The Influence of Social Media Marketing, Coffee House Brand Experience, Brand Equity and Customer Relationship on Repurchase Intention on Janji Jiwa

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Abstract.

The coffee shop industry in Indonesia is experiencing rapid growth, driven by lifestyle changes and increasing domestic coffee consumption. Janji Jiwa, as one of the leading local coffee brands, faces challenges in maintaining consumer loyalty amid intense market competition. This study aims to examine the influence of Social Media Marketing, Coffee House Brand Experience, Brand Equity, and Customer Relationship on the Repurchase Intention of Janji Jiwa consumers, particularly through the Instagram platform. A quantitative research method was employed, with data analyzed using PLS-SEM. Data were collected through questionnaires distributed to active Janji Jiwa customers. The results indicate that Social Media Marketing has a significant positive influence on both Brand Equity and Customer Relationship, which ultimately affect Repurchase Intention. However, the variable Coffee House Brand Experience does not have a significant impact on Repurchase Intention for Janji Jiwa. This research contributes to a deeper understanding of the importance of integrating digital marketing strategies with brand experience and customer relationships in enhancing consumer loyalty.

Keywords: *Brand Equity; Coffee House Brand Experience; Customer Relationship; Digital Marketing; Instagram; Janji Jiwa Consumer Loyalty; Repurchase Intention and Social Marketing.*

I. INTRODUCTION

Business growth in the food and beverage industry continues to grow rapidly every year. In 2024, growth in the food and beverage industry in Indonesia is projected to reach 7% supported by the growth of the middle class of around 53 million people. (GoodStats, 2024). The following are statistics on the growth of the food and beverage manufacturing sector in Indonesia from 2018 to 2023. Based on the data, it can be seen that GDP growth in the food and beverage sector in Indonesia had experienced a decline due to the pandemic, but over time and as the economic conditions in Indonesia improved, the food and beverage industry sector has improved. In 2023, the growth of the gross domestic product of the food and beverage manufacturing sector in Indonesia is estimated to be around 4.47%, around 1.4 quadrillion rupiah, and Indonesia is one of the largest manufacturing countries in the world (Nurhayati, 2024). One of the phenomena in f&b is the emergence of coffee shops in various places. This is supported by the Indonesian middle class which is growing faster than other groups or classes, 52 million people in Indonesia are included in the middle class and this group continues to drive economic growth by contributing 43% of total household consumption according to the World Bank report (worldbank.org, 2020).The coffee industry in Indonesia is expected to surge significantly in the near future. The growth of domestic coffee consumption in Indonesia has also increased.

According to (Haryanti, F 2023) According to the International Coffee Organization (ICO) data, the trend in domestic coffee consumption in Indonesia has reached 4,800 bags with a capacity of 60 kilograms and this places Indonesia as the country with the fifth largest coffee consumption after the European Union, the United States, Brazil and Japan. According to the website (Kompas.com, 2024) Founder of Adena Coffee, Abytar said the total number of coffee shops spread across Indonesia in 2028 is estimated to be 9,000 because there has been an increase of more than half the number of coffee shops in Indonesia which was recorded at more than 4,000 outlets in 2023. One of the coffee shop companies or brands that has been able to survive the pandemic era and maintain its popularity is Kopi Janji Jiwa. According to research results (Riyantie et al., 2021) Janji Jiwa carries out publication and publicity through Instagram social media as a form of marketing strategy in order to achieve its sales targets in 2021.Based on the data, it can be seen that the use of social media in Indonesia is mostly on the Instagram platform, reaching 84.80% or 174 million users, and the Instagram social media platform is a social media platform whose users interact more with business companies and others.

In addition, the Instagram social media platform Janji Jiwa, which has the most followers or number of followers than other platforms, namely 589 thousand followers, also provides content that has two-way or reciprocal communication with its followers to attract consumers. The use of Social Media Marketing as a marketing strategy makes researchers want to know whether increasing e-WOM, Entertainment, Interactions, Customization, Perceived Risk and Trendiness can influence consumers to be able to make repeat purchases at Janji Jiwa. Currently, marketing is widely done through social media. Social media is one of the tools to be able to promote or brand a product and brand because social media is considered quite effective for advertising because of its wide reach (Sutama, Gede & Pratama, Putu, 2023).Based on the data, it is also known that the Janji Jiwa coffee shop is ranked first as the TOP Brand Index 2024 phase 1 in the coffee shop category. Janji Jiwa has managed to beat several of its competitors, namely Kopi Kenangan 39.00%, Fore 6.90% and Kulo 5.40%. This proves that Kopi Janji Jiwa is able to survive to become the best coffee shop brand in Indonesia and is able to survive during the pandemic.

