

Original Research Article

THE INVESTIGATION OF YOUNG INDONESIAN CONSUMER LOYALTY TOWARD COFFEE SHOPS

ABSTRACT

Aims: The purpose of this study is to determine the relationship and influence between social media marketing activities, brand awareness, brand image, and consumer loyalty in visitors to coffee shops in Yogyakarta.

Study design: Instagram social media marketing activities, brand awareness, brand image, and consumer loyalty

Place and Duration of Study: This study was conducted in 2022 with a population of consumers of coffee shops in Yogyakarta who have the Instagram application.

Methodology: Non-probability sampling with a purposive sampling approach was used in this study. Purposive sampling is used in this study because it is necessary to meet specific criteria before selecting a sample in order to answer certain research questions in addition to providing representative values. Hypothesis testing used in this study uses Structural Equation Modeling (SEM) statistics with the help of the AMOS 24 program.

Results and Conclusion: The results of this study indicate that there is a significant influence on Instagram's social media marketing activities, brand awareness, brand image, and consumer loyalty.

Keywords: *Social Media Marketing Activities, Brand Awareness, Brand Image, Customer Loyalty, and Coffee Shops*

INTRODUCTION

Business development in the current era has grown rapidly. Especially in the field of Food and Beverage on the small, medium, and large scale. Nowadays, many coffee shops have sprung up. Nowadays, coffee shops are not only a necessity but a lifestyle. Lifestyle can show how a person allocates choosing goods or services and several other choices from an economic point of view. From a marketing perspective, it is evident that customers with the same lifestyle will classify themselves into one group depending on how they want to spend their leisure time and how much money they have (Siagian, 2022).

Coffee shop businesses should implement social media marketing activities through Instagram to generate substantially profitable investments and provide the perfect platform for coffee shops to discover the views of their customers. Since half of the world's population uses social media networks, there are many opportunities to expand the various social media platforms and incorporate this trend into any business marketing plan in the coffee shop industry. Opinion to (Erdogmus & Cicek, 2012), companies need to consider social media to maintain consumer loyalty. According to the research that supports it (Muchardie et al., 2016), social media marketing activities significantly affect brand loyalty. Strong relationships can be built with customers using social media as a marketing strategy tool, which will affect customer brand loyalty.

Companies can engage customers and foster loyalty by using social media as a marketing tool, according to Amalina (2016). Brand Awareness can affect coffee shop consumer loyalty. Ahmed (2014) says that brand awareness is important in growing customer loyalty,

which is very important for marketers and consumers. Consumer loyalty provides a durable competitive advantage and a strong brand differentiator. Brand extension can be used toward awareness while developing or strengthening brand personality, increasing brand value or equity. Karam and Saydam (2015) say that brand awareness has grown into a significant influence on customers' perceive a brand. The success of brand management comes from correctly recognizing and observing brand loyalty, and image to forge strong traits that will influence consumer decision-making (2012) states that Previous studies have shown that Advertising has a very strong role in creating awareness among customers, which further results in loyalty if customers are satisfied with the quality that the brand provides.

The coffee shop business can influence customer loyalty through its brand image, as stated in Apriliani's (2019) research. The research suggests that brand image has a significant impact on consumer loyalty. Brand image is an important asset for a company because it affects how consumers perceive it. When consumers believe in a specific brand, it shapes their perception of its products. Perception refers to an individual's perspective on the reality surrounding them. Da Silva and Alwi (2008) also demonstrated the positive impact of brand image on consumer loyalty. The coffee shop company must prioritize aspects influencing trust because customer loyalty is crucial for success. The foremost consideration for consumers when purchasing a desired product is trust. Before consumers purchase, the producer or company must establish trust in the product being sold. This is essential for attracting consumer attention and generating buying interest, as well as instilling confidence in the company's marketed products. When consumers have confidence in the coffee shop's products, it is likely to increase their continuous desire to purchase them. Trust plays a significant role in consumers' perception of coffee shop products.

