

How Social Media Impacts on Customer Brand Engagement, Brand Trust and Brand Loyalty

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ABSTRACT

This research analyzes the effect of Social Media Marketing Activities, Customer Brand Engagement, and Brand Trust on Brand Loyalty. Currently, coffee drinks and activities have become a trend for the community. Starbucks, the world's largest coffee shop company, was born with a luxurious image. By demographic class, the Starbucks customer segment is middle to upper class, classified as a masstige brand. The masstige brand position is between the upper mid-level and super premium courses. Business competition for masstige brands is more sophisticated and global, which expedites adapting communication technology to build brand loyalty. Social media marketing activities reinforce brand loyalty through customer engagement to improve customer relations. Even the transfer of information between brands to customers through social media has the potential to boost brand trust. The research method used is quantitative. This research questionnaire was distributed online to 210 customers of the masstige brand Starbucks in three major cities in East Java Province. The data were analyzed using PLS. This study's results show that the 5 hypotheses significantly affect the dependent variable. It indicates that implementing Social Media Marketing Activities, CBE, and BT strategies can improve BL on customers of masstige brand Starbucks.

Keywords: *social media marketing activities; customer brand engagement; brand trust; brand loyalty; masstige brand*

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh *social media marketing activities*, *customer brand engagement*, dan *brand trust* terhadap *brand loyalty*. Saat ini duduk di kafe dan mengerjakan sesuatu menjadi sebuah tren bagi masyarakat. Starbucks merupakan *brand* yang terlahir dengan citra mewah. Segmen pelanggan Starbucks adalah menengah keatas sehingga masuk dalam kategori *masstige brand*. Level *masstige brand* berada diantara kelas menengah ke atas dan kelas atas atau *super premium*. Persaingan bisnis produk *masstige brand* yang semakin modern dan global, memicu proses adaptasi teknologi komunikasi dalam rangka membangun *BL*. Penguatan *BL* dapat dilakukan dengan pemanfaatan *SMMA*, melalui *CBE* sehingga bisa meningkatkan hubungan baik dengan pelanggan. Bahkan Transfer informasi diantara *brand* pada pelanggan melalui media social dapat menimbulkan *BT*. Metode penelitian yang digunakan adalah kuantitatif. Kuesioner penelitian ini disebar secara online pada 210 pelanggan kategori *masstige brand* yakni Starbuck di tiga kota besar di Provinsi Jawa Timur. Data dianalisis menggunakan PLS. Hasil penelitian ini menunjukkan dari 5 hipotesis berpengaruh signifikan terhadap variable dependen. Hal ini berarti jika penggunaan strategi *SMMA*, *CBE* dan *BT* dapat memberi pengaruh dalam upaya meningkatkan *BL* pada pelanggan produk *masstige brand* Starbucks.

Kata Kunci: *Aktifitas pemasaran di social media; keterlibatan pelanggan; kepercayaan merek; loyalitas merek; merek masstige*

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1. INTRODUCTION

The changing consumer behavior resulting from the rise of the national economy has followed a shift in individual tastes in consumption references. Nowadays, coffee drinks and activities have become a culture for the people. Starbucks, the world's largest coffee shop company, was born with a luxurious image. Some *masstige* products that appear as "products that are born *masstige*" such as Starbucks, Victoria's Secret, and Apple (Kumar et al., 2020, Paul, 2019).

Starbucks customer by demographic class segment is middle to upper class, so it is classified as a *masstige* brand. The *masstige* brand position is between the upper mid-level and super premium courses. *Masstige Brand* is defined as a product with prestige but is mass-produced (Fetais et al., 2022; Robertson et al., 2022). According to Goyal (2021), the *Masstige Brand* is a mass-produced product that is premium, high quality, and easily accessible. So we can conclude that Starbucks is a *masstige* brand category. Engagement between customers and Starbucks is built over time. This relationship is about interaction in many forms, from questions, comments, and purchases to after-sales service after they make a purchase. Even Haskova (2015) states that the distribution of Starbucks' market goals is individuals with high income.

