



The Influence of Social Media Marketing on Brand Loyalty Through Brand Awareness on Instagram Coffee Shop Account Followers

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Abstract. This study aims to describe the knowledge and explanation of whether social media marketing influences brand loyalty through brand awareness for followers of the Starbucks Indonesia Instagram account. Data is processed using quantitative methods of descriptive and explanatory types. The data analysis used is path analysis with testing tools, namely SPSS software version 25. Data collection was carried out through distributing online questionnaires to followers of the @starbucksindonesia Instagram account, totaling 200 respondents. Testing this research instrument involves a validity test and a reliability test. The research findings show that social media marketing holds a direct and significant influence on brand loyalty. Social media marketing holds a direct and significant influence on brand awareness. Brand awareness holds a direct and significant influence on brand loyalty. Brand awareness can indirectly mediate social media marketing and brand loyalty.

Keywords: Social Media Marketing, Brand Loyalty, Brand Awareness.

1 Introduction

The development of technology and the internet helps companies to conduct marketing activities effectively and efficiently and become faster in reaching consumers and being able to connect directly with consumers. It also helps companies to target audiences based on their content preferences, demographics, and lifestyles so that marketing is optimized.

The latest technology that can support marketing activities through the internet is social media. Social media refers to a new form of tool that has experienced rapid development in recent years that allows users to use it easily and conveniently on cellphones, tablets, and computers with the use of the internet (Chen, 2020). Social media supports its users to communicate, share information, argue, learn new knowledge or knowledge, support business, as a means of entertainment, and so on online. The existence of social media allows users to access from anywhere and anytime, regardless of location and time.

The use of social media for companies is considered a unique marketing activity because it supports companies to communicate directly with consumers, share interesting and relevant content, strengthen the relationship between companies and consumers, and create company value for consumers (Tatar & Eren-Erdogmus, 2016).

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Marketing using social media is one of the favorite marketing activities when compared to conventional marketing (Furner et al., 2013) because it can help companies to be superior to competitors, create brand awareness, influence consumer purchase interest, become a top of mind brand for consumers, and reduce advertising costs.

Now Instagram is used by many companies in carrying out marketing activities because Instagram is one of the many social media platforms that are most used in the world, which has 1.32 billion users in January 2023. In April 2023 Indonesia occupied the fourth country as the largest active user in the world with 106 million users. On the other hand, Instagram can help companies to share informative and relevant content to followers and other users online, and does not cost much but has a big impact on the company. Posts uploaded on Instagram also cause persuasive properties for the audience because it is equipped with information, advantages, shape and appearance, and details of a product so as to create a sense of consumer confidence to immediately buy the product.

Social media marketing is considered a marketing activity through social media applications in order to achieve marketing goals so that it can reach a wider and faster audience. The use of social media marketing must be done as well as possible in sharing content such as content that is entertaining, informative, and relevant to consumer preferences so that the shared content has a positive and beneficial impact on consumers. This change in marketing techniques encourages companies to compete in optimizing their marketing through social media in order to dominate the market and is expected to help companies compete among competitors.

Starbucks Indonesia is one of the many companies that adapt their marketing activities through social media marketing through Instagram. Starbucks is an international coffee company that was born in Seattle, United States and began its presence in Indonesia in 2002. Until now (2023) Goodstats noted that Starbucks has 523 branches in various cities in Indonesia and has 35,711 branches worldwide as of October 2022.

Currently, Starbucks Indonesia has 1.8 million followers on its Instagram account and routinely carries out social media marketing as optimally as possible to achieve increased brand awareness by uploading attractive and persuasive visual content to invite the interest and attention of its followers and Instagram users to make purchases. This can build a sense of loyalty, closeness, and attachment to Starbucks Indonesia and make followers always check and pay attention to the @starbucksindonesia Instagram account when they want to purchase Starbucks products. In addition, Starbucks Indonesia's goal of doing social media marketing is to become a top of mind brand in the coffee beverage category.

2 **Literatuer Review**

2.1 **Social Media Marketing**

Gunelius' opinion (2011, p. 10) in the journal (Salamah et al., 2021) describes marketing through social media as a form of marketing activities directly or indirectly

through the use of social media networks with the aim of creating brand awareness, industry, goods, services, individuals or other entities.

In research (Haliyani, 2019) Kotler and Keller (2016) mention that social media allows users to share and receive information in the form of sound, images, videos, and words to other users, businesses, and vice versa. Meanwhile, Roberts and Zahay (2013) argue that social media marketing is the use of social media applied by companies that aim to interact and understand consumers so that companies achieve their goals.

The definition of social media marketing is reinforced by Kim and Ko (2012) that the use of social media is an example of marketing media that has a higher appeal when compared to conventional marketing such as billboards, television advertisements, print advertisements, etc. because social media marketing has several advantages, namely the first, customers enjoy more free marketing content through social media platforms. Second, customers can customize their reference search using search features, hashtags, or special services provided by the company. Third, social media is real-time and fast, allowing customers to get the latest information and trends about the products/services offered by the company. Fourth, marketing through social media allows direct communication between users and the company. Fifth, it can cause word of mouth (E-WOM) effects which include the willingness of customers to convey information they know on social media about a company to other individuals (A. Wibowo et al., 2021).