LITERATURE REVIEW AND HYPOTHESIS

Social Media Marketing Activities

According to Seo & Park (2018), social media is any application, platform, or online media that facilitates interaction, engagement, or content sharing. Social media is becoming a trend, one of the activities that can support marketing activities. Coffee shops that are already running, on average, have used marketing activities through social media. Social media activities People with similar interests can connect online in a social media environment to share ideas, opinions, and thoughts (Bilgin, 2018).

A key characteristic in social media marketing activities is the production and consumption of content that consumers want. This suggests that social media, through engaged and assertive customers, has a significant impact on consumer behavior or brand perception (Nobar et al., 2020). According to Kim and Ko (2012), the value of brand awareness is significantly affected by social media marketing efforts. Initiatives for social media marketing affect brand awareness and loyalty, according to Ismail (2017). Brand recognition was identified by Tsimonis and Dimitriadis (2014) as one of the foremost anticipated outcomes of a company's social media marketing initiatives. For example, one place that gets a lot of consumer attention is Instagram. In the Instagram community, people share photos and videos. This is the only feasible method to encourage participant participation and discussion among users that will soon be present in brand awareness. So it can be assumed that social media marketing activities will affect brand awareness positively.

H1: Instagram Social Media Marketing activities have a positive effect on Brand Awareness

Social Media Marketing activities allow companies to communicate with consumers easily, and interactions with these potential customers can generate a positive brand image

(Seo & Park, 2018). Hajli (2014) states that social media affects customer trust sentiment and purchase intentions and facilitates consumer interactions. Concerning this, social media is an efficient measure to establish interaction with current and potential customers for business and enhance a positive brand image. Brand awareness and brand image are positively affected by social media marketing activities in the aviation sector (Seo & Park, 2018). According to Karman (2015), social media marketing has a direct and significant impact on brand awareness and the image of Starbucks Indonesia.

H2: Instagram Social Media Marketing Activities have a positive effect on Brand Image

Brand Awareness

Brand awareness refers to the attributes consumers associate with a brand, such as its name, emblem, and logo, which they use to identify and recall the brand. It is a crucial component of brand equity. Brand awareness comprises two dimensions: recognition and recall, which are evaluated as consumer skills (Saydan & Dulek, 2019).

Brand awareness is considered a valuable brand asset that significantly increases brand value (Phong et al., 2020). Previous studies have demonstrated that high levels of brand awareness enable brands to command premium prices in the market (Bougenvile & Ruswanti, 2017). Strong brand awareness also impacts other brand-related factors, including brand image and loyalty, as highlighted by Barreda et al. (2015). Seo & Park (2018) argue that brand awareness has a positive effect on commitment, suggesting that airlines with low awareness can actively engage in social media marketing to enhance awareness and cultivate committed customers. Additionally, brand awareness and customer satisfaction play a role in shaping the brand image and customer loyalty (Abbas et al., 2021). Several studies, such as Pike & Bianchi (2016) and Asif et al. (2015), have demonstrated a significant influence of brand awareness on brand loyalty. Likewise, Phong et al. (2020) and Aaker (1991) have shown how brand awareness positively influences loyalty and perception. Therefore, it can be inferred that

H3: Brand Awareness has a positive effect on Consumer Loyalty.

Brand Image

Brand image, or perception, refers to consumers' mental representation of a product or service, encompassing symbolic meanings associated with its characteristics (Chinomona, 2016). Every product or service in the market possesses a brand image. The consumer's perception of the brand is stored in their memory, reflected through brand associations. Brand image is considered one of the most significant intangible assets influencing customer perceptions (Agmeka et al., 2019).

The brand image represents how consumers perceive a specific brand, while brand distinctiveness is the criterion by which businesses introduce new brands to the market and determine strategies to enhance customer recognition of their products (Abbas et al., 2021). It is the image formed in consumers' minds based on their impressions, perceptions, and emotions associated with the brand. A more positive brand image increases the likelihood of generating interest and trust in the brand, affecting consumer loyalty. Brand image is the consumer's perception, while brand identity refers to the strategies employed by companies to introduce their brands and shape consumer perceptions (Shabbir et al., 2017). Brand image and brand loyalty share a close relationship, with brand image playing a crucial role in fostering brand loyalty. Brand loyalty, as defined by Ogba & Tan (2009), encompasses customers' attitudes towards a particular brand and their repurchase behavior. It can result from repeated purchases or the absence of perceived differences between brand alternatives. Da Silva and Alwi (2008)

also demonstrated the positive influence of brand image on customer loyalty.