The internet has become a basic necessity for society. Social media is one of the most widely used communication media. The use of social media has also become commonplace. The shift in communication tools can be utilized as a marketing innovation for companies (Cheung et al., 2020; Yadav & Rahman, 2017). Generally, social media marketing can be defined as the process that utilizes social media technologies and channels to create, communicate, and deliver marketing offerings that enhance the company's stakeholders' value (Tuten & Solomon, 2017; Yadav & Rahman, 2017, 2018).

Information on a brand's social media account can be used as a reference for customers before they make a transaction decision (Algharabat et al., 2020). This information is helpful for customers so that they can increase their knowledge of a brand and trigger the emergence of brand trust (Althuwaini, 2022).

A brand's activities can be monitored from information updates on social media. So that

interactions on social media can be used as a source of the latest information. Information updates between customers usually occur in the comment column. Interaction between customers and brands also occurs in the comment column session. This relationship becomes dynamic when there is 2-way interaction in the comment section, so customers looking for information updates can find information that suits their needs (Ebrahim, 2020).

The ease of access from various social media platforms makes fostering customer engagement necessary to gain future benefits. Previous research states the need to build relationships with post-purchase customers (Sohail et al., 2019). This good relationship strengthens a sense of love for a brand to create brand loyalty (Lamkadem & Ouiddad, 2021). The connection between customer and brand could define how loyalty will increase. Maintaining good customer relationships is an asset for the company in the future. This is related to marketing strategies where maintaining customer loyalty can minimize costs compared to finding new customers. Therefore, the relationship between customers and the company can be maintained through social media (Hollebeek, 2014).

Brand loyalty can be done by strengthening relationships with customers through social media (Algharabat et al., 2020). Customer brand engagement is an effort from the brand to involve customers in increasing the company's value. Previous research discusses the relationship or influence of Social Media Marketing Activities (Social Media Marketing Activities), such as in (Fetais et al., 2022; Lamkadem & Ouiddad, 2021) which states that Social Media Marketing Activities influences Customer Brand Engagement (CBE). This means that online customer engagement in social media is essential.

According to Kim & Ko (2012), social media is a communication channel companies use in the marketing agenda. So et al. (2014), CBE is an effort from the company to motivate, empower, and measure the extent of voluntary contributions by customers seen from the marketing function. CBE is the long-term relationship built for years, not only one interaction between brand and customer. CBE, in the context of social media, is the ability to create awareness in customers' minds about the

brand by interacting through social media. Hollebeek (2014) and Ebrahim (2020) found that the Social Media Marketing Activities attribute directly affects brand loyalty and indirectly affects brand equity through the mediating variable of brand trust. It aligns with research conducted by Sohail et al. (2019), which states that brand community, entertainment, interaction, and customization are significantly and positively related to brand trust and loyalty.

Research conducted on coffee shops by Ibrahim et al. (2021), describes if Social Media Marketing Activities significantly positively affect brand loyalty, trust, and revisit intention. In another study, Ibrahim (2021), with the object of hotel ratings, explained that Social Media Marketing Activities positively influences brand loyalty, purchase intention and brand trust. According to Althuwaini (2022), several Social Media Marketing Activities elements, such as customization, entertainment, and promotion, have the most impact on brand trust and loyalty. This study found the role of brand trust as a mediating variable for brand loyalty in Social Media Marketing Activities.

Fetais et al., (2022) discovered that Social Media Marketing Activities significantly impact premium fashion products. The limitations of the previous ideas emphasized the need for research on masstige brands in other industries. Therefore, this study will investigate masstige brands in the food and beverage sector, explicitly examining the trademark Starbucks.

This study addresses the need for previous research on brand loyalty towards masstige brands, explicitly focusing on Starbucks. Starbucks is a brand that falls between the middle class and prestige, with a premium image and easily accessible product distribution (Fetais et al., 2022; Robertson et al., 2022).

Several studies have examined the impact of Social Media Marketing activities on customer brand engagement and brand trust, subsequently influencing consumer loyalty. However, these studies specifically concentrated on the masstige brand within the food and beverages sector, emphasizing the Starbucks brand.

