

A Study on Customer Engagement of Kopi Kenangan: Reviewed from a Social Media Marketing Perspective, Brand Image and Brand Love



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ABSTRACT: This research aims to examine the study of Kopi Kenangan customer engagement: viewed from the perspective of social media marketing, brand image and brand love. The population in this study were consumers who consumed food/drink products sold by Kopi Kenangan in Padang City with a sample of 175 people. The sampling technique uses a nonprobability sampling method with purposive sampling technique. The data analysis method used is SEM-Partial Least Square (PLS). The research results found social media marketing has a positive and significant effect on brand love. Social media marketing positive does not have a significant effect on customer engagement. Brand image has a positive and significant effect on brand love. Brand image positive does not have a significant effect on customer engagement. Brand love has a positive and significant effect on customer engagement. Social media marketing and brand image have a positive and significant effect on customer engagement with brand love as a mediating variable. The effect of brand love mediation on the influence of social media marketing and brand image on customer engagement, based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method shows that the indirect relationship is significant, but the direct relationship is not significant so that conclusions can be drawn from the results of the decision Indirect-only mediation (indirect relationship mediation only) in the form of full mediation (full mediation)

KEYWORDS: Social Media Marketing, Brand Image, Brand Love, Customer Engagement

I. INTRODUCTION

At this time The emergence of the trend of hanging out at coffee shops is very popular in various circles. For them, coffee is a daily consumption and is part of their daily food and drink (Yuliautaviana, 2021). Nowadays coffee has become part of the modern lifestyle. Many people go to a coffee shop not only because they want to taste the unique coffee from that coffee shop but to spend time and relax with their friends and family (Fauzan, 2021). In this millennial era, coffee shops can be found almost everywhere and in various regions. The emergence of coffee shops with various interesting concepts and supported by a variety of unique drinks has made the existence of this place increasingly popular (Selvi & Ningrum, 2020).

Based on the United States Department of Agriculture (USDA) report entitled Indonesia October 2023 edition, the number of Kopi Janji Jiwa outlets will reach 1,100 units in 2022. Furthermore, Kopi Kenangan is in second place with a total of 932 outlets. Meanwhile, for one of the coffee shop competitors from outside Indonesia, Starbucks is in 6th place with a total of 443 outlets (Muhamad, 2023). This shows that with a greater number of outlets coffee shop which are popping up compared to other restaurants, shows that there is tight competition between fellow business people, so it is necessary to pay attention customer engagement (consumer involvement) on coffee shop brands.

In business coffee shop, customer engagement is very important because a good relationship between the company and customers will bind consumers to continue choosing products or services on a regular basis. When business actors succeed in creating long-term customer engagement, consumers will feel satisfied with the customer service provided. Bororing & Dwianto (2023) state customer engagement is a relationship between a company and customers in the form of interactions, responses and customer experiences towards a company or brand which has benefits for the company to get information from customers about their experiences and what customers need about a brand so that the company can evaluate and improve services to achieve greater profits. tall.

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One of the factors that influences customer engagement is social media marketing. The relationship between social media marketing and consumer engagement with brands is conceptualized as a psychological state involving consumer interest in a brand, which arises from the strength of the consumer's relationship with the brand. Consumer engagement with brands is an emerging concept in marketing in both practical and academic domains. This concept refers to a consumer's specific level of cognitive, emotional, and behavioral activity in brand interactions and is seen as important in influencing consumer behavior (Cheung et al., 2020). With social media marketing, brands' ability to interact and engage with consumers is greatly enhanced. In social media marketing, interactions occur that can produce positive engagement between consumers and brands (Bororing & Dwianto, 2023). Social media marketing has a big role in building consumer trust and relationships with brands, which in turn leads to positive business results.(Cheung et al., 2020). Apart from influencing customer engagement, social media marketing also influences brand love. Social media marketing can be a source of consumer love for a brand, so companies must pay a lot of attention to this, and by creating the right subjectivity on social media & brand-related social pages, increase consumer love for the brand (Mohammadi, Azizi, et al., 2019).

The next thing that influences customer engagement is brand image. One of the important factors used in the brand building process is brand image, this is due to its impact on consumer brand preferences. Consumers will always consider brands that have a strong and well-liked brand image as the most important choice in the decision-making process. This provides encouragement for marketers to strengthen consumer engagement with brands, which is done by using various channels to create strong and positive brand experiences. In other words, the interactions that occur between consumers and brands during the process of building consumer involvement with the brand are input for forming a brand image(Cheung et al., 2020).

Apart from influencing customer engagement, brand image also influences brand love. A positive brand image inspires a desire to love the brand among consumers. The brand image literature also shows that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation(Islam & Rahman, 2016).

Brand love related to three components: brand liking, brand yearning, and brand decision/commitment. Brand love includes attachment, emotion, evaluation, passion, positive evaluation, statements and reflects the consumer's love relationship with the brand which is stronger for a particular brand (Algharabat, 2017).Brand love is the consumer's love for the brand and is a very important component in the brand's relationship with consumers (Riyasa et al., 2023).When brands communicate a person's personality and image, consumers are likely to invest time and energy in choosing the right brand. There is research that illustrates brand love as an important driver of engagement (Islam & Rahman, 2016).