H4: Brand Image has a positive effect on Consumer Loyalty

Customer Loyalty

Consumer loyalty refers to the positive attitude displayed by customers towards a particular brand, indicating that their desires and expectations associated with the brand have been fulfilled. These customers continue to choose and use the brand consistently over time. Strong customer loyalty increases the likelihood of repeat purchases and fosters customer trust. According to Kaur et al. (2020), brand loyalty refers to the firm intention of customers to continue using or supporting the same goods or services in the future. It is a pattern of consumer behavior characterized by commitment and consistently positive brand perception.

This study investigates the impact of Instagram social media marketing activities on customer loyalty. In recent years, many companies have leveraged social media platforms to engage customers with their brands (Ismail, 2017; Okazaki et al., 2015). Duffett (2017) suggests that customer attitudes can be influenced by social media marketing messages. The overarching goal of social media marketing is to increase sales, enhance word-of-mouth marketing, and foster customer loyalty (Tsimonis & Dimitriadis, 2014). In the context of Starbucks Indonesia, social media marketing activities have been found to significantly impact customer purchase intentions and generate customer loyalty (Karman, 2015). Ismail (2017) further states that social media marketing activities contribute to exploring brand loyalty, brand awareness, and brand value. Consequently, social media marketing activities are perceived as practical tools for strengthening customer relationships and fostering brand loyalty within brand communities on social media platforms.

H5: Instagram Social Media Marketing activities positively affect Consumer Loyalty.

Based on the description and explanation of the theoretical investigation and hypothesis, a research model framework can be made, as shown in the following figure:

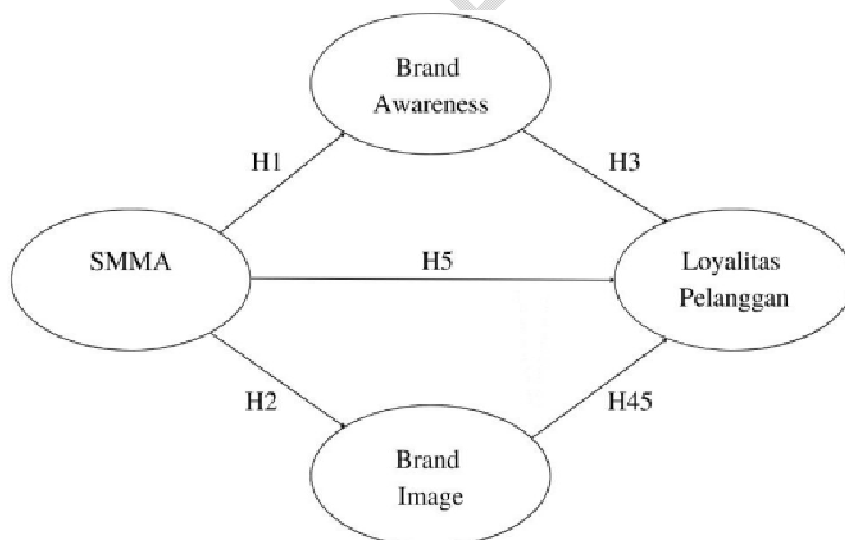


Fig. 1. Research model framework

RESEARCH METHODS

Population and Sample

The population in this study are consumers of coffee shops in Yogyakarta who have the Instagram application. The sampling technique in this study using Non-probability sampling with a purposive sampling approach is the sampling methodology used in this study. Purposive sampling is used in this study because it is necessary to meet specific criteria before selecting a sample in order to answer particular research questions in addition to providing representative values. In this study, samples were taken from consumers who had visited coffee shops in Yogyakarta. In determining the number of samples used, referring to the Lameshow formula (Ghozali, 2017) that:

