

Brand Loyalty Based on Social Media Marketing, Brand Awareness, and Customer Satisfaction at Kulo Coffee Shop

Erny Amriani Asmin, Yulianingsih, Annisa Dwi Rahayu*

Management, Faculty of Economics and Business, Djuanda University,
Jl. Tol Ciawi, Bogor, Jawa Barat, Indonesia

*Corresponding Author(s) Email: annisarahayu2211@gmail.com

Abstract

The purpose of this research is to examine the relationship between brand loyalty and consumer happiness, with consumer happiness serving as a mediator between brand recognition and social media marketing. To provide a comprehensive understanding of the relationships among the variables, the research employs both descriptive and associative approaches. The people who will be studied are the customers of Generation Z who go to Kulo Cafe in Bogor. Via specific criteria relating to the study's aims, a sample of 100 respondents was selected via purposive sampling. For this data study, we turned to path analysis, which lets us look at the interplay between variables in several ways. The results show that raising brand awareness and promoting social media campaigns significantly improve consumer happiness and loyalty. This shows that highly recognizable brands and effective social media marketing strategies may increase customer happiness, which in turn increases brand loyalty among millennials and Generation Z. Further evidence that consumer pleasure plays a crucial mediating role in the relationship between brand loyalty and other outcomes is provided by the results. Social media marketing, brand awareness, and customer loyalty are all interconnected via the idea that satisfied consumers are more likely to remain loyal to the business. A combination of brand management strategies and digital marketing campaigns is essential for strengthening relationships with customers and retaining their loyalty, as shown by these findings.

Keywords: Brand Awareness; Brand Loyalty; Customer Satisfaction; Generation Z; Social Media Marketing

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INTRODUCTION

Innovation and inventiveness in the food and drink industry are fueling the sector's fast expansion. The proliferation of coffee shops is a hallmark of Indonesia's booming economy. In the past, coffee was mostly enjoyed by adults. However, as time went on, coffee enthusiasts in Indonesia expanded their demographic to include younger generations as well. Coffee shops among young people nowadays provide more than just that. They are

increasingly turning to them for basic tasks like doing college or schoolwork, unwinding or "healing," chatting with friends, and much more. Hence, there's more to a young person's visit to a coffee shop than just buying stuff.

There is a wide range of ancillary items offered by various stores in Indonesia since they understand that every consumer has unique demands. Stores also tend to attract a younger demographic. In particular, it would be fascinating to talk about Generation Z and all the varied facets of their existence. Members of Generation Z were born between the years 1997 and 2012. Teens and younger kids who are fun-loving, trend-conscious, and still like going to the movies and playing video games are part of this demographic.



Figure 1. Monthly Expenses of Generation Z
Source: Populix

The map clearly shows that 69% of millennials and Generation Z spend their money on groceries. Furthermore, fourteen percent of those polled said they spent their money on cosmetics, nine percent on transportation, five percent on entertainment, and three percent on excursions. This proves beyond a reasonable doubt that the majority of Generation Z will treat their food and drink with the seriousness they deserve. Coffee shops are more than just a place to get a cup of joe; they're also popular hangouts for members of Generation Z, where they may study or just relax.

The booming coffee business is fueled by the passion of young people who frequently spend time in coffee shops. A 2024 survey by GoodStats found that 37% of Indonesians enjoy drinking coffee at least twice a day. This high coffee consumption also impacts how it's served. As many as 66% of Indonesians prefer buying coffee rather than brewing it themselves.

As the coffee business continues to grow rapidly, competition to attract customers' attention to its products is intensifying, particularly in terms of offering the highest quality. With numerous cafes offering similar products at competitive prices, this presents a challenge and threat to coffee shop owners, including Kedai Kopi Kulo.

Table 1. Top Coffee Shop Brands in Indonesia

Brand	Tbi (%)		
	2023	2024	
Promise of the Soul	39.50	44.80	TOP
Coffee Memories	39.70	39.00	TOP
Fore	7.50	6.90	TOP
Kulo	6.30	5.40	

Source: Top Brand Index

Based on the table, Janji Jiwa holds the top position as the top coffee shop brand with 44.8 %. Besides Janji Jiwa, other coffee shops that occupy the top brand position are Kopi Kenangan with 39%, Fore with 6.9%, and Kopi Kulo with 5.4%. It can be seen that Kopi Kulo holds the lowest ranking compared to the three competitors included in the Top Brand Index.

Satisfied customers are the lifeblood of Top Brand Index cafes in Indonesia, where competing for business is fierce. Top Brand Index cares about more than just providing high-quality coffee; they want to make sure their

customers have a great time in every way possible. Everything about this café is tailored to satisfy the requirements and expectations of its customers, from the welcoming service and cozy ambiance to the forward-thinking food options. Top Brand Index is cognizant of the reality that having happy customers not only boosts revenue immediately but also fosters long-term loyalty and trust.

The use of social media marketing to cultivate lasting connections with customers is on the rise. Social media marketing is a powerful tool for companies of all sizes to stay competitive in today's market. Businesses have a better chance of reaching their target audience and establishing meaningful connections with them via social media.

The digital marketing strategy of Kopi Kulo leverages visual material on social media platforms to broaden the brand's reach, influence customers' favorable opinions, and establish a consistent brand experience in their minds. Nowadays, customers consider more than just their practical requirements when making product purchases; they also factor in their emotional investment in and engagement with businesses, especially in relation to their digital channels. That is why the formation and development of consumer behavior is intimately related to the effectiveness of social media marketing. It is possible to get insight into the changes in customer behavior by observing their reactions to published information, such as their interest in certain menu items, their involvement in promotions, and their propensity to buy or suggest goods to others.

Consumer behavior is influenced by social dynamics and the thoughts, feelings, and actions of individual consumers or groups of consumers (Sadikin, 2020). An individual's attitude toward the conduct, their perception of control over the behavior, and social pressure or subjective standards are the three key components that impact their intention to act, according to the Theory of Planned Behavior (TPB). This theory is useful for understanding and predicting human behavior since it considers both internal and external factors when making choices. According to Alimbudiono (2020), the Theory of Planned Behavior provides a thorough explanation of the underlying motivations for behavioral intention.

