

## The Influence of Social Media Marketing and Brand Image on Customer Engagement in Janji Jiwa Coffee in Padang City with Brand Love as a Mediation Variable



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**ABSTRACT:** This research aims to analyse The influence of social media marketing and brand image on customer engagement at Janji Jiwa Coffee in the city of Padang with brand love as a mediating variable. The type of research used in this research is explanatory research, with the research method being an explanatory survey which prioritizes quantitative methods. The sample 175 consumers who consumed food or beverage products sold by Janji Jiwa Coffee in the city of Padang. Purposive sampling technique. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that social media marketing has a significant effect on brand image, social media marketing has no significant effect on brand love, social media marketing does not have a significant effect on customer engagement. Then brand image significant influence on brand love, brand image has a significant effect on customer engagement. Next brand love has a significant effect on customer engagement. Apart from that, social media marketing has a significant effect on customer engagement which is mediated by brand image And brand love. Then brand image has a significant effect on customer engagement which is mediated by brand love.

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

### I. INTRODUCTION

Public Since ancient times, drinking coffee has become commonplace. Indonesia has coffee lovers in all corners of various ages ranging from teenagers to adults and some are even elderly. This makes Indonesian people consume coffee drinks to enjoy every day. People's coffee consumption is not only limited to home coffee but also coffee that is provided coffee shop. The higher the lifestyle that a person has, especially young people, makes brands think that visiting a coffee shop can be used as a way to complement their lifestyle and increase their own existence for their visitors (Suciati et al., 2020).

Based on data from National Coffee Association In 2016, daily coffee consumption has increased in the last eight years. Among those aged 18-24 years it rose from 34% to 48% and among those aged 25-39 years it rose from 51% to 60%. This shows that the majority of cafe / coffee shop visitors or consumers are teenagers and adults (Safitri, 2019). According to data from the International Coffee Organization (ICO), coffee consumption in Indonesia reached its largest record in the 2020/2021 period. The figure is the fifth largest in the world. Coffee is one of the popular drinks in Indonesia. Everyone from young people to old people like this drink which is famous for its black color and bitter taste. This also encourages quite large consumption of coffee in the country. According to data from the International Coffee Organization (ICO), Coffee consumption in Indonesia reached 5 million 60 kilogram bags in the 2020/2021 period. This number increased by 4.04% compared to the previous period which amounted to 4.81 million bags measuring 60 kg. Coffee consumption in Indonesia in 2020/2021 will be the highest in the last decade. Indonesia is one of the largest coffee consumers in the world. Indonesia is in fifth place below Japan, whose coffee consumption reached 7.39 million 60 kg bags. Meanwhile, Indonesia's coffee production reached 774.6 thousand tons in 2021. This value increased 2.75% from the previous year which amounted to 753.9 thousand tons. Indonesia is one of the largest coffee consumers in the world. Indonesia is in fifth place below Japan, whose coffee consumption reached 7.39 million 60 kg

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bags. Meanwhile, Indonesia's coffee production reached 774.6 thousand tons in 2021. This value increased 2.75% from the previous year which amounted to 753.9 thousand tons. Indonesia is one of the largest coffee consumers in the world. Indonesia is in fifth place below Japan, whose coffee consumption reached 7.39 million 60 kg bags. Meanwhile, Indonesia's coffee production reached 774.6 thousand tons in 2021. This value increased 2.75% from the previous year which amounted to 753.9 thousand tons.

Along with the increase in domestic consumption of Indonesian coffee, the development of the coffee shop business is expected to continue to increase in Indonesia. Ario Fajar as Head of Marketing from Toffin Indonesia, stated that in the last three years there has been a significant increase in the number of coffee shops in Indonesia. Based on the results of Toffin's research with Mix Magazine as of August 2019, the number of coffee shops in Indonesia has reached more than 2,950 outlets, which has almost tripled compared to 2016 which was only around 1,000. The real figure regarding the number of coffee shops could be higher, because the coffee shop census was only carried out on chain outlets found in big cities, but did not include independent coffee shops, both modern and traditional, in various regions. Based on the number of outlets currently recorded with the assumption that average sales per outlet are 200 cups per day, and the price of coffee per cup is IDR 22,500,

One of the coffee shops in Indonesia is Janji Jiwa originally opened on May 15 2018. The concept adopted in serving its coffee is "fresh-to-cup", with the coffee served being locally selected Indonesian coffee with a classic taste image. (jiwagroup.com, 2022). Janji Jiwa has had several achievements, namely in 2019 it achieved a MURI record for "Fastest Coffee Shop Growth in One Year". This award was given because within a year Janji Jiwa succeeded in opening and expanding its coffee shops to 700 outlets, spread across 50 big cities in Indonesia. In 2020, 2021 and 2022, he managed to get a prestigious award from Top Brand in the same category, namely TOP of Mind Share, TOP of Market Share & TOP of Commitment Share Coffee Shop (jiwagroup.com, 2023a). The following position can be described brands Janji Jiwa Coffee for the 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 June 2023

Based on table 1, it can be seen that brands Janji Jiwa Coffee based on ratings top brand award the coffee shop category tends to be in second place after Kenangan coffee in 2020, 2022 and 2023 with a value top brands an index that experiences fluctuations every year, except in 2021 brands Janji Jiwa Coffee is in first place by value top brands index is 39.50% greater than the value top brands Kenangan coffee index is 36.70%. This shows that brands Janji Jiwa Coffee tends to underperform brands Kenangan coffee.