$$n = (Z.1/2.a)^2 / E^2 \times (p) \times (q)$$

In this study, a significance level (α) of 1% was used, which is due to the relative subjects having a more varied population. Furthermore, when looking at the table values, the Z level or standard normal curve area shows a value of 2.58. In addition, it is assumed that the value of p is 0.5, and q is 0.5. The error tolerance that the author can have to get a sample (E) is worth 10% of the total respondents, which means that if an error of more than 10% is found, the data is rejected so it must be repeated. Thus, the results of the related formula can be calculated as follows:

$$n = (2.58)^2 / (0.1)^2 \times (0.5 \times 0.5)$$

$$n = 166.41 = 166 \text{ (rounded)}$$

Types and Methods of Research

In the research, the data used is of the primary data type obtained through the help of a questionnaire from the results of distribution to respondents. Respondents with the criteria of coffee shop consumers in Yogyakarta who have the Instagram application can fill out a questionnaire distributed directly using google forms with a question structure arranged by section and statement items according to the variable indicators used. Furthermore, to measure the results of the questionnaire distributed to respondents, the questionnaire was provided as a Likert scale. The weighting provided in this questionnaire is measured based on 5 Likert scales, namely, score 1 (strongly disagree) to score 5 (strongly agree).

Pre Test

The validity test helps test whether or not an indicator in a questionnaire is good, and the questionnaire can be said to be valid if the questions designed can state something that you want to measure (Ghozali, 2018). Furthermore, assessing the validity test is to compare the calculated R value with the R table at the 5% level. So, if the calculated R-value obtained is higher than the R table, the indicator test on the questionnaire is declared valid. However, if the calculated R-value is smaller than the R table, the indicator is declared invalid.

Furthermore, the reliability test is useful for testing the consistency of the measurement

results in the questionnaire repeatedly (Ghozali, 2018). Questionnaires can be declared reliable if each based on the answers to the questionnaire questions is consistent. The provisions of the reliability test are based on Cronbach alpha with a value > 0.6 then, a construct can be said to be reliable. The results of the pilot test of 50 respondents are:

Table 1. Demographic result

Variable/Indicator	Code	Val./Rel. INS	Description
Social Media Marketing	PMS	0,882	Reliable
The content shared by the brand's social media is fun.	PMS 1	0.478	Valid
The sharing of this brand information on social media is interesting.	PMS 2	0.456	Valid
Information sharing is possible on the brand's social media.	PMS 3	0.446	Valid
The information shared on the brand's social media is up- to-date.	PMS 4	0.776	Valid
The brand's use of social media is trendy.	PMS 5	0.582	Valid
The ads that the brand has published on social media are interesting.	PMS 6	0.744	Valid
The information I need can be found on the brand's social media accounts.	PMS 7	0.746	Valid
The brand's social media provides the information I need.	PMS 8	0.739	Valid
I can easily get the information I need from the prompts on the brand's social media accounts.	PMS 9	0.671	Valid
Brand Awareness	KM	0,863	Reliable
I have always been aware of this brand.	KM1	0.718	Valid
I know the characteristics of this brand.	KM2	0.714	Valid
I can always remember the logo of this brand.	KM3	0.791	Valid
Brand Image	CM	0,838	Reliable
The brand is a leader in its sector.	CM1	0.666	Valid
I have fond memories of this brand.	CM2	0.763	Valid
This brand is customer-centric.	CM3	0.675	Valid
Consumer Loyalty	LK	0,834	Reliable
I am satisfied with the brands that appear on social media.	LK1	0.608	Valid
I usually use this brand as my first choice compared to other brands.	LK2	0.754	Valid
I will recommend this brand to others through social media.	LK3	0.757	Valid

Data Analysis

Furthermore, the approach used in the study is Structural Equation Modeling (SEM) statistics with the help of the AMOS 24 program, where the aim is to test the correlation

between hypothesized variables. Opinion (Ghozali, 2017) SEM is a combination of two separate statistical methods, namely factor analysis and simultaneous equation modeling.