Janji Jiwa has also been able to expand its sales reach by building many branches spread throughout Indonesia and Janji Jiwa coffee outlets also continue to grow every year. Kopi Janji Jiwa was able to generate sales of around 69 million US dollars and decreased when compared to the previous year, namely 2022 which reached 69.3 million US dollars. This decline is not known through what factors influenced the decline in Janji Jiwa sales. With a brand as big as Janji Jiwa, this brand must be able to retain its consumers to make repeat purchases or increase Repurchase Intention so that Janji Jiwa's sales target can be stable. The phenomenon of the increasing growth of coffee shops and the increasing amount of coffee consumption has made researchers interested in finding out how consumers can make repeat purchases at Kopi Janji Jiwa amidst the increasing growth of coffee shops every year and the study is interested in finding out whether there is an influence of social media marketing, Coffee House Brand Experience, brand equity and consumer relationships on repeat purchases of Kopi Janji Jiwa by raising the big title, namely "The Influence of Social Media Marketing, Coffee House Brand Experience, Brand Equity and Customer Relationship on Repurchase Intention at Janji Jiwa)". With the focus of research on the Instagram social media platform Janji Jiwa.

II. LITERATUR REVIEW

Marketing

Marketing is a business function that is most important to do, including understanding what customers need and want, product planning to target the target market, pricing, providing benefits to consumers, determining programs in communicating products and creating an appropriate distribution system by considering the benefits received (Hasniaty et al., 2023).

Consumer Behavior

Consumer behavior is the initial theory that underlies various economic theories because all economic activities will be related to and end in consumer attitudes and behavior (Hastari et al., 2021). Perilaku Konsumen mengeksplorasi bagaimana cara individu membuat pilihan dan juga terlibat dengan produk-produk, layanan dan juga merek pada pasar (Soewarno et al., 2024).

Social Media Marketing

The use of social media as a marketing tool is an activity that is useful for increasing product marketing, social media can enable users to communicate about products, brands or services and for marketers this is a great opportunity that can be used as a marketing communication tool (Moriansyah, 2015).

Brand Equity

Brand Equity is an added value that is already attached to a brand, which can describe the brand, brand perception, preferences and also consumer loyalty to a brand (Huda, Krisna & Suryoko, 2018). *Brand Equity* mengacu pada kualitas sebuah merek dan ini merupakan hal yang penting owned by a brand because Brand Equity is the strength of the brand or the value of the brand (Dada, Muhammad, 2021).

Customer Relationship

Good communication with consumers will improve good relationships with consumers (Moriansyah, 2015). Customer Relationship is everything a company does to be able to retain existing customers and customers who have become regular customers
(Laksono, Hangestyo & Prasetyaningtyas, 2021).

Repurchase Intention

Repurchase Intention or repurchase intention is a planned decision by someone to repurchase a particular product, brand or service (Huda, Krisna & Suryoko, 2018). Repurchase intention is a habit that results in purchasing a product or service more than once. When a buyer gets a good response to a previous purchase, there will be positive reinforcement to make a repeat purchase (Laksono, Hangestyo & Prasetyaningtyas, 2021).

Coffee House Brand Experience

Coffee House Brand Experience is an experience felt by customers when interacting with a cafe or coffee shop brand either directly or through an application. A positive consumer experience with a brand can drive customer satisfaction with the brand (Anggraheni, Affilla & Haryanto, 2023).

III. METHODS

Research methodology is a systematic approach that uses a logical process to achieve certain objectives in a study (Iba & Wardhana, 2023). Research is a process that must be carried out in seeking and finding the truth through scientific, structured, formal and rational procedures (Soeherman, 2019). Quantitative research methods are research methods that use tools to gain knowledge about a population and support decision making. This research involves collecting data from the entire population in the form of numbers and implementing statistical analysis techniques commonly referred to as quantitative data analysis (Iba & Wardhana, 2023). The method used in this study is quantitative research methodology which aims to measure the relationship between one variable and another variable being studied. Research using quantitative methodology is a scientific study that systematically examines parts and phenomena and the causality of their relationships (Abdullah et al., 2022). Quantitative research is usually considered pure research because it can be explained with exact numbers, therefore quantitative research has the characteristic that research from beginning to end is constant (Darwin et al., 2020).

IV. RESULT AND DISCUSSION

Result

How much does Social Media Marketing have a significant positive effect on Janji Jiwa's Brand Equity?

According to the results of the Structural Model *(Inner Model)* test in this study, it shows that *Social Media Marketing* (SMM) affects *Brand Equity* with a value of (0.924) which means that the influence given is very strong. According to *the R-Square test* that has been carried out, *Brand Equity* with an R-Square value of 0.854 or the dependent *variable Brand Equity* has as much as 85.4% of *the variability of Brand Equity* influenced by other factors that are not studied in this study. From the results of the *Effect Size of Social Media Marketing → Brand Equity* testing of 5,847 and this shows a great influence on *Brand Equity*. This shows that marketing strategies through social media have a very strong impact on shaping *Brand Equity*. Based on the *Goodness of Fit (GoF) test,* it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing* has no effect on *Brand Equity*
H1: *Social Media Marketing* Affects *Brand Equity*

Table 1. H1 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Direct Effect			
H1	*Social Media Marketing->Brand Equity*	0,924	71,627	2,842	Accepted

Source: Data Processed 2025

The results of this test show that the *Path value* is 0.924, *T-Statistics* is 71.627 and *the P Values* are 2.842. *P values* are very small (0.000) and *T Statistics* are much larger than 1.96 which is 71.627, the relationship between *Social Media Marketing* and *Brand Equity* is very significant. Therefore, H0 is rejected and H1 is accepted and this can be concluded if there is a significant influence between *Social Media Marketing* and *Brand Equity*.