However, Janji Jiwa achievements were achieved through the many Janji Jiwa outlets spread across various cities. Janji Jiwa success can also be seen from its ability to become the largest coffee chain, where the number of outlets is 900+ located in more than 100 cities throughout Indonesia (jiwagroup.com, 2023b). Janji Jiwa achievement of the award is inseparable from the philosophy that inspired the Janji Jiwa Coffee menu, namely first, a cup from farmers, which means that every cup of coffee served is the result of the efforts of coffee farmers from one village in Sumatra, who initially supplied the amount Little has now reached 32 tons of coffee beans per month to supply all Jiwa Group outlets. Secondly, a cup to partners means that the Group's spirit opens up business opportunities for many people, and continues to develop itself so that it can provide benefits to each of its partners. Thirdly, a cup for the people means that Janji Jiwa consumers can not only enjoy every cup of coffee produced by the group's soul innovation but can also find out every story about the coffee (Maulana, 2020).

Based on information obtained from liputan6.com, one of the keys to Janji Jiwa success is Janji Jiwa theme and image. Products are sold at more affordable prices so they seem more popular. The concept is simple but penetrates the soul with the poetic and philosophical tagline used, namely Coffee from the Heart. It seems simple but really touches the hearts of consumers, the use of sentences strengthens the impression of closeness to customers who are called "soul friends" (Hens, 2019a).

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Janji Jiwa vision is to make Janji Jiwa Coffee a coffee shop brand that can be found in every corner of the city by bringing Indonesian coffee shop culture to the world. Janji Jiwa main priority is quality, where its coffee beans use coffee beans that are obtained directly from selected local farmers, and the process is carried out carefully, the coffee roasting uses international standards carried out by Janji Jiwa roasters who are competent in their fields so as to produce quality products at a price affordable, while maintaining the consistency of the taste of each cup of Janji Jiwa coffee (jiwagroup.com, 2022).

The strategy used by Janji Jiwa to win market share for coffee lovers in Indonesia is through digital campaigns via social media by involving key opinion leaders and influencers for the campaign. Apart from that, we also collaborated with various big brands, in the form of celebrating Kartini Day, collaborating with Benefit cosmetics, then also collaborating with Muhammad Aga, a barista who represented Indonesia at the 2018 World Barista Championship competition. Apart from that, there is also collaboration with the global brand Lock&Lock featuring Darbotz as well as Sasa Santan in the choco latte menu (coffee, palm sugar and coconut milk); while also being the official coffee partner for the film Gundala and the Kick Avenue sneaker marketplace (Maulana, 2020).

Based on a survey in early January 2023 for the city of Padang itself, Janji Jiwa Coffee has several outlets whose ownership has franchise status, where the owner in the city of Padang is a partner who collaborates with the Janji Jiwa Coffee group company. In general, in terms of social media marketing, Janji Jiwa Coffee relies on social media in the form of Instagram to provide information to consumers. Janji Jiwa Coffee is very active in using its Instagram social media account as one of the main means of promoting the various products and promos they offer. The presence of Instagram as a provider of promotional services in the form of content can also develop Janji Jiwa brand image. One of the Instagram pages of Janji Jiwa Coffee in Padang City can be seen, namely @kopijanjiwiwa.pdgmarapalam

However, for the products sold, the display form on Instagram is generally the same as the branches in various regions in Indonesia because their status is a franchise. Meanwhile, consumers' assessment of the food or drink products produced depends on the taste of the product itself, even though the product offered is the same, the manufacturing method that differentiates the taste of the product felt by consumers influences the brand image, brand love and consumer involvement in Janji Jiwa brand coffee products. .

Furthermore, the brand image can also be seen from the varied coffee menu provided by Janji Jiwa. Apart from the coffee menu, Janji Jiwa also provides a varied food menu. Especially for coffee, the coffee roasting process is carried out in Jakarta. After roasting, the coffee is distributed to all branches in Indonesia, including in the city of Padang. The reason for carrying out the coffee roasting process at the center is so that the resulting coffee tastes the same and the quality is maintained. Because the company is worried that if the taste of coffee is different in each region it could affect buyer interest. The target customers that Janji Jiwa will attract are not only men or adults. However, all groups from children to adults are also a priority. Janji Jiwa is a franchise company that has the same products as the parent company. This company produces coffee products with flavor variants that can be modified, making them suitable for teenagers (Andries, 2021).

