

The Effect of Key Opinion Leaders and Visual Storytelling on Consumer Purchase Intention Trough Brand Awareness in Traditional Culinary Products

Daivano Farraz¹, Muhammad Fachmi², Fresha Kharisma³, Dhiyan Septa Wihara⁴

Bisnis Digital, Fakultas Ekonomika dan Binsis Universitas Negeri Surabaya

Abstrak

Ketatnya persaingan di sektor kuliner tradisional membuat pelaku usaha dituntut memperkuat strategi pemasaran digital agar kesadaran merek dan *Niat Beli* konsumen dapat terus tumbuh. Studi ini disusun untuk mengkaji sejauh mana *Key Opinion Leader* dan *Visual Storytelling* memengaruhi *Niat Beli* konsumen terhadap produk kuliner tradisional, dengan *Brand Awareness* diposisikan sebagai variabel mediasi. Pendekatan yang dipakai bersifat kuantitatif, dengan penarikan sampel secara purposive terhadap 108 responden yang datanya dihimpun lewat kuesioner, kemudian dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) beserta uji hipotesisnya. Temuan menunjukkan *Key Opinion Leader* memberi pengaruh positif dan signifikan baik terhadap *Niat Beli* maupun *Brand Awareness*, sementara *Visual Storytelling* hanya terbukti signifikan memengaruhi *Brand Awareness*. *Brand Awareness* sendiri berpengaruh signifikan terhadap *Niat Beli* sekaligus berfungsi sebagai mediator dalam hubungan *Key Opinion Leader* dan *Visual Storytelling* terhadap *Niat Beli*. Hasil ini mengindikasikan bahwa penguatan *Brand Awareness* dapat dijadikan prioritas dalam menyusun strategi pemasaran digital bagi usaha kuliner tradisional, salah satu contohnya Soto Boyolali Mbok Yem.

Kata Kunci: *Key Opinion Leader; Visual Storytelling; Niat Beli; Brand Awareness.*

Abstract

Growing competition within the traditional culinary industry is pushing business owners to sharpen their digital marketing efforts as a way of building *Brand Awareness* and driving consumer *Purchase Intentions*. This research examines how *Key Opinion Leader* and *Visual Storytelling* shape consumer *Purchase Intentions* toward traditional culinary products, treating *Brand Awareness* as the variable that mediates this relationship. A quantitative design was applied, drawing on purposive sampling to gather 108 respondents through a distributed questionnaire; the resulting data were processed with Structural Equation Modeling Partial Least Squares (SEM-PLS) alongside hypothesis testing. Findings reveal that *Key Opinion Leader* exerts a positive and significant influence on both *Purchase Intentions* and *Brand Awareness*, whereas *Visual Storytelling* only shows a significant effect on *Brand Awareness*. *Brand Awareness* itself significantly affects *Purchase Intentions* and serves as a mediator linking *Key Opinion Leader* and *Visual Storytelling* to *Purchase Intentions*. These results suggest that strengthening *Brand Awareness* deserves priority when designing digital marketing strategies for traditional culinary businesses such as Soto Boyolali Mbok Yem.

Keywords: *Key Opinion Leader; Visual Storytelling; Purchase Intention; Brand Awareness.*

✉ Corresponding author :
Email Address : daivano.23273@mhs.unesa.ac.id

INTRODUCTION

The speed at which information technology now evolves leaves business owners with little choice but to keep innovating if they want to stay relevant, and the culinary industry illustrates this pressure clearly. Indonesian traditional food continues to draw strong public interest, and Soto Boyolali is one dish that has built a loyal following thanks to its authentic taste and the way it is presented. As competition among culinary businesses intensifies, owners are pushed toward marketing and communication approaches that can genuinely hold consumer attention. For an establishment such as Soto Boyolali Mbok Yem, social media platforms like Instagram become a practical tool, giving potential customers an early sense of the food, the setting, and the overall dining experience before they ever step through the door (Kadek et al., 2026).

Purchase Intention can be understood as the set of behaviors that lead a person toward an eventual buying decision (Juliana & Sihombing, 2019). typically triggered once a stimulus - seeing the product, for instance - combines with some degree of liking or attraction toward it. Given its strong standing as a traditional dish, Soto Boyolali Mbok Yem is well positioned in this regard, and one of the elements shaping consumer *Purchase Intention* is how digital technology is used in marketing efforts (Putri & Fachmi, 2026). Digital marketing encompasses various approaches, one of which is the use of *Key Opinion Leaders*, these figures play a crucial role in shaping consumer appeal toward a brand.