RESULTS AND DISCUSSION

Confirmatory Analysis

This study shows that all indicators reach factor loading 0.7, which is valid. Then it can be seen in the table if the reliability test results on all variables show the construct reliability value > 0.6. Meanwhile, the variance extracted for each variable also gets a value > 0.5. Thus it can be concluded that this research data is reliable and can be continued for further testing.

Table 2. **Confirmatory Analysis**

Variables	Indicator	Factor Loading	Construct Reliability	Variance Extracted
Social Media Marketing	PMS1	0,899	0,808	0,653
	PMS2	0,875		
	PMS3	0,900		
	PMS4	0,857		
	PMS5	0,898		
	PMS6	0,91		
	PMS7	0,878		
	PMS8	0,897		
	PMS9	0,903		
Brand Awareness	KM1	0,893	0,797	0,635
	KM2	0,888		
	KM3	0,879		
Brand Image	CM1	0,896	0,665	0,644
	CM2	0,911		
	CM3	0,888		
Consumer Loyalty	LK1	0,882	0,600	0,605
	LK2	0,882		
	LK3	0,893		

SEM Analysis

Theoretical Model Development

Model development in the study refers to the concept of data analysis, where the research model includes three independent variables (exogenous), namely social media marketing, brand awareness, and brand image. As well as one dependent variable

(endogenous), namely brand loyalty.

Developing Path Diagram and Structural Equation

The next step is to build a research model as a path diagram. The path diagram is built by correlating the independent variables and the dependent variable through an arrow line, where the arrow represents a direct causal relationship between one variable and another. The next step is to convert the path diagram into structural equations or measurement models. The structural equation model in this study will be presented below:

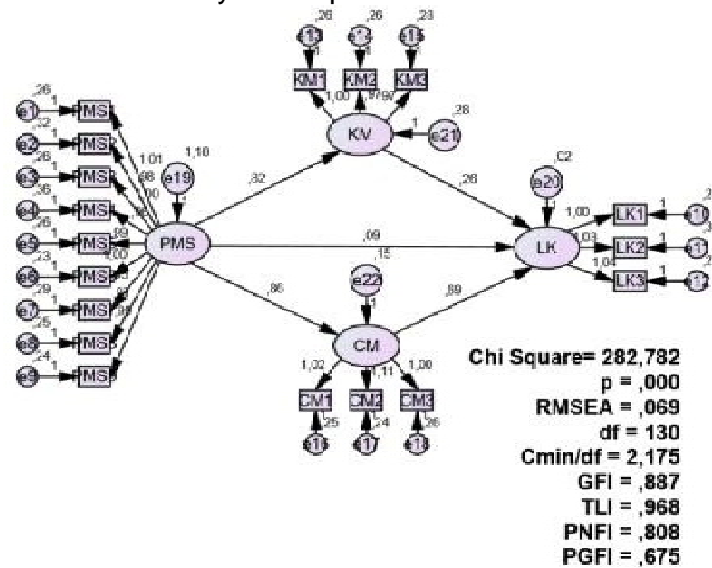


Fig. 2 . Developing Path Diagram

Data Normality

It was noted that the results of the univariate normality test showed that all research data were normally distributed. Meanwhile, the multivariate normality test shows that the data in this study is not normal because the results obtained exceed the critical value of ± 2.58 . However, Hair et al. (2010) explain that in non-parametric estimation that has to do with parameters and confidence interval estimation for metric variables, researchers do not need to assume the confidence interval for parameters follows a normal distribution. So, based on these results, the data can be continued at the next research stage

Table 3. Normality test result

Variable	min	max	skew	c.r.	kurtosis	c.r.
CM1	1,000	5,000	-,612	-3,952	-,340	-1,096
CM2	1,000	5,000	-,623	-4,023	-,527	-1,702
CM3	1,000	5,000	-,569	-3,671	-,488	-1,576
PMS9	1,000	5,000	-,287	-1,851	-,905	-2,921
PMS8	1,000	5,000	-,416	-2,688	-,742	-2,396
PMS7	1,000	5,000	-,489	-3,159	-,629	-2,031
PMS6	1,000	5,000	-,338	-2,183	-,952	-3,071
PMS5	1,000	5,000	-,335	-2,161	-,901	-2,910