According to Kim and Ko (2010) in the journal (Godey et al., 2016), there are 5 aspects that influence social media marketing, namely entertainment, customization, trendiness, interaction, and word of mouth

a. Entertainment

The content provided can provide a feeling of pleasure when using social media because social media users are looking for fun and entertainment when they use social media.

b. Customization

Customization on social media marketing is that companies provide interesting and informative content and services according to consumer preferences.

c. Trendiness

Providing the latest or up-to-date content that consumers are looking for because consumers think that they are easy to get information through social media. The content is also always innovating so that consumers can find out the latest information.

d. Interaction

Interaction using social media also allows for online two-way communication between companies and consumers and vice versa.

e. Word of mouth

Social media is very suitable for doing WOM because consumers can share their experiences about a product or brand with people closest to them and even other consumers directly or indirectly.

2.2 Brand Loyalty

According to Aaker (1997) brand loyalty presents the level of loyalty or consumer interest in a brand so that it can be a measure of whether or not consumers may switch to another brand. Without loyalty, a brand will be very easily replaced by other brands, especially if there are changes in the brand such as an increase in product prices (Puspaningrum, 2020).

Brand loyalty is defined as a deep customer commitment to future brand repurchases regardless of situational factors (Chaudhuri & Holbrook, 2001) in (Ebrahim, 2020). According to Schiffman and Kanuk (2008) brand loyalty refers to the tendency of customers when making continuous purchases of similar and detailed products or categories of certain products or services (Utami & Saryadi, 2019). Brand loyalty is defined by several researchers in different ways, but they conclude that brand loyalty is a positive view or preference from consumers for a brand and creates repeat purchase behavior (Ahmad, 2020).

Ballester and Aleman (2005) in (Wilis et al., 2021) define that there are 4 indicators of brand loyalty that can be measured, namely:

- a. Repeated purchases
This indicator is influenced by consumer satisfaction, therefore consumers will make repeated purchases without prior consideration and without the influence of other brands.
- b. Suggesting to others
The brand can provide satisfaction and can meet the expectations of consumers, so consumers can easily suggest to people around them or even invite people around them to make joint purchases.
- c. Immune to other brands
Consumers have a positive view of a brand and are reluctant to turn away because they have a high sense of trust.
- d. Consumer satisfaction
Consumers are satisfied with the benefits provided and have a positive view of the brand.

2.3 Brand Awareness

Brand awareness by Aaker (1991) is considered as the ability of potential consumers to buy products that they already know so that they can remember products from that brand in certain categories (Salamah et al., 2021). Meanwhile, (Fitrianna & Aurinawati, 2020) defines brand awareness as the power of a brand to appear in consumers' minds, which can be measured by consumers' ability to recognize and understand brands in various conditions.

Peter and Olson (2010) argue that brand awareness is a marketing strategy because consumers tend not to make purchases of a brand that they do not know. Marketing aims to create brand awareness so as to create memories related to the advertised brand so that consumers will consider buying the brand (Salamah et al., 2021). According to Kotler and Keller (2013) defines brand awareness as the ability of a brand to arise in the minds of customers when they imagine products from a certain category (Heskiano et al., 2020).

This understanding is supported by the journal (Ilyas et al., 2020) which argues that brand awareness has several stages. Starting from the first stage is the lowest stage, namely not recognizing the brand, brand recognition, and top of mind brand. The existence of brand awareness is able to create a presence and attachment that is very essential for the company. If brand awareness has a high level, consumers can realize the brand easily.

Aaker (1991) in (Bilgin, 2018) argues that there are 4 levels in brand awareness, namely:

- a. Top of mind
Top of mind refers to how high a brand ranks in the minds of consumers of a particular product.
- b. Brand Recall
How well consumers can re-identify a brand without assistance.
- c. Brand Recognition
Brand recognition is defined as consumer action towards brand awareness with assistance such as the characteristics of a product.
- d. Unaware of a Brand
The lowest level when consumers never know or recognize a brand.

3 Research Method

The approach adopted in this research is a quantitative approach, which uses concrete or numerical data which is then measured using statistical tools as a calculation test to draw conclusions. This research uses descriptive and explanatory analysis. Descriptive research functions to explain, describe, and examine something according to real events which are then drawn conclusions using numbers. Meanwhile, explanatory research is used to explain a relationship or difference between one variable and another. The data that has been obtained is then subjected to several tests using statistical calculations of the SPSS version 25 program, including validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, and hypothesis testing consisting of determination test (R2), t test and f test.

The following figure 1 shows the research framework that will be used in this study, with social media marketing as variable X, brand loyalty as variable Y, and brand awareness as variable Z.

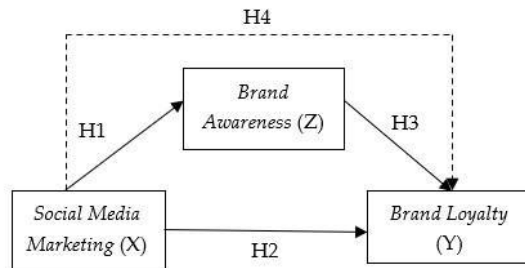


Fig.1 Research Framework

3.1 Population and Sample

The population size in this study was 1.8 million followers of the @starbucksindonesia Instagram account aged 15-60 years in Indonesia. This research sample uses non-probability sampling, namely purposive sampling which is based on certain characteristics or characteristics, namely:

1. Indonesian citizen.
2. Purchase Starbucks Indonesia products at least once every month.
3. Pay attention to the content (photos or videos) uploaded by the @starbucksindonesia Instagram account.

