THE INFLUENCE OF SOCIAL MEDIA ACTIVITIES ON BRAND LOYALTY OF KOPI KENANGAN MEDIATED BY INTENTION OF CONTINUED USAGE INTENTIONS

PENGARUH *SOCIAL MEDIA ACTIVITIES* TERHADAP *BRAND LOYALTY* KOPI KENANGAN YANG DIMEDIASI OLEH CONTINUED USAGE INTENTIONS

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Abstract

Social media activities carried out by coffee brands are often used, especially to create loyalty among consumers, but challenges and effectiveness need to be considered to maximize the company's potential. This study aims to determine the brand experience created through social media marketing activities to build brand loyalty. This study will examine social media marketing on the Kopi Kenangan account, sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, value consciousness, brand consciousness, continued usage intention, and brand loyalty, based on the journal by Kumar & Hsieh (2024) titled "How do social media marketing activities affect brand loyalty?" The mediating role of brand experience and Ismail (2017) with the title "The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness." The research method used is quantitative, conducting a survey using Google Forms with a sample size of 400 respondents, consisting of Kopi Kenangan consumers who consistently purchase Kopi Kenangan products and recommend Kopi Kenangan products. Descriptive analysis was then conducted based on structural equation modeling and partial least squares data using SmartPLS. The results showed that social media activities influence Kopi Kenangan brand loyalty through brand experience. The results were statistically analyzed using a significance level of 0.05. The researcher found that the calculated t-value was greater than the table t-value (7.577 > 1.65). In other words, social media activities influence brand loyalty. Kopi Kenangan can maximize

strategies to enhance brand loyalty through social media activities, which can also serve as a reference for future strategic development.

Keywords : *Social Media Marketing, Brand Experience, Continued Usage Intention, Brand Loyalty*.

Abstrak

Aktivitas social media yang dilakukan oleh *brand* kopi kerap kali digunakan, terutama untuk menciptakan loyalitas di kalangan konsumen, namun tantangan dan efektivitas perlu dilihat untuk memaksimalkan potensi yang dimiliki perusahaan. Penelitian ini bertujuan untuk mengetahui *brand experience* yang dilakukan melalui *social* media *marketing activites* untuk membentuk *brand loyalty*. Penelitian ini akan menguji social media marketing pada akun Kopi Kenangan, *sensory brand experience, affective brand experience, behavioural brand experience, intellectual brand experience, value consciousness, brand consciousness, continued usage intention, dan brand loyalty,* yang diteliti berdasarkan jurnal dari Kumar & Hsieh (2024) dengan judul *How social media marketing activities affect brand loyalty?Mediating role of brand experience* dan Ismail (2017) dengan judul *The influence of perceived social media marketing activities on brand loyalty The mediation effect of brand and value consciousness.* Metode penelitian menggunakan kuantitatif, dengan melakukan survei menggunakan *Google Form* dengan jumlah sample 400 responden, yang terdiri dari konsumen Kopi Kenangan yang selalu membeli produk Kopi Kenangan dan merekomendasikan produk Kopi Kenangan. Selanjutnya analisis deskriptif digunakan berdasarkan dari data *structural equation modeling* dan *partial least square* yang menggunakan SmartPLS. Hasilnya menunjukan bahwa aktivitas pada sosial media memberikan pengaruh pada brand loyalty Kopi Kenangan, melalui brand experience. Hasil yang didapatkan dianalisis secara statistik menggunakan taraf signifikasi 0.05. Peneliti menemukan bahwa nilai *t* hitung lebih besar dari *t* tabel (7,577>1.65). Dengan kata lain, aktivitas pada sosial media, memengaruhi pada brand loyalty. Strategi untuk meningkatkan brand loyalty melalui aktivitas sosial media dapat dimaksimalkan oleh Kopi Kenangan, serta dapat menjadi acuan untuk perkembangan langkah strategis kedepannya.

Kata Kunci : *Social Media Marketing, Brand Experience, Continued Usage Intention, Brand Loyalty*.

