



The role of brand trust as a mediator in the relationship between brand awareness, social media marketing, and brand loyalty

Nailatul Fadhilah Fauzi^{1*}, Susi Evanita¹

¹Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

This study aims to investigate the effects of brand awareness and social media marketing on brand loyalty, with brand trust as a mediating variable, at Hai Coffee Padang Panjang. The population consists of Hai Coffee Padang Panjang customers, with a sample size of 170 respondents. Data were collected using questionnaires and analyzed using SmartPLS4. The results indicate that: (1) brand awareness has a positive and significant effect on brand trust; (2) social media marketing does not have a positive and significant effect on brand trust; (3) brand awareness has a positive and significant effect on brand loyalty; (4) social media marketing does not have a positive and significant effect on brand loyalty; (5) brand trust has a positive and significant effect on brand loyalty; (6) brand awareness has a positive and significant indirect effect on brand loyalty through brand trust; and (7) social media marketing does not have a positive and significant indirect effect on brand loyalty through brand trust.

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* Corresponding author: nailatulFadhilah.1108@gmail.com

INTRODUCTION

In this digital era, technological developments are increasing rapidly. With the presence of technology that continues to grow, the business world is experiencing quite rapid changes, this change also has an impact on the coffee shop industry, one of which is Hai Coffee Padang Panjang. This development creates a new lifestyle for modern humans. The lifestyle of modern humans today is undergoing changes such as increasing social life activities, so that it often makes humans spend time outside with their social members and groups. Nowadays, people prefer to spend their free time hanging out at cafes to hang out with friends. This new lifestyle change provides easy access to the internet and social media, which has changed the way people interact, search for information, and even consume products.

In addition, businesses have started to shift from conventional marketing methods to online marketing or social media marketing, seeing the potential for a wider market and more direct interaction with consumers. This raises issues around how the right marketing strategy can be structured to maintain brand competitiveness and relevance in this digital era, and how the behavior of consumers who are increasingly connected to technology can be understood and effectively utilized in an effort to strengthen brand positioning in an increasingly competitive market.

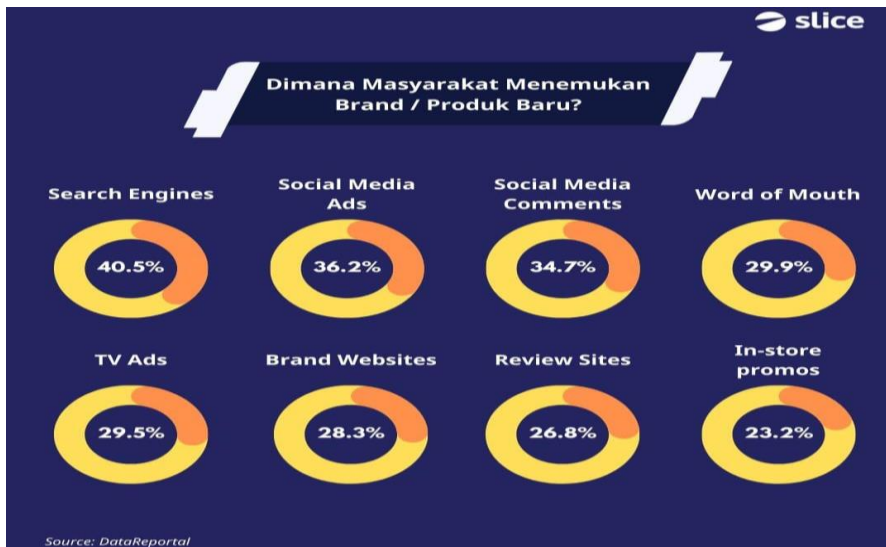


Figure 1: The Media Society Discovers New Products
Sources: Blog Slice

Social media is a medium where they can discover new products and new brands. The survey found that 36.2% of people find new products/brands on social media ads. Therefore, using social media for marketing activities is still very important. Competition in the coffee shop industry is getting tighter, so building brand loyalty is the main key in order to survive and thrive. One important strategy to build brand loyalty is to build brand awareness and brand trust. Social media marketing is an effective platform to build brand awareness and brand trust. Social media allows coffee shops to reach a wider audience, build interactive communication, and project a positive brand image.