Nowadays, coffee shops are not only a place to enjoy coffee but also a place to meet someone, a place to do assignments and also a place to hang out for millennials. The large number of coffee shops that have sprung up has certainly created intense competition between fellow business people. Apart from having to maintain consistent coffee quality so that it remains popular with customers, business people must also aggressively take steps to create customer engagement. The demand for customer engagement is very important to continue long-term relationships between sellers and customers. One of the steps taken by business people to build customer engagement is to utilize social media, whether in the form of Facebook, Instagram, YouTube and so on. Apart from that, brand image also plays an important role in building customer engagement, as well as brand love also participates in building customer engagement.

## **II. LITERATURE REVIEW**

Brodie et al., (2011) suggests that the relationship between social media marketing and consumer engagement with brands is conceptualized as a psychological state that provides the involvement of consumer desire for the brand, which arises from the strength of the consumer's relationship with the brand. Farook & Abeysekara (2016) And Muchardie et al., (2016) found that social media marketing has a significant positive effect on customer engagement.

Apart from influencing customer engagement, social media marketing also influences brand image and brand love. Social media is an efficient way to interact with current and potential customers for a business and develop a positive brand image (Fortezza & Pencarelli, 2015). Social media marketing has a significant positive effect on brand image (Sanny et al., 2020; Bilgin, 2018; Moslehpour et al., 2020). There is a hangover statistically significant social media activities against brand image

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(Masa'deh et al., 2021). Social media marketing has a significant positive effect on the company's brand image (Damayanti et al., 2021).

When targeted customers see advertisements on online channels and especially on social media, they will believe that social media publications are enlightening, interesting, solid and reliable which encourages them to create a proper understanding of the importance of marketing. If social media is trending then it is considered 'cool' to use social media platforms as a form of self-reflection, customers will tend to engage more with the advert resulting in higher conversions. They will follow trends and gravitate towards Word of Mouth because consumers feel more confident about brand recommendations when they come from someone they know (Sikandar & Ahmed, 2019).

This shows that there is a positive impact of social media marketing on brand love (Sikandar & Ahmed, 2019). Social media marketing has a tremendous impact on brand love (Salem & Salem, 2019). Social media marketing has a significant positive effect on brand love (Mohammadi et al., 2019). Social media marketing activities have a significant positive influence on brand love (Kurniawati & Siregar, 2019). Apart from that, social media activities also have a significant influence on brand love (Salem et al., 2019).

Then a positive brand image inspires a desire to love the brand among consumers. A positive relationship between brand image and brand love was observed by Ismail & Spinelli (2012). Consumers will be less interested in buying a product if they feel they are not very familiar with the brand. So, companies will try to have a strong brand image in the minds of consumers (Farahrozi & Verinita, 2020). The brand image literature also shows that customers can assign human attributes to the brands they use (Islam & Rahman, 2016), leading them to love the brand as an emotional end result. Some literature includes empirical investigations into the link between customer engagement and brand image (Hollebeek, 2011).

One important factor 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). Thus, brand image has a significant positive effect on brand love (Islam & Rahman, 2016; Ismail & Spinelli, 2012; Giantari et al., 2020) and brand image has a significant positive effect on customer engagement (Islam & Rahman, 2016; Amir et al., 2021; Alfira, 2022).

Brand love is defined as the level of strong emotional attachment that satisfied customers have for a particular trade name (Islam & Rahman, 2016). When a brand communicates a person's personality and image (Khare, 2014), consumers tend to invest time and energy in choosing the right brand. There is research that describes brand love as an important driver of engagement (Bergkvist & Bech-Larsen, 2010). Several research results show that brand love has a significant positive effect on customer engagement (Islam & Rahman, 2016; Nurfitriana et al., 2020). Brand love is a mediator between brand image and customer engagement (Islam & Rahman, 2016)

### III. RESEARCH METHODS

This type of research uses explanatory research. Meanwhile, the research method is an explanatory survey which prioritizes quantitative methods. This research uses hypothesis testing. The method used is a quantitative method using a survey method (Sekaran & Bougie, 2016). The population that will be used is all consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang. Hair, et al., (2010) states that a study is considered representative if the number of samples used is as many as 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 is 38, so  $38 \times 5 = 175$ . So the sample is 175 consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang. The sampling technique uses a non-probability sampling method with the sampling technique used is purposive sampling (Sekaran & Bougie, 2016). The sample criteria are as follows: respondents must be at least 17 years old so they know and understand social media marketing and are able to select information. Then the respondents know or are familiar with the brand and follow the Instagram social media owned by Janji Jiwa Coffee. Furthermore, consumers have consumed food or beverage products sold by Janji Jiwa Coffee in the city of Padang at least twice in the last 3 months.

In this research, to measure customer engagement refers to the indicators used Cheung et al., (2020). Next to measure brand love, it refers to the indicators used Algharabat (2017), to measure social media marketing, it refers to the indicators used Algharabat (2017), as well as to measure brand image assessment, it refers to the indicators used Cheung et al., (2020). Data

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collection uses a questionnaire. Questionnaire used is a Likert scale measurement scale. The questionnaire in this research will be distributed online using Google Form. Data analysis uses Structural Equation Modeling - Partial Least Square (SEM-PLS).