How much does Social Media Marketing have a significant positive effect on Janji Jiwa's Customer Relationship?

According to the Structural Model *(Inner Model)* test in this study, it shows that *Social Media Marketing (SMM)* affects *Customer Relationship* (CR) with a value of 0.888 and this proves that there is a strong enough influence between *Social Media Marketing* and *Customer Relationship*. Judging from the *R-Square* test which found an *R-Square* value of 0.789 with Substantial information or as much as 78.9% of *the variability of Customer Relationship* can be explained by the factors studied in this study and the remaining 21.1% comes from other factors outside of this research model. Based on the *Effect Size (f^2) test, Social Media Marketing→ Customer Relationship* is worth 3.746 which means it has a huge influence. This indicates that a good relationship with customers can drive their repurchase intent. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing* has no effect on *Customer Relationship*

H2: *Social Media Marketing* Affects *Customer Relationships*

Table 2. H2 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Direct Effect			
H2	*Social Media Marketing->Customer Relationship*	0,888	51,706	2,842	Accepted

Source: Data Processed 2025

The results of this test show that the *Path value* is 0.888, *T-Statistics* 51.706 and *P Values* 2.842. *P values* are very small (0.000) and *T-Statistics* are much larger than 1.96 which is 51.706, the relationship between *Social Media Marketing* and *Customer Relationship* is very significant. Therefore, H0 is rejected and H2 is accepted and this can be concluded if there is a significant influence between *Social Media Marketing* and *Customer Relationship*

How much does Social Media Marketing have a significant positive effect on Janji Jiwa's Repurchase Intention?

According to the Structural Model *(Inner Model)* test in this study, *Social Media Marketing* (SMM) on *Repurchase Intention* (RI) is valued (-0.198) and this means that directly, SMM has a weak negative influence on *Repurchase Intention*, even though SMM strengthens *the brand* and customer relationships, directly does not encourage the customer's desire to be able to make a repurchase. Based on *the R-Square* test, the R-Square Repurchase Intention *value* of 0.846 with substantial information or as much as 84.6% of *the variability of Repurchase Intention* can be explained by factors in the study model and as much as 15.4% comes from other factors that were not analyzed in this study. According to the Social Media Marketing *Effect Size* (f^2) *Assessment → Repurchase Intention* is 0.031 which means that although SMM contributes in R, the effect is not very significant compared to other variables. Based on the *Predictive Relevance test (Stone-Geisser's Q^2)*, the *value of Q^2 Repurchase Intention* is 0.586 which shows that the model has good predictive ability for this variable, meaning that the factors in the model are quite capable of explaining the variation in customer repurchase intention. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing* has no effect on *Repurchase Intention*

H3: *Social Media Marketing* Affects *Repurchase Intention*

Table 3. H3 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Direct Effect			
H3	*Social Media Marketing->Repurchase Intention*	-0,198	1,509	0,065	Rejected

Source: Data Processed 2025

The results of this test show that the *Path value* is -0.198, *T-Statistics* is 1.509 and *the P values* are 0.065. *P values* are very small (0.000) and *T-Statistics* are smaller than 1.96 which is 1.509. This shows that the relationship between *Social Media Marketing* and *Customer Relationship* has no effect. Therefore, H3 is rejected and H0 is accepted and this can be concluded if there is no influence between *Social Media Marketing* and *Repurchase Intention*.

How much does Social Media Marketing through Brand Equity have a significant positive effect on Janji Jiwa's Repurchase Intention?

According to the Structural Model *(Inner Model)* test conducted in this study, *Social Media Marketing* (SMM) through *Brand Equity* (BE) on *Repurchase Intention* (RI) has a structural equation result (0.434) which indicates that *Social Media Marketing* has an indirect and significant effect on *Repurchase Intention* through *Brand Equity*. The T value = 2.118 > 1.96 and P = 0.034 < 0.05 → statistically significant. This means that *Brand Equity* plays a mediator role as a mediator who bridges the influence of SMM on the Republic of Indonesia. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing* through *Brand Equity* has no effect on *Repurchase Intention*

H4: *Social Media Marketing* through *Brand Equity* Affects Repurchase *Intention*

Table 4. H4 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Indirect Effect			
H4	*Social Media Marketing->Brand Equity->Repurchase Intention*	0,434	2,118	0,017	Accepted

Source: Data Processed 2025

The results of this test show that *the path* value is 0.434, *T-statistics* are 2.118 and *P values* are 0.017. Very small P values (0.000) and *T statistics* smaller than 1.96 i.e. 2.118 indicate that there is an influence between *Social Media Marketing* and *Brand Equity* on *Repurchase Intention*. It can be concluded that H0 is rejected and H4 is accepted or there is a significant positive influence between *Social Media Marketing* through *Brand Equity* on *Repurchase Intention*.