2. LITERATURE REVIEW

a. Marketing

Kotler & Zaltman (1971) also stated that marketing is planning, implementing, and evaluating marketing techniques used to

influence people so they want to accept an idea and get involved in the program.

According to K. Kotler (2009), marketing has two definitions: social and managerial. Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging value products with others. Marketing activities aim to gain financial benefits.

According to Kotler & Amstrong (2016), "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is meeting needs profitably". By this definition, marketing is an endeavor undertaken by organizations or individuals to satisfy consumers' demands and deliver advantages.

b. Consumer Behaviour

Foxall (2001) defines consumer behaviour as a dynamic interaction of influence and cognition, behaviour, and the environment in which humans exchange aspects of their lives. According to Kotler (1988), consumer behaviour studies how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Foxall (2001) stated that consumer behaviour is the interaction between influence and awareness, behaviour, and the environment where humans exchange aspects of life. The model of consumer behaviour is a marketing stimulus or marketing stimulus that occurs from information about products/services, prices, distribution and communication. Another stimulus arises from other factors such as economy, technology, politics, and culture; all of that information is included. After that, consumers will process all the information based on consumer psychology and characteristics.

In the study of Godey et al. (2016), they assess the influence of Social media marketing activities on brand awareness and brand image and their impact on consumer behaviour. The findings support the significant influence of entrainment, interaction, and trendiness (Social media marketing activities) on building brand loyalty.

Consumer psychology occurs through motivation, perception, learning and memory of a product or service obtained from marketing and other stimuli. In addition to the existence of consumer psychology, there are also consumer

characteristics consisting of cultural, social, and personal characteristics of consumers towards a product or service before making a purchasing decision. The last model of the consumer behaviour model is the purchase decision. At this stage is the conclusion in the form of a response that appears which product will be selected, which brand will be selected, which place or shop will be addressed to buy the product and the time determined to decide to buy the product, and the right time to make payments for the selected product or service.

In his study, Ismail (2017) reveals that Social media marketing activities can enhance customer loyalty to the brand and influence the brand and value consciousness. Social media marketing may need to be more effective to create a positive brand image in consumers' minds and enhance brand loyalty. Consumers following brands on social media have a specific image in their minds and may even be loyal to them.

Social media increases companies' relationship capital by enhancing customer relationships positively influencing purchasing intentions (Mohammadpour et al., 2014). This statement increases the power of social media to shape customer behaviour.

c. Social Media Marketing Activities

According to Kim & Ko (2012), social media is a standard communication channel companies use in marketing activities. Social media can be interpreted as online application programs, platforms or mass media tools that facilitate user interaction, collaboration or content sharing. Ashley & Tuten (2015) also mentioned that social media is a culturally based form of online advertising from social communities encompassing social networks, virtual worlds, social news sites and social opinion-sharing sites for communication. Social media has the advantage of changing traditional communication into two-way communication, allowing for mutual responses to the point of view. The speed of communication and the numerous information sources attract.

A social network is thus a channel in the community zone of social media that focuses on collaboration, conversation, and sharing among users. Although all social media channels allow for a networked relationship, interaction and collaboration are the central theme of social networks. People online want to share their

experiences and interests, build relations, and discuss ideas with others (Zaglia, 2013).

Social media marketing uses social media technologies, channels and software to create, communicate, deliver and exchange offerings that have value for organizational stakeholders. Then, social media influences consumer behaviour broadly, from providing information, sharing ideas, gaining awareness and understanding, and visualizing behaviour after purchasing without purchasing (Tatar & Eren-Doğmuş, 2016).

Cheung et al., (2021) describe social media capabilities that can be considered in shaping consumer behaviour, ensuring brands change their communication strategy using social media and reducing traditional marketing activities. Social media makes it possible to have an integrated communication platform at a much lower cost. In addition, Social Media Marketing Activities are a multidimensional construct that contains interaction, customization, entertainment, trendiness and electronic word-of-mouth (eWOM) (Kim & Ko (2012). Entertainment represents the hedonic aspect, the fun and pleasure acquired from social media usage.

The dimension of interaction describes the contribution of users to brands on social media platforms. Trendiness represents the degree to which the information provided through social media is new and up-to-date. Customization represents the extent to which the service satisfies different tastes of customers based on their demands. Word-of-mouth refers to the informal communications among users that hold opinion exchange and recommendations.