## IV. RESEARCH RESULTS AND DISCUSSION

The structural assessment model uses R-square as well as t and significance tests. The R-squares value is used to see the ability of the independent variable to explain the dependent variable. The estimated R-square value can be seen in Table 2 below.

**Table 2 R Square**

|                     | R Square |
|---------------------|----------|
| Brand Image         | 0.723    |
| Brand Love          | 0.252    |
| Customer Engagement | 0.742    |

**Source:** Primary data processed in 2023

Based on Table 2, it is known that the R-square value for the brand image variable is 0.723 which can be interpreted as the size of the variablesocial media marketingcan explain the brand image of Janji Jiwa Coffee in the city of Padang is 72.3% while the remaining 27.7% is explained by other variables outside this research.

The R-square value for the brand love variable is 0.252, which means that 25.2%social media marketingAndbrand imagecan explain the brand love of Janji Jiwa Coffee in the city of Padang, while the remaining 74.8% is explained by other variables outside this research.

R-square value for the variablecustomer engagementof 0.742 which means that 74.2%social media marketing, brand imageAndbrand lovecan explain customer engagement with Janji Jiwa Coffee in the city of Padang, while the remaining 25.8% is explained by other variables outside this research.

Whether or not a proposed hypothesis is accepted, it is necessary to test the hypothesis using the Bootstrapping function in SmartPLS 3.0. Next, to test the hypothesis, use the conditions to be accepted if the t-statistic value is greater than the t table value for the degree of significance of 0.05. The t statistics value for the 5% significance level is 1.96 (Ghozali, 2014). The following are the results of the hypothesis test of direct influence and indirect influence (intervening) in this research which can be described as follows:

**Table 3. Path Coefficient results andindirect effects**

|    |   | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|----|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| H1 | Social Media Marketing -> Brand Image                                   | 0.850               | 0.852           | 0.026                      | 32,589                   | 0,000    |
| H2 | Social Media Marketing -> Brand Love                                    | -0.004              | 0.003           | 0.130                      | 0.031                    | 0.975    |
| H3 | Social Media Marketing -> Customer Engagement                           | 0.015               | 0.012           | 0.077                      | 0.191                    | 0.849    |
| H4 | Brand Image -> Brand Love   | 0.505               | 0.503           | 0.131                      | 3,860                    | 0,000    |
| H5 | Brand Image -> Customer Engagement                                      | -0.157              | -0.149          | 0.079                      | 1,993                    | 0.047    |
| H6 | Brand Love -> Customer Engagement                                       | 0.925               | 0.926           | 0.029                      | 31,809                   | 0,000    |
| H7 | Social Media Marketing Brand image -> Brand Love -> Customer Engagement | 0.260               | 0.273           | 0.100                      | 2,596                    | 0.010    |
| H8 | Brand Image -> Brand Love -> Customer Engagement                        | 0.468               | 0.465           | 0.122                      | 3,843                    | 0,000    |

**Source:** Processed primary data, 2023



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## **The Influence of Social Media Marketing on Brand Image**

The results of testing the first hypothesis show the original value of the influence samplesocial media marketing on brand image is positive at 0.850 which indicates that the direction of influence is positive. The t-statistics value is  $32.589 > 1.96$  with a p value of  $0.000 < 0.05$ . This shows that social media marketing has a significant influence on the brand image of Janji Jiwa Coffee in the city of Padang, thus the first hypothesis is accepted. This shows that it is getting better social media marketing So the brand image of Janji Jiwa Coffee in the city of Padang will increase.

This indicates consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this study consider the assessment as well as the information they obtain or activities that can be carried out on social media marketing Janji Jiwa Coffee in Padang city on the Instagram page to influence their assessment of the brand image of Janji Jiwa Coffee in the city of Padang. Where consumers will give their assessment of the brand image during activities social media marketing according to what is obtained in terms of entertainment, interaction, trendiness, customization and WOM. Where by considering all these things, it will influence their assessment of the brand image of Janji Jiwa Coffee in the city of Padang.

Social media can be described as an online application program, platform, or mass media tool that is capable of facilitating communication, collaboration, or information sharing between users in general and direct sales, customer acquisition, and customer retention for a business (Bilgin, 2018).

In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create a distinct brand identity and improve brand-consumer communications.(So et al., 2017). Hartzel et al., (2011) have noted that interactive marketing strategies that use social media links such as Facebook and Twitter will positively influence brand image and create an influence effect between brands and consumers. The viral effect among social media users allows brands to be widely discussed and known among a large number of users(Sharma & Verma, 2018). Social media is an efficient way to interact with current and potential customers for a business and develop a positive brand image(Fortezza & Pencarelli, 2015).