How much does the influence of Social Media Marketing through Customer Relationships have a significant positive effect on Janji Jiwa's Customer Relationship?

According to the Structural Model Testing *(Inner Model)* in this study, a value of (0.419) means that *Social Media Marketing* (SMM) has an indirect and significant effect on *Repurchase Intention* (RI) through *Customer Relationship* (CR) or in other words, *Customer Relationship* can mediate the influence of *Social Media Marketing* on *Repurchase Intentions* with T = 3.354 and P = 0.001 are statistically significant. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing* through *Customer Relationship* has no effect on *Repurchase Intention*

H5: *Social Media Marketing* through *Customer Relationship* Affects Repurchase *Intention*

Table 5. H5 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Indirect Effect			
H5	*Social Media Marketing->Customer Relationship->Repurchase Intention*	0,419	3,354	0,000	Accepted

Source: Data Processed 2025

The results of this test show that the *path value* is 0.419, *the T-statistics* are 3.354 and *the P values* are 0.000. *Very small P values* (0.000) and *T-statistics* smaller than 1.96 i.e. 3.354 indicate that there is an influence between *Social Media Marketing* through *Customer Relationship* on *Repurchase Intention*. It can be concluded that H0 is rejected and H5 is accepted or there is a significant positive influence on *Social Media Marketing* through *Customer Relationship* to *Repurchase Intention*.

How much does Brand Equity have a significant positive effect on Janji Jiwa's Repurchase Itention?

According to the Structural *Model (Inner Model)* in this study, *Brand Equity* (BE) to *Repurchase Intention* (RI) has a value of (0.470) which means that *Brand Equity* has a positive but moderate or not significant effect on *Repurchase Intention*. A strong brand image encourages customers to repurchase. Based on the *R-Square test*, *the Repurchase Intention* of 84.6% variability of *Repurchase Intention* can be explained by factors in the study model and the remaining 15.4% comes from other factors that were not analyzed in this study. If you look at the *Effect Size* (f^2) *of Brand Equity → Repurchase Intention* has a value of 0.078 which belongs to the small category. Although this factor contributes to Repurchase Intention, the effect is not very significant compared to other variables. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Brand Equity* has no effect on *Repurchase Intention*

H6*: Brand Equity* affects *Repurchase Intention*

Table 6. H6 Hypothesis Testing

Hipotesis	Hubungan	*Path*	*T Statistics*	*P Values*	Kesimpulan
		Direct Effect			
H6	*Brand Equity->Repurchase Intention*	0,470	2,111	0,017	Diterima

Source: Data Processed 2025

The results of this test show that *the Path* value is 0.470, *T-Statistics* is 2.111 and *the P values* are 0.017. *P values* are very small (0.000) and *T-Statistics* are smaller than 1.96 which is 2.111. This shows that there is an influence between *Brand Equity* and *Repurchase Intention*. Therefore, H0 is rejected and H6 is accepted and this can be concluded if *Brand Equity* has a positive effect on *Repurchase Intention*.

How much does Customer Relationship have a significant positive effect on Janji Jiwa's Repurchase Intention?

According to the Structural Model test in this researcher, *the Customer Relationship* (CR) to *Repurchase Intention* (RI) is valued (0.472) which means that there is an influence even though it is not included in the significant or very influential category. A good relationship with customers increases the likelihood of a repeat purchase. In the *Effect Size* (f^2) test, *Customer Relationship → Repurchase Intention* was valued at 0.176 which was considered moderate and indicated that there was a good relationship between these two variables. According to the results of the *Predictive Relevance (Stone-Geisser's Q²) test,* the Customer Relationship *value* is 0.542 which shows that the model has good predictive ability on this variable and has strong predictive ability, which means that the model can accurately explain the relationship between these two variables. Based on the *Goodness of Fit (GoF) test,* it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Customer Relationship* has no effect on *Repurchase Intention*

H7: *Customer Relationship* Affects *Repurchase Intention*

Table 7. H7 Hypothesis Testing

Hipotesis	**Correlation**	***Path***	***T Statistics***	***P Values***	**Conclusion**
		Direct Effect			
H7	*Customer Relationship->Repurchase Intention*	0,472	3,372	0,000	Diterima

Source: Data Processed 2025

The results of this test show that *the Path* value is 0.472, *T-Statistics* is 3.372 and *the P Values* are 0.000. *Very small P values* (0.000) and *T-Statistics* smaller than 1.96 which is 3.372. This shows that there is an influence between *Customer Relationship* and *Repurchase Intention*. Therefore, H0 is rejected and H7 is accepted and this can be concluded if *the Customer Relationship* has a positive effect on *the Repurchase Intention*.

