

Exploring The Influence Of Social Media Marketing On Brand Trust, Brand Image, And Brand Loyalty For Fore Coffee

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Abstract.

Indonesia's utilization of digital services such as mobile payments, paid digital content, online transportation, and food delivery has been amplified due to the rise in internet and smartphone usage. The digitalization of the food and beverage (F&B) industry has experienced significant growth since 2015, particularly accelerated by the COVID-19 pandemic. According to McKinsey's research conducted in 2020, there was a significant 34% surge in the number of individuals using food delivery services during the pandemic. Fore Coffee, a coffee startup established in 2018, employs digital marketing strategies to enhance sales and promote brand recognition. Fore Coffee has successfully pleased customers using social media and mobile applications. This study utilizes the concept of brand trust to investigate the impact of social media marketing on brand image and customer loyalty. Research utilizes PLS-SEM. A digital survey was distributed to a total of 301 individuals who are customers of Fore Coffee within the previous six-month period. Studies indicate that social media marketing has a positive and significant influence on brand trust, leading to a positive impact on brand image and customer loyalty. A well-executed digital marketing strategy has the potential to enhance brand trust, image, and loyalty

Keywords: Brand Image, Brand Loyalty, Brand Trust and Social Media Marketing.

I. INTRODUCTION

Over the past few years, the food and beverage industry has been impacted by numerous advancements and emerging technologies (Bresciani, 2017). Advancements in food delivery services are specifically transforming customer purchasing patterns for food (Troise et al., 2021). An increasing number of customers have transitioned from purchasing food at restaurants to ordering online (Gawande et al., 2019). This shift has been facilitated by the widespread access to the internet and the prevalence of mobile phones, resulting in significant growth in the online service provider industry (Gawande et al., 2019). Online food delivery services are platforms powered by the internet that allow customers to place orders for food and get it distributed directly to their homes (Ray et al., 2019). Furthermore, Indonesia holds the top position as the largest market for online food delivery services in Southeast Asia (Annur, 2023). Based on the Momentum Works report, the gross transaction value (GMV) of this service in Indonesia is projected to reach US\$4.5 billion or approximately IDR 67.89 trillion by 2022, using an exchange rate of IDR 15,087/US\$ (Annur, 2023). Additionally, the rising advancement of this technology greatly aids businesses in the food & beverage industry to augment their sales. Presently, numerous food and beverage enterprises have adopted social media marketing tactics to enhance their sales. This is due to the extensive adoption of social media in Indonesia. The number of social media users in Indonesia at the beginning of 2024 is 139 million (Annur, 2024). Additionally, Fore Coffee is one business in the food and beverage industry that uses social media marketing (SMM).

Fore Coffee is a popular Indonesian retail startup specializing in coffee that was established in 2018 (Laras, 2022). Presently, the total count of Fore Coffee establishments in Indonesia has reached 144 outlets (Sari, 2023). Moreover, SMM is a marketing strategy employed by prosperous businesses to engage with their online customer network (ElAydi, 2018). SMM also enables companies to effectively accomplish their marketing goals at a comparatively affordable price (Ajina, 2019). Furthermore, SMM is crucial because it has been discovered that incorporating promotional messages into integrated marketing can successfully affect what customers think of a product's image and encourage them to engage in consuming practices (Kumar et al., 2021). Although there has been a growing academic interest in the subject, accurately

measuring the impact of social media marketing on a brand's success proves to be a persistent problem, even though social media presents novel advantages and possibilities for brand management (Habibi et al., 2014; Kaplan & Haenlein, 2010). Therefore, the objective of this study is to address the following inquiries:

- 1) Does SMM have an impact on brand trust at Fore Coffee?
- 2) Does SMM have an impact on brand image at Fore Coffee?
- 3) Does SMM have an impact on brand loyalty at Fore Coffee?
- 4) Does brand trust have an impact on brand image at Fore Coffee?
- 5) Does brand trust have an impact on brand loyalty at Fore Coffee?
- 6) Does brand image have an impact on brand loyalty at Fore Coffee?
- 7) Does the relationship among SMM and brand image at Fore Coffee mediated by brand trust?
- 8) Does the relationship among SMM and brand loyalty at Fore Coffee mediated by brand trust?