1. INTRODUCTION

Social media activities are now diverse, and this is certainly related to technological developments that also influence various aspects of daily life. Even the use of social media is now considered more effective for reaching a larger consumer base, as many people now use social media in their daily lives (Ali, Suveatwatanakul, Nanu, Ali, & Abraham, 2025).

Brand selection is now heavily influenced by social media activity. In fact, various sectors have also applied social media marketing activities to reach their audience. One sector that also leverages social media usage is the F&B sector, such as modern coffee. Indonesian

society is also known to be very fond of drinking coffee, so the coffee business in Indonesia can be maximized through various social media marketing roles. One of the companies that also utilizes social media to reach its audience is Kopi Kenangan. Kopi Kenangan actively markets itself on social media platforms such as Instagram, its website, and even the Kopi Kenangan app.

According to Kumar & Hsieh (2024), sensory brand experience refers to how a brand can provide characteristics that influence the sensory perceptions of its audience. Kopi Kenangan offers its consumers a variety of coffee products, allowing them to choose Kopi Kenangan variants that suit their individual preferences. Additionally, its attractive appearance on its Instagram page makes the menu look appealing and harmonious, such as the various Kopi Kenangan beverage variants that provide an experience for consumers to once again feel the sensation of local coffee.

In the affective brand experience stage, which involves consumer feelings, thereby creating a lasting impression, according to Kumar & Hsieh (2024), affective brand experience is related to various emotions, feelings, and even sentiments evoked in consumers. In conclusion, affective brand experience is an emotional connection created to establish a strong impression of a brand. Kopi Kenangan itself created a mini-series titled "Stories from the Heart", Kopi Kenangan shares various valuable experiences of Kopi Kenangan employees and narrates their journey at Kopi Kenangan. The series, uploaded on Kopi Kenangan's Instagram social media, is also supported by the hashtag #MulaiDariHati, creating an experience to take the first step by drinking Kopi Kenangan products.

The intellectual brand experience itself involves curiosity, triggering the desire to use a particular brand, thereby creating interest in avoiding boredom when faced with a brand (Han, Lee, Song, Lee, & Chua, 2020). Kopi Kenangan also created a brand name that is easy to remember, namely "Kenangan." As stated on the Kopi Kenangan website, the name "Kenangan" itself was chosen so that every consumer can have a good memory when visiting the coffee shop, Additionally, the ease of remembering this brand is a manifestation of Kopi Kenangan's intellectual brand experience, as it is easily remembered by its customers.

At the stage of brand behavioral experience, behavioral brand experience, according to Brakus et al. in Fajria et al. (2022), is an action that involves how one experiences and behaves toward a brand. Kopi Kenangan is also active on social media and has developed an app that makes it easier for consumers to purchase products. With consumers now seeking greater convenience, Kopi Kenangan maximizes the use of apps and social media, so that its customers can simply pick up their ordered products when choosing which store to visit. Kopi Kenangan also creates websites to facilitate coffee purchases.

Kopi Kenangan also applies value consciousness, which is implemented by Kopi Kenangan. According to Sale & Sale (2021), value consciousness is a value possessed by a product, which can serve as a reference for whether consumers will become loyal based on that value. Kopi Kenangan implements this through various promotions with discounted prices while still prioritizing flavor variations and the quality of local Indonesian coffee.

Kopi Kenangan also embodies brand consciousness, which is created based on consumer behavior that evaluates a brand based on its products (Salem & Salem, 2021). With the slogan "One Nation, One People, One Kenangan," this slogan reflects that Kopi Kenangan is a local Indonesian coffee brand with the best quality, prioritizing the preferences of Indonesian society who love drinking coffee.

Based on the above description of the problem, this issue is considered relevant for further study with the title "The Influence of Social Media Activities on Brand Loyalty to Kopi Kenangan Mediated by Continued Usage Intentions."

2. RESEARCH METHOD

This research was conducted to revive the local Indonesian coffee brand, which had previously been successful in terms of both brand recognition and sales, so that through this research, it can be improved. The analysis obtained in this study is based on the variables from previous studies on social media marketing activities and brand loyalty by Kumar & Hsieh (2024) and Ismail (2017). The hypotheses in this study were developed based on the studies. The Likert scale was also used to analyze the results from the respondents collected through the questionnaire distributed, particularly to consumers of local Indonesian coffee brands. The selected population was Kopi Kenangan customers in Indonesia. Purposive sampling was also used in this study, with a sample size of 385.