A consumer's dedication to continuously utilizing a product or service, despite pricing or environmental changes, is shown in brand loyalty. Loyal customers grow attached to the brand, favor recurring purchases, and may even advocate for the brand by telling others about it (Firmansyah, 2019). The term "customer satisfaction" describes the pleasure or dissatisfaction that results from contrasting a product's apparent performance with preconceived notions (Priansa, 2017). Social media marketing is a tactic used on social media sites to increase a product's brand awareness and connect with a larger target market (Oktriyanto, 2021). Conversely, brand awareness refers to a person's capacity to identify, remember, and distinguish a brand from others in a particular product category (Deka et al., 2019).

Bogor, like the rest of Indonesia, has seen a surge in the popularity of coffee shops in the last several years. Kopi Kulo is one well-known company that uses social media marketing to draw in customers, especially those from Generation Z. The goal of this strategy is to increase recognition of the brand and, in the long run, customer devotion to it. Having said that, a number of occurrences point to issues with this method. There seems to be a disconnect between online visibility and actual brand devotion, despite Kopi Kulo's heavy promotion on social media sites like Instagram and TikTok. Even if they're acquainted with the Kopi Kulo brand, some customers still complain about poor service and product quality, which might affect customer satisfaction ratings. Although young people are familiar with the Kopi Kulo brand, they have not yet developed a strong sense of loyalty to the product as a result of their positive experiences with the product. Kopi Kulo must assess the efficacy of its social media marketing campaign in fostering consumer happiness and loyalty in the face of intense competition in the coffee shop industry.

A pre-survey was carried out among Kopi Kulo consumers to determine the social media marketing components. Not surprisingly, 43% of respondents answered "yes," while 57% said "no." The pre-survey results show that Kopi Kulo's social media marketing campaigns have not fully succeeded in winning over consumers' favor. The fact that engagement, pleasure, and customization are considered unacceptable attributes clearly demonstrates this. The results of a pre-survey among Kopi Kulo consumers served as the basis for the examination of a brand awareness variable.

The pre-survey results showed that 60% of customers were against it and 40% were in favor. The pre-survey indicated that Kopi Kulo's underwhelming performance rendered brand recognition, recall, and top-of-mind inadequate in their efforts to raise brand awareness. The results of a preliminary survey among Kopi Kulo consumers were used to calculate the Brand Loyalty variable. Results showed that 60% of consumers responded negatively, whereas 40% positively. In particular, this shows that Kopi Kulo has space to grow in the areas of repeat business, habitual usage, and reluctance to switch brands in its efforts to cultivate brand loyalty. Before the poll, 43% of customers had already answered "yes" and 57% had already answered "no" on the customer satisfaction metric. Kopi Kulo's attempts to ensure consumer happiness have not been fully met as of yet, according to this. Customer service, product quality, and the overall customer experience are factors that might impact this outcome.

Results from earlier research have been conflicting. Social media marketing had no discernible impact on consumer satisfaction, according to research by Setiadi & Madiawat (2024); Fajri & Ma'ruf (2018) showed a

favorable and significant effect. Similarly, whereas Herawati et al (2023) showed a favorable and significant influence, Ramli et al (2023) concluded that brand awareness had no significant effect on consumer satisfaction. Social media marketing had a favorable and large impact on brand loyalty, according to Van & Fah (2022), while Faisal & Susanti (2023) indicated that brand awareness had a comparable effect. Moreover, Atthahirah & Agustini (2024) revealed that customer satisfaction positively and significantly affected Brand Loyalty. Al-Dmour et al (2023) emphasized that Social Media Marketing influences Brand Loyalty through the mediation of customer satisfaction, while Ranti & Arslan (2024) demonstrated that brand awareness indirectly affects brand loyalty via customer satisfaction.

Based on the problems that occurred at Kedai Kopi Kulo and the discovery of gap phenomena and research gaps from previous studies, it can be concluded that there are several factors that are the main obstacles to increasing brand loyalty. The purpose of this study is to analyze and determine the influence of Social Media Marketing and Brand Awareness on Customer Satisfaction and Brand Loyalty among Generation Z customers in Bogor, both directly and indirectly. This study also aims to examine the influence of Customer Satisfaction on Brand Loyalty, as well as the role of Customer Satisfaction as an intervening variable in the relationship between Social Media Marketing and Brand Awareness on Brand Loyalty.

LITERATURE REVIEW

Social Media Marketing's Effect on Customer Satisfaction

Indriyani & Suri (2020) state that marketing in the social media sphere encompasses all aspects of involvement in online communities where members share and discuss ideas, information, and expertise using conversational media, which are web-based apps. Nowadays, most consumers check social media for reviews and deals before buying anything. When consumers are content after making use of a business's products or services, this is known as customer satisfaction (Indrasari, 2019).

Social media marketing significantly and positively affects customer happiness, as shown in research by Fajri & Ma'ruf (2018) and Jaya and Tampubolon (2023). This inquiry may use this description to test the following hypotheses:

H₁: Positive and Significant Influence of Social Media Marketing on Customer Satisfaction.

Brand Awareness's Effect on Customer Satisfaction

According to Deka et al (2019), brand awareness is the capacity to identify, remember, and distinguish one brand from rivals. Customer satisfaction, according to Kotler & Keller (2018), is the expression of satisfaction or dissatisfaction that results from contrasting a product's apparent performance with preconceived notions.

According to studies by Oktavia & Sudarwanto (2023), Lengkong et al (2021), and Herawati et al (2023), brand awareness has a favorable and noteworthy impact on consumer satisfaction. The following theories can be put forth in this investigation based on this description:

H₂: Positive and Significant Influence of Brand Awareness on Customer Satisfaction.