PMS4	1,0005,000	-,295	-1,905	-,972	-3,136
PMS1	1,0005,000	-,312	-2,011	-1,029	-3,322
PMS2	1,0005,000	-,380	-2,455	-,806	-2,601
PMS3	1,0005,000	-,478	-3,088	-,716	-2,310
LK3	1,0005,000	-,459	-2,960	-,742	-2,3
LK2	1,0005,000	-,510	-3,2	-,746	-2,4
LK1	1,0005,000	-,602	-3,886	-,493	-1,590
KM3	1,0005,000	-,582	-3,7	-,489	-1,577
KM2	1,0005,000	-,532	-3,431	-,519	-1,675
KM1	1,0005,000	-,451	-2,910	-,683	-2,204
Multivariate				15,457	4,554

Outliers

Testing for outliers in AMOS 24 is shown in the Mahalanobis Distance section with a probability criterion of $p < 0.001$. In addition, the distance was estimated using X2 as the degrees of freedom, which includes 18 measured indicators, and then entered into Excel with the formula Insert - Function - CHIINV from the submenu. Then the probability numbers and 18 measured indicators were entered aresulting in42.312. Thus, the number 42.312 is a multivariate outlier in this study. Based on the outliers testing table above, it can be concluded that the data in this study does not have outliers. This is because there are no Mahalanobis d-squared results that exceed 42.312.

Table 4. Mahalanobis d-squared test result

Observation number	Mahalanobis d-squared	p1	p2
80	38,216	,004	,000
159	37,608	,004	,000
112	34,871	,010	,004
146	33,766	,013	,007
107	33,445	,015	,004
73	32,589	,019	,008
212	32,157	,021	,007
205	31,327	,026	,016
210	30,968	,029	,015
148	30,433	,033	,022
192	29,490	,043	,072

Goodness-of-Fit

Testing goodness of fit on the GOFI index, namely RMSEA, TLI, PGFI, and PNFI, is a good fit category. Meanwhile, the CMIN/DF and GFI indices are marginal fit categories. However, most of the indices obtained are in accordance with the cut off value rules. So it is concluded that the GOF test used in this study is feasible to proceed to the next testing stage.

Table 5. Goodness of Fit Criteria

Fit Indeks	Goodness of Fit Criteria	Cut-off value	Note	
Absolute Fit	RMSEA	≤ 0.08	0,069	Good Fit
	CMIN/DF	≤ 2.00	2,175	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0,968	Good Fit
	GFI	≥ 0.90	0,887	Marginal Fit
Parsimony Fit	PGFI	≥ 0.60	0,675	Good Fit
	PNFI	≥ 0.60	0.808	Good Fit

Hypothesis Test

In this study, hypothesis testing refers to Ghozali (2017), who explains that a positive correlation between variables and other variables can be known if the CR number > 1.96 and the p-value < 0.05.

Table 6. Hypothesis Test result

hypothesis	Estimates	SE	CR	P	Information
Social Media Marketing à Awareness Brand	0.822	0.051	16,218	***	Significant
Social Media Marketing à Image Brand	0.858	0.047	18,383	***	Significant
Awareness Brand à Loyalty Consumer	0.259	0.057	4,506	***	Significant
Brand Image à Loyalty Consumer	0.694	0.096	7,250	***	Significant
Social Media Marketing à Loyalty Consumer	0.091	0.086	1.058	0.290	No Significant

1) Social Media Marketing has a positive and significant effect on Brand Awareness

Based on the findings from the previous data analysis, it can be concluded that social media marketing variables have a positive and significant impact on brand awareness. This aligns with the research conducted by Nobar et al. (2020), which emphasizes the key characteristic of social media marketing activities: the creation and consumption of content that resonates with consumers. This indicates that social media platforms have a significant influence on consumers' attitudes and perceptions towards brands, as they actively and actively engage with the content. Consequently, a coffee shop's brand awareness will likely increase when it employs innovative styles and perspectives in its social media marketing efforts. Such approaches capture the interest of consumers and generate strong brand awareness, presenting an opportunity to receive positive responses from them.