A *Key Opinion Leader* is generally someone recognized for expertise in a particular field who can sway the people following them - in this case, the culinary field, which has become an important marketing battleground in the digital age. Consumers today weigh both the brand itself and the personalities attached to it when deciding what to buy, and earlier studies confirm that *Key Opinion Leaders* can positively shape consumer *Purchase Intention* (Pratama, 2024), a finding also supported by (Wen et al., 2025). Alongside *Key Opinion Leaders*, *Visual Storytelling* has become another key ingredient of digital marketing, letting businesses present product information through narratives that are easy to follow and emotionally engaging, so consumers connect with the brand on more than just a rational level (Kadek et al., 2026). Furthermore, these strategies help foster consumer loyalty; a prime example is the Instagram account of Soto Boyolali Mbok Yem, which employs visual storytelling by incorporating photos that capture the atmosphere and showcase the various menu options available at the restaurant.

Brand Awareness - essentially how well consumers can recognize or recall a brand - is another element central to building loyalty (Nelfianti et al., 2024). It secures a brand's place in consumers' minds and matters greatly for culinary business owners looking to strengthen their product image (Ayu et al., 2022). A number of studies report that stronger *Brand Awareness* tends to raise consumer *Purchase Intentions*, this finding is supported by (Setiawan & Aksari, 2020) and (Maria et al., 2019). However, other studies indicate that *Brand Awareness* does not have a direct impact on *Purchase Intentions* (Azzari & Pelissari, 2020).

These mixed findings on how *Brand Awareness* relates to *Purchase Intentions* point to a gap that still needs closing. Much of the existing research has looked at purchase intention and brand awareness as separate threads, but comparatively little work has treated *Brand Awareness* as a mediator between *Key Opinion Leaders*, *Visual Storytelling*, and *Purchase Intention* - a gap that matters especially in the traditional culinary sector, where this mediating role can be decisive. This study therefore sets out to examine how effective *Key Opinion Leader* and *Visual Storytelling* strategies are in shaping *Purchase Intentions* at Soto Boyolali Mbok Yem, with *Brand Awareness* acting as the mediating path. Its contribution lies in looking at these two

digital marketing approaches together within a traditional culinary business that has actively adapted to digital era marketing.

LITERATURE REVIEW

The theoretical lens applied here is the SOR (Stimulus-Organism-Response) framework, which holds that a person's emotional state connects environmental input to behavioral outcomes, sometimes through automatic processing (Jacoby, 2002). This framework fits marketing-related consumer behavior well; within it, *Key Opinion Leaders* and *Visual Storytelling* act as stimuli, *Brand Awareness* represents the organism, and *Purchase Intention* is the resulting response.

Key Opinion Leader marketing refers to a sales approach in which an individual seen as influential is used to promote a product (Monika et al., 2025). This study narrows its focus to culinary influencers who directly review and endorse food and beverages on social media. Positioned within the SOR framework, the *Key Opinion Leader* functions as the stimulus carrying enough influence or appeal to move consumer *Purchase Intention*.

Visual Storytelling, within digital marketing, is the practice of delivering a message through visual elements - images, video, color, graphic design - each carrying its own meaning. It lets businesses go beyond simple product promotion to communicate brand identity and shared experiences with consumers. In the food and beverage industry specifically, this technique is often used to convey the story behind a dish, the dining experience itself, and the cultural values a restaurant represents (Kadek et al., 2026). Viewed through SOR theory, *Visual Storytelling* is treated as a digital marketing stimulus aimed at strengthening both *Brand Awareness* and consumer *Purchase Intention*.

Brand Awareness describes a consumer's capacity to recognize or recall that a given brand belongs to a specific product category (Bima Setyahardi & Simamora, 2023), and it can shape purchasing decisions. It also feeds loyalty indirectly, through how well a brand is recognized against competitors and how easily consumers can recall it - both of which can push *Purchase Intention* upward (Nelfianti et al., 2024). *Purchase Intention* itself reflects a buyer's readiness to acquire particular goods or services, marking the point at which a consumer is prepared to transact with a seller. It sits just before the actual purchase act, following on from desire, and is generally shaped by a range of factors (Ayu et al., 2022).

METHODOLOGY

This research follows a quantitative approach grounded in the positivist paradigm, aimed at testing hypotheses through systematic data collection and analysis (Sugiyono, 2022). a method chosen for its capacity to measure relationships between variables objectively through statistical analysis. Data were gathered via a Google Forms questionnaire, distributed across social media channels such as WhatsApp and Instagram as well as directly to customers and acquaintances who had encountered Soto Boyolali Mbok Yem's social media content. Sample size followed the standard guideline of 5 to 10 times the number of indicators used (Hair et al., 2022). with 20 statement indicators spread across all variables, this yielded a minimum requirement of 100 respondents (5 x 20). Eligible respondents had to be at least 17 years old and must not have purchased Soto Boyolali Mbok Yem before.

The instrument itself was a questionnaire built around four variables - *Key Opinion Leader*, *Visual Storytelling*, *Brand Awareness*, and *Purchase Intention* - each structured according to predetermined indicators. Every statement item used a five-point Likert scale, translating each variable into measurable indicators (Sugiyono, 2022), running from 1 (strongly disagree) to 5 (strongly agree). This produced quantitative data suited to analysis through Partial Least Squares Structural Equation Modelling (PLS-SEM) with a bootstrapping approach for hypothesis testing. Table 1 lists the statement items associated with each variable.