Thus, this study investigates the effect of Social Media Marketing activities that can change user behaviour.

d. Customer Brand Engagement

Hollebeek (2014) and Fournier (1998) stated that in the past three decades, compelling research has emerged discussing the relationship between customers and consumers. Park & Ha (2021) explained that marketers must use social media to increase customer engagement; otherwise, social media means nothing. Hollebeek (2011) defines customer-brand engagement as "the level of an individual customer's motivational, brand-related and context-dependent state of mind characterized

by specific levels of cognitive, emotional and behavioral activity in direct brand interactions.”

It is in line with the statement from Kotler & Armstrong (2016) that customer brand engagement is a way for companies to make brands a meaningful part of conversations and customer lives by increasing direct and continuous customer engagement to shape conversations and brand experiences.

So et al. (2014) define *customer brand engagement* as a marketing activity oriented to customer psychological behavior, where consumer involvement is a consumer action toward the response of the designated manufacturer to minimize risk and maximize profits on product purchases. Customer engagement with a brand is the customer’s brand-related, motivational, and context-dependent state described by specific levels of affective, cognitive, and behavioral activities (Hollebeek et al., 2019). Customer engagement has been found to affect customer perception, purchase intention, repurchase behavior, and word-of-mouth intention.

While most studies take an intra-individual, consumer psychology-based perspective, Van Doorn et al. (2010) adopt a more company-centric interpretation by seeing the influence of certain customer engagement behaviors through an organizational lens. From the firm’s point of view, customer engagement requires satisfying their needs (Hollebeek et al., 2019).

Hollebeek (2014) explained that customer brand engagement is a positive consumer value related to a brand, both in cognitive activity and emotional and customer behavior while interacting with a brand, including the dimensions of customer brand engagement, including cognitive processing, affection, and activation. The psychological state is generated by the positive interaction between consumers and the brand, including customer experience and the co-creation experience between both actors.

e. Brand Trust

From a marketing perspective, *brand trust* is defined as customers' willingness to revisit a brand in the context of a particular brand (Mckinney & Benson, 2013). Tatar & Eren-Erdogmuş (2016) define that social media provide good communication; the interaction in between has instant feedback and generates

objective content, compared to other channels such as traditional promotion. *Customer trust* in the brand is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will lead to positive results

Customer trust in the brand is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will lead to positive results (Lau & Lee, 1999). It thus involves the firm's benevolence to work in its customers' best interest to enhance trust, including safety and reliability (Chaudhuri & Holbrook, 2001). In an uncertain environment, trust exists as an implicit set of beliefs that no one is taking advantage of the situation, particularly when rules cannot guarantee others expected behavior.

Khong et al. (2013) argued that trust in social media platforms is also built through consumer empowerment or the existence of psychological and structural conditions through user perceptions of increased ability to share information and simply access and make transactions on social media. Virtual communities are considered part of the network effect influencing trustworthiness and trust.

Consumers immensely trust community members who are responsive and confident in sharing information and personal experiences with others. *Brand trust* can be defined as confidence in customers to rely on the brand's ability to carry out its functions and be accountable for attracting and satisfying customers.

Pentina, Zhang, and Basmanova (2013) assume that the match between a user’s personality and social media is related to trust in the site. Their study confirms that trust plays an essential role in social media since it is related to users’ behavioral responses, such as intentions to continue using the social network in the future and to recommend it to others. This dimension of trust is related and used to assess affective trust that concerns one’s emotional ties and concern for the welfare of others.

The interaction orientation of social media fosters affective trust more than traditional websites (Calefato, Lanubile, & Novielli, 2015). These firm-created or user-generated communications increase brand trust and enhance customer relationships. Few studies have examined the relationship between Social

Media Marketing activities and trust, which this study aims to fulfill.

f. Brand Loyalty

According to Schiffman & Cohn (2009), Brand Loyalty (BL is a customer preference to continuously purchase products with certain service specifications on the same brand so that customers can conclude if the customer will repurchase the product or service according to what customers expect.