One of the coffee shops in Indonesia is Kopi Kenangan. Kopi Kenangan is a business brand in the Food & Beverages (F&B) industry that specializes in the coffee-chain concept with a grab and go focus. The brand is proud to provide high quality local coffee from Indonesia, and their adherence to these high quality standards has accelerated the growth of their business throughout Indonesia (Subakti, 2023).The following position can be described brands Kopi Kenangan period 2020 to 2023:

Table 1. Assessment of the Top Brand Award for the Coffee Shop Category for the 2020 – 2023 Period

Brand	TBI (%)			
	2020	2021	2022	2023
Kenangan	39.90	36.70	42.60	39.70
Janji Jiwa	29.80	39.50	38.30	39.50
Kulo	13.60	12.40	10.20	6.30
Fore	5,10	6.40	6.50	7.50
Furo	3.10	-	-	-

Source : <https://www.topbrand-award.com/> accessed December 2023

Based on table 1 seems like brands Kopi Kenangan is based on ratings top brand award the coffee shop category tends to be in first position above Janji Jiwa coffee in 2020, 2022 and 2023 with a value of top brands an index that experiences fluctuations every year, except in 2021 brands Kopi Kenangan is in second place in terms of value top brands index is 36.70% smaller than the value top brands Janji Jiwa coffee index was 39.50%. This shows that customer engagement Overall, Kopi Kenangan is very good, as can be seen from the capabilities of the Kopi Kenangan brand won the award as the best top brand chosen by customers. Apart from that, customer engagement with the brand can also be seen from the information conveyed Wuryasti (2022) that state Kopi Kenangan officially holds the title of the first unicorn startup in the food and beverage (F&B) sector in Southeast Asia. The strategy used by memorian coffee To make a brand a Unicorn, you need to create your own application,

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adjust consumer behavior, be active on social media, collaborate with influencers and always be up to date with trends (Subakti, 2023).

Kopi Kenangan achievement in achieving the top brand award position as well as achieving the unicorn startup title was achieved through its ability to carry out social media marketing, as well as building a positive brand image and brand love for its brand. The form of social media marketing carried out by Kopi Kenangan is implementing marketing efforts using an "intensive on social media" strategy. One social media platform that is actively and consistently utilized is Instagram to interact with customers and expand the reach of their brand. Kopi Kenangan actively presents creative and interesting content that suits the trends and tastes of social media users. Apart from that, Kopi Kenangan also frequently interacts with their followers and customers, thereby creating close ties with their community on social media. This helps build positive relationships and strengthens the brand's image as a brand that cares and is responsive to customer needs (Subakti, 2023).

Apart from that, a positive brand image is one of the results obtained by Kopi Kenangan from their creative and innovative marketing strategy. Through campaigns that are always up-to-date with the latest trends, this brand has succeeded in creating the impression of a trendy and modern brand in the eyes of consumers and continuing to innovate and present products that suit today's tastes. A brand image that is dynamic and adapts to current developments gives the impression that Kopi Kenangan is a brand that is relevant and not out of date. Apart from that, marketing strategies that target BTS fans and collaborate with well-known influencers, including Hotman Paris, also contribute to strengthening a positive brand image. Kopi Kenangan commitment to using local and environmentally friendly ingredients also helps shape a positive brand image (Subakti, 2023).

Padang City is one of the cities in Indonesia where there is also a Kopi Kenangan outlet. There are 7 Kopi Kenangan outlets in Padang (Selvia, 2022). Outlet-The outlets opened in various cities are not franchise outlets, but outlets established by the owners themselves (Accone, 2022). If seen In terms of social media marketing, Kopi Kenangan in Padang City also relies on social media marketing, one of which is Instagram, to provide information to its customers. However, the Kopi Kenangan outlet in the city of Padang is less active and less optimal and less updated in using its Instagram social media account as one of the main means of promoting the various products and promos they offer, even though the presence of an Instagram account can be used as a provider of promotional services in the form of content. which can be used to increase brand love and customer engagement towards the Kopi Kenangan brand. It can be seen that one of the Kopi Kenangan Instagram pages in Padang City, namely @kopkenPadang, only has 7 posts, 73 followers and 274 following, with an Instagram page that includes the location. However, if you look at the post, there were no comments from his followers regarding the post and only a few people liked the post.

The form of promotion of products sold at the Kopi Kenangan outlet in Padang City, which can be seen from the appearance on Instagram, is almost the same as the outlets in various regions in Indonesia. This shows that the Kopi Kenangan outlets in the city of Padang are not making enough effort to create different promotions according to their respective outlets in promoting their products in different ways so that they are less able to increase brand love and customer engagement towards the brand Kopi Kenangan at their outlet locations in the city of Padang. Meanwhile, assessing the brand image of Kopi Kenangan can be seen from consumers' assessments of the food or drink products produced by each Kopi Kenangan outlet in the city of Padang, which depends on the taste of the product itself, even though the product offered is the same, the method of making which differentiates the taste of the product felt by consumers so that influencing brand image, brand love and consumer involvement with Kopi Kenangan products at outlets in the city of Padang.

Based on a survey in early December 2023 of 30 consumers who consumed food/drink products sold by Kopi Kenangan in Padang City regarding social media marketing, brand image, brand love and customer engagement, it was found that 46.7% of consumers were not interested in doing social media marketing. This can be seen from the small number of followers at one of the Kopi Kenangan outlets in Padang, at the same time only a few people liked the post and no one commented on the post, indicating that using Kopi Kenangan Instagram is not fun. Apart from that, consumers are more likely to not want to upload content from Kopi Kenangan Instagram to their own Instagram. Then, in terms of brand image, 56.7% of consumers disagree that compared to other brands, Kopi Kenangan is of high quality, has a long history and can predict its performance. This is because in the city of Padang the outlet will only open in 2022, so consumers already have their own choice of coffee which is of good quality in their opinion and for the products only a few of the products offered are superior in taste to consumers and it depends on the purchasing outlet in Padang. Furthermore, in terms of brand love, 53.3% of consumers stated that they did not agree with having a strong brand love for the Kopi Kenangan brand, because they tend not to have special feelings about Kopi Kenangan and consider Kopi Kenangan to be pleasant, as well as liked and attached. This is because consumers also consume other brands of coffee besides Kopi Kenangan. Meanwhile, regarding customer engagement, 63.3% of Kopi Kenangan outlet consumers in the city of Padang do not agree that they have good customer engagement because when using the product they don't think about what

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products are being sold and only focus on the product they want to buy, and are also not interested in buying it. spend a lot of time preferring to use Kopi Kenangan products because consumers also consume coffee products from other brands.