Table 1. Variables and Indicators

Variables	Items	Question	Reference
<i>Key Opinion Leader</i>	X1.1	I feel that the influencers promoting Soto Boyolali Mbok Yem are popular on social media.	(Lingga Yuliana, 2023) (Monika et al., 2025)
	X1.2	I feel that the influencers provide convincing reviews of Soto Boyolali Mbok Yem.	
	X1.3	I feel that the influencers' presentation while reviewing the dish is very engaging.	
	X1.4	I am confident that influencer recommendations can influence the perception of Soto Boyolali Mbok Yem.	
	X1.5	I am interested in following the recommendations found in influencer content.	
<i>Visual Storytelling</i>	X2.1	I feel that the visual content for Soto Boyolali Mbok Yem effectively conveys the authenticity of the dish.	(Jundi et al., 2026) (Ni Putu Intan Permatasari & Aprilia Wardani, 2026)
	X2.2	The visual storytelling allows me to experience the delightful atmosphere of Soto Boyolali Mbok Yem (evoking an emotional connection).	
	X2.3	I feel that Soto Boyolali Mbok Yem maintains a consistent visual theme across its posts.	
	X2.4	I am convinced that the uploaded visual content is relevant to the traditional Indonesian dish, Soto Boyolali Mbok Yem.	
	X2.5	I feel that the visual content provides clear information regarding the quality of the food at Soto Boyolali Mbok Yem.	
<i>Brand Awareness</i>	Z1.1	I am confident that Soto Boyolali Mbok Yem is an eatery serving authentic Boyolali-style soto.	(Bima Setyahardi & Simamora, 2023)
	Z1.2	I can easily distinguish Soto Boyolali Mbok Yem from other soto brands.	

	Z1.3	I consider Soto Boyolali Mbok Yem a viable culinary destination.	
	Z1.4	Soto Boyolali Mbok Yem quickly comes to mind when I hear the term "Soto Boyolali."	
	Z1.5	I can instantly recognize the visual identity of Soto Boyolali Mbok Yem.	
<i>Purchase Intention</i>	Y1.1	I am very interested in trying Soto Boyolali Mbok Yem after seeing the promotional content.	
	Y1.2	I would like to visit and taste Soto Boyolali Mbok Yem in person.	
	Y1.3	I am interested in making time to purchase products from Soto Boyolali Mbok Yem.	(Darmawan et al., 2022)
	Y1.4	I am curious to learn more about Soto Boyolali Mbok Yem.	(Resti Prastiwi et al., 2020)
	Y1.5	I plan to visit Soto Boyolali Mbok Yem in the near future.	

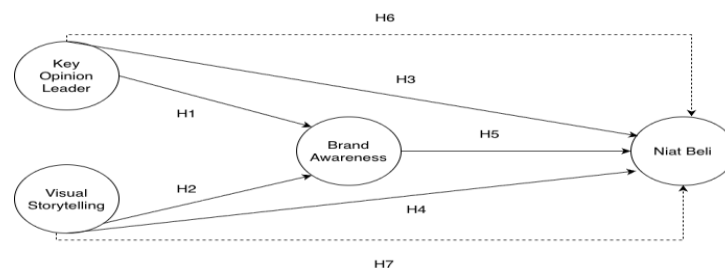


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

1. Analysis of Respondent Characteristics

A profile analysis of respondents was carried out to give an overview of who took part in the study. In total 108 respondents met the inclusion criteria, surpassing the minimum sample requirement of 100 set by the 5 x 20 indicator formula (Hair et al., 2022). exceeding this minimum is not problematic as long as the selection criteria are still met, and it in fact strengthens statistical power (Moerbeek, 2021). Respondents needed to have seen "Soto Boyolali Mbok Yem" social media content while never having purchased the product. Age and gender characteristics of the sample are laid out in Table 2.

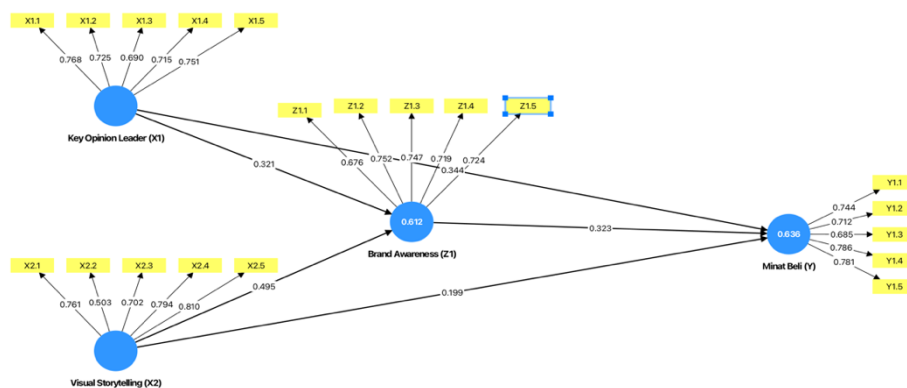
Table 2. Results of the analysis of respondents characteristics