Repeat purchases are consistently interpreted as brand loyalty. Park & Ha (2021) stated that the concept of loyalty is associated with behavior and attitudes, so customer loyalty is formed based on the assumption that from the start, customers process information to form a belief, and from this belief emerges basic attitudes (attitudinal) that trigger behavior (behavioral) by deciding to stick with the same brand. The Attitudinal aspect of loyalty refers to a consumer's psychological predispositions, including attitudes, preferences, and commitment toward a brand.

Therefore, attitudinal loyalty draws the factors underlying the biased behavior of repeat purchases (Tatar & Eren-Erdogmus, 2016). *Brand loyalty* is the deeply held commitment toward rebuying the brand in the future regardless of situational factors (Chaudhuri & Holbrook, 2001).

Customers naturally repurchase from specific brands and are willing to pay more for them in categories of brand loyalty. Customer loyalty is a gold asset for the company; the marketing team will set the marketing activities on the antecedents of brand loyalty (Sohail, et al 2019). Brand loyalty depends on customer behavior and considering the impact of social media usage and marketing efforts.

The experiences that customers have when engaging with a brand build solid emotional ties that reinforce loyalty (Tatar & Eren-Erdogmus 2016) The drivers of loyalty in the online environment are unlike the traditional or the offline context; it requires the firm to focus on several factors related to the online context, such as connectivity, interactivity, customization, convenience or ease of use, cultivation, or relevance of online information and community.

Starbucks's customer engagement is built by some of the activities inside social media

marketing, so the customer will trust the brand and trigger brand loyalty.

3. RESEARCH METHOD

This research is an explanatory (study of explanation or submission of hypotheses). According to Cooper & Schindler (2014), explanatory research explains the position of the variables to be studied and the relationship between one variable and another.

The sample in this study was taken from 210 respondents in East Java Province. Hair (2010) stated that the number of samples used must be adjusted to the number of indicators used. Sample calculations assume $n \times 5$ observed variables (indicators) and $n \times 10$ monitored variables (indicators). The number of statements used is as many as items. So, the unit analysis in this study was 210.

The data technique used is a questionnaire. The questionnaire was distributed online using the Google Form application, and the measurement of the items used was based on previous research. The data analysis method uses Partial Least Square (PLS) with the help of SmartPLS 3.0 software.

The steps of analysis with the PLS method consist of three steps, namely model measurement (outer model), model structure (inner model), and hypothesis testing (Ghozali, 2014).

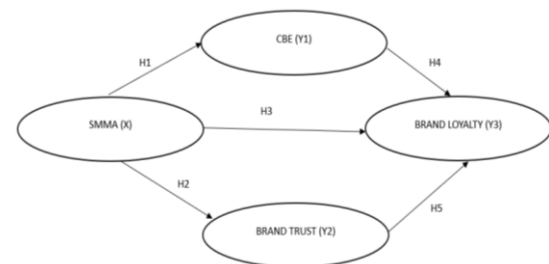


Figure 1. Research Model

- H1: There is a significant influence between SMMA variables on CBE.
- H2: There is a significant influence between SMMA variables on BT.
- H3: There is a significant influence between SMMA variables on BL.
- H4: There is a significant influence between CBE variables on BL.
- H5: There is a significant influence between BT variables on BL.

4. RESULT

A descriptive statistical analysis was performed on 210 respondents from Starbucks customers in East Java Province. The things described in this analysis include the frequency, percentage, and mean obtained from the open questions. The following is a table of the respondents and categorized them into five categories:

Table 1
Respondent Characteristics

Characteristics	Answer	n	%
Following Starbucks's social media	Yes	140	67%
	No	70	33%
Install Starbucks Apps	Yes	150	71%
	No	60	29%
Benefit of Following Starbucks's Social Media Accounts	Prestige	6	3%
	Discount	204	97%
Addict of Starbucks for	Prestige	29	7%
	Service	99	25%
	Quality	139	34%
	Store Atmosfer	135	34%
Intention to purchase Starbucks	Everytime	69	33%
	Discount	73	35%
	1-5/Month	54	26%
	5-10/Month	14	6%

