Building Brand Loyalty Through Trust: The Impact of Social Media Marketing and Service Quality at Toko Kopi Tuku

Indah Adawiyah [1], Madziatul Churiyah [2], Titis Shinta Dhewi [3]

Abstract:

This study aims to examine the role of brand trust in mediating the influence of social media marketing and service quality on brand loyalty in Toko Kopi Tuku consumers. A total of 225 respondents were selected using purposive sampling technique, with the criteria that individuals follow the @tokokopituku Instagram account and have made purchases more than twice in the last six months. Data was collected using a likert scale questionnaire with a range of 1 (strongly disagree) to 5 (strongly agree). The analysis was conducted using the SEM-PLS (Partial Least Squares) method to test the proposed structural model. The results showed that social media marketing has no significant effect on brand loyalty, while service quality has a significant effect. In addition, both social media marketing and service quality have a significant effect on brand trust, and brand trust has a significant effect on brand loyalty. Furthermore, brand trust is able to mediate the relationship between social media marketing and service quality on brand loyalty. These results highlight the importance of building consumer trust as a bridge in optimizing digital marketing strategies and service quality to increase brand loyalty.

Keywords: *Social Media Marketing; Service Quality; Brand Loyalty; Brand Trust*

1. Introduction

The food and beverage industry is one of the business sectors that continues to show positive growth. In the second quarter of 2024, this sector became one of the leading with brilliant performance. It was recorded that the food and beverage industry grew by 5.53% and contributed 40.33% to the Gross Domestic Product (GDP) of the non-oil and gas processing industry (Kemenprin, 2024). One subsector that experienced significant growth was coffee-based processed beverages. Based on data from the International Coffee Organization, the global coffee industry is expected to continue to grow in line with projected world economic growth of more than 3% in 2024. Global coffee consumption is also projected to increase by 2.2% to 177 million bags (Purwanto, 2024). Therefore, innovative downstream and industrialization strategies are needed to produce high value-added coffee products, meet market needs, and

---

[1] *Universitas Negeri Malang, Indonesia.* indah.adawiyah.2304138@students.um.ac.id
[2] *Universitas Negeri Malang, Indonesia.*
[3] *Universitas Negeri Malang, Indonesia.*

encourage increased competitiveness of domestic agribusiness commodities (Kemenprin, 2024).

One form of downstreaming in an effort to increase the added value of coffee commodities is through the development of the coffee shop business. In recent years, the coffee shop industry in Indonesia has experienced rapid growth. Based on data from the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), the number of coffee shops in Indonesia is estimated to reach 10,000 outlets by 2023, with a total revenue of around IDR 80 trillion (Purwanto, 2024). This phenomenon is in line with the changing lifestyle of urban people who make coffee shops a part of their social activities. However, the high consumption of coffee and the interest of businesses to enter this industry create both challenges and threats for coffee shop owners. The main challenge is how to attract and retain loyal customers, while the threat is the possibility of customers switching to competing coffee shops.

In the face of intense competition, coffee shop businesses need to create valuable customer experiences, one of which is through social media. These activities not only enrich the consumer experience, but also influence brand value and purchasing behavior (Chen & Lin, 2019). Social media plays an important role in building brand trust and loyalty (Widianti et al., 2024). According to Sohaib & Han (2023), social media marketing is an effective tool for increasing customer loyalty, especially through consistently built interactions and emotional attachments.

Apart from social media, service quality is also a crucial factor in building customer loyalty. According to Masud et al. (2024), brand loyalty is closely related to service quality, which has an impact on repurchase intentions and recommendations. Firdaus et al. (2024) emphasize the importance of understanding consumer value to develop appropriate service policies. Meanwhile, Stamenkov and Dika (2019) refer to sustainable service quality as the ability to provide consistently superior service over the long term, which encourages customers to return, spend more, and recommend to others.

Another factor that shapes customer loyalty to the brand is customer trust. In this study, trust is positioned as an important mediator in building long-term relationships that lead to brand loyalty (Kwan Soo Shin et al., 2019). Thus, social media marketing and good service quality can enhance customer trust, which ultimately strengthens loyalty to the brand.

One of the coffee brands that is quite popular among the younger generation is Toko Kopi Tuku, which was established in 2015 under PT Karya Tetangga Tuku, a subsidiary of PT Makna Angan Karya Andanu (MAKA). Although Kopi Tuku came into the market earlier than its competitors, the Top Brand Index data (2020-2024) shows that this brand has never made it onto that list. This situation indicates challenges in building customer loyalty, particularly in the aspect of commitment share that reflects the brand's strength in encouraging repeat purchases (Frontier Group, 2024). This scenario requires business players to not only rely on product quality but also to implement effective marketing strategies, such as through social

media, as well as providing optimal services to build consumer trust, which ultimately impacts brand loyalty.

Tuku Coffee Shop actively utilizes social media, particularly Instagram, as a means of soft selling by sharing stories behind the coffee, customer moments, and community activities that build emotional connections with the audience. This is evidenced by the engagement rate of the @tokokopituku account which reaches 1.78%, indicating that the content is relevant and in demand. This social media marketing strategy has the potential to increase brand trust and encourage customer loyalty. On the other hand, Tuku Coffee Shop also demonstrates a commitment to service quality, as evidenced by the "Indonesia Customer Service Champion 2024" award from SWA Media Group and Business Digest (Handayani, 2024). This award indicates that the service provided has consistently met customer satisfaction. Therefore, how can the combination of these social media strategies and service quality influence the formation and maintenance of customer loyalty towards Tuku Coffee Shop?.