Characteristics	Category	Number of People	Percentage
Gender	Male	53	49,1%
	Female	55	50,9%

Total		108	
Age	17 – 20 Years Old	19	17,6 %
	21 – 25 Years Old	47	43,5 %
	26 – 30 Years Old	21	19,4 %
	> 30 Years Old	21	19,4 %
Total		108	

Table 2 shows that female respondents formed the larger group, at 55 individuals (50.9%), against 53 male respondents (49.1%) – a narrow gap, but still enough to make women the dominant group in this sample. Looking at age, the 21-25 bracket was the largest at 47 respondents (43.5%), followed by 19 respondents (17.6%) aged 17-20, while the 26-30 and above-30 brackets each held 21 respondents (19.4%). Across the full sample of 108, then, young adults in the 21-25 range were the most represented, regardless of whether they had previously come across Soto Boyolali Mbok Yem's social media presence.

2. Model Analysis (Outer Model)



Measurement model testing rests on two pillars: convergent validity and discriminant validity (Ghozali & Latan, 2014). assessed here through Partial Least Squares Structural Equation Modeling (PLS-SEM) run in SmartPLS 4. Convergent validity was checked first, looking at the correlation between each indicator and its loading factor; a loading factor above 0.5 is treated as valid (Ghozali & Latan, 2014).

Figure 2. Convergent Validity

Figure 2 together with Table 3 shows every indicator under *Key Opinion Leader*, *Visual Storytelling*, *Brand Awareness*, and *Purchase Intention* loading above 0.5, meaning all four variables meet the threshold for high validity.

Table 3. Validity Test Results

Variabels	Items	Loading Factor
<i>Key Opinion Leader</i>	X1.1	1) 0,768
	X1.2	2) 0,725
	X1.3	3) 0,690
	X1.4	4) 0,715
	X1.5	5) 0,751
<i>Visual Storytelling</i>	X2.1	1) 0,761
	X2.2	2) 0,503

Variabels	Items	Loading Factor
	X2.3	3) 0,702
	X2.4	4) 0,794
	X2.5	5) 0,810
Brand Awareness	Z1.1	1) 0,676
	Z1.2	2) 0,752
	Z1.3	3) 0,747
	Z1.4	4) 0,719
	Z1.5	5) 0,724
Purchase Intentions	Y1.1	1) 0,744
	Y1.2	2) 0,712
	Y1.3	3) 0,685
	Y1.4	4) 0,786
	Y1.5	5) 0,781

Second, The discriminant validity test came next, satisfied when a variable's Average Variance Extracted (AVE) sits above 0.5 (Chin, 2010). Table 4 confirms this holds for all four variables - *Key Opinion Leader*, *Visual Storytelling*, *Brand Awareness*, and *Purchase Intention* - each with an AVE above the threshold, again pointing to strong validity. Reliability was then checked through Cronbach's Alpha, rho_a, and Composite Reliability, with a variable counted as reliable once all three exceed 0.70.

Table 4. AVE Score Results

Variabels	Cronbach's alpha	Composite reliability (rho_a)	AVE
Brand Awareness (Z)	0,775	0,776	0,524
Key Opinion Leader (X1)	0,781	0,783	0,533
Purchase Intention (Y)	0,796	0,800	0,551
Visual Storytelling (X2)	0,766	0,805	0,522

As Table 4 shows, both Cronbach's Alpha and Composite Reliability clear the 0.70 mark for every variable, confirming good reliability across the board.

The last step in the outer model assessment was a collinearity check using the Variance Inflation Factor (VIF) (Hair et al., 2022). A VIF above 5.00 signals a collinearity problem, while values below that threshold do not. All indicators in this model came in under 5.00, meaning collinearity is not a concern among the measured variables.

3. Model Analysis (Inner Model)

The inner model assessment that follows measures how strongly the independent variables affect the dependent variable.

a. R-Square Test (Coefficient of Determination)

The R-Square value is used to measure the proportion of the overall influence of exogenous variables on the endogenous variable. The R-squared criteria are 0.75

(substantial), 0.50 (moderate), and 0.25 (weak). Table 5 presents the results of the R-squared test.

Table 5. R-Square Test

Variables	R-Square	R-square adjusted
<i>Brand Awareness (Z)</i>	0,612	0,605
<i>Purchase Intention (Y)</i>	0,636	0,626

Table 5 indicates that *Visual Storytelling* and *Key Opinion Leaders* together account for 60.5% of the variance in *Brand Awareness* - a moderate result - and for 62.6% of the variance in *Purchase Intention*, likewise falling in the moderate range.

b. F-Square Test

F-Square, by contrast, assesses the relative contribution of a single exogenous variable to an endogenous one, benchmarked at 0.02 (small), 0.15 (medium), and 0.35 (large). These results are set out in Table 6.