3.2 Data Collection Techniq

This research refers to research with a quantitative approach with a measurement scale, namely a Likert scale. There are two types of data used in this study, namely primary and secondary data. Primary data is obtained from the distribution of online questionnaires in the form of google forms containing questions and statements on a Likert scale regarding the variables studied. The questionnaire was distributed to Indonesian citizens who follow and pay attention to the @starbucksindonesia Instagram account with a total of 200 respondents by attaching an online questionnaire link in the form of a google form via the WhatsApp application or direct messages via Instagram. While secondary data uses literature including books, articles, journals, and other references that are in accordance with the object of this research. The following is a Likert scale measurement in this study:

Table 2 Research Instrument Grid

Statement	Definition	Score
STS	Strongly agree	1
TS	Agree	2
CS	Simply agree	3
S	Don't agree	4
SS	Strongly Disagree	5

The following is a table which is a grid of instruments in this research:

Table 3 Research Instrument Grid

Variabel	Indicator	Items	Items number
Social Media Marketing (X)	<i>Entertainm ent</i>	Content can attract attention.	1
		The content shared is interesting	2
		The content shared is useful	3
	<i>Customizat ion</i>	The content is quite informative	4
		Content has a positive impact	5
		Always provide the latest information	6

Brand Loyalty (Y)	<i>Trendiness</i>	Always follow the latest trends	7	
		Provides ease of communication	8	
	<i>Interaction</i>	Provides convenience for exchanging information	9	
		Easy to access anywhere and anytime	10	
	<i>Word of Mouth</i>	Don't mind spreading information or opinions about a brand	11	
		Don't mind creating and sharing content on social media accounts	12	
	Brand Loyalty (Y)	Repeat purchases	Commit to making repeat purchases in the future	13
		Satisfaction	The existence of innovation and offers encourages repeat purchases	14
			Feel satisfied with the services and products provided	15
			Will recommend to others if satisfied with a brand	16
			Committed to being a loyal customer	17
	Brand Awareness (Z)	<i>Top of mind</i>	The brand that first appears in consumers' minds regarding a particular product.	18
<i>Brand recall</i>		Can remember brand logos just by looking at them	19	
		It is easy to recognize a brand logo.	20	
<i>Brand Recognition</i>		Easy to recognize and remember a brand	21	
<i>Unware of Brand</i>		Not aware of the presence of a brand	22	

4 Research Results

4.1 Description of Respondent Data

This study involved a sample of 200 respondents who were classified by gender, age, occupation, monthly expenses, frequency of purchasing Starbucks products every month, and the location where they purchased Starbucks products. The table below shows the characteristics of respondents based on gender:

Table 4 Gender of Respondents

Gender	Frequency	Percentage
Woman	117	58,50%

Man	83	41,40%
Total	200	100%

Based on table 4 above, it can be seen that out of 200 respondents, 117 respondents were found with female gender and a percentage of 58.5% and 83 respondents were male with a percentage of 41.5%. So it can be concluded that the respondents of this study are mostly women who dominate Starbucks products through social media marketing so that they realize the content uploaded by the @starbucksindonesia Instagram account.

The following is the age classification of respondents in this study:

Table 5 Age of Respondents

Age	Frequency	Percentage
15 – 20	17	8,5%
21 – 25	65	32,5%
26 – 30	43	21,5%
31 – 35	38	19%
36 – 40	19	9,5%
41 – 45	8	4%
46 – 50	5	2,5%
51 – 55	3	1,5%
56 – 60	2	1%
Total	200	100%

Table 5 above shows that the majority of respondents in this study were aged 21-25 years, totaling 65 respondents or around 32.5%. Then respondents with an age range of 26 - 30 years with 43 respondents with a percentage of 21.5%. Then respondents with an age range of 31 - 35 years were 38 respondents or around 19%, ages 36 - 40 years with 19 respondents or around 9.5%, ages 15 - 20 years with 17 respondents with a percentage of 8.5%, ages 41 - 45 years with 8 respondents with a percentage of 4%. In the bottom 3 positions there are respondents aged 46 - 50 years as many as 5 respondents, aged 51 - 55 years as many as 3 respondents and ended by respondents aged 56 - 60 years with 2 respondents.

The following is a classification of the employment status of respondents in this study:

Table 6 Respondents' Employment Status

Work	Frequency	Percentage
Student / Students	43	21,5%
Employees / Private		34%
Employees	68	
Government employees	38	19%
Businessman	17	8,5%
Housewife	11	5,5%
Other	23	11,5%
Total	200	100%

In table 6 above, it can be seen that the majority of Starbucks customers are employees / private employees, totaling 68 respondents with a percentage of 34%. Furthermore, there are students with 43 respondents with a percentage of 21.5%. Then civil servants were 38 respondents with a percentage of 19%, then other types of work with 23 respondents with a percentage of 11.5%. Then the type of entrepreneurial work with a total of 17 respondents with a percentage of 8.5%, and finally housewives with 11 respondents with a percentage of 5.5%. This study shows that most Starbucks consumers have the employment status of employees/private employees and students.

The following is a classification of respondents' expenses per month in this study:

Table 7 Respondents' Expenses Every Month

Expenses/month (in rupiah)	Frequency	Percentage
< 1.000.000	18	9%
1.000.001 – 2.000.000	46	23%
2.000.001 – 3.000.000	64	32%
>3.000.001	72	36%
Total	200	100%

Based on table 7 above, it shows that the majority of Starbucks followers spend >3,000,001 every month with 72 respondents with a percentage of 36%, then respondents with expenses of 2,000,001 - 3,000,000 every month were 64 respondents with a percentage of 32%, then respondents with expenses of 1,000,001 - 2,000,000 every month were 46 respondents with a percentage of 23% and in the lowest position, namely respondents with expenses <1,000,000 with 18 respondents with a percentage of 9%. It can be concluded that Starbucks consumers are mostly people with middle to upper class economies with a spending range of Rp > 3,000,001 every month.