This research aims to fill the gap by examining the role of brand trust as a mediator in the influence of social media marketing (SMM) and service quality (SQ) on brand loyalty, particularly in the context of Tuku Coffee Shop. Several studies such as Sohaib & Han (2023) and Cahyani et al. (2022) indicate that SMM has a positive effect on brand loyalty; however, different results were found by Kristyanto et al. (2022) and Tatar & Eren-Erdogmus (2016), who did not find significant effects due to the low intensity of communication on social media. On the other hand, research by Juhaidi et al. (2024) states that service quality affects loyalty, but differs from the findings of Muttaqien et al. (2023), which highlights the importance of other factors such as trust and satisfaction in forming loyalty to high-consideration products. In addition, although Umar et al. (2023) found that brand trust can mediate the relationship between SMM and brand loyalty, different results were shown by Narwanda & Prabowo (2023) who associated it with differences in regional context and social media strategies used.

Based on previous research findings, there is inconsistency in the results regarding the influence of social media marketing and service quality on brand loyalty, particularly in the mediating role of brand trust. Some studies show a significant influence, while others find weak or inconsistent results. Additionally, the limited research specifically highlighting the context of local coffee shops like Toko Kopi Tuku indicates a gap that needs to be filled.

Therefore, this research aims to further examine the influence of social media marketing and service quality on brand loyalty through brand trust as a mediating variable among consumers of Tuku Coffee Shop. This research also aims to address previous literature gaps and emphasize the importance of a deeper understanding of the role of brand trust in building customer loyalty amid the increasingly competitive coffee shop industry. Thus, the results of this study are expected to contribute both theoretically and practically to the development of marketing strategies in the coffee shop industry in Indonesia.

2. Theoretical Background

S-O-R Theory (Stimulus-Organism-Response Theory): In this study, the theory used is the S-O-R (Stimulus-Organism-Response) theory. The Stimulus-Organism-Response (SOR) model was first proposed by Mehrabian and Rusell in 1974. The stimulus (S) comes from the environment that directly affects the organism (O), which in this case is the consumer, thereby impacting the consumer behavior response (R) (Djafarova & Bowes, 2021). Previous research emphasizes the relevance of the Stimulus-Organism-Response (S-O-R) theory in understanding consumer behavioral responses to digital environmental stimuli. Sohaib and Han (2023) found that social media marketing as a stimulus (S) significantly affects brand trust (O), which in turn increases brand loyalty and value co-creation (R). Meanwhile, Khoa and Huynh (2023) also applied the S-O-R theory in the context of social media marketing, where social media features become the stimulus (S), kepercayaan online sebagai organisme (O), dan loyalitas pengguna sebagai respons (R), online trust as an organism (O), and user loyalty as a response (R).

Social Exchange Theory (SET): Social Exchange Theory (SET) is an approach used to understand social interactions by focusing on the exchanges between individuals. This theory was proposed by Homans in 1958 and further developed by several figures, including John Thibaut and Horald Kelley. The theory emphasizes the reasons for social exchange, namely to interact with society and to use the least cost to obtain the greatest results (Luo et al., 2020). Social Exchange Theory (SET) explains that the relationship between consumers and brands is based on reciprocal exchange, where consumers tend to continue the relationship with a brand if they feel that the benefits received outweigh or are commensurate with the effort they exert.

Social Media Marketing: Social media marketing is a marketing strategy that utilizes social media platforms to enhance visibility and interaction with the target audience. Social media marketing is defined as a way or process of commercial marketing that uses social media to positively influence consumer purchasing behavior (Chen & Lin, 2019). With effective marketing communication methods that capture consumer perceptions involved and understanding of social media marketing activities with five dimensions, namely; entertainment, interaction, trendiness, customization, and word-of-mouth (Chen & Lin, 2019). The social media marketing used in this research is based on indicators according to (Sohaib & Han, 2023) which are entertainment, customization, interaction, Ewom, and trendiness. Based on previous research findings conducted by Sohaib & Han, (2023) it was found that social media marketing significantly affects brand loyalty. Similarly, Ebrahim (2020) found that social media marketing has a significant effect on brand trust. Based on this, the following hypotheses are proposed:

H1: Social media marketing has a positive and significant effect on brand loyalty among consumers of Toko Kopi Tuku
H3: Social media marketing has a positive and significant effect on brand trust among consumers of Toko Kopi Tuku

***Service Quality*:** Service quality is the company's ability to meet the expectations and needs of customers through the services provided. Service quality is manifested from the fulfillment of customer needs and desires as well as the accuracy of what customers want, in aligning or exceeding customer expectations (Septivianto & Sarwoko, 2024). According to Masud et al. (2024), brand loyalty is closely related to service quality, and service quality is closely related to repurchase intention, recommendations, and reluctance to switch. The indicators used are the SERVQUAL model developed by Parasuraman et al. (1988), which includes tangibles, reliability, responsiveness, assurance, and empathy. Based on previous research findings conducted by Masud et al. (2024), it was found that service quality has a significant effect on brand loyalty. Similarly, research by Muttaqien et al. (2023) found that service quality has a significant effect on brand trust. Based on this, the following hypotheses are proposed:

H2: Service quality has a positive and significant effect on brand loyalty among consumers of Toko Kopi tuku

H4: Service quality has a positive and significant effect on brand trust among Consumers of Toko Kopi Tuku