How much does Coffee House Brand Experience have a significant positive effect on Janji Jiwa's Repurchase Intention?

According to the structural model (*Inner Model*) test in this study, *the Coffee House Brand Experience* (CHBE) on *Repurchase Intention* (RI) has a value of (0.182) which means that *Customer Relationship* has a low positive effect on *Repurchase Intention*. Customer Experience When Visiting a *Coffee Shop* contribute even if not dominantly. Based on the *Effect Size* (f²) test, *Coffee House Brand Experience → Repurchase Intention* is valued at 0.014 which is included in the subcategory. But the *Predictive Relevance (Stone-Geisser's Q²) Coffee House Brand Experience* test was valued at 0.000 which indicates that the model lacks predictive capabilities for this variable, so other more relevant factors may be needed to explain the dynamics of these variables. Based on the *Goodness of Fit (GoF) test,* it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Coffee House Brand Experience* has no effect on *Repurchase Intention*

H9: *Coffee House Brand Experience* affects *Repurchase Intention*

Table 8. H9 Hypothesis Testing

Hipotesis	**Hubungan**	***Path***	***T Statistics***	***P Values***	**Kesimpulan**
		Direct Effect			
H9	*Coffee House Brand Experience->Repurchase Intention*	0,182	0,904	0,182	Ditolak

Source: Data Processed 2025

The results of this test show that the *Path value* is 0.182, *T-Statistics* is 0.904 and *P Values* are 0.182. *P values* are very small (0.000) and *T-Statistics* are smaller than 1.96 which is 0.904. This shows that there is no influence between *Customer Relationship* and *Repurchase Intention*. Therefore, H9 is rejected and H0 is accepted and this can be concluded if *the Coffee House Brand Experience* has no effect on *the Repurchase Intention*.

How much do Social Media Marketing, Coffee House Brand Experience, Brand Equity and Customer Relationship have a significant positive effect on Repurchase Intention?

According to the structural model *(Inner Model) test*, *Repurchase Intention* is influenced by *Brand Equity* (0.470), *Coffee House Brand Experience* (0.182), *Customer Relationship* (0.472) and *Social Media Marketing* (-0.198) which means that the *Brand Equity* and *Customer Relationship* variables have a positive and significant influence on *Repurchase Intention*, making it the two main factors that drive customer repurchase intent. *Social Media Marketing* has a direct negative and small effect on *Repurchase Intention*, with a coefficient of -0.198 and an *effect size value (f²)* = 0.031. *Brand Equity* (BE) has a direct positive effect on *Repurchase Intention* with a coefficient of 0.470, and *effect size (f²)* = 0.078 which is categorized as small. *Customer Relationship* (CR) showed a positive and significant direct influence on *Repurchase Intention*, with a coefficient of 0.472 and *effect size (f²)* = 0.176, which was categorized as moderate. *Coffee House Brand Experience* (CHBE) exerts a positive but relatively small direct influence on *Repurchase Intention*, with a coefficient of 0.182 and *effect size (f²)* = 0.014. Based on the *Goodness of Fit (GoF) test*, it shows that the *Standardized Root Mean Square Residual (*SRMR) value is 0.088 which means that the difference between the observed and predicted covariance matrix by the model is still within acceptable limits. A *Normed Fit Index* (NFI) value of 0.497 indicates that the model has a low fit because generally a good NFI value is above 0.90. There is also hypothesis testing in this study as follows:

H0: *Social Media Marketing, Brand Equity* and *Customer Relationship* have no effect on *Repurchase Intention*

H8: *Social Media Marketing, Brand Equity* and *Customer Relationship* Affect Repurchase *Intention*

Table 9. H8 Hypothesis Testing

Hipotesis	Correlation	*Path*	*T Statistics*	*P Values*	Conclusion
		Indirect Effect			
H8	*Social Media Marketing, Brand Equity, Customer Relationship->Repurchase Intention*	0,853	35,545	0,000	Diterima

Source: Data Processed 2025

The results of this test show that the *Path value* is 0.853, *T-Statistics* is 35.545 and *the P Values* are 0.000. *P values* are very small (0.000) and *T-Statistics* are smaller than 1.96 which is 33.545. This shows that there is an influence between *Social Media Marketing, Brand Equity* and *Customer Relationship* on *Repurchase Intention*. Therefore, H0 is rejected and H7 is accepted and this can be concluded if *Social Media Marketing, Brand Equity* and *Customer Relationship* have a significant positive effect on *Repurchase Intention*.

Discussion

Based on the results of the research that has been conducted, as well as referring to the testing of hypotheses and theories used in research journals, the following is presented an analysis of the test results of each hypothesis. This analysis includes an interpretation of the extent to which the results support existing theories, as well as a detailed explanation of the factors influencing the findings.