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. *Social Media Marketing and Brand Trust*

Various industries maintain constant communication with their customer base by leveraging social media platforms for marketing and promotional purposes (Althuwaini, 2022). Tuten & Solomon (2018) provided a definition of social media marketing as the strategic use of social media platforms, tools, and applications to generate, share information, distribute, and exchange valuable products and services for the stakeholders of a company. Additionally, the significance of trust in brands in determining the efficacy of social media marketing (SMM) (Ibrahim et al., 2021). Brand trust is the condition in which customers can depend on a brand due to its consistent and honest performance in fulfilling its intended purpose (Chaudhuri & Holbrook, 2001). Sanny et al. (2020), Ibrahim et al. (2021), and Aji et al. (2020) assert that their research provides indication for the positive effects of social media marketing on brand trust. According to this study, the first hypothesis is offered:

H1 : SMM has a significant positive impact on brand trust.

B. *Social Media Marketing and Brand Image*

SMM plays a crucial role in affecting brand image (Priporas et al., 2020). Additionally, SMM has a direct impact on the promotion of a product brand by enhancing its brand image (Ellitan et al., 2022). A brand image is a compilation of customer perceptions, attitudes, and viewpoints regarding a specific brand (Schmitt, 2012). Implementing social media marketing has the potential to enhance the public's perception of a product, resulting in a more favourable product image (Ellitan et al., 2022). Developing a favourable image of the brand necessitates a marketing strategy that can establish a robust, distinctive, and memorable association in the minds of customers (Jasin, 2022). To cultivate the perception of a brand that caters to customers, sellers must establish brand partnerships that are both appealing and unique, setting them apart from competing brands (Jasin, 2022). Multiple recent studies have additionally recorded empirical proof that SMM has a significant and positive influence on brand image such as Jasin (2022), Waworuntu et al. (2022), and Ellitan et al. (2022). Thus, based on this concept and the available empirical data, the following hypotheses can be derived:

H2 : SMM has a significant positive impact on brand image

C. *Social Media Marketing and Brand Loyalty*

Loyalty is the strong dedication to consistently choose and repurchase a particular product or service in future periods, regardless of external factors or marketing strategies that may tempt one to switch to a different brand (Haudi et al., 2022). Understanding the influence of customer behaviour and the efforts of companies in social media marketing (SMM) is crucial for understanding their effect on brand loyalty (Sohail et al., 2020). Additionally, Due to the growing significance of SMM, there has been a surge in research interest regarding the impact of SMM on brand loyalty (Sohail et al., 2020). Several researchers have examined the correlation between social media marketing and brand loyalty such as Puspaningrum (2020), Haudi et al. (2022), and Muchardie et al. (2016). Thus, based on this concept and the available empirical data, the following hypotheses can be derived:

H3 : SMM has a significant positive impact on brand loyalty

D. Brand Trust and Brand Image

Among the things that can affect brand trust is brand image (Chinomona et al., 2013). When a brand possesses a favorable image in the eyes of customers, it creates trust that motivates them to select it (Izzati, 2019). This trust will cultivate a customer base that consistently use branded products, resulting in an enduring customer following (Izzati, 2019). Multiple researchers have investigated the association between brand trust and brand image including Izzati (2019) and Nurdianasari & Indriani (2017). Therefore, drawing from this concept and the existing empirical data, the following hypotheses can be formulated:

H4 : Brand trust has a significant positive impact on brand image

E. Brand Trust and Brand Loyalty

Brand trust is a significant predictor of brand loyalty (Kwon et al., 2020). Additionally, brand trust and loyalty are key factors in building strong relationships between companies and their customers (Kwon et al., 2020). Customers who depend on a particular brand are more inclined to remain loyal to that brand, make purchases from new brands endorsed by it, be willing to pay a higher price for it, and provide details about their preferences (Mabkhot et al., 2017). Multiple researchers have investigated the association between brand trust and brand image including Azzahra & Fachira (2022), Puspaningrum (2020), and Akoglu & Özbek (2022). Therefore, drawing from this concept and the existing empirical data, the following hypotheses can be formulated:

H5 : Brand trust has a significant positive impact on brand loyalty

F. Brand Image and Brand Loyalty

A robust brand image is crucial for a company's success (Caroline, 2018). Establishing and cultivating a robust brand identity requires both time and effort in the business realm (Caroline, 2018). By establishing a strong brand image, companies have the ability to cultivate loyalty among their customers (Caroline, 2018). Furthermore, several researchers have examined the correlation between brand image and brand loyalty such as Munir & Putra (2021), Hokky & Bernarto (2021), and Pangestika & Khasanah (2021). Therefore, drawing from this concept and the existing empirical data, the following hypotheses can be formulated:

H6 : Brand image has a significant positive impact on brand loyalty

G. Brand trust as mediator

The study conducted by Khan & Fatma (2023), demonstrates a correlation between brand trust and brand image in corporate social responsibility (CSR) programs within the banking sector in India. This study aligns with the findings of Pintol & Hadziahmetovic (2023), which demonstrated that brand trust acts as a mediator between social media marketing and one of the dimensions of variable Y, specifically brand image, resulting in a positive effect. Additionally, in their study, Sohaib and Han (2023) found that brand trust plays a mediating role in the relationship between social media marketing and brand loyalty in the fashion industry in China. (Ibrahim et al., 2018) conducted a study on the hospitality industry in Northern Cyprus, Turkey, which showed similar findings. In addition, Umar et al. (2023) conducted a study on the XL telecommunications brand in Semarang, Indonesia. (Mettasari et al., 2023) conducted a study on users of the TikTok application in Indonesia, and their findings were like previous research. Therefore, drawing from this concept and the existing empirical data, the following hypotheses can be formulated:

H7 : Brand trust mediates the relationship between SMM and brand image.

H8 : Brand trust mediates the relationship between social media marketing and brand loyalty.

Additionally, the author presents a proposed model for the conceptual framework of this research, based on the provided material.

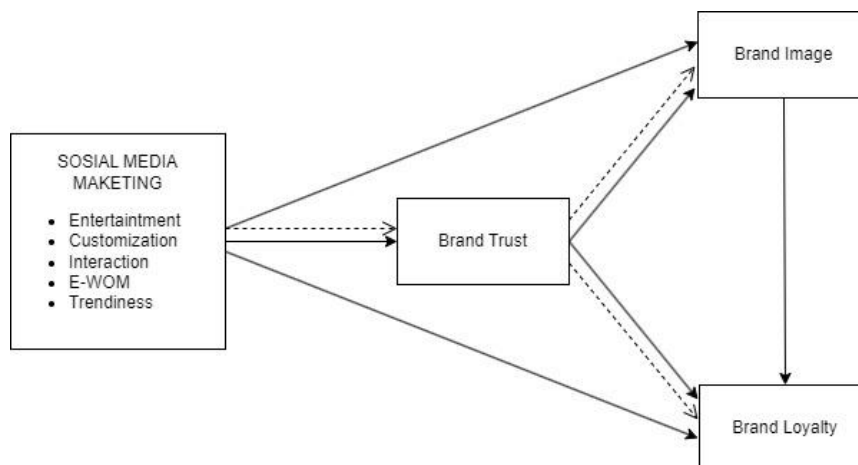


Fig 1. Conceptual framework (Source: The Author, 2024)

III. METHODS

This study employs a quantitative approach to validate the variables and hypotheses, drawing on prior research. To address the research inquiries in this investigation, it is imperative to employ the survey methodology.

A. Operational Variables

Table 1. Operational Variables

Operational Variables	Definition
Social media marketing (X)	Tuten & Solomon (2018) provided a definition of social media marketing as the strategic use of social media platforms, tools, and applications to generate, share information, distribute, and exchange valuable products and services for the stakeholders of a company
Brand image (Y1)	Brand image is a compilation of customer perceptions, attitudes, and viewpoints regarding a specific brand (Schmitt, 2012)
Brand loyalty (Y2)	Brand loyalty can be defined as a strong and enduring dedication to continually purchase or continue to use a particular good or service in future periods (Oliver, 1999).
Brand trust (Z)	Brand trust is a component of the value customers associate with a brand. It refers to the sense of security that is established through how they interact with the brand, leading to a perception that the brand is reliable and responsible (Shin et al., 2016).