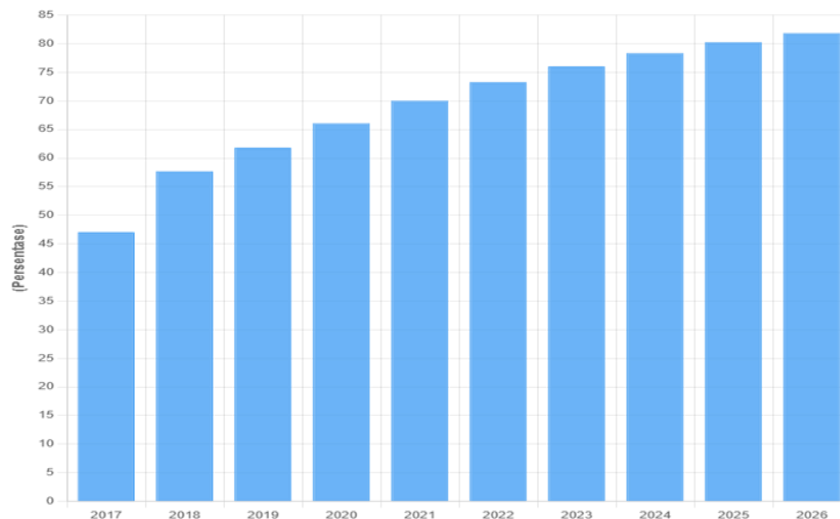


Figure 2: Social Media Users
Sources: Yonatan, Agnez (20223)

The utilization of social media in Indonesia is developing quickly. Concurring to Information Reportal, in 2023, there will be a add up to of 167 million social media clients. 153 million are clients over the age of 18, which makes up 79.5% of the full populace. Not as it were that, 78.5% of web clients are assessed to utilize at slightest one social media account. This number is anticipated to develop within the coming a long time. For brands like Hai Coffee in Padang Panjang, building a solid and active presence on social media stages may be a key move to preserve their pertinence and request

within the eyes of shoppers. brand mindfulness plays an critical part in expanding brand interest and mindfulness among customers. Having tall brand mindfulness permits a company to draw in the consideration of more potential customers and reinforce its brand personality. But to preserve and increment customer devotion, brand mindfulness must be upheld by brand believe. Brand believe is critical as a interceding variable within the relationship among social media promoting, brand mindfulness, and brand devotion.

LITERATURE REVIEW

Brand Loyalty

Concurring to Oliver (1999:34), brand loyalty could be a commitment held by customers to purchase back a favored item or benefit reliably, in this way causing rehash buys with the same brand indeed in spite of the fact that situational impacts and showcasing endeavors have the potential to cause exchanging behavior. Concurring to Smith (2020), the estimation of brand dependability factors which alludes to the inquire about of Ganesh, Arnold, and Reynolds (2000:7), in Marvelyn and Siagian (2020:3), recommends five markers of brand devotion, as takes after:

1. Repeat Purchase Intention, that is, the willingness of customers to purchase products or services from the same brand in the future.
2. Self-Stated Retention (Self Retention, is a direct statement from consumers that they still want to use the brand.
3. Price Insensitivity (Price Insensitivity), that is, price changes do not greatly affect consumer purchasing decisions.
4. Resistance to Counter Persuasion (Resistance to Counter Persuasion), that is, consumers are not easily influenced by promotions or offers from other brands.
5. Likelihood of Spreading Positive Word of Mouth (Possibility of Spreading Positive Word of Mouth), this means that the customer is willing to recommend the brand to others.