Social Media Marketing's Effect on Brand Loyalty

The goal of social media marketing is to expand the reach of a business and its products by promoting them on various social media platforms. In their definition of social media marketing (Setianingtyas & Nurlaili, 2020), the authors state that this kind of marketing communication involves promoting products or services via social media platforms through interesting and engaging content with the goal of attracting and influencing customers. However, according to Haq et al (2025), brand loyalty is defined as the tendency for customers to repeatedly buy the same brand because they have a strong affinity for it.

Brand loyalty is positively and significantly impacted by social media marketing, according to research by Van & Fah (2022) and Swimbawa & Lemy (2023). The following theories can be put forth in this investigation based on this description:

H₃: Positive and Significant Influence of Social Media Marketing on Brand Loyalty

Brand Awareness's Effect on Brand Loyalty

The degree to which a brand is easily recalled and how rapidly it comes to clients' minds when they think of a certain product is known as brand awareness, according to Mahaputra & Saputra (2021). Brand loyalty is the tendency of consumers to continue purchasing or choosing products from the same brand, and it is often cultivated as a result of positive experiences after learning about and using the product. Brand awareness is, therefore, a vital first step in the development of brand loyalty since it is difficult to establish sustained loyalty without prior brand recognition. Accordingly, Eslami (2020) defines brand loyalty as a specific consumer response to a product that results from a positive brand perception.

Research shows that brand awareness has a favorable and considerable impact on brand loyalty (Faisal & Susanti, 2023; Rivaldo et al., 2023). The following theories can be put forth in this investigation based on this description:

H₄: Positive and Significant Influence of Brand Awareness on Brand Loyalty

Customer Satisfaction's Effect on Brand Loyalty

A customer's assessment of products or services after using them in comparison to their pre-consumption expectations is known as customer satisfaction. According to Riyanto & Tunjungsari (2020), satisfying the client's needs and desires results in sentiments of pleasure or discontent, depending on how well the perceived performance compares to expectations. Additionally, brand loyalty is the state in which customers have a favorable opinion of a brand, stick with it, and plan to keep buying it in the future, according to Monika & Kurniawati (2023).

According to studies by Atthahirah & Agustini (2024), customer happiness has a positive and significant impact on brand loyalty. Based on this description, the following hypotheses can be proposed for this investigation:

H₅: Positive and Significant Influence of Customer Satisfaction on Brand Loyalty

Social Media Marketing's Impact on Brand Loyalty via Customer Satisfaction

Nurjanah et al (2023) define social media marketing as "the process of promoting goods and services through the use of social media platforms" to increase sales and customer satisfaction through the use of targeted techniques to launch or advertise goods while establishing relationships with customers. Building strong connections between companies and customers requires social media marketing strategies that include engaging content, timely communications, and relevant promotions. These interactions have the potential to enhance the customer experience by influencing the level of client contentment. Firmansyah (2019) states that brand loyalty occurs when consumers consistently choose one brand over another within the same category; this includes both preference and buying behavior. Conversely, customer satisfaction is defined as the degree to which an individual has an emotional response in relation to a product or service in relation to their original expectations (Pramesti & Waluyo, 2019).

According to the findings of a study by Al-Dmour et al (2023), social media marketing significantly and favorably affects brand loyalty by increasing consumer satisfaction. The following theories can be put forth in this investigation based on this description:

H₆: Positive and Significant Influence of Social Media Marketing on Brand Loyalty Through Customer Satisfaction.

The Influence of Brand Awareness on Brand Loyalty Through Customer Satisfaction

Brand awareness is defined by Firmansyah (2019) as the degree to which consumers or prospective consumers are familiar with and able to name a brand. Kussudyarsana et al (2020) state that brand loyalty is a reflection of consumers' opinions and preferences about a brand's conduct. The cornerstone of customer satisfaction is contentment, which is born out of experiences that match or exceed expectations. Customer satisfaction is defined by Andini & Waluyo (2022) as the degree to which an individual feels after comparing their expectations with the actual results they obtain.

According to research by Ranti & Arslan (2024), brand awareness has a positive and significant impact on brand loyalty through consumer satisfaction. Based on this description, the following hypotheses can be proposed for this inquiry:

H₇: Positive and Significant Influence of Brand Awareness on Brand Loyalty Through Customer Satisfaction

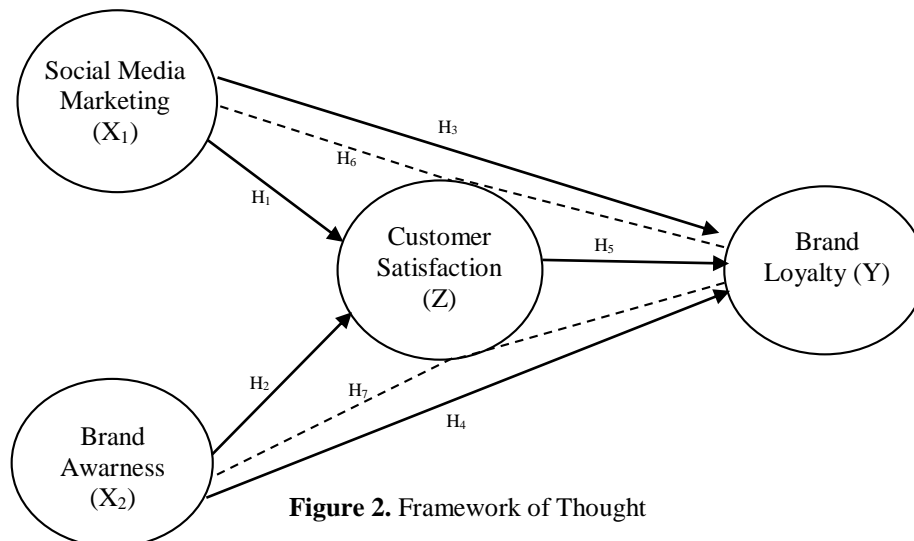


Figure 2. Framework of Thought

METHOD

Customer satisfaction was used as an intervening variable in this study to provide a general understanding of how social media marketing and brand awareness affect product brand loyalty. This study took a quantitative method. Sugiyono (2022) defines a quantitative approach as a research methodology grounded in positivism. This approach is used to investigate certain samples or population groups. Researchers employ particular tools to gather data. The gathered information is subsequently subjected to statistical or quantitative analysis. This method's objective is to test established theories. A descriptive and associative study design was employed.