This study will use Google Forms as a means of data collection. Validity and reliability tests will be used at this stage. The formulas used in the validity test are content validity and construct validity, with convergent validity and discriminant validity. Convergent validity in this study was measured using factor loadings and Average Variance Extracted (AVE) parameters. Discriminant validity was tested using cross loading, Fornell-Larcker, and Heterotrait-Monotrait Ratio (HTMT) parameters.

According to Ghozali (2021), the inner model shows the strength between latent variables and constructs. After going through the outer model stage, the next step is to conduct testing with the inner model (structural testing). The inner model or structural test consists of the R-squared test, effect size f, and the predictive test (Q2 predictive relevance), However, before that, the Statistical Inner Variance Inflated Factor (VIF) must be calculated. If the VIF value is below 5, there is no multicollinearity among the variables. Indrawati (2015) states that structural model evaluation is conducted using path coefficients and R-Square. Path coefficients must have a minimum t-value of 1.65 at a 5% significance level to be considered significant. This research model will be evaluated based on the results from SmartPLS, with indicators including the Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), Chi-square, Degrees of Freedom, and RMS_Theta.

3. RESULTS AND DISCUSSION

The total amount of data accumulated in this study is 401 respondents using GoogleForm. The research criteria include Indonesian people who have repurchased Kopi Kenangan products in 2023-2024, are enthusiastic about drinking Kopi Kenangan, and Indonesian people who have purchased directly from Kopi Kenangan outlets. The data was collected over a period from June 1 to 29, 2025. The questionnaire consists of 28 questions. For each question, the number of answers will be multiplied by the respective scores selected, then the results will be added up to obtain the total score and percentage score. The result of the test can be seen as follows:

Table 1. Cronbach's Alpha and Composite Reliability Results

	Cronbach's alpha	Composite reliability
ABE	0.852	0.853
BBE	0.790	0.800
BC	0.786	0.802
BL	0.840	0.840
CUI	0.871	0.877
IBE	0.703	0.706
SBE	0.847	0.848
SMMA	0.898	0.899
VC	0.873	0.899

In Table 1, all research variables have CA and CR scores of more than 0.70, making them reliable. Thus, each item in the validity and reliability test can be used as an outer testing model to determine whether each indicator has good consistency and reliability values.

Table 2. Path Coefficients T-Values and P-Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ABE -> BL	0.042	0.043	0.031	1.370	0.171
ABE -> CUI	0.395	0.396	0.072	5.509	0.000
BBE -> BL	0.007	0.007	0.009	0.797	0.426
BBE -> CUI	0.067	0.065	0.063	1.067	0.286
BC -> BL	0.138	0.141	0.052	2.641	0.008
CUI -> BL	0.107	0.105	0.070	1.531	0.126
IBE -> BL	0.030	0.030	0.021	1.389	0.165
IBE -> CUI	0.280	0.283	0.054	5.185	0.000
SBE -> BL	0.001	0.001	0.008	0.162	0.871
SBE -> CUI	0.013	0.015	0.072	0.180	0.857
SMMA -> ABE	0.404	0.405	0.050	8.063	0.000
SMMA -> BBE	0.400	0.402	0.051	7.929	0.000
SMMA -> BC	0.039	0.042	0.057	0.684	0.494
SMMA -> BL	0.396	0.397	0.052	7.577	0.000
SMMA -> CUI	0.253	0.254	0.034	7.524	0.000
SMMA -> IBE	0.220	0.221	0.047	4.626	0.000
SMMA -> SBE	0.366	0.366	0.051	7.123	0.000
SMMA -> VC	0.373	0.374	0.048	7.709	0.000
VC -> BL	0.464	0.467	0.074	6.292	0.000