B. Population and Sampel

The study's population is located in the Jakarta and Bandung region. The population under study does not have any specific gender requirements. However, the selected population consists of consumers of Fore Coffee who are between the ages of 17 and 50 and have been using Fore Coffee products for at least 6 months, indicating their loyalty to the Fore Coffee brand. Additionally, the research employs a non-probability sampling technique, which, as described by Indrawati (2015), does not provide equal chances for all population members to be chosen. This study employs a purposive sampling technique, which is defined by Sugiyono (2016) as the intentional selection of specific samples based on predetermined criteria set by the researcher.

These criteria include:

- Individuals who have been utilizing Fore Coffee products as customers or visitors for a duration of at least 6 months.
- Customers exposed to Fore Coffee's marketing content on social media.

Based on the given criteria, the sample size for this study remains uncertain, thus necessitating calculations to determine the appropriate number of samples. The study employed the Bernoulli calculation of the minimum sample size to ascertain the number of samples. The formula calculations is as follows:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,65)^2 (0,5)(0,5)}{(0,05)^2}$$

$n = 272,25$ which can be rounded to 275

The information is presented in the following manner:

- n : The quantity of samples that are necessary
z : The number of samples that are required the price in the normal curve for a deviation of 5% is 1.65
p : Maximum estimate / 50% probability of accuracy = 0.5
q: : (1-p) Chance of being incorrect: 50% = 0.5 e: The sample error rate (sampling error) is 0.05% when the sample size is 5%.

C. *Partial Least Squares Structural Equation Modeling (PLS-SEM)*

PLS-SEM, as described by Hair et al. (2017), shares both conceptual and practical similarities with multiple regression analysis. The goal is to optimize the amount of variance accounted for by the dependent constructs, while also assessing the quality of the data based on the characteristics of the measurement model. Partial Least Squares Structural Equation Modeling (PLS-SEM) is particularly suitable for forecasting or elucidating variability and is frequently utilized in exploratory studies (Indrawati, 2015). Furthermore, Hair et al. (2021) assert that PLS-SEM can proficiently handle reflective and formative measurement models, as well as single-item constructs, without encountering any identification problems. Hence, it can be employed in a wide variety of research contexts. When using PLS-SEM, researchers also benefit from its higher efficiency in estimating parameters, which leads to increased statistical power compared to CB-SEM. The assessment of PLS-SEM validity in this study primarily involved evaluating the research instruments based on their convergent validity and discriminant validity. Convergent validity can be assessed by calculating correlation coefficients between items, loading factors, and Average Variance Extracted (AVE).

IV. RESULT AND DISCUSSION

Table 2. Respondent Characteristics

Demographic	Categories	Respondent	
		Frequency	Percentage (%)
Gender	Male	196	57,1%
	Female	147	42,9%
Age	17-27 years old	252	73,5%
	28-38 years old	80	23,3%
	39-50 years old	11	3,2%
Education Level	High School	130	37,9%
	Diploma	62	18,1%
	Bachelor's Degree	142	41,4%
	Master Degree	9	2,6%
	Doctorate Degree	-	-
Occupation	Police, TNI, civil servant	57	17%
	Entrepreneur	46	13%
	Private Employee	156	45,5%
	Student	84	24,5%
Salary	<Rp.1000.000	24	7%
	Rp. 1000.00 – Rp. 3.000.000	57	16,6%
	Rp. 3.000.001 – Rp. 6.000.000	151	44%
	Rp. 6.000.001 – Rp. 9.000.000	82	23,9%
	>Rp. 9.000.000	29	8,5%

According to the data provided in Table 2, most of the participants were male (57.1%) and the majority of them were between the ages of 17 and 27 (73.5%). The majority of respondents had obtained a bachelor's degree (41.4%), while a significant portion were high school graduates (37.9%). Regarding employment, most respondents were employed in the private sector, accounting for 45.5% of the total. Meanwhile, 24.5% of the respondents were still students. Many respondents (44%) have a monthly income ranging from Rp. 3,000,001 to Rp. 6,000,000, indicating that they fall into the middle-income category. In general, the data illustrates a population of survey participants that is primarily composed of young males who possess a bachelor's degree and are employed in the private sector, earning moderate incomes.