2) Social Media Marketing has a positive and significant effect on Brand Image

Furthermore, the study's results revealed that social media marketing has a positive and significant effect on brand image. These results are in line with previous research, namely Hajli (2014), which shows that social media affects consumer trust sentiment and purchase intentions in addition to facilitating interaction between consumers, which can be understood that social media is developing into a powerful tool for businesses to communicate with current and potential customers and build strong brands. So, the higher the social media marketing activities carried out by a coffee shop, the higher the brand image of the coffee shop itself. This is because if a coffee shop consistently applies social media marketing in selling its products well and makes sense in the eyes of consumers who see it, then this will indirectly increase the brand image of the coffee shop because of the application of interesting content.

3) Brand Awareness has a positive and significant effect on Consumer Loyalty

It is hypothesized that brand awareness has a positive and significant effect on consumer loyalty, which aligns with previous studies by Barreda et al. (2015), which reveal that strong brand awareness affects other brand-related factors, including brand image and loyalty. So, the higher brand awareness of consumers will increase consumer loyalty to coffee shops. This shows the importance of the strength of a brand so that consumers can recognize related coffee shops, which ultimately make purchases and foster loyalty to the products offered by coffee shops.

4) Brand Image has a positive and significant effect on Consumer Loyalty

The next result shows that the brand image variable has a positive and significant effect on consumer loyalty, which is in line with previous research, namely Shabbir et al. (2017). which proves that brand image and brand loyalty have a close relationship, where brand image is very influential in building brand loyalty. This shows that the higher the brand image in a coffee shop, will increase the consumer's loyalty to visit the place. This is because the brand image is an image that materializes in customers' minds about a brand based on their impressions, perceptions, and feelings about the brand. The more positive the brand image, the higher the likelihood that someone will have interest and trust in the brand, which can affect their loyalty to the brand, especially in a coffee shop.

5) Social Media Marketing has an insignificant effect on Consumer Loyalty

The results of the next hypothesis show that social media marketing affects consumer loyalty insignificantly. This finding contradicts Ismail's (2017) research, which claims that marketers will more easily understand brand loyalty, brand awareness, and value awareness if social media marketing operations are considered effective. Furthermore, the results of this study explain that even though the social media marketing implemented is good, it does not necessarily make consumers loyal to revisit a coffee shop. However, social media marketing can still be influenced by other variables, such as purchase intention, purchase interest, and so on, which were not examined in this study. So, seeing these results, a coffee shop needs to maximize social media marketing activities such as content innovation so that it can be perceived effectively to develop relationships with consumers, which in turn can form brand loyalty to coffee shops.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data processing that has been carried out previously, the variable social media marketing activities positively and significantly affect brand awareness at coffee shops in the city of Yogyakarta. Furthermore, the research results reveal that social media marketing activities have a positive and significant effect on the brand image at coffee shops in Yogyakarta city. Next, the results of the hypothesis that brand awareness has a positive and significant effect on consumer loyalty at a coffee shop in Yogyakarta city were obtained. The next results show that the brand image variable has a positive and significant effect on consumer loyalty at coffee shops in Yogyakarta. The results of the next hypothesis show that social media marketing activities do not significantly affect consumer loyalty at coffee shops in Yogyakarta city.

Based on the results of the hypothesis, four significant hypotheses were obtained, and one was not significant, namely social media marketing on consumer loyalty, therefore coffee

shop business people must pay more attention and increase the effectiveness of innovation in the implementation of their social media marketing activities so that consumer loyalty to the coffee shop can increase. In this study, it has been proven that the proposed hypothesis is mostly successful, although it is hoped that for future research, it is necessary to consider expanding the subject or research sample. It would be more interesting to consider testing a model that focuses on one brand but is still in one category of the food and beverage business, and it is suggested that the research results can describe the appropriate conditions.

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