The coefficient of social media marketing activities on sensory brand experience is 0.366, indicating a positive or direct influence, meaning that the better the social media marketing activities, the better the sensory brand experience. The better the social media marketing activities, the better the sensory brand experience. The influence of social media marketing activities on brand experience has a t-statistic value of 7.123, which is greater than the t-table value (3.600 > 1.65), and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of social media marketing activities on affective brand experience is 0.404. This indicates a positive or direct influence, meaning that the better the social media marketing activities, the better the affective brand experience. The influence of social media marketing activities on brand experience has a t-statistic value of 8.063, which is greater than the t-table value of 8.063 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of social media marketing activities on behavioral brand experience is 0.400. This indicates a positive or direct influence, meaning that the better the social media marketing activities, the better the behavioral brand experience. The influence of social media marketing activities on brand experience has a t-statistic value of 7.929, which is greater than the t-table value (7.929 > 1.65), and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of social media marketing activities on intellectual brand experience is 0.220. This indicates a positive or direct influence, meaning that the better the social media marketing activities, the better the intellectual brand experience. The influence of social media marketing activities on brand experience has a t-statistic value of 4.626, which is greater than the t-table value of 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient for sensory brand experience on continued usage intentions is 0.013. The influence of sensory brand experience on continued usage intentions has a t-statistic value of 0.180, which is less than the t-table value (0.180 < 1.65), and a p-value of 0.857, which is greater than the alpha level of 5% (0.05).

The path coefficient for affective brand experience on continued usage intentions is 0.395. This indicates a positive or direct influence, meaning that the better the affective brand experience, the better the continued usage intentions. The influence of affective brand experience on continued usage intentions has a t-statistic value of 5.509, which is greater than the t-table value or 5.509 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of behavioral brand experience on continued usage intentions is 0.067. The influence of sensory brand experience on continued usage intentions has a t-statistic value of 1.067, which is less than the t-table value (1.067 < 1.65), and a p-value of 0.286, which is greater than the alpha level of 5% (0.05).

The path coefficient for intellectual brand experience on continued usage intentions is 0.280. This indicates a positive or direct influence, meaning that the better the intellectual brand experience, the better the continued usage intentions. The influence of intellectual brand experience on continued usage intentions has a t-statistic value of 5.185, which is greater than the t-table value or 5.185 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient for continued usage intentions on brand loyalty is 0.107. The influence of continued usage intentions on brand loyalty has a t-statistic value of 1.531, which is less than the t-table value (1.531 < 1.65), and a p-value of 0.126, which is greater than the alpha level of 5% (0.05).

The path coefficient of social media marketing activities on brand loyalty is 0.396. This indicates a positive or direct influence, meaning that the better the social media marketing activities, the better the brand loyalty. The influence of social media marketing activities on brand loyalty has a t-statistic value of 7.577, which is greater than the t-table value or 7.577 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of social media marketing activities on brand consciousness is 0.039. The influence of social media marketing activities on brand consciousness has a t-statistic value of 0.684, which is less than the t-table value (0.684 < 1.65), and a p-value of 0.494, which is greater than the alpha level of 5% (0.05).

The path coefficient of social media marketing activities on value consciousness is 0.373. This indicates a positive or unidirectional influence, meaning that the better the social media marketing activities, the better the value consciousness. The influence of social media marketing activities on value consciousness has a t-statistic value of 7.709, which is greater than the t-table value or 7.709 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of brand consciousness on brand loyalty is 0.138. This indicates a positive or direct influence, meaning that the better the brand consciousness, the better the brand loyalty. The influence of brand consciousness on brand loyalty has a t-statistic value of 2.641, which is greater than the t-table value or 2.641 > 1.65, and a p-value of 0.008, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

The path coefficient of value consciousness on brand loyalty is 0.464. This indicates a positive or direct influence, meaning that the better the value consciousness, the better the brand loyalty. The influence of value consciousness on brand loyalty has a t-statistic value of 6.292, which is greater than the t-table value or 6.292 > 1.65, and a p-value of 0.000, which is less than the alpha level of 5% (0.05). Therefore, this path is considered significant.

Table 3. R Square

Variabel	R Square
Brand Loyalty	0.438

According to Garson (2016), an R Square value of 0.67 is considered strong, 0.33 is considered moderate, and 0.19 is considered weak. According to the results in Table 4.22, it can be seen that the R Square for the brand loyalty variable is 0.438, which indicates that social media marketing, brand experience, and continued usage intentions have a moderate influence.