The results of this study are supported by research results Seo & Park (2018) who found that social media marketing activities in the aviation industry had a positive effect on brand awareness and brand image. It was also found that social media marketing had a significant positive effect on brand image (Sanny et al., 2020; Bilgin, 2018; Moslehpour et al., 2020). There is a hangover statistically significant social media activities against brand image (Masa'deh et al., 2021). Social media marketing has a significant positive effect on the company's brand image (Damayanti et al., 2021)

## **The Influence of Social Media Marketing on Brand Love**

The results of testing the second hypothesis show the original value of the influence samplesocial media marketing towards brand love is negative at -0.004 which indicates that the direction of influence is negative. The t-statistics value is  $0.031 < 1.96$  with a p value of  $0.975 > 0.05$ . This shows that social media marketing does not have a significant effect on the brand love of Janji Jiwa Coffee in the city of Padang, thus the second hypothesis is rejected. This indicates social media marketing does not make a significant contribution to increasing the brand love of Janji Jiwa Coffee in the city of Padang.

Reasons social media marketing has no impact on brand love Janji Jiwa Coffee in Padang city is because Consumers who consume food or drink products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this research consume food or drink products sold according to what they want to consume. Apart from that, this is because if you look at the Instagram page of Janji Jiwa Coffee in the city of Padang as one way to do this social media marketing For Janji Jiwa Coffee in the city of Padang, it can be seen that Janji Jiwa Coffee in the city of Padang rarely updates posts related to the food or drink products it sells, apart from that the posts displayed tend to be the same on each Instagram outlet of the Janji Jiwa Coffee branch in the city of Padang as with other branches, so that consumers In general, they have the same thoughts, namely that they are basically not too interested in providing assessments or comments on the Janji Jiwa Coffee Instagram page in the city of Padang as a means of carrying out activities. Social media marketing in terms of entertainment, interaction, trendiness, customization and WOM so that all of these things do not affect the brand love of Janji Jiwa Coffee in the city of Padang.

Consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who were respondents in this research Age ranges from 17 years to 45 years. Where the majority of consumers who were respondents in this research were in the age range of 26 – 35 years. This shows that generally consumers are the millennial generation who make the activity of consuming food or beverage products served with coffee a lifestyle and as a means of showing their existence, at the same time they are known as a generation that is brave and likes to try new, unique and contemporary things. This happens because consumers generally follow trends regarding coffee products offered with supporting food, such as one offered by Janji Jiwa

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Coffee in the city of Padang, through information provided on social media in the form of Instagram to influence consumers to want to consume the food or drink products they sell. . However, when the Janji Jiwa Coffee Instagram page in the city of Padang rarely updates posts and tends to display almost the same posts on Instagram for each outlet, then looking at the Instagram page as a place to do so social media marketing for Janji Jiwa Coffee in the city of Padang is no longer there provide a significant impact on increasing brand love Janji Jiwa Coffee in the city of Padang for its consumers.

This is also seen in the dimensions social media marketing which received the lowest average rating in dimension 1 Entertainment with items SMM1, SMM2 "Using the Janji Jiwa Coffee Instagram is fun and Janji Jiwa Coffee Instagram content is interesting" with an average decency of 4.08 with a TCR value of 81.6%. The TCR value is classified in the very high category, meaning that the majority of consumers who were respondents in this study strongly agree that in terms of Entertainment Using the Janji Jiwa Coffee Instagram is fun and the Janji Jiwa Coffee Instagram content is interesting. However, it is still not optimal, as seen by 41 consumers who answered neutrally about using the Janji Jiwa Coffee Instagram which is fun because the posts on the Janji Jiwa Coffee Instagram in the city of Padang are rarely updated and the posts tend to be the same between branches in the city of Padang, apart from that, some consumers who were the respondents in this study when asked Instagram Janji Jiwa Coffee is interesting in choosing to answer neutrally as many as 29 people and 7 people disagreed that Instagram was interesting because of the outlet Janji Jiwa Coffee in the city of Padang is less creative with the posts displayed which are generally the same as the posts on the Instagram of other Janji Jiwa Coffee branch outlets.

A brand uses social media to influence users and then turn them into influencers for others to build strong brand awareness. Positive experiences can create an emotional connection between an individual and a brand. Therefore, people who are active on social media can like and share their experiences with a brand. One of the reasons that can make users like or share a brand via social platforms is emotional attachment. 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 (Salem et al., 2019).

### **The Influence of Social Media Marketing on Customer Engagement**

The results of testing the third hypothesis show the original value of the influence sample social media marketing to customer engagement is positive at 0.015 which indicates that the direction of influence is positive. The t-statistics value is  $0.191 < 1.96$  with a p value of  $0.849 > 0.05$ . This shows that social media marketing does not have a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang, thus the third hypothesis is rejected. This indicates social media marketing does not make a significant contribution to increasing customer engagement with Janji Jiwa Coffee in the city of Padang.