Brand Awareness

Brand awareness is the capacity of customers to recognize a brand in numerous circumstances, it can be done by brand acknowledgment and review of a specific brand (Kotler and Keller, 2009: 179). According to Karam and Saydan (2015: 67), brand awareness is the capacity to a brand or brand to emerge within the minds of customers when customers are considering around a item and with ease the brand shows up. According to Kotler and Keller (2016), there are four indicators that can be used to determine how far customers are aware of a brand, namely:

1. Recall, which is how far customers could remember if asked about what brands they remember.
2. Recognition, which is how distant clients can recognize the brand has a place to a certain category.
3. Purchase, which is how far the customer makes a brand into an alternative choice when purchase a product.
4. Consumption, to be specific how distant customers can recognize a brand when employing a competitor's brand.

Social Media Marketing

Social media marketing may be a hardware that makes a difference companies communicate with clients to construct brand dependability without of conventional strategies (Jackson and Akhtar, 2011). According to Gunelius (2011) there are four indicators in Social Media marketing, namely:

1. Content Creation, can be seen from the creation of interesting content and can represent the personality of a business in order to be trusted by target consumers.
2. Content Sharing, the content created needs to be widely distributed to reach target consumers.
3. Connecting, an extensive network can find relationships that can generate more business.
4. Community Building, building a community around a brand or product can increase brand awareness and brand loyalty.

Brand Trust

According to Lau and Lee (2000), trust in a brand can be created when marketers creatively attract positive emotional consumers and consistently carry it out with a comprehensive range of product uniqueness. High brand trust will increase the chances of the brand being popular and established in the market. According to Lassoued and Hobbs (2015), revealed that the indicators of brand trust consist of, namely:

1. Brand credibility, that is the rate of trust in the information from the product contained in the brand according to expectations can leave perceptions of brand quality and value.
2. Brand competence, which can be developed through direct use or word of mouth.
3. Brand goodness, which is this reflects the company's value to customers.
4. Brand reputation, this includes the belief in the customer's mind that the brand will be consistent in providing high quality products, which is reflected in consumers' willingness to pay higher prices.

Hypothesis

Brand awareness on brand loyalty

that brand awareness has a partial and significant effect on brand loyalty (Fauziah et., al, 2022). This is in line with research Budiarsi et sl., (2021), whose research results show that there is positive influence among brand awareness on brand loyalty when consumer awareness of awareness of a brand is high enough, then customer loyalty to a brand will also be high. brand will also be high.

H₁: Brand awareness has a positive and significant effect on brand trust Hai Coffee Padang Panjang.

Social media marketing on brand loyalty

According to Budiarsi et sl., (2021) shows that there is a positive influence between social media marketing and brand loyalty. influence between social media marketing on brand loyalty and states that influence of social media marketing on brand loyalty has a significant effect.

H₂: Social media marketing has a positive and significant effect on brand trust Hai Coffee Padang Panjang.

Brand trust on brand loyalty

According to bozbay et al., (2020) shows that brand trust has a significant effect on brand loyalty.

H₃: Brand awareness has a positive and significant effect on brand loyalty Hai Coffee Padang Panjang.

Brand awareness on brand trust

According to Dela et al., (2019) that there is a positive and significant relationship between brand awareness and brand trust. This is in line with research Lestari (2021) shows that brand awareness contributes to creating brand trust in consumers.

H₄: Social media marketing has a positive and significant effect on brand loyalty of Hai Coffee Padang Panjang.

Social media marketing on brand trust

Research by Haudi et al., (2022) shows results that state that there is a positive and significant influence between social media marketing on brand trust.

H₅: Brand trust has a positive and significant effect on brand loyalty of Hai Coffee Padang Panjang.

Brand awareness on brand loyalty are mediated by brand trust

According to Hardianto et al., (2023) showed the results that there was a positive influence.

H₆: Brand awareness has a positive and significant effect through brand trust on brand loyalty of Hai Coffee Padang Panjang

Social media marketing on brand loyalty mediated by brand trust

According to Wantini and Yudiana (2021), the results show that brand trust can mediate the effect of social media marketing on brand loyalty positively and significantly.

H7: Social media marketing has a positive and significant effect through brand trust on brand loyalty of Hai Coffee Padang Panjang.