II. LITERATURE REVIEW

Customer Engagement

Customer Engagement considered a direct and voluntary resource contribution from consumers. Where the company will get feedback, suggestions or ideas as a basis for seeing what consumers need as a new form of adding company value, and the focus of this value addition aims to create brand image (Alfira, 2022). Customer engagement is a relationship between a company and customers in the form of interactions, responses and customer experiences towards a company or brand which has benefits for the company to get information from customers about their experiences and what customers need about a brand so that the company can evaluate and improve services to achieve greater profits tall (Bororing & Dwianto, 2023).

Customer Engagementrefers to creating deep relationships with consumers thereby creating ongoing purchases, interactions and participation. Customer Engagement is a customer's personal relationship with a brand as a form of cognitive, affective and behavioral responses outside of purchasing activities (Nurfitriana et al., 2020). Customer engagement is defined as the level of a customer's cognitive, emotional, and behavioral investment in a particular brand interaction, if the focus is on existing customers, defining this construct as "a psychological state that occurs based on an interactive and mutually supportive customer experience with the agent/object of focus (e.g. brand) in a service-focused relationship (Islam & Rahman, 2016).

Customer engagement consists of cognitive, affective, behavioral and social dimensions. The cognitive and affective elements of customer engagement incorporate customer experiences and feelings regardless of whether a transaction occurs or not, and the behavioral and social elements that capture participation by existing and potential customers, both within and outside the exchange situation (Amir et al., 2020). Cognitively, customer activity is represented by the degree to which customers are associated with inspirational funds or pride in the brand. Cognitively, customer engagement activities can be seen from customer focus on the brand and involvement with the brand. Additionally, customer interactions with brands reveal activities related to customer behavior (Yanti et al., 2023).

Brand Love

Through his study of consumer relationships with brands, Fournier in 1998 found the concept of love to be very important for all brand relationships. A distinction has been made between brand love and interpersonal love where the former is one-way, while the latter is two-way (Islam & Rahman, 2016). When brands communicate a person's personality and image, consumers are likely to invest time and energy in choosing the right brand. There is research that illustrates brand love as an important driver of engagement (Islam & Rahman, 2016). Brand love is the consumer's love for the brand and is a very important component in the brand's relationship with consumers (Riyasa et al., 2023).

Brand love as a means to satisfy customers based on their feelings about a particular brand of product. Brand love will be a key area of strength for the formation of buyers and brands that will empower customers to voice their points of view and provide positive criticism to different buyers (Yanti et al., 2023). Brand love is consumer behavior to show the ability and desire to think, feel and take action on the brand the buyer chooses (Riyasa et al., 2023).

Brand love can be defined as a person's level of affective and emotional attachment to a particular brand (Mohammadi, Azizi, et al., 2019). Brand love can also be defined as the level of strong emotional attachment that satisfied customers have for a particular trade name (Islam & Rahman, 2016; Algharabat, 2017; Cuong, 2020; Erianti et al., 2023). The same thing was also expressed that Brand love is defined as the level of strong emotional attachment that satisfied consumers have towards a particular brand (Aulianda et al., 2020).

Brand love related to three components: brand liking, brand yearning, and brand decision/commitment. Brand love includes attachment, emotion, evaluation, passion, positive evaluation, statements and reflects the consumer's love relationship with the brand which is stronger for a particular brand (Algharabat, 2017). Consumer love for a brand includes traits such as brand enthusiasm and affiliation, positive brand evaluations, positive feelings in response to a brand, and expressions of love for a brand (Mohammadi et al., 2019). Brand love consists of desire for the brand, devotion to the brand, positive evaluation of the brand, positive sentiment in return for the brand, and expressions of love for the brand (Cuong, 2020). It was also revealed that consumer love for brands includes the following characteristics: desire for a brand, brand attachment, positive evaluation of the brand, positive emotions in response to the brand, and expressions of love for the brand. (Giantari et al., 2020).

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Social Media Marketing

Social media marketing is an online-based marketing communication media that includes blogs, social networks and the web which is currently widely used by marketers as a media for promotion, advertising, personal selling, public relations, direct marketing, sales promotion, as well as a two-way communication media between consumers and companies (Riyasa et al., 2023). Social media marketing is a marketing process carried out through third parties, namely social media-based websites (Musnaini et al., 2020). Social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, recall and action for a brand, business, product, person or other entity and is carried out using tools from the social web (Mohammadi et al., 2019; Alfira, 2022).

Social media marketing is a form of direct and indirect marketing conducted using social media tools to create awareness, recognition, reminders, and action for a brand, business, product, or other entity (Mohammadi et al., 2019). Social Media Marketing is the use of online networks or in other words social media as a strategy to engage, interact and collaborate with customers who specialize in creating content that attracts the attention of readers so that they visit the website via social media and are encouraged to share it on social networks they (Bororing & Dwianto, 2023). Social Media Marketing is a form of digital marketing that uses social platforms and networking websites to promote products or services through paid or unpaid means. Social media marketing is a platform where marketers can interact with their customers, resolve questions and complaints, announce new products and services, get feedback and recommendations and can also build new communities among them (Rauf et al., 2021).

Marketers in Asia are extensively adopting social media marketing as their primary type of marketing strategy, aiming to build brand trust, consumer-brand relationships, and purchase intentions. A fan-centered social media marketing strategy in the form of entertaining content facilities, customized information, and the distribution of reviews carried out online is useful for building trust and relationships in order to spur (increase) sales revenue. Interactive social media marketing uses feedback mechanisms and E-WOM regarding the focus brand which has an important role in building long-term brand trust and consumer relationships with the brand, thereby strengthening consumer purchasing intentions. Social media marketing has a big role in building consumer trust and relationships with brands, which in turn leads to positive business results. (Cheung et al., 2020).

