observed for UGC through brand awareness, significant at the 10% level. These findings suggest that naming rights sponsorship and UGC may operate through different pathways: naming rights sponsorship is more strongly associated with purchase decision through brand awareness, whereas UGC demonstrates a relatively stronger direct relationship with purchase decision.

From a managerial perspective, local coffee brands may consider naming rights partnerships in high-traffic public facilities as a long-term brand-building strategy, particularly where consumers encounter the brand repeatedly. At the same time, UGC should be managed as a source of social proof that can support consumers during the purchase decision process. However, these strategies should be accompanied by consistent product and service quality to ensure that increased brand exposure translates into sustainable customer responses.

Recommendations

The findings contribute to the literature by extending research on naming rights sponsorship from predominantly sports and entertainment contexts to daily-use public transportation infrastructure. The study also contributes by examining naming rights sponsorship and UGC simultaneously within a mediation model, providing insight into how place-based and consumer-generated marketing mechanisms may complement one another.

This study is subject to several limitations. The cross-sectional design limits the ability to establish temporal relationships, while the non-probability sampling approach limits the generalizability of the findings. The study is also geographically restricted to the Greater Jakarta area and focuses on a single local coffee brand. Future research could employ probability-based or longitudinal designs, examine other public-space naming rights contexts, and incorporate variables such as brand image, perceived value, electronic word of mouth, service quality, and customer experience.

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