***Brand Loyalty*:** Brand loyalty refers more to a form of decision-making behavior to continuously purchase goods or services from a company where customers show a positive attitude towards a brand, have a commitment to a certain brand, and intend to continue buying it (Haudi et al., 2022). The indicators of brand loyalty to be used in this study are based on the indicators according to (Vera & Trujillo, 2017) which include cognitive loyalty, affective loyalty, intentional loyalty, and action loyalty. In the study by Ali et al. (2024), social media as a communication and marketing tool plays a significant role in building brand loyalty. Thus, social media marketing plays an important role in building brand trust, which ultimately can enhance brand loyalty (Ebrahim, 2020). In addition, service quality also plays an important role in building brand trust, which then contributes to the increase in brand loyalty (Masud et al., 2024). Based on previous research findings conducted by Ebrahim (2020), it was found that brand trust can significantly mediate the effect of social media marketing on brand loyalty. Similarly, the study by Shahzad et al. (2024) found that brand trust can significantly mediate the effect of service quality on brand loyalty. Based on this, the following hypotheses are proposed:

H6: Social media marketing has a positive and significant effect on brand loyalty through brand trust among consumers of Toko Kopi Tuku

H7: Service quality has a positive and significant effect on brand loyalty through brand trust among consumers of Toko Kopi Tuku

***Brand Trust*:** Brand trust is the bond between customers and a brand based on feelings of safety and confidence that the brand can be relied upon to meet customers' interests and needs (Haudi et al., 2022). Brand trust plays an essential role in fostering brand loyalty and cultivating a sense of attachment and dedication among consumers (Hossain et al., 2023). According to (Konuk, 2021), the indicators of Brand trust consist of four indicators that include trust, rely, honest, and safe. Based on previous

research findings by Ali et al., (2024), it was found that brand trust has a significant effect on brand loyalty. Based on this, the hypothesis is proposed:

H5: Brand trust has a positive and significant effect on Brand loyalty among customers of Toko Kopi Tuku

3. Methodology

This research employs a descriptive quantitative approach, as stated by Soesana et al. (2023), to examine the influence of social media marketing and service quality on brand loyalty with brand trust as a mediating variable. The object of this research is Toko Kopi Tuku. The population in this study consists of consumers of Toko Kopi Tuku (infinite population), with a sample size of 225 respondents obtained through purposive sampling technique and determined using the software calculate.net. The research instrument used is a closed questionnaire based on a 5 point likert scale, which is structured based on measurable indicators from each variable. Data collection was conducted online through google forms distributed via Instagram social media. The data analysis technique used in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4.0 software. The analysis was conducted in two stages: first, the evaluation of the measurement model (outer model) to test the validity and reliability of the indicators; and second, the evaluation of the structural model (inner model) to test the relationships between variables. Hypothesis testing was performed using the bootstrapping resampling method. This method is deemed appropriate because it can evaluate both direct and indirect relationships between variables, including analyzing the mediating role of brand trust in bridging the impact of social media marketing and service quality on brand loyalty.

4. Empirical Findings/Result

Descrivite Analysis

This study involved 225 respondents who were selected based on their experience in interacting through Instagram social media and purchasing products from Tuku Coffee Shop. The gender distribution of the respondents is quite balanced, with 53% female and 47% male, reflecting similar interests between men and women in coffee consumption, especially among the urban youth generation actively engaging in social media. The majority of respondents are aged 21-30 years, reflecting a productive age group that tends to be adaptive to digital trends and modern lifestyles. The education level is dominated by bachelor's degree holders, who generally have higher analytical skills in assessing the quality of products and brands. Most respondents are students, indicating that Coffee Shop Tuku has a strong appeal among young academics, especially with the presence of social media as the main marketing channel. The largest income/allowance range is between Rp2,000,000–Rp4,000,000, indicating that consumers come from the middle-income group, which means that the products offered by Coffee Shop Tuku are still considered affordable and relevant to the financial conditions of the majority of its consumers. The purchasing frequency of 3–10 times in the last 6 months indicates a regular consumption pattern, which suggests

loyalty to the brand and the effectiveness of the digital marketing strategy implemented.

The diversity of gender, age, education level, occupation, and income/pocket money in this study provides a strong basis for analyzing how different consumer groups perceive social media marketing strategies, service quality, and the role of brand trust in shaping their loyalty to Tuku Coffee Shop. This diversity of characteristics enables a more in-depth analysis of the dynamics of consumer perception and behavior across segments.

Outer Model Analysis

The Outer Model aims to test the reliability and validity of the indicators that form the latent construct.
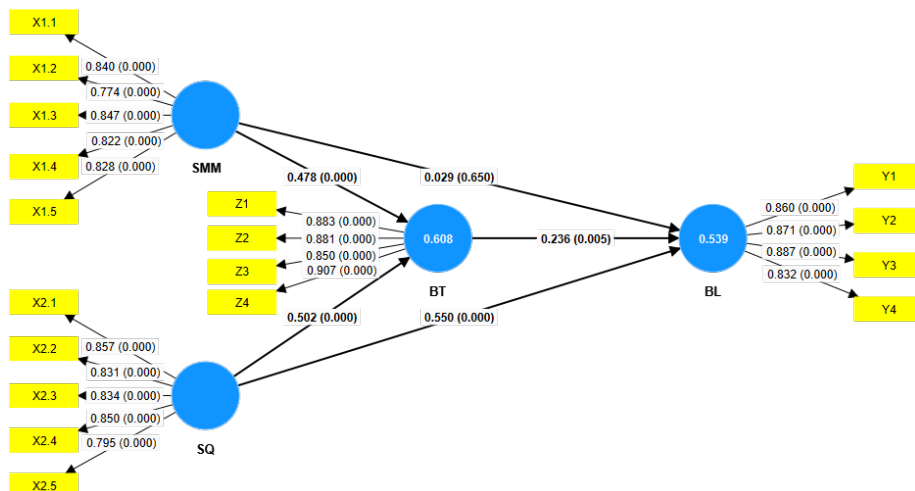