Brand Image

Brand image is the perception of a brand that is reflected in the brand associations stored in consumers' memories (Erianti et al., 2023). Brand image represents the associations that are activated in memory when thinking about a particular brand (Giantari et al., 2020). Brand image is the perception and belief held by consumers, as reflected by the associations embedded in consumers' memories, which are always remembered first when they hear the slogan and are embedded in the minds of consumers (Alfira, 2022). Brand image is defined as the sum of the total perceptions (reasoned or emotional) that consumers attach to a particular brand (Islam & Rahman, 2016). Brand image is the overall perception of a brand which is formed by processing information from various sources over time. Brand image is built based on impressions, thoughts or experiences experienced by someone towards a brand which will ultimately form an attitude towards the brand in question (Aulianda et al., 2020). Therefore, a good brand image allows a company to achieve a competitive advantage in the market (Erianti et al., 2023).

Consisting of attributes, benefits, and attitudes, brand image refers to the set of associations attached to a brand in consumers' memories, which reflects how the brand is perceived in consumers' minds and how it differs from competing brands. Brand attributes are the descriptive properties and features that characterize a brand, reflecting what consumers think about the brand. Brand benefits refer to consumers' perceived value (e.g. functional, experiential and symbolic) associated with brand attributes. Brand attitude refers to consumers' evaluation and assessment of brand attributes and benefits, which represents the composition of all relevant brand elements and experiences in consumers' memory (Cheung et al., 2020).

Brand image consists of symbolic, functional, emotional and reasoned brand beliefs. Consumers are more likely to create stronger emotional ties with brands whose image matches the consumer's self-concept, because the brand image as a brand personification expresses a person's self-image. A positive brand image inspires a desire to love the brand among consumers. The brand image literature also shows that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation (Islam & Rahman, 2016).

III. RESEARCH METHODS

This type of research uses quantitative research methods (Sugiyono, 2021). The population in this study was all consumers who consume food/drink products sold by Kopi Kenangan in Padang City the exact number of which is unknown. Next, to obtain the sample size, use the theory put forward Hair et al., (2010) which states that a study is considered representative if the number of

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samples used is the number of indicators multiplied by 5-10 or a minimum of 100 (one hundred) samples or respondents. In this research, the number of indicators of 35 multipliers taken is 5, so $35 \times 5 = 175$. So the total sample is 175 consumers who consume food/drink products sold by Kopi Kenangan in Padang City.

The sampling technique uses a non-probability sampling method with a purposive sampling technique. The purposive sampling method is a technique for determining samples with certain considerations. (Sugiyono, 2021). The sample criteria are as follows:

1. Consumers aged > 17 years should know and understand social media marketing and be able to select information
2. Consumers know or are familiar with the Kopi Kenangan brand.
3. If you know or follow one of the Kopi Kenangana Instagram accounts in general / Padang City outlets, you can become a respondent:
 - a. Consumers know about Kopi Kenangan Instagram social media.
 - b. Consumers generally follow Kopi Kenangan's Instagram.
 - c. Consumers follow Kopi Kenangan's Instagram social media in Padang City.
4. Consumers have consumed food/drink products sold by Kopi Kenangan Padang at least twice in the last 6 months
5. Domiciled in Padang City

Data sources are divided into two, namely primary data and secondary data. Method of collecting data use questionnaire technique. This questionnaire design uses a Likert scale (Sugiyono, 2021). The data analysis method that will be used in this research uses SEM-Partial Least Square (PLS) (Ghozali, 2021). SEM-PLS Mediation Testing muse the mediation testing strategy suggested by Hair et al., (2017) using the significance path coefficient. Next, each variable can be explained as below:

Table 2. Variable Operational Table

No	Variable	Dimensions	Indicator	Source
1	<i>Social media marketing</i>	<i>Entertainment</i>	1) Using brand social media is fun	(Algharabat, 2017)
			2) The brand's social media content is engaging	
			3) Brand social media allows sharing information with others	
		<i>Interaction</i>	4) Conversation or exchange of opinions with other people is possible through brand social media	
			5) It's easy to give my opinion through the brand's social media	
			6) The brand's social media content provides the latest information	
		<i>Trendiness</i>	7) Using branded social media is very trendy	
			8) Brand social media offers customized information searches	
		<i>Customization</i>	9) Brand social media provides customized services	
			WOM	
		11) Want to upload content from brand social media to your own social media		
2	<i>Brand Image</i>		1. Compared with other brands, the brand's products are of high quality	(Cheung et al., 2020)
			2. The brand has a long history	
			3. Can reliably predict brand performance	
			4. The company is a leading company	
			5. The company has extensive experience	

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			6. The company is a customer-oriented company	
3	<i>Customer Engagement</i>	<i>Consumer-brand engagement – Cognitive processing</i>	1. Using brand products makes thinking about brands 2. Often think about the brand when using it 3. Using brand products stimulates interest in learning more about the brand	(Cheung et al., 2020)
		<i>Consumer-brand engagement – affection</i>	4. Feel very positive when using Brand products 5. Using brand products makes you happy 6. Feel comfortable when using brand products 7. Proud to use brand products	
		<i>Consumer-brand engagement – activation</i>	8. Spend a lot of time using one brand's products compared to other brands 9. Every time you use a product service, you usually use a brand product 10. Most often use brand products	
	<i>Brand love</i>		1. The brand is a great brand 2. Brands make you feel good 3. Brand makes very happy 4. Like the brand 5. Have special feelings about the brand 6. Very fun brand 7. Really like the brand 8. Very attached to the brand	(Algharabat, 2017)

IV. RESEARCH RESULTS AND DISCUSSION

SEM-PLS data processing uses a model combining first order and second order forms. First order is used for variables that only have indicators. In this research, the variables in the first order category are brand image and brand love. Meanwhile, second order is used for variables that have dimensions and each dimension is explained by an indicator. This testing goes through two stages, where the first stage is testing for dimensions to indicators and the second stage is from variables to dimensions. In this research, the variables in the second order category are social media marketing and customer engagement.