Table 6. F-Square Test

Variables relations	F-Square	Information
<i>Key Opinion Leader > Brand Awareness</i>	0,081	Small
<i>Visual Storytelling > Brand Awareness</i>	0,194	Medium
<i>Key Opinion Leader > Purchase Intentions</i>	0,092	Small
<i>Visual Storytelling > Purchase Intentions</i>	0,028	Small
<i>Brand Awareness > Purchase Intentions</i>	0,111	Small

In Table 6, *Key Opinion Leader's* effect on *Brand Awareness* registers an F-square of 0.081 (small), while *Visual Storytelling's* effect on *Brand Awareness* reaches 0.194 (medium). For *Purchase Intention*, *Key Opinion Leader* shows an F-square of 0.092 (small), *Visual Storytelling* comes in at 0.028 (small), and *Brand Awareness* contributes 0.111 (small).

Hypothesis Test

Whether a hypothesis is accepted or rejected depends on its Path Coefficient and P-Value (Ghozali & Latan, 2014). Two kinds of tests were run: a Direct Effect test, checking how an exogenous variable influences an endogenous one directly, and an Indirect Effect test, checking that same influence when it passes through a mediating variable.

Direct Effect (*Path coefficients*)

- Direct effect testing evaluates how an exogenous variable influences an endogenous one on its own. A positive path coefficient means the two move in the same direction - an increase in the exogenous variable accompanies an increase in the endogenous one

while a negative coefficient means they move in opposite directions. Significance follows the standard cutoff: a p-value below 0.05 is significant, above 0.05 is not. Table 7 reports these path coefficient results.

Table 7. Path Coefficient Test

Variables relations	Path coefficients	p-value	Conclusion
<i>Key Opinion Leader</i> > <i>Purchase Intentions</i>	0,344	0,008	Accepted
<i>Key Opinion Leader</i> > <i>Brand Awareness</i>	0,321	0,016	Accepted
<i>Visual Storytelling</i> > <i>Purchase Intentions</i>	0,199	0,123	Rejected
<i>Visual Storytelling</i> > <i>Brand Awareness</i>	0,495	0,002	Accepted
<i>Brand Awareness</i> > <i>Purchase Intentions</i>	0,323	0,001	Accepted

Table 7 supports five of the direct-effect hypotheses. H1 holds, with *Key Opinion Leaders* significantly affecting *Purchase Intention* (path coefficient 0.344, p-value 0.008). H2 also holds, as *Key Opinion Leaders* significantly affect *Brand Awareness* (0.321, p-value 0.016). H3 does not hold, since *Visual Storytelling's* effect on *Purchase Intention* proves insignificant (0.199, p-value 0.123). H4 holds, with *Visual Storytelling* significantly affecting *Brand Awareness* (0.495, p-value 0.002). And H5 holds, with *Brand Awareness* significantly affecting *Purchase Intentions* (0.323, p-value 0.001).

Indirect Effect

Indirect effect testing checks whether an exogenous variable's influence on an endogenous variable travels through a mediating variable. A p-value under 0.05 means the mediator plays an active role in that relationship; above 0.05 means it does not. Table 8 presents these results.

Table 8. Table of indirect effect test results

Variables Relations	Path coefficients	p-value	Conclusion
<i>Key Opinion Leader</i> > <i>Purchase Intentions</i> through <i>Brand Awareness</i>	0,103	0,043	Accepted
<i>Visual Storytelling</i> > <i>Purchase Intentions</i> through <i>Brand Awareness</i>	0,160	0,042	Accepted

Both mediation hypotheses in Table 8 are supported. H6 holds, with *Brand Awareness* mediating the indirect effect of *Key Opinion Leader* on *Purchase Intention* in a positive and

significant way (0.103, p-value 0.043). H7 also holds, with *Brand Awareness* likewise mediating the indirect effect of *Visual Storytelling* on *Purchase Intention* (0.160, p-value 0.042).

Discussion

Respondents in this study included consumers who had and had not encountered Soto Boyolali Mbok Yem's social media presence, all reached through a Google Forms questionnaire. Several findings stand out. To begin with, *Key Opinion Leaders* proved to have a positive, significant influence on consumer *Purchase Intention*. In practical terms, stepping up KOL-based marketing seems capable of lifting purchase intention, since these influencers are able to highlight what makes the product distinctive - its flavor, its authenticity - in a way that speaks directly to their audience, a pattern also observed by (AlFarraj et al., 2021) and (Dwidienawati et al., 2020). This influence is not entirely one-directional, though; factors like brand awareness can in turn affect how well a *Key Opinion Leader's* efforts land.

