

The Influence of Social Media Marketing on Brand Loyalty Mediated by Brand Trust: A Technology Acceptance Model Perspective in the Case of Bento Kopi Godean

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Social Media Marketing terhadap Brand Loyalty dengan Brand Trust sebagai variabel mediasi pada konsumen Bento Kopi cabang Godean, Yogyakarta. Penelitian ini dilatarbelakangi oleh tingginya kompetisi dalam industri coffee shop yang mendorong pelaku usaha untuk mengoptimalkan pemasaran digital. Metode yang digunakan adalah kuantitatif deskriptif dengan teknik purposive sampling pada 150 responden. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan regresi linier berganda serta uji Sobel. Hasil penelitian menunjukkan bahwa Social Media Marketing berpengaruh positif dan signifikan terhadap Brand Loyalty, baik secara langsung maupun tidak langsung melalui Brand Trust sebagai variabel mediasi. Uji Sobel membuktikan bahwa Brand Trust memediasi secara signifikan pengaruh Social Media Marketing terhadap Brand Loyalty. Temuan ini mendukung model Technology Acceptance Model (TAM), yang menyatakan bahwa persepsi kemudahan dan kebermanfaatan dalam penggunaan teknologi mendorong kepercayaan dan loyalitas konsumen. Implikasi praktis dari penelitian ini menunjukkan bahwa strategi konten media sosial yang interaktif dan relevan dapat meningkatkan kepercayaan serta loyalitas pelanggan. Bento Kopi dan pelaku usaha sejenis disarankan untuk terus mengembangkan strategi digital marketing berbasis media sosial untuk memperkuat hubungan jangka panjang dengan konsumen.

Kata Kunci: *Social Media Marketing; Brand Trust; Brand Loyalty; Coffee Shop; TAM*

Abstract

This study aims to analyze the influence of Social Media Marketing on Brand Loyalty with Brand Trust as a mediating variable, focusing on consumers of Bento Kopi in Godean, Yogyakarta. The research is motivated by the increasing competition in the coffee shop industry, which pushes businesses to optimize their digital marketing strategies. A descriptive quantitative method was employed with purposive sampling involving 150 respondents. Data were collected through questionnaires and analyzed using multiple linear regression and Sobel test. The results indicate that Social Media Marketing significantly and positively affects Brand Loyalty, both directly and indirectly through Brand Trust. The Sobel test confirms that Brand Trust significantly mediates the effect of Social Media Marketing on Brand Loyalty. These findings align with the Technology Acceptance Model (TAM), which posits that perceived ease of use and usefulness of technology can foster trust and consumer loyalty. The practical implication is that interactive and relevant social media content can enhance consumer trust and loyalty. Businesses like Bento Kopi are encouraged to continually improve their social media-based marketing strategies to build long-term customer relationships.

Keywords: Social Media Marketing, Brand Trust, Brand Loyalty, Digital Marketing, TAM

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Introduction

Indonesia's business landscape continues to thrive, particularly in the food and beverage sector, driven by technological advancement and evolving consumer lifestyles. In 2022, the country recorded coffee consumption of 794.8 tons, a figure that significantly influenced the proliferation of coffee shops (Wibowo, 2023). According to Nurhayati-Wolff (2023), Indonesia had approximately 8,870 coffee shops and bars, with Yogyakarta leading in density hosting over 3,000 outlets (kumparan.com, 2022). This surge has transformed coffee culture into a business opportunity. Coffee shops are not only offering uniquely presented beverages but also adapting to customer diversity by including non-coffee options. Consequently, business actors must adopt innovative approaches, particularly through digital marketing platforms like social media. As a dominant medium in contemporary marketing, social media allows companies to engage directly with consumers, build community, and enhance brand visibility (Herdiyani et al., 2022; Savitri & Wibisono, 2022; Wibowo et al., 2021).

In this highly competitive environment, fostering brand loyalty becomes critical. Brand loyalty, characterized by repeated purchases and positive word-of-mouth, is often built upon brand trust, a psychological state reflecting a consumer's confidence in a brand's reliability and integrity. Prior studies affirm that social media marketing can enhance both brand trust and brand loyalty, but findings remain inconsistent (Haudi et al., 2022; Sang, 2023; Althuwaini, 2022; Lu et al., 2020; Ibrahim, 2022; Fetais et al., 2023). Yogyakarta's Bento Kopi exemplifies a business leveraging affordable pricing and strategic social media promotions to capture the student and middle-income segments (Wibowo, 2023). Through campaigns, discounts, and interactive content, Bento Kopi positions itself as a competitive player in the local coffee scene.