This study combined a purposive sample strategy with a non-probability sampling method. Purposive sampling is carried out in accordance with certain criteria pertinent to the study aims, whereas non-probability sampling does not give every member of the population an equal chance of being chosen (Sugiyono, 2022). Customers who have visited Kopi Kulo, those who have made purchases there, and those in the 15–28 age range (Gen Z) were all included in the sample criteria. Since the precise population size was unknown, a method to estimate a minimum representative sample size was necessary, and the Lemeshow (1997) formula was used to establish the sample size. The sample size was determined to be 100 Generation Z respondents based on calculations using a 95% confidence level ($Z = 1.96$), a proportion ($P = 0.5$), and a margin of error ($d = 0.1$). The result was $n = 96.04$.

Additionally, path analysis was used in this investigation. Path analysis is a research technique that is mostly used to evaluate the degree of direct and indirect linkages between different variables, claims (Setyaningsih, 2020). Using customer happiness as an intervening variable, path analysis was utilized in this study to ascertain the indirect impact of social media marketing and brand awareness on brand loyalty.

RESULT

Customer Characteristics

The recapitulation of customer characteristics is as follows:

Table 2. Customer Characteristics

No	Characteristics	Customer Characteristics	Number of Customers	Percentage
1	Gender	Female	58	58%
2	Age	22 years	38	38%
3	Education	High School/Equivalent	52	52%
4	Occupation	Student	43	43%
5	Income	<1.000.000	36	36%

Based on Table 2, it is concluded that the majority of Kopi Kulo customers are women at 58% with 38 people or 38% of young people aged 22 years and under. Customers with a bachelor's degree dominate at 52 people or 52%, and the majority work as students at 43 people or 43%. The average income of customers is below Rp1,000,000 for 36 people, or 36%.

Results of the Normality Test

The outcomes of the Kolmogorov-Smirnov normalcy test are as follows:

Table 3. Normality Test of the First and Second Equations with Kolmogorov-Smirnov

		One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residual	Unstandardized Residual
N		100	100
Normal Parameters ^{a,b}	Mean	0	0
	Std. Deviation	3.94536351	0.75572424
Most Extreme Differences	Absolute	0.056	0.117
	Positive	0.054	0.111
	Negative	-0.056	-0.117
Test Statistic		0.056	0.117
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.154 ^c

Table 3, Sig (2-Tailed) value is 0.200, which means that it is greater than 0.05. Sig value (2-Tailed) is 0.154, meaning it is more than 0.05.

Multicollinearity Test Results

The following table shows the results of the first multicollinearity test:

Table 4. Multicollinearity Test Results for the First Equation

Model	Collinearity Statistic		Decision
	Tolerance	VIF	
Social Media Marketing	0,515	1,941	Multicollinearity Free
Brand Awareness	0,515	1,941	Multicollinearity Free

According to Table 4, both the tolerance and VIF values are more than 0.05 and fewer than 5, respectively. It follows that the variables of brand awareness and social media marketing do not exhibit multicollinearity in the regression model. The second test for multicollinearity is as follows:

Table 5. Results of the Second Equation Multicollinearity Test

Model	Collinearity Statistic		Decision
	Tolerance	VIF	
Social Media Marketing	0,428	2,337	Multicollinearity Free
Brand Awareness	0,421	2,375	Multicollinearity Free
Kepuasan Pelanggan	0,416	2,404	Multicollinearity Free

The results of the second multicollinearity test show that the regression model for the variables social media marketing, brand awareness, and customer satisfaction does not have any multicollinearity difficulties. This is because the tolerance value is bigger than 0.05 and the VIF value is less than 5.

Validity Test

SPSS version 25 was used to statistically analyze the findings of the validity test of the social media marketing variables and brand awareness on brand loyalty through customer satisfaction, which was conducted on 100 consumers. The social media marketing variable validity test yielded the following findings:

Table 6. The Result of the Validating Test

Variable	Item	r_{count}	r_{table}	Description
Brand Loyalty (Y)	1	0,770	0,3	Valid
	2	0,834	0,3	Valid
	3	0,800	0,3	Valid
	4	0,729	0,3	Valid
	5	0,715	0,3	Valid
	6	0,655	0,3	Valid
	7	0,606	0,3	Valid
	8	0,511	0,3	Valid
Customer Satisfaction (Z)	1	0,866	0,3	Valid
	2	0,876	0,3	Valid
	3	0,800	0,3	Valid
	4	0,865	0,3	Valid
	5	0,716	0,3	Valid
	6	0,835	0,3	Valid
	7	0,862	0,3	Valid
	8	0,853	0,3	Valid
	9	0,745	0,3	Valid
Social Media Marketing (X_1)	1	0,735	0,3	Valid
	2	0,804	0,3	Valid
	3	0,711	0,3	Valid
	4	0,719	0,3	Valid
	5	0,739	0,3	Valid
	6	0,756	0,3	Valid
	7	0,767	0,3	Valid
	8	0,729	0,3	Valid
	9	0,706	0,3	Valid
	10	0,698	0,3	Valid

Variable	Item	t_{count}	t_{table}	Description
Brand Awareness (X_2)	1	0,732	0,3	Valid
	2	0,839	0,3	Valid
	3	0,784	0,3	Valid
	4	0,865	0,3	Valid
	5	0,778	0,3	Valid
	6	0,751	0,3	Valid

The variables in this study that assess Brand Awareness, Social Media Marketing, and Brand Loyalty through Customer Satisfaction are legitimate, as indicated in Table 6. The fact that each item's computed r value is higher than the r table (0.3) serves as evidence of this. This demonstrates that every variable in the statement has been deemed legitimate.