The following is a classification of the frequency of respondents purchasing Starbucks products every month in this study:

Table 8 Frequency of Starbucks Purchases Every Month

Frequency/Month	Frequency	Percentage
1	45	22,5%
2	63	31,5%
3	62	31%
>3	40	20%
Total	200	100%

Table 8 above shows that the majority of Starbucks followers with 63 respondents made purchases 2 times each with a percentage of 31.5%, then 62 respondents made purchases 3 times each month with a percentage of 31%, 45 respondents made

purchases 1 time each month with a percentage of 22.5% and 40 respondents made > 3 purchases each month with a percentage of 20%.

The following is where respondents usually purchase Starbucks products in this study:

Table 9 Places where respondents buy Starbucks products

Place	Frequency	Percentage
Starbucks Stores	162	81%
Online Motorbike Taxi Application	34	17%
International Airport	4	2%
Total	200	100%

In table 9, it can be seen that respondents prefer to make purchases of Starbucks products through the Starbucks store with a total of 162 respondents with a percentage of 81%. Furthermore, 34 respondents usually purchase Starbucks products through online motorcycle taxi applications with a percentage of 17% and 4 respondents usually purchase Starbucks products through international airports. So it can be concluded that respondents prefer to visit Starbucks stores with the aim of spending time and enjoying the atmosphere provided by Starbucks.

4.2 Descriptive Data Analysis Results

Descriptive data analysis in this study aims to describe respondents' perceptions based on various question items that are already available using an interval scale. The interval scale aims to determine the category in each variable which is then presented. The scoring technique used in this study is the lowest score of 1 and the highest score of 5. The following is table 10 which contains the interpretation of the respondent's interval scale which is then interpreted:

Table 10 Interval Scale Interpretation

Average Score	Information
5,00 – 4,21	Strongly agree
4,20 – 3,41	Agree
3,40 – 2,61	Simply Agree
2,60 – 1,81	Don't agree
1,81 – 1	Strongly Disagree

The following is a table of data analysis results on social media marketing variables:

Table 11 Frequency Distribution of Social Media Marketing Variables (X)

Based on all items in table 11, the total mean value on the social media marketing variable is 4.21 and it can be concluded that the @starbucksindonesia Instagram account has a high impact on followers. Item SM6 has the highest mean value with a value of 4.51 which shows that followers strongly agree that the @starbucksindonesia Instagram account always provides the latest information about Starbucks. As for the

BL (Y)	5 (SS)		4 (S)		3 (CS)		2 (TS)		1 (STS)		Mean
	f	%	f	%	f	%	f	%	f	%	
BL1	15	7,5%	138	69%	40	20%	7	3,5%	0	0,0%	4,07
BL2	55	27,5%	110	55%	31	15,5%	4	2%	1	0,5%	4,27
BL3	73	36,5%	106	53%	18	9%	3	1,5%	0	0,0%	4,36
BL4	67	33,5%	105	52,5%	24	12%	3	1,5%	1	0,5%	4,33
BL5	51	25,5%	92	46%	45	22,5%	12	6%	0	0,0%	3,96
Total Mean											4,19

lowest mean value, namely at item SM10 with a mean value of 4.11, which shows followers agree that the @starbucksindonesia Instagram account can be accessed anywhere and anytime.

The following is a table of data analysis results on brand loyalty variables:

Table 12 Frequency Distribution of Brand Loyalty Variables (Y)

SMM (X)	5 (SS)		4 (S)		3 (CS)		2 (TS)		1 (STS)		Mean
	f	%	f	%	f	%	f	%	f	%	
SM1	61	35,5%	119	59,5%	19	8,5%	2	1%	0	0,0%	4,29
SM2	54	27%	121	60,5%	23	11,5%	2	1%	0	0,0%	4,26
SM3	57	28,5%	107	53,5%	24	12%	10	5%	2	1%	4,28
SM4	18	9%	137	68,5%	40	20%	4	2%	1	0,5%	4,09
SM5	57	28,5%	116	58%	26	13%	1	0,5%	0	0,0%	4,28
SM6	11	66%	83	41,5%	13	6,5%	2	1%	0	0,0%	4,51
SM7	35	17,5%	127	63,5%	35	17,5%	3	1,5%	0	0,0%	4,17
SM8	46	23%	128	64%	26	13%	0	0,0%	0	0,0%	4,23
SM9	26	13%	127	63,5%	39	19,5%	8	4%	1	0,5%	4,12
SM10	25	12,5%	136	68%	31	15,5%	8	4%	2	1%	4,11
SM11	30	15%	125	62,5%	37	18,5%	8	4%	1	0,5%	4,14
SM12	28	14%	126	63%	39	19,5%	7	3,5%	1	0,5%	4,13
Total Mean											4,21

Based on all the items in table 12, the total mean value on the brand loyalty variable is 4.19 and it can be concluded that respondents have a sense of loyalty to the Starbucks brand. Item BL3 has the highest mean value with a value of 4.36, it can be interpreted that respondents strongly agree that so far they feel satisfaction with the products and services provided by Starbucks. Meanwhile, the lowest mean value is item BL5 with a

mean value of 3.96, where respondents quite agree to become loyal Starbucks customers.