Table 3. Validity and Reliability

Variable	Chronbach's Alpha	Composite Reliability	AVE
Social media marketing	0,899	0,924	0,710
Brand image	0,689	0,826	0,613
Brand loyalty	0,701	0,831	0,621
Brand trust	0,685	0,825	0,612

The social media marketing variable has a Cronbach's Alpha value of 0,899, a Composite Reliability of 0,924, and an AVE of 0,710. The brand image variable has a Cronbach's Alpha value of 0,689, a Composite Reliability of 0,826, and an AVE of 0.613. Brand loyalty has a Cronbach's Alpha coefficient of 0,701, a Composite Reliability of 0.831, and an Average Variance Extracted (AVE) of 0,621. Additionally, brand trust has a Cronbach's Alpha coefficient of 0,685, a Composite Reliability of 0.825, and an Average Variance Extracted (AVE) of 0,612. A Composite Reliability (CR) number must be at least 0.7 in order to obtain certification or be regarded valid (Hair et al., 2019). In addition, during a reliability test, it is important to consider the magnitude of the Cronbach's Alpha value. According to Rahimnia & Hassanzadeh (2013), the lowest acceptable Cronbach's Alpha value is 0.6. Subsequently, the Average Variance Extracted (AVE) metric is employed to ascertain if a variable fulfils the requirements of accurately representing each construct in this research. The value of the AVE can be considered valid if it exceeds 0.5 (Hair et al., 2019). Therefore, according to these criteria, each variable in the current research satisfy the necessary validity and reliability requirements.

Table 4. Hypothesis Testing

Hypothesis	Path Coefficient	T-statistic	P-value	Conclusion
H1 SMM → BT	0.693	20.009	0.000	H ₁ accepted
H2 SMM → BI	-0.131	1.756	0.040	H ₂ rejected
H3 SMM → BL	-0.072	1.156	0.124	H ₃ rejected
H4 BT → BI	0.185	1.721	0.043	H ₄ accepted
H5 BT → BL	0.133	13.225	0.000	H ₅ accepted
H6 BI → BL	0.643	1.897	0.029	H ₆ accepted
H7 SMM → BT → BI	0.128	1.688	0.046	H ₇ accepted
H8 SMM → BT → BL	0.093	1.871	0.031	H ₈ accepted

- The impact of SMM on the BT. The path coefficient value of 0.693, the t-statistic value of 20.009 which is greater than the critical value of 1.65, and the p-value of 0.000 which is less than the significance level of 0.05, provide evidence in favour of accepting the hypothesis.
- The impact of SMM on the BI. The hypothesis is rejected based on the test results: the path coefficient is -0.131, the t-statistic is 1.756 which exceeds the critical value of 1.65, however, the p-value is 0.040 which exceeds the significance level of 0.05.
- The impact SMM on the level BL. The hypothesis is rejected based on the test results: the path coefficient is -0.072, the t-statistic is 1.156 which is below the critical value of 1.65, and the p-value is 0.124 which exceeds the significance level of 0.05.
- The impact of BT on BI. The hypothesis is confirmed by the test results, as indicated by the path coefficient of 0.185, the t-statistic of 1.721 (which exceeds the critical value of 1.65), and the p-value of 0.043 (which is lower than the significance level of 0.05).
- The impact of BT on BL. The path coefficient value of 0.133, the t-statistic value of 13.225 which is greater than the critical value of 1.65, and the p-value of 0.000 which is less than the significance level of 0.05, provide strong evidence in favour of accepting the hypothesis.

- The impact of BI on BL. The hypothesis is confirmed by the test results, as indicated by the path coefficient of 0.643, the t-statistic of 1.897, which exceeds the critical value of 1.65, and the p-value of 0.029, which is lower than the significance level of 0.05.
- The impact of SMM on BI, with BT as a mediator variable. Acceptance of the hypothesis is supported by the test results: the path coefficient is 0.128, the t-statistic is $1.688 > 1.65$, and the p-value is $0.046 < 0.05$.
- The impact of SMM on BL, with BT as a mediator variable. Acceptance of the hypothesis is supported by the test results: the path coefficient is 0.093, the t-statistic is $1.871 > 1.65$, and the p-value is $0.031 < 0.05$.