Reliability Test

The reliability test results in this study were tested using the SPSS 25 program in the following table:

Table 7. Reliability Test Results

Variables	R	R^2	Regression Coefficient	Path Coefficient	t_{count}	Sig
Social Media Marketing (X_1)			0,077	0,241	2,333	0,022
Brand Awareness (X_2)	0,750	0,563	0,106	0,244	2,350	0,021
Customer Satisfaction (Z)			0,070	0,351	3,356	0,001

For every variable, the dependability levels were higher than the 0.6 cutoff. These findings demonstrate the validity of the measuring tools. Thus, it can be said that the tools used to gauge customer satisfaction, brand recognition, brand loyalty, and social media marketing yielded reliable findings.

Multiple Correlation Coefficient

Table 8. First Equation Path Analysis Results

Variables	R	R^2	Regression Coefficient	Path Coefficient	t_{count}	Sig
Social Media Marketing (X_1)			0,101	0,405	1,840	0,069
Brand Awareness (X_2)	0,764	0,584	0,139	0,424	4,443	0,000

The impacts of social media marketing and brand awareness on customer satisfaction were found to have an R^2 value of 0.584 (58.4%) using the first equation in Table 8. This shows that social media marketing and brand awareness account for 58.4% of the variation in customer satisfaction, with other factors not included in the model influencing the remaining 41.6%. After correction, the model's explanatory ability was confirmed by the Adjusted R^2 value of 0.576 (57.6%).

Table 9. Results of the Second Equation Path Analysis

Variables	R	R^2	Regression Coefficient	Path Coefficient	t_{count}	Sig
Social Media Marketing (X_1)			0,077	0,241	2,333	0,022
Brand Awareness (X_2)	0,750	0,563	0,106	0,244	2,350	0,021
Customer Satisfaction (Z)			0,070	0,351	3,356	0,001

Table 9 first equation shows that brand loyalty is affected by social media marketing, brand awareness, and customer satisfaction to the tune of 0.563 (56.3%). Specifically, it is shown that 56.3% of the variance in brand loyalty is accounted for by social media marketing, brand awareness, and customer satisfaction; the remaining 43.7% is impacted by characteristics that are not included in the model. The model's ability to explain the data was shown by the Adjusted R^2 score, which was 0.549 (54.9%) after correction.

Path Analysis

Testing the influence of intervening variables can use path analysis. Path analysis is an extension of regression analysis. The Pz_{e1} value is 0.645, and py_{e2} is 0.661.

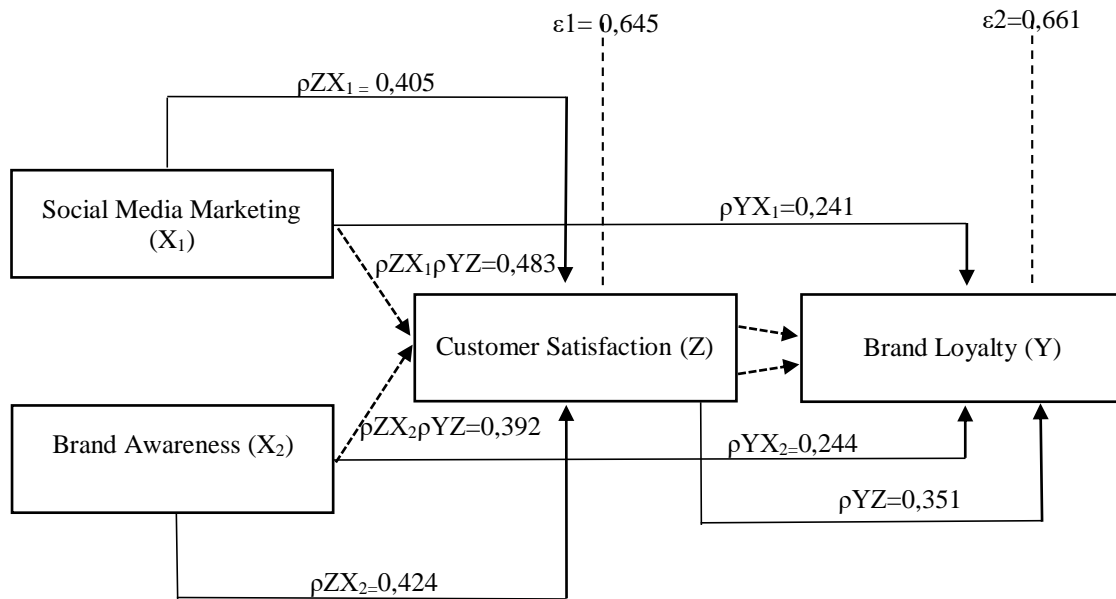


Figure 3. Path Analysis

The calculation results for direct and indirect influences between variables can be explained in the following table.

Table 10. Path Analysis Test Results

Variables	Influence	Customer satisfaction	Brand Loyalty	Total
Social Media Marketing	Direct	-	0.241	0.241
	Indirect	0.405	0.351	0.142
	Total	-	-	0.483
Brand Awareness	Direct	-	0.244	0.244
	Indirect	0.424	0.351	0.148
	Total	-	-	0.392

Through customer happiness, social media marketing affects brand loyalty both directly and indirectly. 0.142 (14.2%) is the indirect effect, while 0.241 (24.1%) is the direct effect. As a result, social media marketing has a 48.3% overall impact on customer satisfaction and brand loyalty (0.483).

Likewise, through consumer happiness, brand awareness influences brand loyalty both directly and indirectly. There is a 0.244 (24.4%) direct effect and a 0.148 (14.8%) indirect effect. Consequently, there is a 0.392 (39.2%) total impact of brand knowledge on brand loyalty as measured by consumer satisfaction.

T-test

The Social Media Marketing variable has a t-count value of 4.443 for $\alpha = 0.05$ and a t-table value of 1.661 with degrees of freedom $100-2-1 = 97$, according to Table 8. Ho is rejected while Ha is approved since the significance threshold is $0.000 < 0.050$ and the t-count is greater than the t-table ($4.443 > 1.661$). With degrees of freedom $100-2-1 = 97$, the Brand Awareness variable yielded a t-table value of 1.661 and a t-count value of 4.625 for $\alpha = 0.05$. Ho is rejected while Ha is approved since the significance threshold is $0.001 < 0.050$ and the t-count is greater than the t-table ($4.625 > 1.661$).