The following is a table of data analysis results on brand awareness variables:

Table 13 Frequency Distribution of Brand Loyalty Variables (Y)

BL (Y)	5 (SS)		4 (S)		3 (CS)		2 (TS)		1 (STS)		Mean
	f	%	f	%	f	%	f	%	f	%	
BA1	62	31%	80	40%	41	20,5%	1	5,5%	6	3%	3,86
BA2	108	54%	79	34,5%	11	5,5%	2	1%	0	0,0%	4,54
BA3	108	54%	83	41,5%	9	4,5%	0	0,0%	0	0,0%	4,53
BA4	52	26%	11 2	66%	34	17%	2	1%	0	0,0%	4,24
BA5	57	28,5%	11 6	58%	26	13%	1	0,5%	0	0,0%	4,48
BA6	107	53,5%	85	42,5%	18	9%	3	1,5%	1	0,5%	4,46
Total Mean											4,35

Based on all the items in table 13, the total mean value on the brand awareness variable is 4.35 and it can be concluded that respondents have a high level of awareness of the Starbucks brand. Item BA2 has the highest mean value with a value of 4.54, it means that respondents strongly agree that they can remember the Starbucks brand just by looking at the logo. Meanwhile, the lowest mean value is item BA1 with a mean value of 3.86, where respondents moderately agree that Starbucks is a brand that is always remembered when they want to enjoy coffee or relax.

In this study, descriptive analysis has the aim of summarizing the results of the data that has been tested. Descriptive analysis of this research is an analysis that contains information from respondents to describe the variables of Social Media Marketing (X), Brand Loyalty (Y), and Brand Awareness (Z).

Table 14 Descriptive Analysis Results of Each Variable

Variable	Mean	Category
<i>Social Media Marketing</i>	4,21	Strongly agree
<i>Brand Loyalty</i>	4,19	Agree
<i>Brand Awareness</i>	4,35	Strongly agree

Based on table 14 above, it shows the mean distribution results of each variable studied. The social media marketing variable is in the strongly agree category with a mean of 4.21. Then the brand loyalty variable is in the agree category with a mean value of 4.19. And then the last variable is brand awareness including the category strongly agree with a mean value of 4.35.

4.3 Instrument Test Results

Testing in this study involves validity testing and reliability testing. Validity testing is aimed at understanding the level of validity of the instrument used which is assisted by the SPSS version 25 program. Meanwhile, the reliability test aims to measure the consistency of the questionnaire in the form of indicators of the variables used. The results of the validity test conducted on 30 followers of the @starbucksindonesia Instagram account with a significance level of 5% or 0.361 are as follows:

Table 15 Validity Test Results

Variable	Items Number	R_{hitung}	R_{tabel}	Sig.	Information
<i>Social Media Marketing (X)</i>	SM1	0,686	0,361	000	Valid
	SM2	0,727	0,361	000	Valid
	SM3	0,458	0,361	011	Valid
	SM4	0,509	0,361	004	Valid
	SM5	0,629	0,361	000	Valid
	SM6	0,408	0,361	025	Valid
	SM7	0,696	0,361	000	Valid
	SM8	0,643	0,361	000	Valid
	SM9	0,569	0,361	001	Valid
	SM10	0,731	0,361	000	Valid
	SM11	0,753	0,361	000	Valid
	SM12	0,603	0,361	000	Valid
<i>Brand Loyalty (Y)</i>	BL1	0,787	0,361	000	Valid
	BL2	0,768	0,361	000	Valid
	BL3	0,512	0,361	004	Valid

	BL4	0,690	0,361	000	Valid
	BL5	0,727	0,361	000	Valid
	BA1	0,623	0,361	000	Valid
	BA2	0,818	0,361	000	Valid
<i>Brand Awareness (Z)</i>	BA3	0,661	0,361	000	Valid
	BA4	0,808	0,361	000	Valid
	BA5	0,662	0,361	000	Valid
	BA6	0,874	0,361	000	Valid

Table 15 above indicates the results of validity testing which shows that the research instruments in the three variables are valid so that no items are removed.

The results of the reliability test conducted on followers of the @starbucksindonesia Instagram account with a value of Cronbach's alpha > 0.60 so that it can be considered reliable. The following are the results of reliability testing in this study:

Table 4 Reliability Test Results

Variabel	Cronbach's Alpha	Standard Koefisien Alpha	Keterangan
<i>Social Media Marketing (X)</i>	0,850	0,6	Reliabel
<i>Brand Loyalty (Y)</i>	0,741	0,6	Reliabel
<i>Brand Awareness (Z)</i>	0,792	0,6	Reliabel

Table 16 above indicates that the acquisition of the questionnaire instrument reliability test in this study is reliable so that researchers can continue to distribute to 170 other respondents and if they have obtained the appropriate data results, data processing can be carried out.

4.4 Classical Assumption Test Results

1. Normality Test

The normality test intends to ensure that the data analyzed is normally distributed as a condition of analysis using the Kolmogorov-Smirnov non-parametric statistical test. If the asymp. sig (2-tailed) value > 0.05 then the data is normally distributed.

Testing the normality of model 1 regression between social media marketing variables (X) on brand awareness (Z) shows the value of asymp sig. (2-tailed) touches 0.732 > 0.05, and model 2 regression between social media marketing variables (X) and brand awareness (Z) on brand loyalty (Y) shows the asymp sig value. (2-tailed) touches the number 0.053 > 0.05, so it can be decided that this research data is normally distributed.

2. Heteroscedasticity Test

This test intends to show whether there is a regression model of equality or difference between the variance of the residuals of one observation to another. If the Sig. value of the independent variable shows a number smaller than 0.05, heteroscedasticity occurs.