The structural model was evaluated using R-square for the dependent construct, Stone-Geisser Q-Square test for predictive relevance and t test as well as the significance of the structural path parameter coefficients. In assessing the structural model with PLS, start by looking at the R-Squares value for each endogenous latent variable. The interpretation is the same as the interpretation of regression. Changes in the R-squares value can be used to explain the influence of certain exogenous latent variables on whether endogenous latent variables have a substantive influence. (Ghozali, 2021).

Based on the results of data processing, the R-square estimation results were obtained as can be seen in table 3 below:

Table 3. R-square

	R Square
Brand Love_	0.807
Customer Engagement	0.837

Source: Data processing from PLS, 2024

From the results of the R Square value in table 3, it shows that brand love can be explained by social media marketing and brand image by 0.807 or 80.7%, while 19.3% is explained by other variables outside those studied, then customer engagement

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can be explained by social media marketing, brand image and brand love amounted to 0.837 (83.7%) while 16.3% was explained by other variables outside those studied.

Apart from looking at the large R-square value, evaluation of the PLS model can be done with Q2 predictive relevance. Q-square measures how well the observed values are generated by the model and also its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance, while a Q-square value < 0 indicates that the model lacks predictive relevance (Ghozali, 2021). The Q-square calculation is done using the formula:

$$Q^2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0.807) (1 - 0.837)$$

$$Q^2 = 0.968541 = 0.969$$

The results above show a predictive – relevance value of 0.969, this value is > 0, so it can be interpreted that 96.9% of the variation in the customer engagement exit intention variable is explained by the variables used in the model and 3.1% is explained by other factors outside the model. With these results, it is concluded that this model has predictive relevance value.

The stability of these estimates was evaluated using a t-test statistic obtained through a bootstrapping procedure. The hypothesis will be accepted if the t-statistic value exceeds the t table value for degree of significance of 0.05 is 1.96 (Ghozali, 2021).

Direct Influence

The test results for direct influence are as follows:

Table 4. Direct Effect Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H3 Brand Image -> Brand Love_	0.591	0.596	0.098	6,007	0,000
H4 Brand Image -> Customer Engagement	0.096	0.097	0.092	1,037	0.301
H5 Brand Love_ -> Customer Engagement	0.714	0.705	0.068	10,474	0,000
Customer Engagement -> CE-Activation	0.926	0.926	0.013	71,898	0,000
Customer Engagement -> CE-Affection	0.968	0.967	0.005	182,384	0,000
Customer Engagement -> CE-Cognitive Processing	0.952	0.952	0.009	109,670	0,000
H1 Social Media Marketing -> Brand Love_	0.329	0.322	0.100	3,295	0.001
H2 Social Media Marketing -> Customer Engagement	0.129	0.134	0.106	1,215	0.226
Social Media Marketing -> SMM-customization	0.941	0.940	0.011	87,870	0,000
Social Media Marketing -> SMM-entertainment	0.887	0.889	0.019	45,809	0,000
Social Media Marketing -> SMM-interaction	0.937	0.934	0.014	65,129	0,000
Social Media Marketing -> SMM-trendiness	0.927	0.927	0.010	91,577	0,000
Social Media Marketing -> SMM-wom	0.916	0.914	0.015	63,017	0,000

source: Data processing with PLS, 2024

From the Path Coefficient results in table 4, it can be seen that all first order social media marketing constructs have a significant effect on the second order social media marketing constructs where the resulting t-statistic value for all first order constructs is > 1.96 and the significance value is < 0.05 which means that entertainment, interactions, trendiness, customization and WOM are dimensions of social media marketing. This means that all first order constructs are dimensional constructs that form the social media marketing construct.

Furthermore, all first order constructs of customer engagement turned out to have a significant effect on second order constructs of customer engagement where the t-statistic value produced for all first order constructs was > 1.96 and the

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significance value was < 0.05 , which means that Consumer–brand engagement – Cognitive processing, Consumer–brand engagement – affection and Consumer–brand engagement – activation is the dimension of customer engagement. This means that all first order constructs are dimensional constructs that form the customer engagement construct.

Indirect Influence

The test results for indirect effects are as follows

Table 5. Indirect Effects Results Indirect Effects

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6	Social Media Marketing -> Brand Love_ -> Customer Engagement	0.235	0.226	0.070	3,334	0.001
H7	Brand Image -> Brand Love_ -> Customer Engagement	0.422	0.421	0.085	4,969	0,000

Source: Data processing with PLS, 204

The Influence of Social Media Marketing on Brand Love

The results of hypothesis testing show that the original sample value of the influence of social media marketing on brand love is positive at 0.329 with a T-statistic test value > 1.96 , which is equal to 3,295 and $\text{sig } 0.001 < 0.05$. Based on the research results, it can be concluded that social media marketing has a positive and significant effect on brand love. This shows that social media marketing is something that influences the brand love of Kopi Kenangan, where the better the social media marketing, the more consumer brand love for Kopi Kenangan will increase.

This indicates that consumers who consume food/drink products sold by Kopi Kenangan in the city of Padang who are respondents in this study consume food/drink products that are sold according to what they want to consume, but before consuming them tend to pay attention to the latest updates regarding the products available on the market. Kopi Kenangan will be the same at each outlet. So even if you look at the Instagram pages of Kopi Kenangan outlets in the city of Padang, they rarely update posts related to the food/drink products being sold, apart from that, even though the posts displayed also tend to be the same on each branch's Instagram outlet with other branches, consumers don't mind it because what is conveyed by social media marketing via Instagram in general will basically be applied to all Kopi Kenangan outlets so that all of these things influence brand love.

Social media marketing can be a source of consumer love for the brand, so companies must pay a lot of attention to this, and by creating the right subjectivity on social media & social pages related to the brand, increase consumer love for the brand (Mohammadi, Darzian Azizi, et al., 2019). Undeniably, when a brand speaks of values that are consistent with the buyer's belief framework, when the brand exhibits qualities that enhance the buyer's social substance and their mental outlook and when the brand is identified with a strong and important mental image, then the relationship between the brands it will get better, customers and brands can become solid, persistent, and great as love (Sikandar & Ahmed, 2019).