Table 4. F Square Effect Size

Variabel	f-square
ABE -> CUI	0.110
BBE -> CUI	0.005
BC -> BL	0.033
CUI -> BL	0.013
IBE -> CUI	0.091
SBE -> CUI	0.000
SMMA -> ABE	0.195
SMMA -> BBE	0.191
SMMA -> BC	0.002
SMMA -> BL	0.056
SMMA -> IBE	0.051
SMMA -> SBE	0.155
SMMA -> VC	0.162
VC -> BL	0.221

Based on the results of the effect size test in Table 4, the conclusion is that the influence of the Social Media Marketing Activity variable on the Sensory Brand Experience, Affective Brand Experience, Behavioral Brand Experience, Intellectual Brand Experience, Brand Awareness, and Value Awareness variables on purchase intention and brand loyalty falls into the small and medium categories.

Testing Hypothesis

Table 4. hypothesis testing results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
ABE -> CUI	0.395	0.396	0.072	5.509	0.000	accepted
BBE -> CUI	0.067	0.065	0.063	1.067	0.286	rejected
BC -> BL	0.138	0.141	0.052	2.641	0.008	accepted
CUI -> BL	0.107	0.105	0.070	1.531	0.126	rejected
IBE -> CUI	0.280	0.283	0.054	5.185	0.000	accepted
SBE -> CUI	0.013	0.015	0.072	0.180	0.857	rejected
SMMA -> ABE	0.404	0.405	0.050	8.063	0.000	accepted
SMMA -> BBE	0.400	0.402	0.051	7.929	0.000	accepted
SMMA -> BC	0.039	0.042	0.057	0.684	0.494	rejected
SMMA -> BL	0.191	0.190	0.050	3.781	0.000	accepted
SMMA -> IBE	0.220	0.221	0.047	4.626	0.000	accepted
SMMA -> SBE	0.366	0.366	0.051	7.123	0.000	accepted
SMMA -> VC	0.373	0.374	0.048	7.709	0.000	accepted
VC -> BL	0.464	0.467	0.074	6.292	0.000	accepted

This study uses a significance level of 5%. On one hand, the t-value must be greater than 1.65. However, based on Table 4.25, the results of the t-test for behavioral brand experience on continued usage intentions are 1.067, continued usage intentions on brand loyalty are 0.126, sensory brand experience on continued usage intentions are 0.857, and social media marketing activities on brand consciousness are 0.494, which are still below the significance level. In conclusion, there are several rejections.

H1. Social Media Marketing on Sensory Brand Experience shows a positive and significant effect. Therefore, H1 is accepted.

H2. Social Media Marketing on Affective Brand Experience also has a positive and significant effect, thus H2 is accepted.

H3. Social Media Marketing on Behavioral Brand Experience has a significant positive effect with a coefficient, so H3 is accepted.

H4. Social Media Marketing on Intellectual Brand Experience shows a significant positive effect, thus H4 is accepted.

H5. Sensory Brand Experience on Continued Usage Intentions does not show a significant effect, so H5 is rejected.

H6. Affective Brand Experience on Continued Usage Intentions shows a significant positive effect, thus H6 is accepted.

H7. Behavioral Brand Experience on Continued Usage Intentions is not significant, so H7 is rejected.

H8. Intellectual Brand Experience has a significant positive effect on Continued Usage Intentions, thus H8 is accepted.

H9. Continued Usage Intentions have no significant effect on Brand Loyalty, thus H9 is rejected.

H10. Social Media Marketing has a significant positive effect on Brand Loyalty, thus H10 is accepted.

H11. Social Media Marketing has no significant effect on Brand Consciousness, thus H11 is rejected.

H12. Social Media Marketing has no significant effect on Value Consciousness, thus H12 is rejected.

H13. Brand Consciousness has a significant positive effect on Brand Loyalty, thus H13 is accepted.

H14. Value Consciousness has a significant positive effect on Brand Loyalty, thus H14 is accepted.