Figure 1. Full Model Results
Source: 2025 processed original data

Validity test

According to Ghozali (2018), it is stated that the validity test is authenticity that can be represented by a degree indicating the level or authenticity of an instrument. In this study, the validity test is measured in terms of convergent validity. Convergent validity measures the extent to which indicators correlate with each other in representing a construct, as indicated by the Average Variance Extracted (AVE) value. An instrument is considered valid in a convergent manner if AVE > 0.5.

Table 1. Average Variance Extracted (AVE)

Variable	AVE	Information
Social Media Marketing	0.677	Valid
Service Quality	0.695	Valid
Brand Loyalty	0.744	Valid
Brand Trust	0.775	Valid

Source: 2025 processed original data

Based on Table 1, all constructs have an Average Variance Extracted (AVE) value above 0.50, indicating that all indicators are valid in terms of convergence. The highest AVE value is found in the brand trust variable (0.775) and the lowest in social media marketing (0.677).

In addition to using the AVE value, convergent validity can also be evaluated through the loading factor, which measures the correlation between statement items and the intended construct. An indicator is considered valid if it has a loading factor value above 0.70. Conversely, a value below 0.70 indicates low validity. Further explanation regarding the results of the loading factor validation is presented as follows:

Table 2. Loading Factor

Variable	Indicator	Outer Loading	P Value	Outer VIF	Information
Social Media Marketing	SMM1	0.840	0.000	2.034	Valid
	SMM2	0.774	0.000	1.734	Valid
	SMM3	0.847	0.000	2.297	Valid
	SMM4	0.822	0.000	2.205	Valid
	SMM5	0.828	0.000	2.322	Valid
Service Quality	SQ1	0.857	0.000	2.367	Valid
	SQ2	0.831	0.000	2.257	Valid
	SQ3	0.834	0.000	2.203	Valid
	SQ4	0.850	0.000	2.358	Valid
	SQ5	0.795	0.000	1.905	Valid
Brand Loyalty	BL1	0.860	0.000	2.364	Valid
	BL2	0.871	0.000	2.338	Valid
	BL3	0.887	0.000	2.742	Valid
	BL4	0.832	0.000	2.035	Valid
Brand Trust	BT1	0.883	0.000	2.627	Valid
	BT2	0.881	0.000	2.696	Valid
	BT3	0.850	0.000	2.193	Valid
	BT4	0.907	0.000	3.190	Valid

Source: 2025 processed original data

Based on Table 2, it can be concluded that the research instrument above has an outer loading value that meets the criterion of > 0.7, which proves that the entire instrument is valid.

Reliability Test

The construct reliability test is carried out using Composite Reliability and Cronbach's Alpha values. Composite Reliability measures the internal consistency of the construct, while Cronbach's Alpha is used to support the reliability results. A construct is considered reliable if both values are > 0.70. The results of the reliability test are presented in the table below:

Table 3. Composite Reliability Test

Variable	Reability Test		Information
	Cronbach's Alpha	Composite Reliability	
Social Media Marketing	0.881	0.889	Reliable
Service Quality	0.890	0.892	Reliable
Brand Loyalty	0.885	0.888	Reliable
Brand Trust	0.903	0.904	Reliable

Source: 2025 processed original data

Based on Table 3, all variables in this study—social media marketing, service quality, brand loyalty, and brand trust—are stated to be reliable as they have a composite reliability value > 0.70. The highest value is found in brand trust at 0.904, while the lowest value is in brand loyalty at 0.888. Similarly, the results of the Cronbach's Alpha test show that all variables have values above 0.70, indicating good internal consistency. The highest Cronbach's Alpha value is also found in brand trust (0.903), while the lowest is in brand loyalty (0.885). These results indicate that all constructs have excellent reliability.

Inner Model Analysis

R Square (R^2)

The R Square value in this study is used to measure the predictive strength of the structural model against the endogenous latent variables. According to Ghozali & Latan (2021), R Square values are categorized as strong if > 0.75, moderate if > 0.50, and weak if > 0.25. This value reflects the extent to which independent variables can explain the variation in dependent variables. The results of the R Square analysis through SmartPLS are presented in the table below:

Table 4. *R-squares Test*

Variable	R-squares
Brand Loyalty	0.539
Brand Trust	0.608

Source: 2025 processed original data

Based on Table 4, it is known that the R-Square value for the Brand Loyalty variable is 0.539 or 53.9%. This means that the Brand Loyalty variable can be explained by the Social Media Marketing, Service Quality, and Brand Trust variables by 53.9%, while the remaining 46.1% is explained by other variables outside this research model. This value indicates that the strength of the relationship between variables in explaining Brand Loyalty is in the moderate category. Meanwhile, the R-Square value for the Brand Trust variable is 0.608 or 60.8%. This indicates that Social Media Marketing and Service Quality can explain Brand Trust by 60.8%, while the remaining 39.2% is explained by other factors not included in this model. Therefore, the strength of the relationship between the two variables concerning Brand Trust is also in the moderate category.