Reasons social media marketing has no impact on customer engagement Janji Jiwa Coffee in Padang city is because Consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this research generally have the same thoughts that basically Janji Jiwa Coffee in the city of Padang does not place too much importance on activities. Social media marketing This can be seen from rarely updating posts and tending to display almost the same posts on Instagram for each outlet so that consumers are not interested in providing ratings or comments on the Janji Jiwa Coffee Instagram page in the city of Padang as a means of carrying out activities. Social media marketing in terms of entertainment, interaction, trendiness, customization and WOM so that all of these things do not affect the customer engagement of Janji Jiwa Coffee in the city of Padang.

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 when the activity social media marketing Janji Jiwa Coffee in the city of Padang can be seen from the fact that it rarely updates posts and tends to display almost the same posts on Instagram at each outlet, so consumers no longer consider their contribution to social media marketing Janji Jiwa Coffee in Padang city to influence customer engagement with Janji Jiwa Coffee in Padang city.

Apart from that, based on information from merdeka6.com, information was obtained that Billy Kurniawan was the Business Owner and CEO Coffee Janji Jiwa, said that Janji Jiwa Coffee as a whole is not too aggressive with promotions, because it uses a franchise system. Where the challenge is to lose capital, but the product can win in the market. However, building customer engagement with consumers is more visible from Janji Jiwa ' themes and images. With a more affordable price, Janji Jiwa Coffee seems more popular. The concept is simple but penetrates the soul. This is in line with the poetic and philosophical tagline, namely Coffee from the Heart, this tagline is what strengthens the impression of closeness to consumers who are called 'soul friends (Hens, 2019b). This shows that social media marketing via the Janji Jiwa coffee Instagram page both as a whole and

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for the Padang Janji Jiwa coffee branch outlet as a promotional medium is not the most important thing to consider to increase customer engagement with Janji Jiwa coffee.

However, if Janji Jiwa Coffee in the city of Padang wants social media marketing to increase customer engagement with Janji Jiwa Coffee in the city of Padang, 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 Influence of Brand Image on Brand Love**

The results of testing the fourth hypothesis show that the original sample value of the influence of brand image on brand love is positive at 0.505, which indicates that the direction of influence is positive. The t-statistics value is  $3.860 > 1.96$  with a p value of  $0.000 < 0.05$ . This shows that Brand image has a significant influence on the brand love of Janji Jiwa Coffee in the city of Padang, thus the fourth hypothesis is accepted. This shows that the greater the brand image, the greater the brand love of Janji Jiwa Coffee in the city of Padang.

This indicates Consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this study consider brand image to influence their brand love for Janji Jiwa Coffee 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, Janji Jiwa Coffee products are of high quality, then Janji Jiwa Coffee does have a long history and consumers can reliably predict the performance of Janji Jiwa Coffee and assess Janji Jiwa Coffee as a leading company, has extensive experience and is a customer-oriented company, so that everything it influences brand love they are at Janji Jiwa Coffee in the city of Padang

Brand image is 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).

The results of this research are supported by several research results which state that a positive brand image inspires a desire to love the brand among consumers. A positive relationship between brand image and brand love was observed by Ismail & Spinelli (2012). The brand image literature also shows that customers can assign human attributes to the brands they use (Islam & Rahman, 2016), leading them to love the brand as an emotional end result. brand image significant positive effect on brand love (Islam & Rahman, 2016; Ismail & Spinelli, 2012; Giantari et al., 2020)

### **The Influence of Brand Image on Customer Engagement**

The results of testing the fifth hypothesis show that the original sample value influences brand image on customer engagement is negative at -0.157 which indicates that the direction of influence is negative. The t-statistics value is  $1.993 > 1.96$  with a p value of  $0.047 < 0.05$ . This shows that brand image has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang, thus the fifth hypothesis is accepted. This shows that the more the brand image increases, the more customer engagement with Janji Jiwa Coffee in the city of Padang will increase.

This indicates Consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this research consider brand image to influence customer engagement with Janji Jiwa Coffee in the city of Padang. The most influential brand image assessment can be seen in the BI6 indicator which has the highest average assessment of "Janji Jiwa Coffee is a customer-oriented company" namely 4.35 with a TCR value of 87%. The TCR value is classified as very high, meaning that the majority of consumers who were respondents in this research strongly agree that Janji Jiwa Coffee is a customer-oriented company. This can be seen from the themes and images of Janji Jiwa . With a more affordable price, Janji Jiwa Coffee seems more popular. The concept is simple but penetrates the soul. This is in line with their poetic and philosophical tagline, namely Coffee of heart. It seems simple but very relatable, the meaning of the tagline is that Janji Jiwa Coffee promises to provide the best coffee and drinks for its customers. At the same time, the tagline sentence also strengthens the impression of closeness to its consumers who are called 'soul friends'.

Brand image is 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).



## **The Influence of Social Media Marketing and Brand Image on Customer Engagement in Janji Jiwa Coffee in Padang City with Brand Love as a Mediation Variable**

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). The results of this research are supported by several research results which state that brand image has a 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 testing the sixth hypothesis show that the original sample value influences brand love on customer engagement is positive at 0.925 which indicates that the direction of influence is positive. The t-statistics value is  $31.809 > 1.96$  with a p value of  $0.000 < 0.05$ . This shows that brand love has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang, thus the sixth hypothesis is accepted. This shows that brand love is increasing then it increases customer engagement with Janji Jiwa Coffee in the city of Padang.