Source: Authors' primary data (2023)

Respondents who followed Starbucks dominated the survey (n= 140; 67%), while respondents who did not follow (n= 70; 33%). The majority of the respondents installed Starbucks Apps in this survey (n= 150; 71%), while the minority did not install Starbucks Apps respondents in this (n= 60; 29%). Two reasons for respondents who benefit after following Starbucks's social media are prestige (n=6, 3%) and discount (n=204, 97%). It was concluded that there were several things in this study's respondents category. Among other things, most respondents were dominated by following social media Starbucks well compared to respondents who did not; the majority of respondents' category of installing Starbucks's Apps was dominated rather than those not installing the apps. The respondents expected to get the discount by following Starbucks's social media

accounts, such as Instagram with 1,7 billion followers, Facebook with 1,1 billion followers, Twitter with 29,2 billion followers, and Starbucks's Apps. This benefit is about discounts and getting the prestigious image of social life. Addictiveness of Starbucks from respondents' perspectives is divided into four elements: Prestige (n=29, 7%), service (n=99, 25%), store atmosphere (n=135, 34%), and product quality (n=135, 34%). The primary respondents tend to adore the store atmosphere and product quality. They enjoy spending time in Starbucks stores and drinking the best coffee in the world. There are four intentions of purchasing Starbucks: Everytime (n=69, 33%), Discount (n=73, 35%), 1-5/month (n=54, 26%), and 5-10/month (n=14, 6%). As respondents, Starbucks customers prefer to purchase Starbucks products with discounts and buy whenever they want. The most frequent shopping frequency is about 1-5/month rather than 5-10/month.

In this study, a path diagram can be made with the help of Smart PLS version 3.0 software, while for further data analysis, PLS-Graph version 3.0 software can be used so that it can be described as follows:



Figure 2. Structural Model

At the convergent validity stage, the outer model was tested twice. The validity of the items in measuring indicators indicated by the large or small value of the loading factor must be established in the first step. The second step determines whether indicators used to measure variables indicated by large or small values of the loading factor are valid (see Appendix 2). Validity is determined by a loading factor greater than 0.7 (Hair, 2010). Besides that, all constructs' Average Variance Extracted (AVE) values are higher than the 0.50 cutoff (Hair, 2010). As a result, all of the suggested variables have complied with convergent validity standards.

Moreover, the cross-loading value fulfills the discriminant validity limit.

The Composite Reliability (CR) and Cronbach's alpha (α) values can be used to evaluate item reliability. The crucial values, more significant than 0.70 and 0.60, respectively, are met by all latent variables. It is suggested that a CR value of 0.70 to 0.90 be used to define "satisfactory to good" performance. However, CR values exceeding 0.95 pose a severe problem because they indicate excess indicators or items (Hair, 2010). The results for each outer model estimation criteria conclude that the items in the model are reliable. (see Appendix 1).

According to the SmartPLS requirements, $p < 0.05$ is necessary for CBE, BT, and BL to be significant. A goodness-of-fit model test is used to test the structural model. The study's proposed model is well-defined and explains how to achieve the study's goals.

5. DISCUSSION

a. Effect of Social Media Marketing activities (SMMA) on Customer Brand Engagement (CBE)

The Social Media Marketing Activities variable to the CBE variable has a favorable path coefficient of 0.684. It indicates that Social Media Marketing Activities and CBE have a unidirectional relationship, with an increase in Social Media Marketing Activities leading to an increase in CBE. The P-value is 0.000 (< 0.5), which means that H1 is acceptable and indicates that Social Media Marketing Activities significantly affect CBE. Social media marketing is a marketing activity that uses social media to market its products, leading to increased customer engagement (Lamkadem & Ouiddad, 2021; Fetais et al., 2022). Since social media marketing activities have an essential role in CBE, several indicators in social media marketing activities have been identified as critical elements to influence CBE, such as entertainment interactivity, cognitive information-transfer interaction, and cognitive up-to-date information interactivity (Cheung et al., 2021). Social media platforms have become a way for a brand to interact with customers, which increases consumer engagement while strengthening brand relationships (Fetais et al., 2022). Research conducted by Tarabieh (2022) states that there is engagement between

customers and brands in the context of the social media community.