Q^2 Predictive Relevance

The Q2 predictive value in this study is used to present the synthesis of cross-validation and the fitting function. If the Q2 predictive value > 0 then the model has predictive relevance, whereas if it is < 0 then the model has less predictive relevance.

Below is the data processing that has been carried out using smartPLS analysis to see the Q2 predictive relevance value.

Table 5. Q^2 Predictive Relevance Test

Variable	Q^2 Predict
Brand Loyalty	0.390
Brand Trust	0.464

Source: 2025 processed original data

Based on Table 5, it is known that the Q² Predict value for the endogenous variables shows a positive result ($Q^2 > 0$), indicating that the model has predictive relevance. The brand loyalty variable has a Q² value of 0.390, while brand trust has a value of 0.464. Both of these values indicate that the model has a fairly good predictive capability for that construct. Specifically, the high Q² value on brand trust indicates that the social media marketing and service quality variables significantly contribute to predicting consumer trust, which in turn directly and indirectly impacts brand loyalty.

F square (Effect Size)

The F-Square (f²) value in this study is used to determine the extent of the impact of each exogenous variable on the endogenous variable. According to Ghozali and Latan (2021), an f² value > 0.02 is categorized as a small effect, > 0.15 as a medium effect, and > 0.35 as a large effect. This analysis is conducted using SmartPLS software to identify the relative contribution of each exogenous variable in explaining the endogenous variable in the model. The results of the F-Square values can be seen in the following table:

Table 6. F square Test

Variable	Brand Loyalty	Brand Trust	Social Media Marketing	Service Quality
Brand Loyalty				
Brand Trust	0.047			
Social Media Marketing	0.001	0.540		
Service Quality	0.381	0.597		

Source: 2025 processed original data

Based on Table 6, it can be concluded that the F Square (f²) value on the path from brand trust (Z) to brand loyalty (Y) is 0.047, which falls into the small effect category. The F Square value on the path from social media marketing (X1) to brand loyalty (Y) is 0.001, which is below the minimum threshold of 0.02, thus categorized as a very small or insignificant effect. Conversely, the F Square value on the path from social media marketing (X1) to brand trust (Z) is 0.540, indicating a large effect. Meanwhile, the F Square value on the path from service quality (X2) to brand loyalty (Y) is 0.381, which falls into the large effect category. The F Square value on the path from service quality (X2) to brand trust (Z) is 0.597, which also indicates a large effect.

Goodness of fit Index (GoF Index)

The Goodness of fit index (GoF) is used to assess the overall fit of the model, both the outer and inner model. GoF reflects how well the model can represent the observed

data, calculated from the square root of the product of the average AVE and the average R-square. The GoF values in this study are presented in the following table:

Table 7. Goodness of fit Index Test

Average AVE	Average R-square	GoF Index	Information
0,759	0,573	$\sqrt{0{,}759 \times 0{,}573}$ = $\sqrt{0{,}435}$ = 0,659	Tinggi

Source: 2025 processed original data

Based on Table 7 above, it shows the calculation result of the GoF value of 0.659 which falls into the high GoF category because it is > 0.36 (Ghozali & Latan, 2021). This means that the empirical data is able to explain the measurement model and the structural model with a high level of fit.

Hypothesis Testing

Hypothesis testing aims to test the direct and indirect effects of exogenous variables on endogenous variables. The following are the results of the hypothesis testing analysis through bootstrapping that explains the direct effects.

Table 8. Path Coefficients and Significance Testing

Hypothesis	Path Coefficients	T Statistic	P-value	Information
Social Media Marketing → Brand Loyalty	0.029	0.454	0.650	Rejected
Service Quality → Brand Loyalty	0.550	9.567	0.000	Accepted
Social Media Marketing → Brand Trust	0.478	7.241	0.000	Accepted
Service Quality → Brand Trust	0.502	8.645	0.000	Accepted
Brand Trust → Brand Loyalty	0.236	2.836	0.005	Accepted
Social Media Marketing → Brand Trust → Brand Loyalty	0.113	2.581	0.010	Accepted
Service Quality → Brand Trust → Brand Loyalty	0.118	2.680	0.007	Accepted

Source: 2025 processed original data

Based on Table 8, the results of the path coefficients against the research hypotheses can be explained as follows:

1. H1: There is a positive and insignificant effect of social media marketing on brand loyalty among customers of Toko Kopi Tuku. Based on Table 4.22, it shows that the path coefficient is 0.029 with a p value of 0.650. Therefore, H1 is rejected.
2. There is a positive and significant effect of service quality on brand loyalty among customers of Toko Kopi Tuku. Based on Table 4.22, it shows that the path coefficient is 0.550 with a p value of 0.000. Therefore, H2 is accepted.
3. H3: There is a positive and significant effect of social media marketing on brand trust among customers of Toko Kopi Tuku. Based on Table 4.22, it shows that the path coefficient is 0.478 with a p value of 0.000. Therefore, H3 is accepted.
4. H4: There is a positive and significant influence of service quality on brand trust among Tuku Coffee Shop consumers. Based on Table 4.22, it is explained that the path coefficient is 0.502 with a P value of 0.000. Therefore, H4 is accepted.
5. H5: There is a positive and significant influence of brand trust on brand loyalty among Tuku Coffee Shop consumers. Based on Table 4.22, it is explained that the path coefficient is 0.236 with a P value of 0.005. Therefore, H5 is accepted.