Discussion

A. The correlation between social media marketing and brand trust

Social media marketing has a positive and significant impact on brand trust. According to a study conducted by Sohaib & Han (2023), social media marketing has a positive and significant impact on brand trust in Chinese fashion companies. A study conducted by Ebrahim (2020) suggests that social media marketing has an impact on the level of trust customers have in communications firms in Egypt. In addition, Hanaysha (2022) conducted a comparable study on the business of fast food in the UAE. Therefore, it can be inferred that the growing social media marketing strategy of Fore Coffee will effectively enhance customer brand trust in the company.

B. The correlation between social media marketing and brand image

Social media marketing has a negative and significant influence on brand image. This is in accordance with empirical research that demonstrates statistically significant negative findings. This is supported by a related study conducted by Dananjaya et al. (2023) which concludes that social media marketing, specifically through the interaction aspect, does not have a positive effect on the brand image of the subject under investigation, namely the Digital Business Study Program at the State Polytechnic, Bali. In a recent study conducted by Arifin (2022), it was found that social media marketing had an insignificant positive effect on the brand image of Shopee Indonesia, the focus of the research. The hypothesis in this research yields contrasting results to the findings of a study conducted by Moslehpour et al. (2020), which concluded that social media marketing has a positive and significant impact on the Go-Jek brand in Indonesia. A study conducted by Bilgin (2018) examined customers who are loyal to the top five brands in Turkey. Therefore, enhancing the quality of Fore Coffee's social media marketing does not guarantee a corresponding increase in the impact on Fore Coffee's brand image.

C. The correlation between social media marketing and brand loyalty

Brand loyalty is not positively and significantly impacted by social media marketing. This statement contradicts the findings of a study conducted by Sohaib & Han (2023), which concluded that social media marketing has a significant impact on brand loyalty in the Chinese fashion industry. The research conducted by Sohail et al. (2020) demonstrates that social media marketing has a significant and positive impact on brand loyalty across social media users in the Saudi Arabian market. Furthermore, additional research has been conducted to examine the impact of social media marketing on brand loyalty. However, the findings of this research, conducted by (Emeralda & Kurniawati, 2022), indicate that social media marketing does not have a significant and positive influence on brand loyalty. Similarly, Ibrahim & Aljarah (2018), which focused on a Meta-Analysis Examination in Turkey, also supports this conclusion. Therefore, it can be inferred that this study serves as a research update. Despite Fore Coffee's effective utilization of social media marketing, it does not guarantee a rise in customer loyalty towards the brand.

D. The correlation between brand trust and brand image

Brand trust has a positive and significant effect on brand image. Khan & Fatma (2023) additionally provided similar research, demonstrating a correlation between brand trust and brand image in corporate social responsibility (CSR) programs within the Indian banking industry. This parallels a study conducted by Pintol & Hadziahmetovic (2023) that examined various brands of bottled drinking water in Bosnia & Herzegovina. Agung et al. (2019) presented research that highlighted the impact of brand trust on the brand image of Samsung. In a subsequent study conducted by Chinomona et al. (2013), the focus was on individuals in Guateng, South Africa who have a penchant for shopping. The findings revealed that brand image significantly influenced brand trust. It can be asserted that there is a correlation between brand trust

and brand image, and they both have a reciprocal impact on Fore Coffee. Generally, the establishment of a strong image or image for Fore Coffee will contribute to a sense of brand trust.

E. The correlation between brand trust and brand loyalty

Brand loyalty is significantly and positively influenced by brand trust. This is consistent with the research proposed by Sohaib & Han (2023). Social media marketing was asserted to have an impact on brand loyalty in fashion brands in China in this study. Kwon et al. (2020) conducted comparable research on restaurant brands in Korea and the United States. The subsequent research conducted by Ebrahim (2020) focused on the evaluation of telecommunications companies in Egypt. In additional research, the identical findings were also demonstrated, namely that brand loyalty and brand trust are correlated with dairy products in South Korea, as stated by Wang et al. (2024). Therefore, it can be concluded that the implementation of brand trust to Fore Coffee is sufficiently robust to have established a base of loyal customers who regard Fore Coffee as the premier local coffee.