b. Effect of Social Media Marketing activities (SMMA) on Brand Trust (BT)

The Social Media Marketing Activities variable to the BT variable has a favorable path coefficient of 0.582. It indicates that Social Media Marketing Activities and BT have a unidirectional relationship, with an increase in Social Media Marketing Activities leading to an increase in CBE. Since the P-value is 0.000 (< 0.5), the H2 is acceptable, indicating that Social Media Marketing Activities significantly affect BT. When companies use SMMA as a marketing tool, SMMA is expected to influence customer thinking so that brand trust appears in customers' minds. It aligns with research conducted by Ebrahim (2020) that several Social Media Marketing activity elements, such as trendiness, customization, and word of mouth, influence BT. Sohail et al. (2019) also found that several Social Media Marketing activity elements, such as brand community, entertainment, interaction, and customization, have a significant and positive relationship with brand trust. This similarity is reinforced by research from Ibrahim et al. (2021), which states that social media marketing activities significantly and positively affect BT.

c. Effect of Social Media Marketing activities (SMMA) on Brand Loyalty (BL)

The Social Media Marketing Activities variable to the BL variable has a favorable path coefficient of 0.159. It indicates that Social Media Marketing Activities and CBE have a unidirectional relationship, with an increase in Social Media Marketing Activities leading to an increase in CBE. The P-value is 0.017 (< 0.5), so the H3 is acceptable, indicating that Social Media Marketing Activities significantly affect BL. Social media marketing activities can make customers loyal to the brand through existing elements. This result supports the previous research that Social Media Marketing Activities significantly affect BL (Algharabat, 2017; Althuwaini, 2022; Ibrahim et al., 2021; Ibrahim & Aljarah, 2018; Lamkadem & Ouiddad, 2021; Tarabieh, 2022). However, only the proven elements of trendiness, customization, and word of mouth provide a significant impact (Ebrahim, 2020). In contrast, brand community, entertainment, interaction, and customization

directly impact the BL (Sohail et al., 2019). On the other hands. On the other hand, Fetais et al., (2022) state that Social Media Marketing Activities do not directly affect BL.

d. Influence of Customer Brand Engagement (CBE) on Brand Loyalty (BL)

The CBE variable to the BL variable has a favorable path coefficient of 0.584. It indicates that Social Media Marketing Activities and CBE have a unidirectional relationship, with an increase in CBE leading to an increase in BL. The P-value is 0.000 (<0.5), so the H4 is acceptable, indicating that CBE significantly affects BL. CBE is a corporate agenda in its efforts to engage customers in brands. When customers feel involved in the brand, customers will feel valued, affecting loyalty. It is proven by several past studies which stated that CBE elements have a significant impact on BL (Algharabat, 2017; Khan et al., 2021; Lamkadem & Ouiddad, 2021; Tarabieh, 2022), whereas Fetais et al. (2022) found that Social Media Marketing Activities does not directly affect brand loyalty.

e. Effect of Brand Trust (BT) on Brand Loyalty (BL)

The BT variable to the BL variable has a favorable path coefficient of 0.181. It indicates that BT and BL have a unidirectional relationship, with an increase in Social Media Marketing Activities leading to an increase in CBE. The P-value is 0.003 (<0.5), so the H5 is acceptable, indicating that BT significantly affects BL. Customers will be loyal to a brand when customers have trust in the brand. This result supports several past studies (Ebrahim, 2020; Ibrahim, 2022; Ibrahim et al., 2021; Sohail et al., 2019).

6. CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of data analysis, hypothesis testing, and discussion, there are several research objectives, including analyzing and identifying the influence of several variables and identifying the mediating effect of the variables used in this study in the form of five hypotheses. This study provides several insights that contribute to the growing body of literature on social media marketing by addressing the role of Social media marketing activities in

enhancing brand loyalty. Firstly, measuring and conceptualizing Social media marketing is still challenging (Godey et al., 2016). The measurement scale of Social media marketing activities developed by Kim and Ko (2012) was supported by several studies in the prior literature validating the five dimensions of social media. The holistic impact of these dimensions defines the activities motivating users toward using social media. From the consumer point of view, users are engaged in online platforms to get tailored services and obtain the latest information while they share their experiences and other recommendations. Secondly, Social media marketing enhances brand loyalty. The three identified attributes of Social media marketing are among other drivers of loyalty in the online context in the prior literature validating the five dimensions of social media. The holistic impact of these dimensions defines the activities motivating users toward using social media.