According to Table 9, the Social Media Marketing variable has a t-count of 2.333 and a significant value of $0.022 < 0.050$. This is higher than the t-table value of 1.661 with 97 degrees of freedom and $\alpha = 0.05$. As a consequence, Ha gets accepted while Ho is turned down. Ho is rejected, whereas Ha is approved because the Brand Awareness variable also had a t-count of 2.350, which was higher than the t-table value of 1.661 and had a significance of $0.021 < 0.050$. Additionally, the Customer Satisfaction variable has a significance of $0.001 < 0.050$ and a t-count of 3.356, which is higher than the t-table value of 1.661. Consequently, Ha gets accepted, and Ho is refused.

Table 11. Summary of T-Test Results

Hypothesis	Path of Influence	Statistical Test	Conclusion
H ₁	Social media marketing → customer satisfaction	4,443 > 1,661 0.000 < 0.050	Positive and significant impact
H ₂	Brand Awareness → customer satisfaction	4,625 > 1,661 0.001 < 0.050	Positive and significant impact
H ₃	Social Media Marketing → Brand Loyalty.	2,333 > 1,661 0.022 < 0.050	Positive and significant impact
H ₄	Brand Awareness → Brand Loyalty	2,350 > 1,661 0.021 < 0.050	Positive and significant impact
H ₅	Customer satisfaction → Brand Loyalty.	3,356 > 1,661 0.001 < 0.050	Positive and significant impact

DISCUSSION

Customer Satisfaction is Positively and Significantly Impacted by Social Media Marketing

The t-value of 4.443 derived from the statistical test results is more than the t-table value of 1.661 at a significance level below 0.050. As a result, it may be claimed that H₀ is rejected while H_a is accepted. This suggests that social media marketing has a favorable and substantial influence on customer satisfaction. These results show how important Kopi Kulo's social media marketing strategy is to providing customers with a positive experience. Social media serves as a direct channel of communication between the business and its customers, in addition to being used for promotion. Advertising materials, product photos, and videos of drinks being given are a few examples of visually appealing content that have been demonstrated to attract viewers and arouse their interest in trying the product.

The conclusions of this survey are further supported by customer interviews conducted between April 23 and 26, 2025, which found that the majority of consumers first discovered the Kopi Kulo brand via social media, particularly Instagram. They were intrigued to give the offering a try after viewing appealing material on their account homepages.

Kotler & Armstrong (2018), the theory of consumer behavior provides a framework for understanding the steps buyers take before committing to a purchase, including identifying a need, gathering relevant information, and finally making a final choice to buy. This approach relies heavily on data collected from social media platforms. Individuals' attitudes toward conduct, subjective standards, and perceived behavioral control are the three primary determinants of behavior intention (TPB) according to Alimbudiono (2020), Theory of Planned Behavior (TPB). By this logic, engaging and relevant social media material promotes good attitudes, societal standards, and consumer convenience. All things produced by Kopi Kulo. Furthermore, according to Oktriyanto (2021) theory of social media marketing, the success of such campaigns depends on how much information, interaction, and value the content can provide to the target demographic. When initiatives are in line with consumer trends and tastes, social media may be a platform for building long-lasting connections with consumers as well as a tool for advertising. The results of the study also support Priansa (2017) definition of satisfaction, which is the level of feeling a consumer has after assessing how effectively a product or service satisfies their needs. If the performance meets or exceeds their expectations, they will be happy. The results of this study corroborate those of earlier research by Jaya & Tampubolon (2023) and Fajri & Ma'ruf (2018), which found that social media marketing significantly and favorably affected consumer satisfaction.

Customer Satisfaction is Positively and Significantly Impacted by Brand Awareness

Based on the statistical test results, which show a significance level of $0.001 < 0.050$, the calculated t-value (4.625) is greater than the tabulated t-value (1.661). By rejecting H₀ and accepting H_a, we may see that brand comprehension has a positive and substantial effect on customer pleasure. This indicates that consumers are more aware of the Kopi Kulo brand in proportion to their level of satisfaction with it. Brand recognition has a substantial effect on how consumers first see a product. Those consumers who have heard of Kopi Kulo previously are more likely to have opinions on the brand before buying it.

The findings are supported by customer interviews conducted from April 23-26, 2025, which revealed that the majority of consumers are familiar with Kopi Kulo via exposure to marketing, social media, and personal recommendations. Customers are more likely to have faith in the brand and its offerings after extensive exposure to it. As a result, people are more likely to give the product a try, and after buying it, the vast majority of them are pleased with their purchase since it lived up to or even exceeded their expectations.

The study's results are in line with the theory of consumer behavior put out by Kotler & Armstrong (2018). This theory states that before buying a product, consumers form their attitudes and expectations about it based on the information they learn about it. These attitudes and expectations then influence their level of satisfaction after using the product. According to Alimbudiono (2020), the Theory of Planned Behavior (TPB), an individual's attitude toward conduct, subjective norms, and perceived behavioral control are the three main elements that

influence their intention to behave. Here, factors that impact purchases and ultimately lead to consumer contentment include positive reviews of Kopi Kulo, social support from friends and social media, and the ease of access to the product. Also, according to Deka et al. (2019), brand awareness is when people can recognize and remember a brand no matter what, which impacts their choices and purchases.

This lends credence to Priansa (2017) assertion that, when a product lives up to or above expectations, customer happiness soars. Previous research by Herawati et al (2023), Oktavia & Sudarwanto (2023), and Lengkong et al (2021) corroborates these results, demonstrating that brand awareness significantly influences customer satisfaction.