6. H6: There is an indirect influence of social media marketing on brand loyalty through brand trust among Tuku Coffee Shop consumers. Based on Table 4.22, it is explained that the path coefficient of Social Media Marketing on Brand Loyalty through Brand Trust is 0.113 with a P value of 0.010. Therefore, H6 is accepted.

7. H7: There is an indirect influence of service quality on brand loyalty through brand trust in consumers of Tuku Coffee Shop. Based on Table 4.22, it is explained that the path coefficient of Service Quality to Brand Loyalty through Brand Trust is 0.118 with a P value of 0.007. Therefore, H7 is accepted.

5. Discussion

The findings of this research highlight the significant relationship and impact between social media marketing, service quality, brand loyalty, and brand trust among consumers of Tuku Coffee Shop. The results reveal that the social media marketing (SMM) variable has a positive but not significant impact on brand loyalty at Tuku Coffee Shop. This means that although the social media marketing strategy implemented by Tuku Coffee Shop tends to positively influence customer loyalty, the statistical impact is not yet strong or consistent enough to be declared significant. This result indicates that social media activities conducted, such as posting visual content, interacting with followers, or digital promotions, have not yet fully formed customer loyalty directly and deeply. This may occur because loyalty to a brand, especially in product categories like coffee, is more influenced by the real experiences of consumers such as product taste, service quality, store atmosphere, and emotional involvement rather than just digital exposure. This finding contradicts the results of the research by Sohaib & Han (2023) which shows that marketing activities through social media, such as delivering relevant and interactive content, can enhance consumer loyalty to the brand. However, this result aligns with the research by Kristyanto et al. (2022) which states that low communication intensity and the lack of perceived informational value by consumers from social media can hinder the development of loyalty to the brand. This difference may be caused by consumers' perceptions of brand communication effectiveness on social media, which have not yet been optimized to create emotional closeness or functional benefits, thus loyalty is not significantly formed.

The positive and significant impact of service quality on brand loyalty, this relationship also has the highest path coefficient compared to other variable relationships. This finding indicates that the better the quality of service provided by Kopi Tuku, in terms of service speed, staff friendliness, comfort of atmosphere, and consistency of product quality, the higher the level of customer loyalty to the brand. This finding is in line with research results by Masud et al. (2024) and Shahzad et al. (2024) that service quality has a positive and significant effect on brand loyalty. According to Masud et al. (2024), brand loyalty is closely related to service quality and service quality is closely related to repurchase intention, recommendations, and reluctance to switch. Providing high-quality services is crucial for the long-term success and survival of service providers.

This research also shows that social media marketing variables have a positive and significant impact on brand trust. These findings indicate that the more effective the social media marketing strategies implemented by Toko Kopi Tuku through informative, transparent, responsive, and consistent content, the higher the level of consumer trust in the brand. The results of this study are in line with the research of Haudi et al. (2022) and Ebrahim (2020), which state that social media marketing has a significant influence on brand trust. Social media marketing can be a solution as a means of interaction, information exchange, and product or service presentation to enhance trust (Awali & Astuti, 2021).

This research shows that the variable of service quality has a positive and significant effect on brand trust. The findings indicate that the higher the quality of service provided by Tuku Coffee Shop, in aspects such as speed, staff friendliness, comfort of the place, and consistency of product quality, the greater the customer's trust in that brand. These research results are in line with Muttaqien et al., (2023) and Shafiq et al., (2023), which state that service quality positively and significantly influences brand trust. This is because a satisfying service experience offers a sense of security, confidence in service consistency, and evidence that the brand values its customers. When customers feel that the services provided meet or even exceed their expectations, a positive perception of the brand tends to form (Shafiq et al., 2023).

This research shows that the brand trust variable has a positive and significant effect on brand loyalty. These findings indicate that the higher the level of consumer trust in the Tuku Coffee brand in terms of integrity, reliability, and consistency of experience, the greater their tendency to remain loyal, make repeat purchases, and recommend the brand to others. The research results align with the findings of studies by Ali et al. (2024) and Muttaqien et al. (2023) which state that brand trust has a positive and significant impact on brand loyalty. This is because brand trust plays an important role in fostering brand loyalty and cultivating a sense of attachment and dedication among consumers (Hossain et al., 2023). Confidence in the quality, reliability, and integrity of the brand sustains customer loyalty.

Furthermore, this research highlights the role of brand trust in mediating the influence of social media marketing on brand loyalty. This study shows that the brand trust variable has a positive and significant influence in mediating the effect of social media marketing on brand loyalty. These findings indicate that the effectiveness of marketing strategies through social media by Tuku Coffee does not directly encourage the formation of customer loyalty, but rather through the process of building trust in the brand first. This means that although social media content can attract attention and create initial engagement, consumer loyalty can only be achieved if the content is able to foster perceptions of integrity, reliability, and commitment from the brand. Therefore, the role of brand trust acts as an intermediary that connects consumers' initial experiences on social media with their decisions to remain loyal to the brand. This finding emphasizes that the relationships between variables in the context of marketing are not always linear or direct. In this case, the mediating role is not just as an intermediary but becomes a key factor in explaining how and why social media

marketing can impact brand loyalty. The results of this study are in line with research by Sohaib & Han (2023) and Ebrahim (2020), which states that brand trust can significantly mediate the effect of social media marketing on brand loyalty. Furthermore, this finding confirms the S-O-R (Stimulus-Organism-Response) theory, that external stimuli, in this case social media marketing, will influence the internal organism, namely consumers' perceptions and trust in the brand, or brand trust, which ultimately affects behavioral responses towards brand loyalty. In this context, brand trust plays the role of the organism or internal psychological condition that is key to the transition between stimulus and response.