The number of likes on a particular brand page is determined by the clarity, interactivity and proportion of positive comments in the brand's posts, information and entertainment. Additionally, users become more active when they encounter high-level entertainment that makes them have a positive experience on a platform. As a result, social media users start to create a favorable attitude towards a brand which makes them have a strong bond with a brand (Riyasa et al., 2023).

When target consumers see advertisements on online channels and especially on social media, they will believe that social media advertisements are enlightening, interesting, solid and reliable thereby encouraging them to create an ideal insight into the importance of the promotion. If a business's social media is trending and it is considered 'cool' to use a particular social media platform as a form of self-reflection on a subconscious level, customers will tend to engage more with the ad resulting in higher conversions. Social acceptance is a desire that most people cannot give up. They will follow trends and will lead to Word of Mouth. WOM is one of the most effective variables because consumers feel more confident in a brand recommendation if it comes from someone they know. Corporate brand managers can take procedures to plan different advertising related activities through social media. This will help them to have an understanding of the best way to improve their brand positioning which will influence the buyer's mindset significantly, and then increase the element of brand love and loyalty in customers (Sikandar & Ahmed, 2019).

The research results are consistent with several studies which found a positive impact of social media marketing on brand love (Sikandar & Ahmed, 2019). Likewise with other research which also found *social marketing media* significant positive effect on

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brand love. This means by increasing social network marketing activities, then *brand love* also increased (Mohammadi, Darzian Azizi, et al., 2019). Something similar was also found *Social Media Marketing* has a positive and significant effect on brand love. This means that the more promotions there are on social media, the more love there is for the brand on online platforms (Riyasa et al., 2023).

The Influence of Social Media Marketing on Customer Engagement

The results of hypothesis testing show that the original sample value of the influence of social media marketing on customer engagement is positive at 0.129 with a T-statistic test value < 1.96 , which is equal to 1,215 and $\text{sig } 0.226 > 0.05$. Based on the research results, it can be concluded that positive social media marketing does not have a significant effect on customer engagement. This indicates that social media marketing does not make a significant contribution to increasing customer engagement.

The reason why social media marketing does not have an impact on customer engagement with the Kopi Kenangan brand in the city of Padang is because consumers who consume the food/beverage products being sold who are respondents in this study generally have the same thoughts that basically Kopi Kenangan in the city of Padang not too concerned with social media marketing activities. This can be seen from rarely updating posts and tending to display almost the same posts on Instagram at each outlet so that consumers are not interested in providing ratings or comments on Instagram pages as a means of carrying out social media marketing activities in terms of entertainment, interaction, trendiness, customization and WOM so that all these things do not affect customer engagement.

Social media must be used as an effective platform to strengthen interactions between consumers and brands, so that it contributes to consumer engagement with brands (Schultz & Peltier, 2013). This shows that when Kopi Kenangan social media marketing activities in the city of Padang are seen from rarely updating posts and tending to display almost the same posts on Instagram at each outlet, consumers no longer consider their contribution to social media marketing to influence customer engagement.

However, if Kopi Kenangan in the city of Padang wants social media marketing to increase customer engagement then they must pay attention to the content and posts displayed on their Instagram page. This is in accordance with what was stated Barger et al., (2016) which recommends paying attention to content on social media to encourage consumers to engage with posts in social media-based brand communities, thereby strengthening consumer engagement with the brand. In short, the suggestion is that businesses can improve and strengthen consumer-brand relationships with the use of social media platforms (Dessart et al., 2015).

The results of this research are inconsistent with several research results which found that Social Media Marketing had a positive and significant effect on Customer Engagement (Bororing & Dwianto, 2023). *Ssocial media marketing* significant positive effect on customer engagement (Farook & Abeysekara, 2016). *Social Media Marketing* influential positive and significant towards *Customer Engagement* (Alfira, 2022).

The Influence of Brand Image on Brand Love

The results of hypothesis testing show that the original sample value of the influence of brand image on brand love is positive at 0.591 with a T-statistic test value > 1.96 , which is equal to 6,007 and $\text{sig } 0.000 < 0.05$. Based on the research results, it can be concluded that brand image has a positive and significant effect on brand love. This shows that brand image is something that influences consumer brand love for the Kopi Kenangan brand, where the better the brand image, the greater the consumer's brand love for the Kopi Kenangan brand.

This indicates Consumers who consume food/drink products sold by Kopi Kenangan in the city of Padang who are respondents in this study consider brand image to influence their brand love for Kopi Kenangan in the city of Padang. Where consumers will decide their brand love based on brand image assessments seen in terms of aspects. Compared to other brands, Kopi Kenangan products are of high quality, then Kopi Kenangan does have a long history and consumers can reliably predict the performance of Kopi Kenangan and assess that Kopi Kenangan is a leading company, has extensive experience and is a customer-oriented company, so that everything it influences *brand love* they.

Brand image is defined as the sum of the total perceptions (reasoned or emotional) that consumers attach to a particular brand. Brand image consists of symbolic, functional, emotional and reasoned brand beliefs. Consumers are more likely to create stronger emotional ties with brands whose image matches the consumer's self-concept, because brand image as a brand personification expresses a person's self-image (Islam & Rahman, 2016).

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Image Positive brands inspire a desire to love the brand among consumers. The brand image literature also shows that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation (Islam & Rahman, 2016).

The results of this research are consistent with bSeveral research results found that brand image had a significant positive effect on brand love (Islam & Rahman, 2016; Cuong, 2020). Brand image has a significant positive effect on brand love, meaning that the better the brand image, the higher the brand love or consumer love for the brand (Giantari et al., 2020). *Brand image* has a positive and significant effect on brand love. This indicates that the image that has been built by a brand can influence consumer preferences for that brand (Erianti et al., 2023).