This study adopts the Technology Acceptance Model (TAM) as its theoretical foundation. TAM suggests that perceived usefulness and perceived ease of use significantly influence users' acceptance of technology (Davis, 1989). Applied in marketing, TAM implies that well-designed, engaging social media content increases perceived ease and usefulness, thereby building consumer trust and ultimately brand loyalty (Rahayu & Harsono, 2023). Koay et al. (2022) emphasize that interactive and real-time communication on social media fosters trust. Puspaningrum (2020) adds that consistent engagement can increase perceived reliability, which is central to brand trust. As trust strengthens, consumers are more inclined toward repeat purchases and brand advocacy (Haudi et al., 2022; Althuwaini, 2022).

Although numerous studies have confirmed a positive relationship between social media marketing and brand loyalty (Haudi et al., 2022; Sang, 2023; Althuwaini, 2022), other empirical findings suggest that this relationship may be statistically insignificant (Lu et al., 2020; Ibrahim, 2022; Fetais et al., 2023). Similarly, the mediating role of brand trust has yielded inconsistent results across different studies, highlighting an empirical gap that warrants further exploration. In response to these inconsistencies, the present study investigates the relationship between social media marketing, brand trust, and brand loyalty, with a specific focus on consumers of Bento Kopi in Godean, Yogyakarta. The development of the hypotheses is grounded in the Technology Acceptance Model (TAM) proposed by Davis (1989), which posits that user acceptance of technology is influenced by perceived usefulness and perceived ease of use. This theoretical framework has been widely adopted to explain consumer behavior in digital marketing environments and supports the notion that trust plays a crucial role in shaping brand loyalty.

Influence of Social Media Marketing on Brand Loyalty

According to the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use of technology such as social media can shape user behavior. In a marketing context, social media content that is engaging, relevant, and interactive can enhance consumers' positive perceptions of a brand, fostering emotional attachment and reinforcing brand loyalty (Rahayu & Harsono, 2023).

Empirical studies by (Haudi et al., 2022; Sang, 2023; Althuwaini, 2022) support the notion that social media marketing exerts a positive and significant effect on brand loyalty. Based on this, the first hypothesis is proposed as follows:

H1: Social media marketing has a significant effect on brand loyalty.

Influence of Social Media Marketing on Brand Trust

Consistent and transparent interaction through social media fosters brand trust. Consumers are more likely to trust a brand that maintains open, two-way communication and delivers content that is personally relevant (Koay et al., 2022). This is supported by (Emeralda & Kurniawati, 2022), who found a positive relationship between social media marketing and brand trust.

H2: Social media marketing has a significant effect on brand trust.

Influence of Brand Trust on Brand Loyalty

Brand trust reflects a consumer's belief in the reliability and integrity of a brand. High levels of trust increase the likelihood of repeat purchases and brand advocacy (Puspaningrum, 2020). Research conducted by (Ibrahim, 2022; Kirana Pangestika & Khasanah, 2021) also confirms that brand trust has a significant positive influence on brand loyalty.

H3: Brand trust has a significant effect on brand loyalty.

Brand Trust as a Mediating Variable

Brand trust can serve as a mediating variable in the relationship between social media marketing and brand loyalty. When consumers develop trust through positive and consistent social media engagement, their tendency to remain loyal to the brand increases (Althuwaini, 2022). This mediating effect is also validated by (Fetais et al., 2023), who found that brand trust significantly mediates the relationship between social media marketing and brand loyalty.

H4: Brand trust mediates the effect of social media marketing on brand loyalty.

Methodology

This study employed a quantitative research method, which utilizes numerical data that can be processed and analyzed using statistical calculations. A descriptive approach was applied, specifically categorized as descriptive quantitative research. The data sources consisted of both primary and secondary data. Primary data were obtained directly from respondents through questionnaire distribution, while secondary data were gathered from journals and online sources by reviewing and interpreting relevant literature.

The population in this study comprised consumers of Bento Kopi Godean. The sample size was determined using the formula proposed by Hair et al. (2019), resulting in a total of 150 respondents who were part of the aforementioned population. The sampling method employed was non-probability sampling using a purposive sampling technique, which allowed for the selection of respondents based on specific criteria set by the researcher.

The operational definitions of each variable are as follows. The social media marketing variable includes the following indicators: (1) Entertainment, (2) Interaction, (3) Customization, (4) Trend, and (5) Word-of-mouth promotion. The indicators for brand loyalty are: (1) Customer satisfaction, (2) Repurchase intention, (3) Brand affection, and (4) Consumer perception of the brand (Fetais et al., 2023). Meanwhile, the indicators for brand trust are: (1) Honesty, (2) Belief, (3) Reliability, and (4) Satisfaction (Ibrahim, 2022). The data analysis techniques employed in this study included validity and reliability testing. The validity test was conducted to examine whether the questionnaire items accurately represented the variables being measured. Items were considered valid if they met the significance threshold of $p < 0.05$. The reliability test was used to assess the consistency of respondents' answers, applying Cronbach's Alpha coefficient, with a minimum acceptable value of ≥ 0.60 .