The Influence of Social Media Marketing on Brand Equity

According to research conducted by (Angkie, Noviani & Tanoto, Sherly, 2019) states that *Social Media Marketing* has a significant effect on *Brand Equity* in *Fashion* brands ZARA, H&M, PULL&BEAR and STRADIVARIUS in the city of Surabya because *Social Media Marketing* can be used with the aim of building *Brand Equity* of a company, with the image and *image posive* makes a good impact on society so as to increase *Brand Equity*. Based on the results of the hypothesis testing that has been conducted, *the path* value = 0.924, *T-Statistics* = 71.627 and *P Values* = 2.842 identify a significant positive relationship between *Social Media Marketing* and *Brand Equity*. Therefore, this shows that the *Social Media Marketing* strategy that has been carried out in this study has proven to be effective in increasing brand awareness, brand association, brand loyalty and brand quality. The results of this study are also in line with the research conducted by (Masa'deh et al., 2021) which has results if *Social Media Marketing* affects *Brand Equity* and with points *of Entertainment, Customization, Interaction, E-WOM,* and *Trendiness.*

The Influence of Social Media Marketing on Customer Relationships

According to research conducted by (Makuroh et al., 2022) *Social Media Marketing* has a significant positive effect on *Brand Equity, Social Media Marketing* is the right tool in establishing relationships between companies and consumers. Based on the results of the hypothesis testing research that has been carried out, *the path* value = 0.888, *T-statistics* = 51.706 and *P Values* = 2.842 identify a significant positive relationship between *the relationship between Social Media Marketing* and *Customer Relationship*. The results of this study are also in line with the research conducted by (Stojiljkovic, 2019) which states that the positive influence of the use of *Social Media Marketing* on customer relationships is an important indicator for companies to include social media marketing strategies in their marketing plans.

The Influence of Social Media Marketing on Repurchase Intention

The test of this study showed that *Social Media Marketing* did not have a positive and significant influence on *Repurchase Intention* with *path* values = -0.198, *T-statistics* = 1.509 and *P Values* = 0.065, therefore H0 was accepted and H8 was rejected. This finding contradicts the research conducted by (Wijaya et al., 2024) which states that the study shows that there is an influence of *Social Media Marketing* on *Repurchase Intention* and that the influence is positively significant. This disparity in results can be influenced by several external factors such as high competition in the coffee beverage industry, the absence of sustainable loyalty programs based on customer accounts such as *point systems, member tiering (silver, gold)* and *App-based rewards integrated,* soul membership cards have indeed been introduced but are not actively managed in social media content.

Other factors that affect *Social Media Marketing* does not affect *Repurchase Intention* such as high competition in the coffee beverage industry. Although *Social Media Marketing* can introduce *the brand to customers, other factors such as customer service or a strong brand image* and close to lifestyle are more likely to have an influence on *Repurchase Intention*. Therefore, the results of this research that has been carried out show that *Social Media Marketing* has no effect on *the Repuchase of* Janji Jiwa Coffee Intetion. The results in this study were also obtained such as research conducted by (Michael & Susan, 2022) *Social Media Marketing* is not enough to build the consideration and possibility of a consumer in making a repurchase and in this study suggestions were given that *Intercultural Education Partners* Continue to maintain consistency in implementing and developing marketing strategies through social media by presenting interesting and entertaining content, providing interactive communication media to explore expectations and input from consumers, conveying information that is always updated, displaying attractive advertisements, and making it easier for consumers to access the information they need.

The Influence of Social Media Marketing through Brand Equity on Repurchase Intention

Based on the results of the hypothesis testing that has been conducted, *the path* value = 0.434, *T-statistics* = 2.118 and *P values* = 0.017 identify a significant positive relationship between *the relationship between Social Media Marketing* through *Brand Equity* and *Repurchase Intention* The Promise of the Soul. So H4 is accepted and this can be concluded if there is a significant positive influence between *Social Media Marketing* and *Brand Equity* that affects *Repurchase Intention*. In this case, it can be stated that *Brand Equity* can mediate *Social Media Marketing* against *Repurchase Intention. This is also supported by research conducted by* (Kumar, K & Devi, S, 2024) which states that *Social Media Marketing* has a positive and significant effect on *Repurchase Intention* and is mediated by *Brand Equity*.

The Influence of Social Media Marketing on Customer Relationship on Repurchase Intention.