The results of the model 1 heteroscedasticity test in the regression between the social media marketing variable (X) on brand awareness (Z) show a Sig value. 0.098 > 0.050 and model 2 regression between social media marketing variables (X) and brand awareness (Z) on brand loyalty (Y) shows the sig. value of the social media marketing variable 0.115 > 0.050 and the sig. value of the brand awareness variable (Z) touches the number 0.821 > 0.050 so it is concluded that there is no heteroscedasticity from each variable in this study.

3. Multicollinearity Test

The multicollinearity test is intended to see if there is a relationship between the independent variables in a regression model. If the VIF value < 10 and the tolerance value > 0.10, there is no multicollinearity, and vice versa.

The results of multicollinearity testing in model 1 regression between social media marketing variables (X) on brand awareness (Z) show a tolerance value of 1.000 > 0.1 and a VIF value of 1.000 < 10, and model 2 regression between social media marketing variables (X) and brand awareness (Z) on brand loyalty (Y) shows a tolerance value of 0.253 > 0.1 and a VIF value of 3.591 < 10 so it is decided that there is no multicollinearity in the regression of each variable.

Path Analysis Results

1. Path Analysis 1

The bold below shows the regression results of the direct effect path coefficient between the Social Media Marketing variable (X) on Brand Awareness (Z) using the SPSS version 25 program:

Table 17 R Square Variable X to Z

Model Summary				
R	R Square	Adj. R Square	Std. Error of the Estimate	
.864	.747	.746	1.372	

ctors (Constant), *Social media marketing*

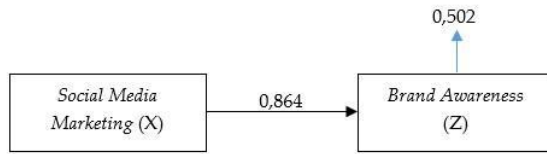
In table 17 above, the R square value or the coefficient of determination in this path analysis 1 is 0.747, meaning that the influence of Social Media Marketing (X) on Brand Awareness (Z) touches 74.7% while the remaining 25.3% of the Brand Awareness variable (Z) is affected by variables outside this study.

Table 18 Coefficient Results of Variable X on Z

Model	Coefficients				
	Jstandardized Coefficients B	efficients Std. Error	Error of the Estimathe	t	Sig.
istant)	2.538	.981		2.589	.010
al media marketing	.466	.019	.864	24.172	.000

ndent Variable: *Brand awareness*

In the testing stage, table 18 above shows a standardized coefficient value of 0.864 which proves the magnitude of the direct influence of Social Media Marketing (X) on Brand Awareness (Z). The following is a model of the direct influence between Social Media Marketing (X) on Brand Awareness (Z) illustrated in the figure below:



$$|\varepsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,747} = 0,502$$

Fig.2 Equation Sub Structure 1

Based on the results of the analysis on path analysis 1 can be described as follows:

- a. The obtained R square value or coefficient of determination in this path analysis 1 is 0.747, meaning that the influence of Social Media Marketing (X) on Brand Awareness (Z) is 74.7%, while the remaining 25.3% of the Brand Awareness (Z) variable is affected by variables outside this study.
- b. The direct effect coefficient value of 0.864 is obtained, which shows the high direct effect of Social Media Marketing on Brand Awareness.
- c. ε_1 (error effect) is an unidentified variable (error) has a value of 0.502 or 50.2% so that it can be decided that the Social Media Marketing variable (X) has an influence on the Brand Awareness variable (Z) worth 50.2% and the remaining 49.8% is affected by other variables.

2. Path 2 Analysis

The following are the results of the direct path coefficient regression between the Social Media Marketing (X) and Brand Awareness (Z) variables on Brand Loyalty (Y):

Table 19 R Square of Variables X and Z against Y

Model Summary			
R	R Square	Adj. R Square	Std. Error of the Estimate
.793	.628	.624	1.589

Factors (Constant), *Brand awareness*, *Social media marketing*

In table 19, the value of R square or the coefficient of determination in this path analysis 2 is 0.628, meaning that the influence of Social Media Marketing (X) and Brand Awareness (Z) on Brand Loyalty (Y) is worth 62.8%. Meanwhile, the Brand Loyalty (Y) variable is affected by variables outside this study worth 37.2%.

Table 20 Coefficient Results of X and Z Variables on Y

Coefficients					
Model	Unstandardized Coefficients B	Standardized Coefficients	Std. Error	Error of the Estimate t	Sig.
Constant)	.049		1.155	.043	.966
<i>Social media marketing</i>	.257	.044	.501	5.798	.000
Brand Awareness	.303	.082	.318	3.686	.000

Dependent Variable: *Brand awareness*

In the testing stage of table 20 above, it shows that Social Media Marketing (X) has a direct effect on Brand Loyalty (Y) of 0.501 while the magnitude of the direct effect of Brand Awareness (Z) on Brand Loyalty (Y) is 0.318. In the direct influence model formed between Social Media Marketing (X) and Brand Awareness (Z) on Brand Loyalty (Y) in the figure below:

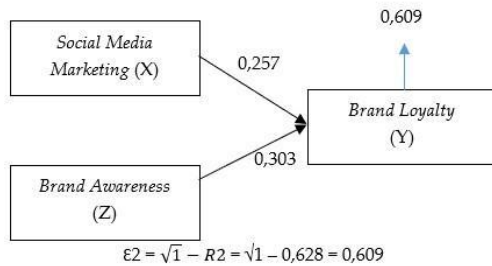


Fig.3 Equation Sub Structure 2

Based on the results of the analysis on path analysis 2 can be described as follows:

- a. The path coefficient or coefficient path on social media marketing on brand loyalty produces a value of 0.257 or 25.7%, which means that the influence of social

media marketing on brand loyalty is 25.7% and the remaining 74.3% is influenced by other factors outside this study.

b. brand awareness on brand loyalty produces a value of 0.303 or 30.3%. It can be said that brand awareness affects brand loyalty worth 30.3% while 69.7% is controlled by other factors outside this study.

c. Calculating the indirect effect by the mediating variable on the independent and dependent variables can be calculated using the following formula:

$$\begin{aligned}
 Y &= b1X \times b3Z \\
 &= 0,466 \times 0,303 \\
 &= 0,141
 \end{aligned}$$

Description:

Y: path coefficient X on Y through Z

b1X: path coefficient of X on Z

b3Z: path coefficient Z to Y

So that the indirect effect provided by brand awareness on social media marketing and brand loyalty is 0.141, where this value refers to the results of the H4 test.

d. The total effect of all variables can be calculated by summing the results of the indirect effect of social media marketing on brand loyalty through brand awareness with the path coefficient value of social media marketing with brand loyalty which is listed as follows:

$$0,257 + 0,141 = 0,398$$

So that the total effect of all variables is 0.398.

e. The results of the sobel test calculation used to determine the standard error for Se1.2 resulted in a value of 0.038 with a tcount value of 3.715. So it is concluded that the z-value of 3.715 > 1.96 which means that H4 can be accepted with the assumption that brand awareness can indirectly mediate social media marketing on brand loyalty.

The diagram of the results of path analysis 1 and 2 in this study are shown in the figure below:

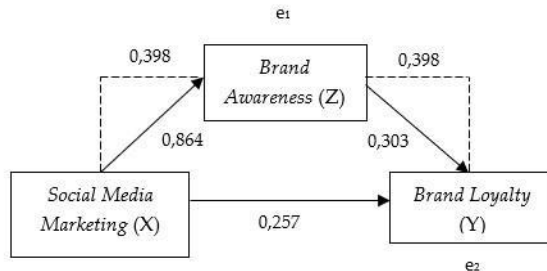


Fig.4 Path Diagram

5 Hypothesis Test Results

1. Test H1

In the direct effect test between the Social Media Marketing (X) variable on Brand Awareness (Z) listed in table 18, the tcount value is 24.172 > ttable = 1.96 and the sig value. 0.000 < 0.050 so that the Social Media Marketing (X) variable holds a direct and significant positive effect on Brand Awareness (Z) and H1 is accepted.

2. Test H2

In the direct effect test between the Social Media Marketing (X) variable on Brand Loyalty (Y) listed in table 20, the tcount value is $5.798 > t_{table} = 1.96$ and the sig value. $0.000 < 0.050$ so that the Social Media Marketing (X) variable has a direct and significant positive effect on Brand Loyalty (Y) and H2 is accepted.

3. Test H3

In the direct effect test between the Brand Awareness (Z) variable on Brand Loyalty (Y) contained in table 20, the tcount value is $3.686 > t_{table} = 1.96$ and the sig value. $0.000 < 0.050$ so that the Brand Awareness (Z) variable holds a direct and significant positive effect on Brand Loyalty (Y) and H3 can be accepted.

4. Test H4

Based on the results of the sobel test on the results of path analysis 2, the t value is $3.715 > t_{table}$ of 1.96 is obtained, it is concluded that Brand Awareness (Z) can indirectly mediate the effect of Social Media Marketing (X) on Brand Loyalty (Y).

6 Disussion

6.1 The Effect of Social Media Marketing (X) on Brand Awareness (Z)

Based on the test results in this study, it can be concluded that the social media marketing variable on the brand awareness variable produces a path coefficient value of 0.864 or 86.4% and the t test results prove the tcount value of $24.172 >$ from the ttable value of 1.96 significance value of $0.000 < 0.050$. From this test, it can be concluded that the Social Media Marketing variable (X) has a significant positive effect on the Brand Awareness variable (Z) so that H1 is accepted. The existence of social media marketing for the @starbucksindonesia Instagram account helps followers and Instagram users to find out the latest information through the content that has been uploaded by the @starbucksindonesia Instagram account. This is supported by the question on instrument item SM6 that the majority of respondents strongly agree that the @starbucksindonesia Instagram account always conveys the latest information about Starbucks Indonesia such as interesting promos every day with limited periods, positive campaign actions, seasonal menus, and so on. Proper use of social media marketing helps Starbucks Indonesia to maintain relationships with its followers so as to make Starbucks a top of mind brand.

This statement is reinforced by research (Salamah et al., 2021) showing the results of hypothesis testing between social media marketing variables contributing to brand awareness variables holding a significant positive effect on brand awareness variables in Hijup e-commerce. Other findings by (Priatni et al., 2020) state that the social media marketing variable has a positive effect on the brand awareness variable because brands with strong brand awareness can convince consumers to make purchases because consumers tend to choose products that they already recognize. An effective marketing strategy through social media can support companies to be better recognized by consumers and provide assurance of product quality and credibility so as to help consumers reduce unwanted risks.