This indicates Consumers who consume food or beverage products sold by Janji Jiwa Coffee in the city of Padang who are respondents in this research consider brand love to influence customer engagement with Janji Jiwa Coffee in the city of Padang. Where consumers will decide on customer engagement with Janji Jiwa Coffee in the city of Padang based on brand love assessments seen in terms of aspects Janji Jiwa Coffee is an extraordinary brand, makes you feel comfortable, makes you very happy, consumers love Janji Jiwa Coffee. Apart from that, he also has special feelings about Janji Jiwa Coffee and considers Janji Jiwa Coffee to be very enjoyable and at the same time really likes and is very attached to Janji Jiwa Coffee, so all of these things influence customer engagement with Janji Jiwa Coffee in the city of Padang.

Janji Jiwa Coffee is very enjoyable and is a statement of brand love has the highest average rating which was responded by consumers who consumed food or beverage products sold by Janji Jiwa Coffee in the city of Padang were respondents in this study with an average of 4.34 with a TCR value of 86.8%. The TCR value is classified in the very high category, meaning that the majority of consumers who were respondents in this study strongly agreed that Janji Jiwa Coffee is a delight. This is because The food or drinks sold by Janji Jiwa Coffee are varied, apart from that, the coffee packaging also contains various messages with various meanings to consumers, such as what is written on the lid of the Janji Jiwa Coffee cup "thank you for doing your best every day, you are great", then "Say sorry, reduce your ego, before regret comes to greet you" and "say it to yourself and others, I love you", these messages are enjoyable for Janji Jiwa Coffee consumers because these texts are able to give the impression of closeness to consumers who are called 'friends'. one soul.

Brand love is defined as the level of strong emotional attachment that satisfied customers have for a particular trade name (Islam & Rahman, 2016). 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 a brand communicates a person's personality and image (Khare, 2014), consumers tend to invest time and energy in choosing the right brand. There is research that describes brand love as an important driver of engagement (Bergkvist & Bech-Larsen, 2010). The results of this research are supported by several research results that show brand love significant positive effect on customer engagement (Islam & Rahman, 2016; Nurfitriana et al., 2020)

### **The Influence of Social Media Marketing on Customer Engagement Mediated by Brand Image and Brand Love**

The results of testing the seventh hypothesis show the original value of the influence sample social media marketing to customer engagement through brand image And brand love also at the same time both are positive is 0.260 which indicates that the direction of influence is positive. The t-statistics value is  $2.596 > 1.96$  with a p value of  $0.010 < 0.05$ . This shows that social media marketing has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand image And brand love, Thus the seventh hypothesis is accepted. This shows that it is increasing social media marketing So the brand image and brand love will increase which will have an impact on customer engagement with Janji Jiwa Coffee in the city of Padang. However, apart from social media marketing using brand image and brand love as intermediaries directly on customer engagement, It can also be used at the same time as both social media marketing First, it can influence brand image, then brand love, which in the end can increase customer engagement with Janji Jiwa Coffee in the city of Padang.

This indicates that brand image and brand love as intervening variables can mediate influence social media marketing on customer engagement with Janji Jiwa Coffee in the city of Padang because brand image seen from in terms of comparison with

## **The Influence of Social Media Marketing and Brand Image on Customer Engagement in Janji Jiwa Coffee in Padang City with Brand Love as a Mediation Variable**

other brands, Janji Jiwa Coffee products are of high quality, then Janji Jiwa Coffee does have a long history and consumers can reliably predict the performance of Janji Jiwa Coffee and assess Janji Jiwa Coffee as a leading company, has extensive experience and is a customer-oriented company, then brand love seen from that perspective Janji Jiwa Coffee is an extraordinary brand, makes you feel comfortable, makes you very happy, consumers love Janji Jiwa Coffee. Apart from that, he also has special feelings about Janji Jiwa Coffee and considers Janji Jiwa Coffee to be very enjoyable and at the same time really likes and is very attached to Janji Jiwa Coffee is things that consumers consider as intermediaries of influence social media marketing on customer engagement with Janji Jiwa Coffee in the city of Padang.

In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create a distinct brand identity and improve brand-consumer communications.(So et al., 2017). Social media is an efficient way to interact with current and potential customers for a business and develop a positive brand image(Fortezza & Pencarelli, 2015).

When targeted customers see advertisements on online channels and especially on social media, they will believe that social media publications are enlightening, interesting, solid and reliable which encourages them to create a proper understanding of the importance of marketing. If social media is trending then it is considered 'cool' to use social media platforms as a form of self-reflection, customers will tend to engage more with the advert resulting in higher conversions. They will follow trends and gravitate towards Word of Mouth because consumers feel more confident about brand recommendations when they come from someone they know (Sikandar & Ahmed, 2019).