The Influence of Brand Image on Customer Engagement

The results of hypothesis testing show that the original sample value of the influence of brand image on customer engagement is positive at 0.096 with a T-statistic test value < 1.96 , which is equal to 1,037 and $\text{sig } 0.301 > 0.05$. Based on the research results, it can be concluded that positive brand image does not have a significant effect on customer engagement. This shows that brand image does not make a significant contribution to increasing customer engagement with the Kopi Kenangan brand.

The reason why brand image does not have an impact on customer engagement with the Kopi Kenangan brand in the city of Padang is because Consumers who consume food/beverage products that are sold as respondents in this research generally have the same thoughts that basically consumers do not place too much importance compared to other brands, high quality memorable coffee products, have a long history, can predict the performance of memorable coffee with reliable, and is a leading company, has extensive experience and is customer oriented. This is because the city of Padang Kopi Kenangan will expand in 2022 so it is still relatively new compared to coffee shop businesses with other brands. Apart from that, even though this business was founded in 2017, consumers will only order food or drink products based on what they like, so they are unable to predict the overall performance of Kenangan coffee, even though the Kenangan coffee business is a leading company, proven by its ability to achieve top brand in the category. coffee shop and is also customer-oriented by creating food or drink products that suit customer desires, all of which does not affect customer engagement.

The results of this research are inconsistent with several research results which found that brand image had a significant positive effect on customer engagement (Nurfutriana et al., 2020). *brand image* significant positive effect on customer engagement (Islam & Rahman, 2016; Amir et al., 2021; Alfira, 2022).

The Influence of Brand Love on Customer Engagement

The results of hypothesis testing show that the original sample value of the influence of brand love on customer engagement is positive at 0.714 with a T-statistic test value > 1.96 , which is equal to 10,474 and $\text{sig } 0.000 < 0.05$. Based on the research results, it can be concluded that brand love has a positive and significant effect on customer engagement. This shows that brand love is something that influences customer engagement with the Kopi Kenangan brand, where the better the brand love, the greater the customer engagement or consumer attachment to Kopi Kenangan.

This indicates Consumers who consume the food/beverage products being sold as respondents in this research consider brand love to influence customer engagement. Where consumers will decide on customer engagement based on brand love assessments seen in terms of aspects Kopi Kenangan is an extraordinary brand, it makes you feel comfortable, it makes you very happy, consumers love Kopi Kenangan. Apart from that, consumers also have special feelings about Kopi Kenangan and consider Kopi Kenangan to be very enjoyable and at the same time really like and are very attached to Kopi Kenangan, so all of these things influence *customer engagement*.

Brand love is defined as the level of strong emotional attachment that satisfied customers have for a particular trade name (Islam & Rahman, 2016; Algharabat, 2017). Brand love as a means to satisfy customers based on their feelings about a particular product brand. Brand love will be a key area of strength for the formation of buyers and brands that will empower customers to voice their points of view and provide positive criticism to different buyers (Yanti et al., 2023).

Brand love related to three components: brand liking, brand yearning, and brand decision/commitment. Brand love includes attachment, emotion, evaluation, passion, positive evaluation, statements and reflects the consumer's love relationship with the brand which is stronger for a particular brand (Algharabat, 2017). *Brand love* is the consumer's love for the brand and is a very important component in the brand's relationship with consumers (Riyasa et al., 2023). Through his study of consumer relationships with brands, Fournier in 1998 found the concept of love to be very important for all brand relationships. A distinction has been made between brand love and interpersonal love where the former is one-way, while the latter is two-way (Islam & Rahman, 2016).

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Cognitively, customer activity is represented by the degree to which customers are associated with inspirational funds or pride in the brand. Cognitively, customer engagement activities can be seen from customer focus on the brand and involvement with the brand. Additionally, customer interactions with brands reveal activities related to customer behavior (Yanti et al., 2023). When brands communicate a person's personality and image, consumers are likely to invest time and energy in choosing the right brand. There is research that illustrates *brand love* as an important driver of engagement (Islam & Rahman, 2016).

The results of this research are consistent with several research results shows that brand love has a significant positive effect on customer engagement (Islam & Rahman, 2016). *Brand love* significant positive effect on Customer Engagement (Nurfutriana et al., 2020). There is a positive and significant influence on Brand Love on Customer Engagement (Yanti et al., 2023).

The Influence of Social Media Marketing on Customer Engagement with Brand Love as a Mediating Variable

The results of hypothesis testing show that the original sample value of the indirect influence of social media marketing on customer engagement with brand love as a mediating variable has a positive value of 0.235 with a T-statistic test value > 1.96 , namely 3.334 and a sig of $0.001 < 0.05$. Based on the research results, it can be concluded that social media marketing has a positive and significant effect on customer engagement with brand love as a mediating variable.

The effect of brand love mediation on the influence of social media marketing on customer engagement, based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method shows that the indirect relationship is significant, but the direct relationship is not significant so that conclusions can be drawn from the results of the decision *Indirect-only mediation* in the form of full mediation (full mediation)

This indicates that brand love as a mediating variable can mediate the influence of social media marketing on customer engagement with Kopi Kenangan in the city of Padang, because brand love is seen in terms of Kopi Kenangan is an extraordinary brand, it makes you feel comfortable, it makes you very happy, consumers love Kopi Kenangan. Apart from that, he also has special feelings about Kopi Kenangan and considers Kopi Kenangan to be very enjoyable and he really likes and is very attached to Kopi Kenangan. Things that consumers consider as intermediaries in the influence of social media marketing on customer engagement.