Secondly, *Key Opinion Leaders* also showed a positive, significant influence on *Brand Awareness* for Soto Boyolali Mbok Yem, suggesting that promotion through these figures leaves a real mark on how well consumers recognize the brand - consistent with what Chopra et al., (2021) and He & Jin, (2024) reported about KOLs shaping consumer behavior and awareness. Practically speaking, influencers who review the product regularly and genuinely can open up new market segments for the brand, building awareness and, in turn, purchase intention. This points toward pairing KOL-based promotion with other tools, such as visual storytelling, for stronger overall results.

Third, *Visual Storytelling's* relationship with *Purchase Intentions* turned out positive in direction but not statistically significant. In other words, the visual content Soto Boyolali Mbok Yem posts on social media has yet to carry enough weight on its own to move consumers toward purchasing directly; it functions more as a way of shaping brand image, telling the story behind the product rather than closing the sale. This lines up with Karampournioti & Wiedmann, (2022) and Chandra & Keni, (2019) though it departs from (Sujatmiko et al., 2025). What this suggests is that *Visual Storytelling's* effect on *Purchase Intention* exists but works indirectly, needing *Brand Awareness* as a bridge.

Fourth, *Visual Storytelling* does show a clear, positive, significant effect is on *Brand Awareness*, making it the strongest driver of awareness identified in this study. Footage or images of the cooking process, the dining experience, and the dish itself leave an impression of Soto Boyolali cuisine that reinforces how well consumers remember the brand - a result echoed by Lesmana & Valentina, (2021) and Najwa Allysa Ansyari, (2025), though Abdillah et al., (2022) found that *Visual Storytelling* does not touch every dimension of *Brand Awareness* equally. For Soto Boyolali Mbok Yem, this makes *Brand Awareness* a critical asset, one that positions the product as worth buying and the restaurant itself as a destination worth visiting.

Fifth, *Brand Awareness* in turn has a positive, significant effect on *Purchase Intentions* - the stronger consumers' awareness of Soto Boyolali Mbok Yem's traditional cuisine, the more likely they are to intend a purchase, a pattern also found by Setiawan & Aksari, (2020) and Sivaram et al., (2020) Amid the increasingly crowded traditional culinary market, solid *Brand Awareness* can be what sets Soto Boyolali Mbok Yem apart and pushes *Purchase Intention* upward.

Sixth, *Brand Awareness* was also confirmed as a significant mediator between *Key Opinion Leaders* and *Purchase Intentions*, reinforced by the fact that KOLs already have a significant

direct effect on *Purchase Intentions* on their own. This means KOLs work through two channels for Soto Boyolali Mbok Yem - directly, through their own influence, and indirectly, by lifting *Brand Awareness*, which then carries that influence forward. Practically, this supports continued use of KOL-based digital marketing - partnering with culinary influencers and featuring them across the brand's social media - since the approach carries proven direct and indirect impact on brand awareness, consistent with (Setiawan & Aksari, 2020) and gains further strength when fully mediated by *Brand Awareness*, as (Patmawati & Miswanto, 2022) also found. Such a strategy can therefore be used to lift consumer *Purchase Intentions* toward Soto Boyolali Mbok Yem.

Seventh, *Brand Awareness* likewise mediates the relationship between *Visual Storytelling* and *Purchase Intentions*, and here the mediation is full rather than partial - *Visual Storytelling*'s direct effect on *Purchase Intentions* was not significant, but its indirect effect through *Brand Awareness* was. In short, *Visual Storytelling* lacks a strong enough direct route to *Purchase Intentions* on its own; it needs to build audience *Brand Awareness* first, which then leads consumers toward forming a *Purchase Intention*. For Soto Boyolali Mbok Yem's owner, this means *Visual Storytelling* content should not stand alone as a marketing strategy but should be paired with deliberate efforts to build *Brand Awareness*, which together can generate genuine consumer interest and purchase intent.

CONCLUSION

Taken together, the analysis shows that *Key Opinion Leaders* positively and significantly influence consumer *Purchase Intentions* toward Soto Boyolali Mbok Yem, confirming that a well-executed influencer strategy can genuinely move consumers toward intending to buy. *Key Opinion Leaders* also positively and significantly shape *Brand Awareness*, with their strategic use widening the brand's reach and sharpening consumer recognition of the product. *Visual Storytelling*, on the other hand, showed no significant direct effect on *Purchase Intentions* but did significantly boost *Brand Awareness* - in fact the strongest relationship found in the study - confirming that steady, well-crafted *Visual Storytelling* built around the traditional culinary narrative is an effective way to build awareness for Soto Boyolali Mbok Yem. Finally, *Brand Awareness* itself positively and significantly influences *Purchase Intentions* and mediates the link between *Key Opinion Leaders* and *Purchase Intentions*, underlining that consumer *Brand Awareness* is what ultimately nudges people toward intending to buy Soto Boyolali Mbok Yem's products. Future studies could look further into other variables capable of shaping *Brand Awareness* and *Purchase Intentions* within traditional culinary businesses. It would also be worth extending this line of inquiry beyond the culinary sector - to industries like tourism or raw material production, for instance - to see how digital marketing techniques play out there. As for Soto Boyolali Mbok Yem itself, refining its digital marketing strategy further would help strengthen both *Brand Awareness* and consumer *Purchase Intentions*.