According to research conducted by (Makuroh et al., 2022), *Social Media Marketing has an effect through Customer Relationship* on *Repurchase Intention,* relationships that have been built to gain trust, *Customer Engagement* and strengthen customer relationships indirectly become the basis for customer loyalty in the long term and encourage repurchases. Based on the results of the research that has been conducted, *the path* value = 0.419, *T-statistics* = 3.354 and *P values* = 0.000 shows that in this study it is stated that there is a positive influence between *Social Media Marketing* through *Customer Relationship* on *Repurchase Intention*. H5 is accepted so that conclusions can be drawn if there is a significant positive influence between *Social Media Marketing* through *Customer Relationship* on *Repurchase Intention*

The Influence of Brand Equity on Repurchase Intention

According to research conducted by (Pitaloka, Inggrid & Guamnti, Tatang, 2019) *Brand Equity* has a positive and significant effect on *Repurchase Intention*, consumers with a perception of *Brand Equity* who are confident in the quality of good products and services will feel more confident or safe and comfortable to be able to buy the same brand again. Similar to this study, it results in an influence between *Brand Equity* and *Repurchase Intention*. When consumers believe, like, and feel emotionally attached to a brand, they are more likely to make repeat purchases. Based on the results of the research conducted, *the path* value = 0.470, *T-statistics* = 3.354 and *P Values* = 0.017 so that H6 is accepted which means that there is *a positive* influence of Brand Equity *on Repurchase Intention*. although not significantly, *Brand Equity* still has an influence on *Repurchase Intention* even though it is not dominant.

The Influence of Customer Relationship on Repurchase Intention

According to research conducted by (Makuroh et al., 2022), it is said that *Customer Relationship* has a significant positive effect on *Repurchase Intention*, which by creating a good relationship with customers can keep customers loyal and continue to make purchases with the same brand. *Customer Relationship* is a long-term relationship between a company and customers that is characterized by trust, satisfaction, commitment and continuous communication, while *Repurchase Intention* is the tendency of customers and the intention to make repeated purchases based on previous experience and satisfaction. Based on the results of the research conducted, *the path* value = 0.472, *T-statistics* = 3.372 and also *P Values* = 0.000 which states that H7 is accepted so that it is proven that there is *a positive* influence of Customer Relationship *on the Repurchase Intention* of Janji Jiwa.

The Influence of Social Media Marketing, Brand Equity and Customer Relationship on Repurchase Intention

Based on research conducted by (Leksono, Hangestyo & Prasetyaningtyas, 2021) which states that if there is a significant positive influence between *Social Media Marketing*, *Brand Equity* and *Customer Relationship* on *Repurchase Intention*, SMM, *Brand Equity* and *Customer Relationship* mutually strengthen and contribute to *Repurchase Intention* both directly and through indirect influences. *Social Media Marketing* acts as a key communication and promotional channel such as spreading engaging content, building positive interaction and *word of mouth* and increasing emotional engagement with consumers. *Social Media Marketing* has an impact on the formation of *Brand Equity* and strengthening *Customer Relationships*. When *Brand Equity* is formed (high *awareness, perceived quality* and *brand loyalty*), consumers are more trusting and familiar with the brand even though there are many other options. *Customer Relationships* are formed from positive experiences, good service so that it strengthens emotional attachment, trust and a sense of appreciation and this is an important factor in repurchase decisions. Based on the results of the research conducted, *the path* value = 0.853, *T-statistics* = 35.545 and also *P Values* = 0.000 which identified that H8 was accepted so that there was an influence of *Social Media Marketing, Brand Equity* and *Customer Relationship* on *the Repurchase Intention* of Janji Jiwa coffee.

The Influence of Coffee House Brand Experience on Repurchase Intention

Hypothesis testing from this study showed that *Coffee House Brand Experience* did not have a positive and significant influence on *Janji Jiwa's* Repurchase Intention with a *path value* of 0.182, *T-statistics* = 0.904 and *P Values* = 0.182. Therefore, H0 is accepted and H9 is rejected. This finding contradicts research conducted by (Han et al., 2019) which states that , and *behavioral experience*, are significantly able to increase repurchase intent. The discrepancy in these results indicates that the brand experience provided by Janji Jiwa may not be strong enough or consistent enough in building consumer engagement. There are studies that provide similar results to this ongoing research, such as a study conducted by (Fariz & Kustiawan, 2023) which shows that *Brand Experience* does not show positive results on *Repurchase Intention*. Descriptively, sensory experience includes elements such as coffee aroma, interior design, store cleanliness, and packaging quality. If this element is not distinctive or incapable of making a deep impression, then its influence on the consumer's memory will also be weak.

Affective *experience* refers to feeling comfortable, accepted, and happy when in a *coffee shop*. When interactions with staff or the atmosphere of the store do not elicit strong positive emotions, then there is no emotional attachment that encourages loyalty. Intellectual experience relates to the extent to which a brand is able to spark consumer curiosity and creativity, for example through menu innovations or unique campaigns. If Janji Jiwa has not maximized communication or *storytelling strategies*, then this dimension becomes less impactful. Behavioral experience reflects consumer activities related to the *brand*, such as hanging out, taking pictures, or sharing content on social media. A lack of encouragement to create active engagement in the consumer community can also weaken repurchase intent. External factors such as location accessibility, service inconsistencies, and *brand experiences* that are not considered unique or impersonal may also affect these results. Therefore, to increase *repurchase intention*, Janji Jiwa needs to strengthen every dimension of *the brand experience* in an integrated manner in order to be able to build meaningful attachment with its consumers.