This research shows that service quality also has an indirect effect on brand loyalty through brand trust, with a lower path coefficient value compared to the direct effect of service quality on brand loyalty. The findings of this study indicate that the presence of brand trust as a mediating variable actually reduces the path coefficient value of service quality to brand loyalty when compared to its direct effect. This suggests that Tuku Coffee Shop consumers tend to rate the quality of service provided by employees higher than the factor of trust in the brand. In other words, for consumers, direct interactions with employees, such as friendliness, responsiveness, and professionalism, are considered sufficient to form loyalty, without needing to first go through brand trust perceptions. The research results are in line with the studies by Masud et al. (2024) and Shahzad et al. (2024) stating that brand trust can significantly mediate the effect of service quality on brand loyalty. Service quality plays an important role in building brand trust, which then contributes to increasing brand loyalty (Masud et al., 2024). Therefore, through consistent, reliable, and responsive service quality, positive experiences for customers can be created, thereby increasing trust in the brand.

This result confirms the relevance of the seven hypotheses proposed in this study, which indicates that service quality and brand trust are primary determinants in shaping consumer loyalty, while the role of social media marketing is more effective in building trust than directly influencing loyalty. Furthermore, brand trust has proven to be an important mediator that bridges the influence of social media marketing and service quality on brand loyalty. These findings support the theoretical S-O-R approach, where external stimuli influence behavioral responses through the internal conditions of consumers.

6. Conclusions

The results of this research are expected to have a positive impact on coffee shop entrepreneurs, particularly at Toko Kopi Tuku. Toko Kopi Tuku is advised to enhance active engagement, such as through user-generated content, digital loyalty programs, or activations that involve user participation, in order to strengthen the element of trendiness while also promoting sustainable loyalty. Improving service quality can be achieved by enhancing staff competence in responding to busy situations and optimizing queue systems across all branches, which are important steps to maintain

service quality consistency and meet consumer expectations that tend to demand fast, efficient, and responsive service. Furthermore, building and maintaining brand trust becomes crucial through transparent communication, professional service, and strengthening reliability values in both online and offline activities. Strengthening the emotional bond with consumers through a personal approach, community campaigns, and emotionally touching brand experiences also contributes to affective loyalty. To sustain brand loyalty in the long term, Tuku Coffee Shop needs to ensure consistency in positive experiences across various touchpoints so that consumers remain loyal amidst market competition.

The results of this study can be used as a reference to develop and consider other factors that may influence or by adding other variables such as brand experience, store atmosphere, electronic word of mouth (e-WOM), or perceived value in order to gain a more comprehensive understanding. Future research could investigate on social media platforms such as TikTok, Twitter, YouTube, and other social media that may yield different findings compared to this study which only used Instagram as a social media platform. Additionally, future studies could also employ mixed methods to delve deeper into consumer perceptions through qualitative approaches, such as interviews or focus group discussions (FGD), so that the results obtained are richer in data and interpretation.

References:

Ali, F., Suveatwatanakul, C., Nanu, L., Ali, M., & Terrah, A. (2024). Social media marketing and brand loyalty: exploring interrelationships through symmetrical and asymmetrical modeling. *Spanish Journal of Marketing - ESIC*, *29*(1), 114–135. https://doi.org/10.1108/SJME-08-2023-0219

Awali, F P., & Astuti, R. T. (2021). Pengaruh Social Media Marketing Activities dan Brand Experience Terhadap Brand Loyalty: Peran Brand Trust Sebagai Variabel Mediasi (Studi pada Pelanggan Produk Kosmetik Pixy di Wilayah Jawa Tengah). *Diponegoro Journal of Management*, *10*(3), 1–15. http://ejournal-s1.undip.ac.id/index.php/dbr

Cahyani, P. D., Welsa, H., & Aji, G. K. (2022). The Effect Of Social media Marketing, Perceived Quality on Brand Loyalty, With Brand Trust as Intervening Variabeles (Study on Tokopedia E-commerce in Yogayakarta). *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *6*(2), 677–686. https://doi.org/10.29040/ijebar.v6i2.4555

Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, *140*(July 2018), 22–32. https://doi.org/10.1016/j.techfore.2018.11.025

Diva Narwanda, A., & Prabowo, B. (2023). SEIKO : Journal of Management & Business Pengaruh Social Media Marketing dan Brand Awareness Terhadap Brand Loyalty dengan Brand Trust Sebagai Variabel Intervening Pada Konsumen Produk Cimory Yogurt di Surabaya. *SEIKO : Journal of Management & Business*, *6* *(1)*, *2023-2706.* https://doi.org/10.37531/sejaman.v6i1.3995

Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. Journal of Retailing and Consumer Services, 59(October 2020), 102345. https://doi.org/10.1016/j.jretconser.2020.102345

Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, *19*(4), 287–308. https://doi.org/10.1080/15332667.2019.1705742

Firdaus, H.B., Liza, S.A., Al Masud, A., Hossain, M.A., (2024). Dampak pengetahuan manajemen terhadap produktivitas pekerja pengetahuan: keterlibatan manajemen pengetahuan individu sebagai mediator. Knowl. Manag. Res. Pract. 1-17. https://doi.org/10.1080/14778238.2024.2380728

Ghozali, I., & Latan, H. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi SmartPLS 3.0 untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro

Haudi, Handayani, W., Musnaini, Suyoto, Y. T., Prasetio, T., Pital-Oka, E., Wijoyo, H., Yonata, H., Koho, I. R., & Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, *6*(3), 961–972. https://doi.org/10.5267/j.ijdns.2022.1.015

Handayani, S. N. (2024). *Customer service yang excellent: Kunci sukses di era digital*. Swa.co.id. https://swa.co.id/read/451709/customer-service-yang-excellent-kunci-sukses-di-era-digital

Juhaidi, A., Syaifuddin, Salamah, Ma'ruf, H., Yuseran, M., Shapiah, Janah, R., Mudhiah, Saputri, R. A., Muharramah, N., Fuady, M. N., Ramadan, W., & Lisdariani, R. (2024). The effect of brand personality, brand-self congruity, and brand love on E-WOM in Islamic higher education in Indonesia: A mediating effect of brand trust. *Social Sciences and Humanities Open*, *10*(March), 100955. https://doi.org/10.1016/j.ssaho.2024.100955

Kemenprin.co.id. (2024). *Kemenperin Jaring dan Kembangkan IKM Pangan Inovatif melalui Program Indonesia Food Innovation 2024.* https://kemenperin.go.id/artikel/24752/Gelar-Indonesia-Food-Innovation-2024,--Kemenperin-Jaring-dan-Kembangkan-IKM-Pangan-Inovatif

Khoa, B. T., & Huynh, T. T. (2023). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *International Journal of Data and Network Science*, *7*(1), 175–184. https://doi.org/10.5267/j.ijdns.2022.11.005

Konuk, F. A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, *63*(June), 102698. https://doi.org/10.1016/j.jretconser.2021.102698

Kristyanto, V. S., Yuanta, N., & Budiarsi, S. Y. (2022). Pengaruh Social Media Marketing TikTok terhadap Brand Loyalty J&T Express. *Majalah Ekonomi*, *27*(1), 35–43. https://doi.org/10.36456/majeko.vol27.no1.a5532

Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, *November*, 1–17. https://doi.org/10.9734/cjast/2019/v38i430376

Luo, M. M., Chen, M. W., & Chea, S. (2020). Facebook Ewom Marketing Strategy:

a Social Support Theory Perspective. *PEOPLE: International Journal of Social Sciences*, *6*(1), 501–511. https://doi.org/10.20319/pijss.2020.61.501511

Masud, A. Al, Ahmed, S., Kaisar, M. T., Hossain, B., Shimu, M., & Islam, M. F. (2024). Unveiling brand loyalty in emerging markets: Analyzing smartphone user preferences: Robustness of structural equation modeling (SEM) and simultaneous equation modeling (SEMs). *Journal of Open Innovation: Technology, Market, and Complexity*, *10*(3). https://doi.org/10.1016/j.joitmc.2024.100353

Muttaqien, Z., Sudarmiatin, & Wardhana, L. W. (2023). Investigating the Effect of Brand Experience and Service Quality on Brand Loyalty mediated by Brand Trust in Travel Umroh Al Madinah Mutiara Sunnah Kediri City. *Asian Journal of Management Analytics*, *2*(4), 513–528. https://doi.org/10.55927/ajma.v2i4.6702

Oktavian, S., Suhud, U., & Febrilia, I. (2023). Pengaruh Service Quality, Brand Trust dan Customer Satisfaction terhadap Loyalty pada Pengguna Jasa Pembayaran Online. *Jurnal Bisnis, Manajemen, Dan Keuangan*, *4*(2), 339–347. https://doi.org/10.21009/jbmk.0402.02

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Maltiple-hem Scale for Measuring Consumer Perceptions of *Service quality*. Journal of Retailing, 64(1), 12-40.

Purwanto, A. (2024). *Mengapa kafe dan kedai kopi kian marak di Indonesia*. Kompas.id. https://www.kompas.id/baca/riset/2024/08/15/mengapa-kafe-dan-kedai-kopi-kian-marak-di-indonesia

Shafiq, M. A., Ziaullah, M., Siddique, M., Bilal, A., & Ramzan, M. (2023). Unveiling the Sustainable Path: Exploring the Nexus of Green Marketing, Service Quality, Brand Reputation, and Their Impact on Brand Trust and Purchase Decisions. *International Journal of Social Science and Entrepreneurship (IJSSE)*, *3*(2), 2790–7724.

Shahzad, M. F., Xu, S., An, X., & Javed, I. (2024). Assessing the impact of AI-chatbot service quality on user e-brand loyalty through chatbot user trust, experience and electronic word of mouth. *Journal of Retailing and Consumer Services*, *79*(March), 103867. https://doi.org/10.1016/j.jretconser.2024.103867

Soesana, A., Subakti, H., Karwanto, K., Fitri, A., Kuswandi, S., Sastri, L., Falani, I., Aswan, N., Hasibuan, FA, & Lestari, H. (2023). *Metodologi Penelitian Kuantitatif* .

Sohaib, M., & Han, H. (2023). Building value co-creation with social media marketing, brand trust, and brand loyalty. *Journal of Retailing and Consumer Services*, *74*(June), 103442. https://doi.org/10.1016/j.jretconser.2023.103442

Tatar, S. B., & Eren-Erdogmus, I. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology and Tourism*, *16*(3), 249–263. https://doi.org/10.1007/s40558-015-0048-6

Vera, J., & Trujillo, A. (2017). Buscando las variables con mayor influencia en mediciones de lealtad: un estudio exploratorio. *Contaduria y Administracion*, *62*(2), 600–624. https://doi.org/10.1016/j.cya.2016.04.007