References :

- Abdillah, F., Afiff, A. Z., Hijrah Hati, S. R., & Furinto, A. (2022). A local destination story for the restoration of the destination image affected by Covid-19 crisis: evidence from Indonesia. *Heliyon*, 8(6), e09784. <https://doi.org/10.1016/j.heliyon.2022.e09784>

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Ayu, D., Dewi, S., Luh, N., Ayu, K., Sucandrawati, S., Putu, N., Laksmi, A. D., & Mahendradatta, U. (2022a). The Effect Of Digital Marketing And Brand Awareness On Purchase Of Sukla Food Products In Satyagraha SMEs In Denpasar City. *Nusantara Hasana Journal*, 2(3), 179–195.
- Ayu, D., Dewi, S., Luh, N., Ayu, K., Sucandrawati, S., Putu, N., Laksmi, A. D., & Mahendradatta, U. (2022b). The Effect Of Digital Marketing And Brand Awareness On Purchase Of Sukla Food Products In Satyagraha SMEs In Denpasar City. *Nusantara Hasana Journal*, 2(3), 179–195.
- Azzari, V., & Pelissari, A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review*, 17(6), 669–685. <https://doi.org/10.15728/bbr.2020.17.6.4>
- BAB III. (n.d.).
- Bima Setyahardi, P., & Simamora, V. (2023). Upaya UMKM Meningkatkan Brand Awareness Produk Baru Melalui Digital Marketing''. *Journal of Economics and Business UBS*, 12(4), 2238–2248. <https://doi.org/10.52644/joeb.v12i4.299>
- Chandra, C., & Keni, K. (2019). PENGARUH BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED QUALITY, DAN BRAND LOYALTY TERHADAP CUSTOMER PURCHASE DECISION. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 176. <https://doi.org/10.24912/jmie.v3i1.3506>
- Chin, W. W. (2010). How to Write Up and Report PLS Analyses. In *Handbook of Partial Least Squares* (pp. 655–690). Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-540-32827-8_29
- Chopra, A., Avhad, V., & Jaju, and S. (2021). Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial. *Business Perspectives and Research*, 9(1), 77–91. <https://doi.org/10.1177/2278533720923486>
- Darmawan, P. A. D. T., Yasa, P. N. S., Wahyuni, N. M., & Dewi, K. G. P. (2022). PENGARUH ELEKTRONIC WORD OF MOUTH DAN CITRA MEREK TERHADAP NIAT BELI. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(1), 89–100. <https://doi.org/10.38043/jimb.v7i1.3679>

- Dwidienawati, D., Tjahjana, D., Abdinagoro, S. B., Gandasari, D., & Munawaroh. (2020). Customer review or influencer endorsement: which one influences purchase intention more? *Heliyon*, 6(11), e05543. <https://doi.org/10.1016/j.heliyon.2020.e05543>
- Ghozali, I., & Latan, H. (2014). *Partial Least Squares Konsep, Metode dan Aplikasi Menggunakan Program Warppls 4.0*.
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications, Inc.
- He, W., & Jin, C. (2024). A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: based on dual-systems theory. *Electronic Commerce Research*, 24(2), 1235–1265. <https://doi.org/10.1007/s10660-022-09651-8>
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*, 12(1), 51–57. https://doi.org/10.1207/S15327663JCP1201_05
- Jundi, F., Kautsar, A., Aqilah, M., & Tazkia, U. (2026). PENGARUH STORYTELLING BRANDING TERHADAP KEPERCAYAAN DAN LOYALITAS KONSUMEN DI ERA DIGITAL. *Jurnal Ilmiah Ekonomi Bisnis Dan Akuntansi*, 3(1), 104–108. <https://doi.org/10.61722/jemba>
- Kadek, I., Pastika Jaya, P., Ratna, P., Sari, J., Widiyanti, K. S., Titha, P. A., & Pika, P. (2026). Pengaruh Konten Visual dan Storytelling pada Instagram dalam Meningkatkan Minat Kunjungan Konsumen ke Bendega Jimbaran (Vol. 9, Number 2).
- Karampournioti, E., & Wiedmann, K.-P. (2022). Storytelling in online shops: the impacts on explicit and implicit user experience, brand perceptions and behavioral intention. *Internet Research*, 32(7), 228–259. <https://doi.org/10.1108/INTR-09-2019-0377>
- Lesmana, D., & Valentina, G. M. (2021). Digital Marketing Rumah Makan Padang Melalui Instagram Berdasarkan Social Construction of Technology. *COMMENTATE: Journal of Communication Management*, 1(1), 17. <https://doi.org/10.37535/103002120212>
- Lingga Yuliana. (2023). PERAN KEY OPINION LEADER TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Bisnis Terapan*, 7(2), 169–180. <https://doi.org/10.24123/jbt.v7i2.5686>
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). THE EFFECT OF SOCIAL MEDIA MARKETING, WORD OF MOUTH, AND EFFECTIVENESS OF ADVERTISING ON BRAND AWARENESS AND INTENTION TO BUY. *Jurnal Manajemen Indonesia*, 19(2), 107. <https://doi.org/10.25124/jmi.v19i2.2234>