V. CONCLUSION

The conclusion was obtained based on the results of data analysis using the *Structural Equation Modeling - Partial Least Square* (SEM-PLS) method with the help of the SmartPLS application, and referring directly to the research questions that have been asked in the previous chapter which were also prepared by referring to each hypothesis and research questions that aim to answer the extent of the relationship between variables in forming the intention to repurchase to consumers. Each conclusion points reflect the empirical findings obtained through data processing and discussion of the results in the previous chapter. Based on the results of the research conducted, the *Social Media Marketing* variable in this study is in the category of a good continuum with a score of 78.7%, which means that the majority of respondents agree with the quality of content, ease of interaction and attractiveness of the Janji Jiwa Instagram account. The *Brand Equity variable* was assessed in the continuum category with a score of 80.1%, the elements of brand awareness, quality perception and customer satisfaction obtained a positive response even though brand loyalty was at the level that needed to be further improved. The *Customer Relationship variable* has the highest score of 81.3% and is included in the categories of good, trust, reputation and effective communication considered to be able to strengthen the relationship between Janji Jiwa and its consumers.

The *Coffee House Brand Experience* variable in this study is also in the continuum category with a score of 79.9 which means that consumers feel comfortable and have a positive experience both visually, emotionally and behaviorally, but the emotional dimension still needs to be improved in order to strengthen the overall brand attachment. The *Repurchase Intention* variable in the study is in the good category with a score of 81.0%, which indicates that the majority of consumers show a strong intention to make a repurchase. In this case, *Customer Relationship* is the most dominant factor based on the highest percentage value. The results of data processing using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method showed that *Social Media Marketing* had a positive and significant influence on *Brand Equity* with a *path coefficient* value of 0.924, *T-statistic* of 91.067, and *P-value* of 0.000. Very high *path* values and *p-values* well below the significance threshold of 0.05 suggest that this relationship is statistically strong. This high value also shows that the strategy of *Social Media Marketing* that is implemented has played a big role in increasing *Janji Jiwa'* s Brand Equity. From the results of the structural model test, *Social Media Marketing* has a significant positive influence on *Customer Relationship* with *a path coefficient* value of 0.888, *T-statistic* of 76.138, and *P-value* of 0.000. This indicates that social media not only serves as a promotional channel, but also as a means of strengthening the emotional relationship between brands and consumers.

Although *Social Media Marketing* shows a positive influence on *Brand Equity* and *Customer Relationship*, the results are *not significant for Repurchase Intention* directly. The *path coefficient* value is -0.198, *the T-statistic* is 1.415, and *the P-value* is 0.158 which indicates that this relationship is not significant at the 95% confidence level. This means that while social media activity is quite powerful in shaping brand perception and relationships with customers, the direct influence on repurchase decisions is not statistically proven. The indirect influence of *Social Media Marketing* on *Repurchase Intention* through *Brand Equity* has proven to be significant. The *path coefficient* value of 0.434, *the T-statistic* of 2.118, and *the P-value* of 0.017 indicate that this mediation effect is strong and statistically significant. This means that the power of

Social Media Marketing in increasing consumers' desire to buy back is not directly, but rather through increasing consumer perception of the strength and quality of the Janji Jiwa brand. *Social Media Marketing* also has a significant indirect influence on *Repurchase Intention* through *Customer Relationship* with *a path coefficient* of 0.419, *T-statistic* of 3.354, and *P-value* of 0.000. These results show that the relationship formed between *brands* and customers through social media interactions has an important role in shaping loyalty.

Brand Equity has a positive and significant effect on *Repurchase Intention*, as shown by the *path coefficient* value of 0.470, *T-statistic* of 2.111, and *P-value* of 0.017. Consumers who have a positive perception of product quality, strong brand associations, and a high level of brand loyalty, will be more likely to continue to make repeat purchases. *Customer Relationship* has a positive and significant influence on *Repurchase Intention* with a *path coefficient* value of 0.472, *T-statistic* of 3.372, and *P-value* of 0.000. This indicates that the better the quality of the relationship between the company and the consumer, the higher the likelihood of consumers making a repeat purchase. Based on the test results, *Coffee House Brand Experience* did not have a significant effect on *Repurchase Intention*, with a *path coefficient* value of 0.182, *a T-statistic* of 1.472, and a *P-value* of 0.141. This indicates that the in-store experience, while important, isn't yet powerful enough to drive a significant repurchase decision. Most likely, the shift in consumer behavior towards digital consumption and *online delivery* also affects the role of store experience in shaping loyalty. When all independent variables were analyzed simultaneously on *Repurchase Intention*, a *path coefficient* value of 0.853, *a T-statistic* of 35.545 and *a P-value* of 0.000 were obtained, which showed a very strong and significant influence. This proves that the combination of an effective social media strategy, an enjoyable in-store consumer experience, strong brand equity, and quality customer relationships are the key foundations in shaping consumer loyalty. Although individually *the Coffee House Brand Experience* is not significant, in a holistic model these variables still contribute to the formation of repurchase intentions.

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