

ABSTRACT

The rapid advancement of technology has encouraged many businesses, including micro, small, and medium enterprises (MSMEs), to shift their branding strategies to digital platforms. This study analyzes the effect of digital branding on brand awareness, brand image, and purchase intention of Handai Coffee within the Telkom University Bandung environment. Handai Coffee is a local packaged beverage brand currently utilizing website marketing as one of its digital channels. A quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied, with data collected from 126 respondents through an online questionnaire. The results show that digital branding has a positive and significant direct effect on brand awareness, brand image, and purchase intention. It also shows a significant indirect effect on purchase intention through brand awareness and brand image as mediators. These findings highlight that an effective digital branding strategy, particularly through proper website management, plays a key role in increasing brand awareness, shaping brand image, and influencing purchase intention.

Keywords: Digital Branding, Purchase Intention, Website Marketing, Brand Awareness, Brand Image.