Brand Loyalty is Positively and Significantly Impacted by Social Media Marketing

The calculated t-value is 2.333, and the tabulated t-value is 1.661. According to the statistical test findings, the significance value of $0.022 < 0.050$. It is reasonable to conclude that social media marketing has a substantial and positive effect on brand loyalty because H_k is accepted and H_0 is rejected. This study found that to increase customer loyalty, social media marketing tactics were crucial. An increase in customer engagement may be achieved by consistently publishing interesting, informative, and relevant content across various social media platforms. As time goes on, this engagement has the potential to develop strong emotional bonds with customers, encouraging them to continue choosing the brand and even recommending it to others.

Confirming the findings of this research, interviews conducted with Kopi Kulo consumers between April 23-26, 2025, revealed that the majority of customers learned about new items, sales, and events via social media. Creating a favorable experience and growing a connection to the brand is believed to be possible via engaging visual material and interactive communication. One factor that helps build client loyalty is the trust that is established via this connection.

These results are consistent with the theory of consumer behavior put out by Kotler & Armstrong (2018). According to this theory, brand loyalty is shown when consumers who are highly active in making a purchase continue to buy the same brand. In addition, according to Alimbudiono (2020) Theory of Planned Behavior (TPB), customers' intentions to stay loyal to a brand are affected by their positive attitudes towards the brand, social influences from their environment, and how easy they perceive the product to be to access and buy. According to Ebrahim (2020) theory of social media marketing, which states that social media is a strategic way to develop deep connections with customers via the display of engaging, relevant, and meaningful information, these findings are further supported. This is corroborated by Indrasari (2019), definition of customer satisfaction, which argues that it is the result of comparing the performance that consumers really got with their expectations. When a product exceeds expectations, it makes the customer happy, which in turn encourages them to do good things like buy more of the product and recommend it to others. This study's conclusions are in line with those of earlier research by Swimbawa & Lemy (2023), Al-Dmour et al (2023), and Fariandi & Ariani (2022), all of which found that social media marketing significantly and favorably affects brand loyalty.

Brand Loyalty Is Significantly and Favorably Affected by Brand Awareness

The statistical test findings revealed a t-value of 2.350, above the 1.661 t-table value, at a significance level of $0.021 < 0.050$. Given the rejection of H_0 and acceptance of H_a , it is reasonable to assume that brand knowledge significantly influences brand loyalty for the better. It seems that customers who have a stronger connection to a brand tend to stick with it longer. Bringing more attention to the brand is clearly the key to winning over devoted customers in this case. A higher level of interest and confidence in Kopi Kulo products is associated with consumer familiarity with the brand via advertising, word of mouth, or social media.

Interview data collected between April 23 and 26, 2025, provide credence to the study's conclusions by showing that most buyers were acquainted with the Kopi Kulo name before buying their first bottle. This proves that having a good understanding of a brand may encourage positive feelings and more sales from the target audience.

These findings are in line with the theory of consumer behavior put out by Kotler & Armstrong (2018). According to this theory, customers' loyalty and purchasing decisions are impacted by brand awareness at the recognition and assessment phases of a product. In addition, Alimbudiono (2020), Theory of Planned Behavior (TPB) states that customers' likelihood of brand loyalty depends on their favorable impression of the product, relevant social norms, and how easy it is to get their hands on the product. Also, according to Deka et al (2019), who put forth the Brand Awareness hypothesis, brand awareness is when consumers can recognize and remember a brand no matter what. With such high brand recognition, it's clear that Kopi Kulo has made an impression on customers and affected their buying habits. The concept of brand loyalty given by Firmansyah (2019)—that is, consumers' steadfast determination to repeatedly buy a brand despite the availability of other brand alternatives—is comparable to this. Furthermore, the results of this study are consistent with previous studies by Faisal & Susanti (2023) and Rivaldo et al (2023), which also show that brand awareness has a large and positive impact on brand loyalty.

Brand Loyalty is Positively and Significantly Impacted by Customer Satisfaction

The t-value of 3.356, obtained from the statistical test, is above the t-table value of 1.661 at a significance level of $0.001 < 0.050$. This leads to the acceptance of H_a and the rejection of H_0 . This provides strong evidence that consumer satisfaction significantly impacts brand loyalty. A key component in the development of brand loyalty, according to the study's results, is the degree to which Kopi Kulo goods or services are enjoyed. Happy consumers are more likely to buy from a business again, tell their friends about it, and remain loyal to a product over time.

Interviews done between April 23 and 26, 2025, corroborate these findings by showing that most consumers are pleased with Kopi Kulo's goods in terms of flavor, service, and consistency. When consumers are happy, it fosters a good experience, which in turn makes them more loyal to the company. This satisfying experience is a big reason why people continue to purchase Kopi Kulo and why they prefer it over other brands.

Loyalty from satisfied customers lasts longer, according to consumer behavior theory (Kotler & Armstrong, 2018). Consumers who are happy with the products or services they get are more likely to recommend those products or services to others and buy from those businesses again. According to Alimbudiono (2020), this is also pertinent to the Theory of Planned Behavior (TPB). TPB explains that factors like positive attitudes toward the brand, social norms in the surrounding environment, and perceptions of ease of purchase influence the intention to take actions like repeat purchases or product recommendations. In addition, the idea of customer satisfaction put out by Priansa (2017) and Haq et al (2025) is consistent with these results; according to this theory, customers are satisfied when a product or service lives up to their expectations. Positive actions, like brand loyalty and referrals, are set in motion when people are satisfied. Also, in keeping with Firmansyah (2019), the definition of brand loyalty, which is the firm resolve of consumers to repeatedly buy a product or service despite advertising from other brands, makes sense. Furthermore, research by Atthahirah & Agustini (2024) supports these findings, with results showing that the customer satisfaction variable has a positive and significant effect on brand loyalty.

Through Customer Satisfaction, Social Media Marketing Significantly and Favorably Affects Brand Loyalty

The Sobel test revealed that the Z-value (2.68) exceeds the Z-table value (1.96). This shows that the connection between social media marketing and brand loyalty may be mediated by consumer happiness. We may reasonably infer a mediation effect from the fact that social media marketing has a substantial indirect impact on brand loyalty via consumer happiness. There is a two-way street between increased consumer happiness and increased brand loyalty when it comes to social media marketing strategies. Positive experiences are generated, and customer satisfaction is increased when customers gain from the discussions, information, and content shared on social media. Ultimately, this contentment fosters a stronger emotional connection with the organization and promotes loyalty over the long run.