Discussion

The results of this study prove that social media marketing influences sensory brand experience, thus accepting H1. Based on the results of the analysis, social media marketing has a significant influence on improving sensory brand experience at Kopi Kenangan. This is also supported by previous studies, which show that social media activity can enhance consumers' sensory experiences.

The results of this study prove that social media marketing influences affective brand experience, thus accepting H2. Based on the results of the analysis, social media marketing has a significant influence on improving affective brand experience at Kopi Kenangan. This is also supported by previous studies, which show that social media activity can increase the appeal of Kopi Kenangan to consumers.

The results of this study prove that social media marketing influences behavioral brand experience, thus accepting H3. Based on the results of the analysis, social media marketing has a significant influence on improving behavioral brand experience at Kopi Kenangan. This is also supported by previous studies, which show that social media activity can increase behavior that shapes habits among Kopi Kenangan consumers.

The results of this study prove that social media marketing influences behavioral brand experience, thus accepting H4. Based on the results of the analysis, social media marketing has a significant influence on improving intellectual brand experience at Kopi Kenangan. This is also supported by previous studies, which show that social media activity can increase interest in the Kopi Kenangan brand.

The coefficient of sensory brand experience on continued usage intentions is 0.013. The effect of sensory brand experience on continued usage intentions has a t-statistic value of 0.180,

which is smaller than the t-table or 0.180<1.65, and a p-value of 0.857, which is greater than alpha 5% (0.05). This indicates that H5 is rejected. The results suggest that the sensory influence on consumers does not have a strong relationship with continued purchase intentions. Based on the analysis of Kopi Kenangan, sensory aspects are closely related to consumers' senses, so factors such as visual appeal, shape, or aroma do not encourage consumers to repurchase Kopi Kenangan products. This is also supported by previous research indicating that sensory aspects of brand experience do not have a significant impact on brand usage or repurchase (Butt et al., 2024). Sensory brand experience also does not show a significant impact on repurchasing products, as sensory factors are not the main pillar for consumers to continuously purchase or use a product (Han et al., 2019).

The results of this study prove that affective brand experience influences continued usage intentions, thus accepting H6. Based on the results of the analysis, affective brand experience is quite influential in increasing continued usage intentions at Kopi Kenangan. This is also supported by previous studies, which found that curiosity among consumers encourages them to return to purchase Kopi Kenangan products.

The coefficient of the behavioral brand experience pathway on continued usage intentions is 0.067. The effect of sensory brand experience on continued usage intentions has a t-statistic value of 1.067, which is smaller than the t-table or 1.067<1.65, and a p-value of 0.286, which is greater than the alpha of 5% (0.05). This indicates that H7 is rejected. The results of this study reveal that existing consumer habits do not influence the continued purchase of Kopi Kenangan products, which may be attributed to various factors. Previous studies have also found that consumer habits do not serve as indicators supporting the continuous purchase of a product. This could be due to environmental, trend, and social influences that can change and are specific to an individual, thus not becoming a factor in long-term product purchases (Cho & Jeon, 2023). This is also supported by the statement from Tseng et al., 2020, that consumer habits are not a factor in the use or purchase of a product. Sustained product use or purchase is supported by external factors such as availability, discounted prices, or order processing speed, while habits do not serve as supporting factors (Rungruangjit & Charoenpornpanichkul, 2024).

The results of this study prove that intellectual brand experience influences continued usage intentions, thereby accepting H8. Based on the results of the analysis, intellectual brand experience is quite influential in increasing continued usage intentions at Kopi Kenangan. This is also supported by previous studies, which show that consumers' interest in themselves encourages them to continue purchasing Kopi Kenangan products.

The coefficient of continued usage intentions on brand loyalty is 0.107. The effect of continued usage intentions on brand loyalty has a t-statistic value of 1.531, which is smaller than the t-table or 1.531<1.65, and a p-value of 0.126, which is greater than alpha 5% (0.05). This shows that H9 is rejected. The results of this study indicate that continued use of Kopi Kenangan products does not indicate loyalty. This may be due to increasing competition and changing coffee drinking trends, so that continued purchase of Kopi Kenangan products does not necessarily mean that consumers are loyal to the brand. Loyalty levels themselves tend to be low when viewed in terms of continuous use of a brand (Foroudi et al., 2020). Liu et al. (2021) also revealed that continuous use of a product is not an indicator of loyalty, especially if consumers are faced with new habits. This is also supported by Espinosa et al. (2018), who

state that even if a consumer has used or purchased a product multiple times, it does not necessarily mean that the consumer will be loyal.