- Moerbeek, M. (2021). Bayesian updating: increasing sample size during the course of a study. *BMC Medical Research Methodology*, 21(1), 137. <https://doi.org/10.1186/s12874-021-01334-6>
- Monika, A., Toruan, L., Dian, S., & Siahaan, N. (2025). Jurnal Mirai Management Pengaruh Key Opinion Leader Dan Social Media Marketing Di Tiktok Terhadap Brand Awareness Pada Produk Kecantikan Skintific Di Kalangan Mahasiswa Bisnis Digital Unimed. *Jurnal Mirai Management*, 10(2), 100–110.
- Najwa Allysa Ansyari. (2025). Implementasi Storytelling Marketing Sutasoma Hotel By The Tribrata dalam Membangun Brand Awareness. *MUKASI: Jurnal Ilmu Komunikasi*, 4(3), 1098–1107. <https://doi.org/10.54259/mukasi.v4i3.5380>
- Nelfianti, F., Andriani, R., Djohar, A. P., & Waru, T. (2024). *Sustainability in Action: Transformative Strategies in Management and Accounting*.
- Ni Putu Intan Permatasari, & Aprilia Wardani. (2026). Storytelling Instagram @Ramondaaudii untuk Membangun Brand Equity Wardah. *MUKASI: Jurnal Ilmu Komunikasi*, 5(1), 272–285. <https://doi.org/10.54259/mukasi.v5i1.6248>
- Patmawati, D., & Miswanto, M. (2022). The Effect of Social Media Influencers on Purchase Intention: The Role Brand Awareness as a Mediator. *International Journal of Entrepreneurship and Business Management*, 1(2). <https://doi.org/10.54099/ijebm.v1i2.374>
- Pratama, D. A. (2024). Key Opinion Leader (KOL) in Influencing Customer's Buying Decision on Fashion Products through Instagram. *Journal of Business, Management, and Social Studies*, 4(1), 01–19. <https://doi.org/10.53748/jbms.v4i1.84>
- Putri, E. R., & Fachmi, D. M. (2026). PENGARUH LIVE STREAMING, CITRA MEREK, DAN KEPERCAYAAN KONSUMEN TERHADAP NIAT BELI PRODUK FOOD AND BEVERAGE ON THE ROAD (Vol. 2, Number 1). <https://journal.unesa.ac.id/digiventure>
- Resti Prastiwi, F. T., Ratnaningsih, C. S., Windhyastiti, I., & Khouroh, U. (2020). Analisis Pengaruh Tren Budaya, Brand Ambassador dan Harga terhadap Purchase Intention. *Jurnal Bisnis Dan Manajemen*, 7(1). <https://doi.org/10.26905/jbm.v7i1.4222>
- Setiawan, I. B. P. A., & Aksari, N. M. A. (2020). PERAN BRAND AWARENESS DALAM MEMEDIASI PENGARUH CELEBRITY ENDORSER TERHADAP PURCHASE INTENTION. *E-Jurnal Manajemen Universitas Udayana*, 9(6), 2352. <https://doi.org/10.24843/EJMUNUD.2020.v09.i06.p15>
- Sivaram, M., Munawar, N. A., & Ali, H. (2020). DETERMINATION OF PURCHASE INTENT DETERMINATION OF PURCHASE INTENTION THROUGH BRAND AWARENESS

AND PERCEIVED QUALITY (Case Study: For consumers PT. Sentosa Santosa Finance Tangerang area). *Dinasti International Journal of Management Science*, 1(2), 232–246.
<https://doi.org/10.31933/dijms.v1i2.71>

Sujatmiko, S., Mattarima, M., Panus, P., Samalam, A. G., & Lawalata, I. L. D. (2025). The Role of Emotional Storytelling in Product Promotional Videos on Purchase Intention: A Systematic Literature Review with Emphasis on Skincare Service Products. *Golden Ratio of Mapping Idea and Literature Format*, 6(1), 155–162.
<https://doi.org/10.52970/grmilf.v6i1.1492>

Wen, J., Li, X., & Han, H. (2025). Emotional Resonance and Buying Behavior in Live Streaming: A Study on KOL Influence and the Mediation of Purchase Intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 108.
<https://doi.org/10.3390/jtaer20020108>