Furthermore, a positive brand image inspires a desire to love the brand among consumers. A positive relationship between brand image and brand love was observed by Ismail & Spinelli (2012). 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 that when a brand communicates a person's personality and image (Khare, 2014), consumers tend to invest time and energy in choosing the right brand. There is research that describes brand love as an important driver of engagement (Bergkvist & Bech-Larsen, 2010).When a brand communicates a person's personality and image (Khare, 2014), consumers tend to invest time and energy in choosing the right brand. There is research that describes brand love as an important driver of engagement (Bergkvist & Bech-Larsen, 2010).

### **The Influence of Brand Image On Customer Engagement Mediated by Brand Love**

The results of testing the eighth hypothesis show the original sample value of the influence of the brand image on customer engagement mediated by brand love is positive at 0.468 which indicates that the direction of influence is positive. The t-statistics value is  $3.843 > 1.96$  with a p value of  $0.000 < 0.05$ . This shows that Brand image has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand love, thus the eighth hypothesis is accepted. This indicates that brand love as an intervening variable can mediate the influence between brand image on customer engagement with Janji Jiwa Coffee in the city of Padang, because brand love is seen from facet Janji Jiwa Coffee is an extraordinary brand, makes you feel comfortable, makes you very happy, consumers love Janji Jiwa Coffee. Apart from that, he also has special feelings about Janji Jiwa Coffee and considers Janji Jiwa Coffee to be very enjoyable and at the same time really likes and is very attached to Janji Jiwa Coffee. isthings that consumers consider as mediators of the influence of brand image on customer engagement with Janji Jiwa Coffee in the city of Padang.

A positive brand image inspires a desire to love the brand among consumers. A positive relationship between brand image and brand love was observed by Ismail & Spinelli (2012). The brand image literature also shows that customers can assign human attributes to the brands they use (Islam & Rahman, 2016), leading them to love the brand as an emotional end result.

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). When a brand communicates a person's personality and image (Khare, 2014), consumers tend to invest time and energy in choosing the right brand. There is research that describes brand love as an

## **The Influence of Social Media Marketing and Brand Image on Customer Engagement in Janji Jiwa Coffee in Padang City with Brand Love as a Mediation Variable**

important driver of engagement (Bergkvist & Bech-Larsen, 2010). The results of this research are supported by research results find brand love is a mediator between brand image and customer engagement (Islam & Rahman, 2016).

### **V. CONCLUSIONS**

Conclusion in this research are as follows:

1. Social media marketing has a significant influence on the brand image of Janji Jiwa Coffee in the city of Padang
2. Social media marketing does not have a significant effect on the brand love of Janji Jiwa Coffee in the city of Padang
3. Social media marketing does not have a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang
4. Brand image has a significant influence on the brand love of Janji Jiwa Coffee in the city of Padang
5. Brand image has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang
6. Brand love has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang
7. Social media marketing has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand image and brand love.
8. Brand image has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand love.

This research has several important findings for Janji Jiwa Coffee in Padang City to pay more attention to social media marketing, brand image and brand love felt by consumers in order to increase customer engagement with Janji Jiwa Coffee in the city of Padang.

Social media marketing has a significant effect on brand image, social media marketing has no significant effect on brand love and customer engagement, then social media marketing has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand image and brand love. According to research results, several important efforts must be made by Janji Jiwa Coffee in the city of Padang to improve social media marketing is to provide an increase in entertainment by:

1. Order Instagram Janji Jiwa Coffee in Padang city Frequently updating posts, both in the form of photos and video reels about Janji Jiwa Coffee in the city of Padang, is generally similar to almost the same posts on the Instagram pages of other Janji Jiwa Coffee branch outlets.
2. Order on Instagram social media Janji Jiwa 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 at Janji Jiwa Coffee in the city of Padang
3. Content shared on Instagram social media Janji Jiwa 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

Brand image has a significant effect on brand love and customer engagement. Then brand image has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang which is mediated by brand love. According to research results, several important efforts that must be made by Janji Jiwa Coffee in the city of Padang to improve its brand image are by being able to predict the performance of Janji Jiwa Coffee that consumers want by:

1. Service providers are able to make consumers want to try various food or drink products being sold so that they don't just focus on certain menus.
2. Furthermore, to increase the brand image of Janji Jiwa Coffee in the city of Padang, it is possible to display the journey of Janji Jiwa Coffee from its founding to the present through posted content so that consumers know what the Janji Jiwa Padang coffee experience is like, as well as what Janji Jiwa Coffee has achieved in terms of brand image according to consumers' overall assessment

Brand love has a significant effect on customer engagement with Janji Jiwa Coffee in the city of Padang. According to research results, several important efforts that must be made by Janji Jiwa Coffee in the city of Padang to increase brand love are by increasing consumer engagement by:

1. Encourage consumers to want to try various kinds of food or beverage product menus being sold so that consumers do not look for alternative menus provided by competitors
2. 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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