Social media marketing can be a source of consumer love for the brand, so companies must pay a lot of attention to this, and by creating the right subjectivity on social media & social pages related to the brand, increase consumer love for the brand (Mohammadi, Azizi, et al., 2019). When target consumers see advertisements on online channels and especially on social media, they will believe that social media advertisements are enlightening, interesting, solid and reliable thereby encouraging them to create an ideal insight into the importance of the promotion. If a business's social media is trending and it is considered 'cool' to use a particular social media platform as a form of self-reflection on a subconscious level, customers will tend to engage more with the ad resulting in higher conversions. Social acceptance is a desire that most people cannot give up. They will follow trends and will lead to Word of Mouth. WOM is one of the most effective variables because consumers feel more confident in a brand recommendation if it comes from someone they know. Corporate brand managers can take procedures to plan different advertising related activities through social media. This will help them to have an understanding of the best way to improve their brand positioning which will influence the buyer's mindset significantly, and then increase the element of brand love and loyalty in customers (Sikandar & Ahmed, 2019).

The results of this research are consistent with several research results which found that there was a positive impact of social media marketing on brand love (Sikandar & Ahmed, 2019). Likewise with other research which also found *social marketing media* significant positive effect on brand love. This means by increasing social network marketing activities, then *brand love* also increased (Mohammadi, Azizi, et al., 2019). Something similar was also found *Social Media Marketing* positive and significant effect on Brand Love. This means that the more promotions there are on social media, the more love there is for the brand on online platforms (Riyasa et al., 2023).

Then The results of this study are consistent with several research results also shows that brand love has a significant positive effect on customer engagement (Islam & Rahman, 2016). *Brand love* significant positive effect on Customer Engagement (Nurfutriana et al., 2020). There is a positive and significant influence on Brand Love on Customer Engagement (Yanti et al., 2023)

The Influence of Brand Image on Customer Engagement with Brand Love as a Mediating Variable

The results of hypothesis testing show that the original sample value of the indirect influence of brand image on customer engagement with brand love as a mediating variable has a positive value of 0.422 with a T-statistic test value > 1.96 , namely 4.969

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and a sig of $0.000 < 0.05$. Based on the research results, it can be concluded that brand image has a positive and significant effect on customer engagement with brand love as a mediating variable.

The effect of brand love mediation on the influence of brand image on customer engagement, based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method shows that the indirect relationship is significant, but the direct relationship is not significant so that conclusions can be drawn from the results of the decision *Indirect-only mediation* in the form of full mediation (full mediation)

This indicates that brand love as a mediating variable can mediate the influence of brand image on customer engagement with Kopi Kenangan in the city of Padang, because brand love is seen in terms of Kopi Kenangan is an extraordinary brand, it makes you feel comfortable, it makes you very happy, consumers love Kopi Kenangan. Apart from that, he also has special feelings about Kopi Kenangan and considers Kopi Kenangan to be very enjoyable and he really likes and is very attached to Kopi Kenangan. Things that consumers consider as mediators of the influence of brand image on customer engagement.

A positive brand image inspires a desire to love the brand among consumers. The brand image literature also shows that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation (Islam & Rahman, 2016).

The results of this study are consistent with several research results found that brand image had a significant positive effect on brand love (Islam & Rahman, 2016; Cuong, 2020). Brand image has a significant positive effect on brand love, meaning that the better the brand image, the higher the brand love or consumer love for the brand (Giantari et al., 2020). Brand image has a positive and significant effect on brand love. This indicates that the image that has been built by a brand can influence consumer preferences for that brand (Erianti et al., 2023). Furthermore, the results of this research are also consistent with some research results show Brand love has a significant positive effect on customer engagement (Islam & Rahman, 2016). Brand love has a significant positive effect on Customer Engagement (Nurfutriana et al., 2020). There is a positive and significant influence on Brand Love on Customer Engagement (Yanti et al., 2023)

V. CONCLUSION

Based on the research results, the results obtained are summarized as follows:

1. *Social media marketing* has a positive and significant effect on brand love
2. *Social media marketing* positive does not have a significant effect on customer engagement
3. *Brand image* has a positive and significant effect on brand love
4. *Brand image* positive does not have a significant effect on customer engagement
5. *Brand love* has a positive and significant effect on customer engagement
6. *Social media marketing* has a positive and significant effect on customer engagement with brand love as a mediating variable
7. *Brand image* has a positive and significant effect on customer engagement with brand love as a mediating variable.
8. The effect of brand love mediation on the influence of social media marketing and brand image on customer engagement, based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method shows that the indirect relationship is significant, but the direct relationship is not significant so that conclusions can be drawn from the results of the decision *Indirect-only mediation* in the form of full mediation (full mediation)

Some things that can be recommended are:

1. Recommended to increase *social media marketing* especially on the WOM dimension in terms of consumers' desire to upload content from Kopi Kenangan's Instagram to their own Instagram, by:
 - a. It is hoped that the Kopi Kenangan outlet in Padang City will use social media marketing more intensively through Instagram by frequently updating posts in the form of photos and video reels about Kopi Kenangan in Padang City, not in general like almost the same posts on the Instagram pages of other Kopi Kenangan branch outlets so that consumers are interested in information from Instagram content and upload the content.
 - b. Order in Instagram social media Memories Coffee in Padang City this is fun then it should be balance between posts that use photos and video reels so that consumers do not misperceive the appearance of photo posts with the actual situation
 - c. Content shared on Instagram social media Memories Coffee in Padang City It should be more diverse, not just limited to photos of the food/drink products being sold, you can add promotional content or menu reviews.

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2. An important effort that must be made by Kopi Kenangan in Padang City to improve its brand image is by improving consumer understanding that Kopi Kenangan has a long history by:
 1. Service providers provide information regarding the establishment of Kopi Kenangan in general, then also provide information on when to expand outlets in various cities.
 2. Furthermore, to improve the brand image, it is possible to display the journey of the Kopi Kenangan business from its founding to the present through posting content so that consumers know the history of the founding of Kopi Kenangan as well as what Memories Coffee has achieved in terms of brand image according to consumers' overall assessment
3. Recommended to increase brand love by increasing consumer engagement by:
 - a. Make consumers want to try various kinds of food or drink product menus being sold so that consumers do not look for alternative menus provided by competitors.
 - b. Trying to innovate the products offered so that consumers don't feel bored and have alternative choices of the food/drink products they want.

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