The results show that all items and variables used in this research can be declared valid and reliable, which means this variable can be a recommendation for detail in further research. Furthermore, based on all hypotheses in this study, hypotheses 1 through 5 show a positive significant relationship effect. These results prove that when Social Media Marketing activities, Customer Brand Engagement, and BT are done well, it will increase BL. However, these results prove that customers of Starbucks, as a masstige brand that has prestige in social life, still follow Starbucks's social media account and install Starbucks Apss to get the benefits information of discounts and a sense of prestige.

Providing superior experiences in terms of sensory, affective, behavioral, and intellectual involvements can influence the extent of customers' engagement and help build loyalty. On the one hand, the easy availability or even excess of brands and customers who are skeptical, well-informed, and liable to switch preferences. On the other hand, building a loyal customer base is a real challenge.

Recommendations

The findings of this study are based on data collected from Starbucks customers in East Java Province of Indonesia. Therefore, the generalizability of the results to other provinces or countries may be limited. Future studies

should consider a wider. Sample regarding global market scope. It will capture a broader perspective and allow for comparisons across different contexts. Then, this study focuses on Social Media Marketing Activities, CBE, and BT. Other factors that may influence brand loyalty, such as socioeconomic factors, should be considered in this study, limiting the comprehensiveness of the findings. Individual characteristics and external environment factors should be considered to provide a more comprehensive analysis.

Several local masstige brands will undoubtedly understand and benefit practically from this research findings. First, The impact of Social Media Marketing Activities to utilize masstige brands such as Starbucks is proven in their online activities. As a gigantic global franchise, Starbucks intends to focus on Social Media Marketing Activities. Indonesia has many similar products that may follow the tactic and strategy regarding the future of survival. Second, customer loyalty is reachable by conducting CBE in Social Media Marketing Activities. The marketing activities in social media will emphasize brand trust; it is essential to provide information for customers.

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Appendix 1

Variable	λ	AVE	CR	α
Social Media Marketing Activities		0.672	0.932	0.921
SOCIAL MEDIA MARKETING ACTIVITIES 1	0.756		0.860	0.756
SOCIAL MEDIA MARKETING ACTIVITIES 2	0.792		0.878	0.792
SOCIAL MEDIA MARKETING ACTIVITIES 3	0.766		0.864	0.766
SOCIAL MEDIA MARKETING ACTIVITIES 4	0.852		0.910	0.852
SOCIAL MEDIA MARKETING ACTIVITIES 5	0.834		0.901	0.834
Customer Brand Engagement		0.594	0.929	0.914
CBE 1	0.779		0.872	0.779
CBE 2	0.907		0.942	0.907
CBE 3	0.868		0.919	0.868
Brand Trust		0.586	0.927	0.911
BT 1	0.841		0.904	0.841
BT 2	0.822		0.894	0.822
BT 3	0.841		0.904	0.841
Brand Loyalty		0.600	0.930	0.915
BL 1	0.832		0.900	0.832
BL2	0.871		0.921	0.871
BL 3	0.833		0.899	0.833

Appendix 2

Hypothesis	Influence	Path of Coefficient	T Statistics (O/STDEV)	P Values	Conclusions
H1	SOCIAL MEDIA MARKETIN G ACTIVITIES-CBE	0.684	15.204	0.000	Significant
H2	SOCIAL MEDIA MARKETIN G ACTIVITIES-BT	0.582	8.900	0.000	Significant
H3	SOCIAL MEDIA MARKETIN G ACTIVITIES-BL	0.159	2.388	0.017	Significant
H4	CBE-BL	0.584	9.726	0.000	Significant
H5	BT-BL	0.181	2.937	0.003	Significant