6.2 Effect of Social Media Marketing (X) on Brand Loyalty (Y)

There is an influence between the social media marketing variable and the brand loyalty variable because it produces a path coefficient touching the number 0.257 or 25.7% with a tcount value of 5.798 > ttable value of 1.96 and sig value. $0,000 < 0,050$. The use of social media makes it easy to interact, share information related to a brand online, can establish relationships with consumers, and convince consumers of product credibility so as to create a sense of loyalty to a brand. In this study, the Social Media Marketing (X) variable has a significant positive effect on the Brand Loyalty (Y) variable and H2 is accepted. The existence of social media marketing encourages followers to make purchases of Starbucks products which then creates a sense of loyalty. This statement is supported by the questions on the brand loyalty variable instrument items even though respondents are not fully committed to becoming loyal Starbucks customers. Of the 200 respondents, there were 162 respondents who preferred to purchase Starbucks products through Starbucks stores or outlets available in various cities in Indonesia. This means that respondents like the friendly service provided by Starbucks baristas and the comfortable and warm store atmosphere that creates a positive impression for consumers who have the potential to become loyal customers.

This finding supports the statement (Hidayah, 2019) which proves that social media marketing variables have a positive influence on brand loyalty variables because marketing using social media is a means of communicating between companies and consumers so that it can foster a sense of loyalty to a brand because consumers believe in the credibility of the brand. Furthermore, (Puspaningrum, 2020) strengthens this statement because the existence of social media marketing helps consumers to obtain credible information, especially if the brand is a brand that has been around for a long time. (Nabi, 2021) explains that social media helps consumers to get information about brands easily. By paying attention to the brand and making purchases on the brand can foster a sense of loyalty to the brand if consumers feel satisfaction with the products and services provided.

6.3 Effect of Brand Awareness (Z) on Brand Loyalty (Y)

This study found that the brand loyalty variable (Y) had a significant positive effect on the brand awareness variable (Z) which was indicated by the path coefficient touching the number 0.303 or 30.3% with the t test results showing the tcount value of 3.686 > ttable = 1.96 and a significance value of $0.000 < 0.050$. It can be concluded that the Brand Awareness (Z) variable has a direct and significant positive effect on the Brand Loyalty (Y) variable so that H0 is rejected and H3 is accepted. High brand awareness will encourage consumers to pay more attention to Starbucks Indonesia so that it can affect visits and repeat purchases which will have an impact on brand loyalty. Consumers tend to make purchases on brands that they have previously recognized. This statement is supported by instrument item BA4 that 112 respondents or 66% agree that they know the Starbucks brand well.

This finding is in line with the results of research (Heskiano et al., 2020) which states that brand awareness is an important goal of marketing communication, where with high brand awareness it is hoped that consumers can remember the brand in a category which will then be a consideration for purchasing decisions. It can be interpreted that

brand loyalty reflects consumer behavior to continue buying the same brand. Meanwhile, the results of research (Pranata & Permana, 2021) convey that brand awareness holds a positive influence on brand loyalty, by carrying out optimal marketing activities, brand loyalty will continue to increase.

6.4 Indirect Influence of Social Media Marketing (X) on Brand Loyalty (Y) through Brand Awareness (Z)

In this study, brand awareness is a mediating variable so it is necessary to calculate the indirect regression of the mediating variable brand awareness on social media marketing (X) and brand loyalty (Y) which results in a path coefficient value of 0.141. The Sobel test is also carried out to determine whether brand awareness can indirectly influence social media marketing on brand loyalty and produce a table value $> t_{count}$ of $3.715 > 1.96$ so that H4 can be accepted. This study proves that there is an indirect influence provided by the mediating variable, namely brand awareness on the independent and dependent variables.

7 Conclusions And Suggestions

7.1 Conclusion

The tests described above have been carried out so that it can be concluded that social media marketing has a significant positive effect on brand loyalty variables through brand awareness on followers of the @starbucksindonesia Instagram account. The results of this study show that social media marketing helps Starbucks Indonesia in increasing consumer loyalty with brand awareness, because consumers become aware of the latest information by seeing the content uploaded by @starbucksindonesia which can encourage consumers to immediately purchase Starbucks products. The advantages provided by Starbucks such as high product quality, comfortable place, strategic location, and satisfying service are also one of the reasons consumers become loyal and reluctant to switch to other coffee.

On the other hand, consumers can be loyal to Starbucks even though the selling price is high compared to competitors due to several factors. The first is the quality of the products they offer has a unique taste because Starbucks processes and processes coffee beans specifically so that it is difficult for competitors to have the same coffee taste as Starbucks. Starbucks also provides an experience with comfortable facilities and interiors so that consumers always leave a good impression of Starbucks. Starbucks also does attractive marketing such as discount promos, bundle sets, and more benefits for consumers who have Starbucks cards. Marketing like this is done by Starbucks with the aim of focusing on 'customer retention' so as to influence consumers to buy their products again.

7.2 Suggestions

This research involves several parties and researchers have suggestions that are expected to bring benefits and build on the various parties involved. Some of these suggestions are as follows:

1. Suggestions for Starbucks Indonesia to maintain the social media marketing performance of the @starbucksindonesia Instagram account with the aim of increasing brand awareness and maintaining brand loyalty for followers and Instagram users.
2. Suggestions for followers and Instagram users to always follow and pay attention to the content shared by the @starbucksindonesia Instagram account in order to find out interesting offers or the latest information about Starbucks.

7.3 Research Limitations

1. This study has the criteria for followers of the @starbucksindonesia Instagram account so that researchers need to send messages to 200 respondents in the form of direct messages via Instagram and private chat via WhatsApp.
2. Most of the followers of the @starbucksindonesia Instagram account did not respond to the messages the researchers sent so that it took longer for this research to be carried out.

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