The results of this study prove that social media marketing activities influence brand loyalty, thus H10 is accepted. Based on the results of the analysis, social media marketing activities are quite influential in increasing brand loyalty at Kopi Kenangan. This is also supported by previous studies, which show that activities on social media can encourage consumers, especially those who follow the Kopi Kenangan Instagram account or use the Kopi Kenangan app, to be loyal to the Kopi Kenangan brand.

The path coefficient of social media marketing activities towards brand consciousness is 0.039. The influence of social media marketing activities on brand consciousness has a t-statistic value of 0.684, which is smaller than the t-table or $0.684 < 1.65$, and a p-value of 0.494, which is greater than the alpha of 5% (0.05). This indicates that H11 is rejected. The results of this study show that activities on social media do not serve as a reference for brand consciousness, especially since many people have not followed and rarely visit the social media accounts or the website of Kopi Kenangan, resulting in many consumers not being very interested in this brand. Massive social media activities can also be a factor that a brand may be displaced by another brand, especially since many brands are now competing to upload viral content that can elevate the name of a brand (Zeqiri et al., 2024). This is also supported by the statement of Kalra et al., (2023), That the use of social media needs to be 'powerful' to enhance brand awareness, such as requiring engaging content created in collaboration with influencers that capture the audience's interest.

This research proves that social media marketing activities affect brand loyalty, thus H12 is accepted. Based on the analysis results, social media marketing activities significantly influence value consciousness at Kopi Kenangan, which is also supported by previous research, that activities on social media can encourage consumers, especially information related to discount prices and offers, can enhance value consciousness.

The results of this study prove that brand consciousness affects brand loyalty, thus H13 is accepted. Based on the analysis results, brand consciousness has a significant influence in enhancing brand loyalty for Kopi Kenangan. The results of this study prove that value consciousness affects brand loyalty, thus H14 is accepted. Based on the analysis results, the value consciousness present in Kenangan coffee products has a good influence in increasing brand loyalty towards Kenangan coffee.

4. CONCLUSION

According to the results of descriptive analysis from 400 respondents, the majority agreed with the statements related to the research variables as follows. The average percentage of the Social Media Marketing Activities variable reached 63.33%, so this value falls into the fairly good category. Therefore, it is concluded that consumers are willing to engage in social media marketing activities for Kopi Kenangan, which is quite interesting for consumers. The average percentage result of the Sensory Brand Experience variable reached 69.65%, so this value falls into the good category. Therefore, it can be concluded that consumers experience sensory-related experiences when consuming Kopi Kenangan products. The average percentage result of the Affective Brand Experience variable reached 69.11%, so this value falls into the good category. Therefore, it can be concluded that consumers tend to have a

curiosity about Kopi Kenangan products.The average percentage result of the Behavioural Brand Experience variable reaches 65.73%, thus this value falls into the fairly good category. Therefore, it can be concluded that consumers tend to have habits that encourage them to buy coffee products. The average percentage result of the Intellectual Brand Experience variable reaches 69%, thus this value falls into the good category. Therefore, it can be concluded that consumers tend to have an interest that encourages them to buy coffee products. The average percentage result of the Continued Usage Intentions variable reached 72.94%, categorizing it as good. Therefore, it can be concluded that consumers tend to purchase coffee products continuously. The average percentage result of the Brand Loyalty variable reached 66.83%, indicating that this value falls within the fairly good category. Therefore, it can be concluded that consumers can be loyal to a certain brand. The average percentage result of the Brand Consciousness variable reached 80%, so this value falls into the good category. Therefore, it can be concluded that consumers have awareness of a coffee brand. The average percentage result of the Value Consciousness variable reached 73%, placing this score in the good category. Therefore, it can be concluded that consumers have an awareness of the price or value of a coffee product.

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