Extensive interviews conducted with other clients from April 23-26, 2025, corroborated these findings. Information, engaging material, and interactions offered via social media made most respondents feel both helped and more connected to the company. Because of these wonderful encounters, they were even more satisfied and resolved to stick with the brand.

According to the theory of consumer behavior put forward by Kotler & Armstrong (2018), which emphasizes the importance of experience and fulfillment, these results are in line with that theory. When consumers are very satisfied, they are more likely to stay loyal to a brand rather than switch to a rival. In addition, according to Alimbudiono (2020), the Theory of Planned Behavior (TPB), good attitudes toward the product, environmental social norms, and the perception of ease of acquisition all impact customers' intentions to continue using the product. Ebrahim (2020) agrees with the study's conclusions and says that marketing on social media is essential for building relationships with consumers by sharing material, interacting with others, and communicating with them in general. This, in turn, increases customer satisfaction and loyalty. Customer satisfaction is a result of both rational and subjective evaluations of the purchasing experience (Haq et al, 2025). A satisfied customer is more likely to remain a loyal customer. These findings are also in line with the study of Al-Dmour et al (2023), which discovered that social media marketing significantly and favorably affects customer satisfaction and brand loyalty.

Through Customer Satisfaction, Brand Awareness Significantly and Favorably Affects Brand Loyalty

The results of the Sobel test showed a Z-value of 2.72, which is more than the Z-table value of 1.96. This proves that customer happiness mediates the relationship between brand recognition and brand loyalty. It is reasonable to assume that mediation takes place since research shows that brand knowledge significantly influences brand loyalty indirectly via consumer satisfaction. In other words, increasing consumer happiness is one indirect way in which brand knowledge affects brand loyalty. Customers who have a deep connection to a brand, like Kopi Kulo, will have high standards for both the product and the service they get. If these standards are not only reached, but also exceeded, consumers will be delighted and loyal. The likelihood of fostering

contentment, which leads to increased loyalty, rises in tandem with the likelihood of building brand familiarity. Being familiar with the brand makes people more likely to try the product, which increases their likelihood of liking it and being loyal to it in the long run.

Extensive interviews that were conducted from April 23 to 26, 2025, corroborate these findings. Consumers have a long history with the brand, have faith in the quality of the items, and are pleased with the service they get from Kopi Kulo, according to most consumers.

These results are in line with Kotler & Armstrong (2018) consumer behavior theory, which describes how perceptions, experiences, and pleasure from brand encounters affect consumers' decision-making. Consequently, raising brand awareness is the first step in building long-lasting relationships between customers and brands. According to Alimbudiono (2020), the Theory of Planned Behavior (TPB), consumers' intention to continue with a brand is influenced by positive attitudes, subjective social standards, and perceptions of ease of obtaining things. This is supported by the perspective of Deka et al. (2019), who define brand awareness as the ability of consumers to recognize and recall brands in certain product categories. Furthermore, according to Priansa (2017), customer satisfaction is the level of feeling elicited when a product's performance is compared to the customer's expectations; if the expectations are fulfilled, contentment will arise, strengthening the brand's bond with the consumer. Firmansyah (2019) goes on to say that brand loyalty is the commitment of a consumer to consistently make repeat purchases even in the face of a large number of competing goods. The findings of Ranti & Arslan (2024), who claim that brand awareness significantly and favorably influences brand loyalty through consumer satisfaction, are consistent with the findings of this study.

CONCLUSION

These findings are a product of the inquiry and the testing of hypotheses that took place: There is a positive and substantial correlation between social media marketing and happy customers. Customer happiness is positively and significantly impacted by brand awareness. There is a positive and substantial correlation between social media marketing and increased brand loyalty. Furthermore, there is a positive and substantial relationship between brand awareness and brand loyalty. Encouraging customer happiness leads to increased client loyalty. By making customers happy, social media marketing greatly increases brand loyalty.

Research Implications

The findings of this study are consistent with Kotler & Keller (2018) theory of consumer behavior, which holds that consumers choose, buy, use, and discard things in order to satisfy their needs and wants. Customer satisfaction assesses if the experience lives up to expectations, while social media marketing and brand awareness affect how consumers identify and think about a company. Therefore, in order to foster strong brand loyalty, businesses must successfully manage digital marketing tactics, raise brand awareness, and uphold customer satisfaction to keep customers loyal to the brands they offer.

Suggestion

The suggestions that the author can provide based on this research are as follows: Social Media Marketing was found to have the lowest score, namely, consumers frequently interact with Kopi Kulo's social media accounts. The company should create posts on social media that can build interaction between consumers and Kopi Kulo; Brand Awareness was found to have the lowest score, namely that consumers do not need to think twice to mention Kopi Kulo. The company needs to increase brand recall so that consumers can spontaneously mention Kopi Kulo without thinking twice. Strategies that can be implemented include strengthening the brand's visual identity (such as logo, color, and tagline), increasing content consistency on social media, and expanding exposure through attractive and memorable promotions. Brand Loyalty was found to have the lowest score, namely that I have a habit of consuming Kopi Kulo at certain times. Kopi Kulo can create special promotions or programs at certain times, such as morning or afternoon discounts, so that consumers are encouraged to make Kopi Kulo a part of their daily routine. In addition, creating content that invites consumers to enjoy coffee at specific times can also help form these habits. The smallest instrument for customer satisfaction was that the taste of Kopi Kulo provided was better than other coffee brands. Kopi Kulo needs to continuously improve its taste to surpass other brands, for example, by innovating its recipes and maintaining consistency across all outlets. Furthermore, regularly soliciting customer feedback can help tailor the flavor to meet consumer preferences. Future researchers can use this research as a reference. It is recommended that they explore other variables that influence brand loyalty to obtain more varied results and potentially greater significance.

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