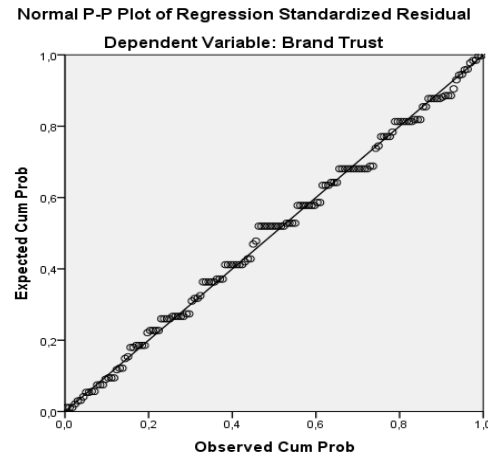
Data analysis

The sample comprised 52.1% female and 47.9% male respondents, with the majority aged between 18 and 25 years. Most participants were undergraduate students. The variables of social media marketing, brand trust, and brand loyalty all showed high mean scores, indicating strong consumer perceptions. A variable is considered reliable if the Cronbach's Alpha coefficient exceeds 0.60. The test results showed that all variables had Cronbach's Alpha values above 0.60, indicating that each variable in the questionnaire is reliable. Therefore, it can be concluded that the questionnaire consistently captured responses from participants.

Normality Test

The normality test aims to determine whether the data in this study are normally distributed. A dataset is considered to follow a normal distribution if the data points align closely with the diagonal line on the normal probability (P-P) plot. A regression model is deemed appropriate when the residuals are normally or approximately normally distributed.

Figure 1. Normality Test for Equation I



Based on the normal P-P plot, the data points are distributed around and follow the diagonal line, indicating that the regression model satisfies the assumption of normality and is thus appropriate for further analysis.

Multicollinearity

The purpose of the multicollinearity test is to determine whether there is a correlation among the independent variables in the regression model. Multicollinearity can be assessed using the values of tolerance and the Variance Inflation Factor (VIF).

Table 1. Equation I

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	3,777	,720			
Social Media Marketing	,606	,034	,824	1,000	1,000

a. Dependent Variable: Brand Trust

Source: Processed data, 2024

Table 2. Equation II

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1,125	,979			
	Social Media Marketing	,345	,076	,411	,322	3,109
	Brand Trust	,470	,103	,412	,322	3,109

a. Dependent Variable: Brand Loyalty

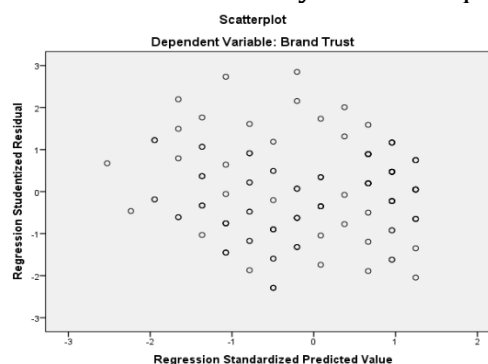
Source: Processed data, 2024

The results of regression Equations I and II indicate that no independent variable had a tolerance value below 0.1, and none had a variance inflation factor (VIF) value greater than 5. Therefore, it can be concluded that there is no multicollinearity among the independent variables in this regression model.

Heteroskedasticity

The purpose of the heteroskedasticity test is to determine whether heteroskedasticity symptoms are present in the regression model. If the scatterplot shows a specific pattern such as a wave-like, widening, or narrowing shape then heteroskedasticity is present. Conversely, if the data points are randomly scattered above and below the Y-axis without forming a clear pattern, it can be concluded that heteroskedasticity is not present in the model.

Figure 2. Heteroskedasticity Test for Equation I

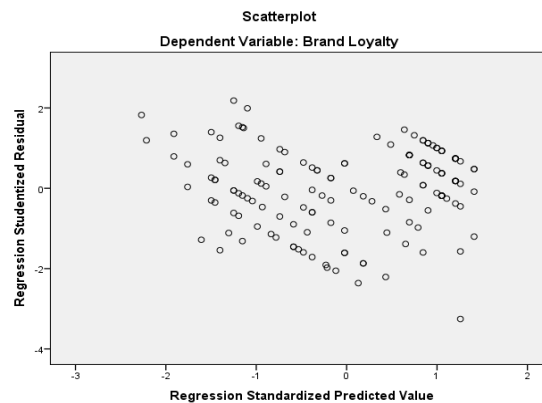


Source: Processed data, 2024

The scatterplot shows that the data points are randomly dispersed. This is evidenced by the distribution of points both above and below the value of zero without forming any

discernible pattern. Therefore, it can be concluded that there is no indication of heteroskedasticity in Equation I.