F. The correlation between brand image and brand loyalty

Brand loyalty is significantly impacted positively by brand image. This aligns with the findings of a study conducted by Xu et al. (2022), which examined similar variables and influences. Additionally, Rehman et al. (2024) conducted a study on the food sector in Saudi Arabia, which also supported similar results. Min & Leong (2024) conducted an identical study, examining groceries customers at retailers in Malaysia. A study done by Hokky & Bernarto (2021) provided similarly additional studies on users of the iPhone in Jakarta. Therefore, it can be inferred that a positive brand image of Fore Coffee will have a significant influence on its quality and lead to a substantial increase in brand loyalty. Based on the findings of this study, it could be clearly demonstrated that Fore Coffee possesses a strong brand image and enjoys a high level of brand loyalty.

G. Brand trust mediates the relationship between social media marketing and brand image

Brand trust acts as a mediator between social media marketing and brand image. Khan & Fatma (2023) also presented similar research, demonstrating a correlation between brand trust and brand image in corporate social responsibility (CSR) programmes within the Indian banking industry. This study aligns with the findings of Pintol & Hadziahmetovic (2023), which demonstrated that brand trust plays an essential part in mediating the connection between social media marketing and one of the dimensions of variable Y, specifically brand image. Therefore, it can be inferred that enhancing the calibre of Fore Coffee's social media marketing efforts will augment customer trust in the brand and potentially shape the brand's image in the future. By leveraging the information shared on Instagram and providing excellent service, Fore Coffee can establish trust and credibility among customers. This positive image will attract new customers who will have a similar experience.

H. Brand trust mediates the relationship between social media marketing and brand loyalty

Brand trust acts as a mediating factor in the relationship between social media marketing and brand loyalty. This information aligns with the findings presented by Sohaib & Han (2023). This study found that brand trust plays a mediating role in the relationship between social media marketing and brand loyalty for fashion brands in China. Ibrahim & Aljarah (2018) conducted a study on the hospitality industry in North Cyprus, Turkey, which showed similar findings. In addition, Umar et al. (2023) conducted a study on the XL telecommunication company in Semarang, Indonesia. A study conducted by Mettasari et al. (2023) discovered similar research findings, focusing on TikTok users in Indonesia. Based on comparable research, it can be inferred that brand trust plays a mediating role in the connection between social media marketing and brand loyalty at Fore Coffee. The appealing nature of social media marketing may increase trust among customers, leading to brand loyalty for Fore Coffee. This is a result of customers feeling satisfied with the services and information provided through Instagram.

V. CONCLUSION AND RECOMMENDATION

The research findings on the impact of social media marketing on brand image and brand loyalty in Fore Coffee, with brand trust as a mediating variable, lead to the following conclusions: The respondents' evaluation of the social media marketing variable was 91.35%, brand trust was 88.41%, brand image was

89.24%, and brand loyalty was 88.31%. The social media marketing variable has the highest score, while brand loyalty has the lowest score. The correlation between social media marketing and brand trust is statistically significant, as evidenced by a T-value of 20.009 and a P-value of 0.000. This indicates a strong positive influence. Nevertheless, there is no substantial impact observed in the correlation between social media marketing and brand loyalty. Brand trust exerts a positive and significant influence on both brand image and brand loyalty.

The brand's image has a positive and significant effects on the loyalty towards the brand. Social media marketing exerts an impact on brand image and brand loyalty by means of brand trust acting as an intermediary. Researchers offer a number of pragmatic recommendations: Fore Coffee should develop captivating promotional content to enhance customer loyalty on social media platforms. Enhanced service is necessary, particularly in streamlining the process of ordering applications, in order to bolster trust among customers. In order to enhance its brand reputation, Fore Coffee must persist in introducing novel products. Fore Coffee is recommended to make price adjustments to ensure affordability across all age demographics. Academic recommendations involve incorporating additional variables that impact brand image and brand loyalty and positioning this study as a point of reference for future research, particularly in relation to the impact of brand trust on brand image.

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