Figure 3. Heteroskedasticity Test for Equation I



Source: Processed data, 2024

The scatterplot reveals that the data points are randomly distributed above and below the zero line without forming a specific pattern. This suggests that there is no indication of heteroskedasticity in Equation II.

Partial Significance Test (t-test)

This test is primarily used to examine the individual effect of each independent variable in explaining the variation in the dependent variable.

The test of the independent variable social media marketing (x) on brand loyalty (y) yielded a t-value of 4.566 with a significance level of 0.000. Since the p-value is less than 0.05, H1 is accepted. It can thus be concluded that social media marketing has a positive and significant effect on brand loyalty among Bento Kopi Godean consumers. These results are consistent with the findings of (Althuwaini, 2022).

The test of social media marketing (x) on brand trust (z) showed a t-value of 17.667 with a significance level of 0.000. Given the p-value is below 0.05, H2 is accepted. Therefore, social media marketing is found to have a positive and significant influence on brand trust. This supports the research of (Emeralda & Kurniawati, 2022). The test of brand trust (z) on brand loyalty (y) revealed a t-value of 4.578 with a significance level of 0.000. Since the p-value is less than 0.05, H3 is accepted, indicating that brand trust positively and significantly affects brand loyalty among Bento Kopi Godean consumers. These findings align with the research conducted (Kirana Pangestika & Khasanah, 2021).

Mediation Test (Sobel Test)

The Sobel test yielded a z-score of 3.947 and a significance value of 0.000 (< 0.05), indicating that H4 is accepted. This confirms that brand trust (z) significantly mediates the relationship between social media marketing (x) and brand loyalty (y).

Coefficient of Determination (R^2)

The coefficient of determination is used to evaluate the strength of the relationship between the independent and dependent variables. A higher R^2 value (closer to 1) indicates a stronger predictive power, while a lower or negative value implies a weaker relationship. The adjusted R square value for the model measuring the effect of social media marketing on brand trust is 0.676, indicating that 67.6% of the variation in brand trust can be explained by social media marketing. The remaining 32.4% is accounted for by other variables not included in this model. Meanwhile, the adjusted R square for the model examining the influence of social media marketing and brand trust on brand loyalty is 0.612, suggesting that these two variables explain 61.2% of the variation in brand loyalty, while the remaining 38.8% is explained by other factors outside the current regression model.

Discussion

The results of this study confirm that social media marketing significantly influences both brand trust and brand loyalty. The high coefficient in Model I suggests that interactive and engaging social media content fosters consumer trust a conclusion supported by (Emeralda & Kurniawati, 2022) and (Koay et al., 2022). Furthermore, brand trust significantly affects brand loyalty, confirming findings from (Puspaningrum, 2020) and (Kirana Pangestika & Khasanah, 2021). This aligns with the Technology Acceptance Model (TAM), where perceived usefulness and ease of technology, such as accessible social media content, enhance consumer trust and behavioral intention (Rahayu & Harsono, 2023).

The mediating effect of brand trust supports the argument that consumers are more likely to be loyal when they perceive the brand as trustworthy. This mediation result is consistent with the study by (Althuwaini, 2022) and (Fetais et al., 2023), reinforcing that trust serves as a bridge between promotional strategies and sustained loyalty. In practical terms, the findings imply that brands especially in competitive environments like Yogyakarta's coffee industry must not only focus on creating visually appealing and trendy content but also prioritize transparent and consistent communication to build long-term trust.

Conclusion

The findings of this study indicate that overall, social media marketing, brand loyalty, and brand trust are perceived positively by respondents. This is evidenced by the high number of agree and strongly agree responses to the questionnaire items across all research variables. The study employed a sample of 150 respondents, specifically consumers who had made at least one direct purchase at the Bento Kopi Godean branch. The hypotheses tested included three partial hypotheses (1) the effect of social media marketing on brand loyalty, (2) the effect of social media marketing on brand trust, and (3) the effect of brand trust on brand loyalty all of which were found to be statistically significant. Additionally, the mediating hypothesis tested using the Sobel method revealed that brand trust significantly mediates the effect of social media marketing on brand loyalty. These results suggest that brand loyalty is influenced by both social media marketing and brand trust. The brand trust variable was explained by the independent variable social media marketing by 67.6%, while the remaining 32.4% is attributed to other factors not examined in this study. Similarly, the brand loyalty variable was explained by social media marketing and brand trust by 61.2%, with the remaining 38.8% influenced by external variables beyond the scope of this model.

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