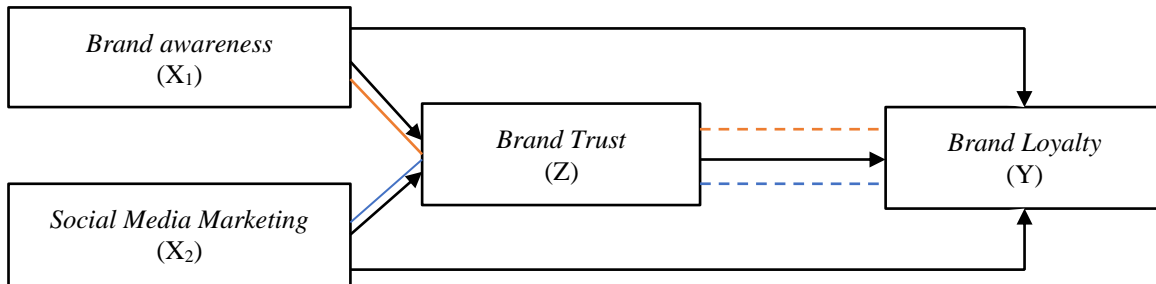


Figure 3 Conceptual framework

METHOD

This type of research used is quantitative research methods. According to Sugiyono (2017) Quantitative research is a research method based on the philosophy of positivism that studies certain populations or samples, uses research tools to collect data, and uses quantitative methods or is used to analyze statistical data. the location of this research is in Padang Panjang West Sumatra, the research time was conducted on June 19 to July 8, 2024. Sources of data in this study the data are main data obtained from questionnaires fill up by research samples from a predetermined population and secondary data obtained from various literatures related to the research. Secondary data is gotten from different writing related to brand awareness, social media marketing, brand trust and brand loyalty. The overall test utilized in this examination was 170 samples. This study employments immersed inspecting strategy. The data collection style utilized in this think about could be a survey which is measured employing a Likert scale. The data investigation used in this research is smartpls4.

Table 1 Definition Operational

No.	Varibel	Definisi Operasional	Indikator
1	Brand Loyalty	Brand loyalty shows the existence of a bond among consumers and a brand and is characterized by the intention to repurchase Hai Coffee.	<ol style="list-style-type: none"> 1. Repeat Purchase Intention 2. Self-Stated Retention 3. Pice Insensitivity 4. Resistance to Counter Persuasion 5. Likelihood of Spreading Positive Word of Mouth
2	Brand Awareness	Brand awareness is defined as how well consumers recognize and remember the Hai Coffee brand in various situations.	<ol style="list-style-type: none"> 1. Recall 2. Recognition 3. Purchase 4. Consumption

3	Social media marketing	Social media marketing is a equipment that helps Hai Coffee communicate with customers to build brand loyalty outside of traditional methods.	<ol style="list-style-type: none"> 1. Content Creation 2. Content Sharing 3. Connecting 4. Community Building
4	Brand trust	Brand trust represents consumers' willingness to rely on the Hai Coffee brand by facing risks and hoping that the brand will provide positive results.	<ol style="list-style-type: none"> 1. Brand credibility 2. Brand competency 3. Brand goodness 4. Brand reputation

RESULT AND DISCUSSION

This investigate employments a information investigation strategy with PLS (Partial Least Square), which may be a variant-based auxiliary condition examination (SEM) procedure that can at the same time test the Outer model (measurement model) as well as test the inner model (structural model).

Table 2 Outer Loading

	Brand Awareness (X1)	Brand Trust (Z)	Brand loyalty (Y)	Social Media Marketing (X2)
X1 - 1.2	0.854			
X1 - 1.3	0.837			
X1 - 2.1	0.780			
X1 - 2.2	0.817			
X1 - 2.3	0.822			
X1 - 2.4	0.848			
X1 - 3.1	0.780			
X1 - 3.2	0.815			
X1 - 3.3	0.885			
X1 - 4.1	0.884			
X1 - 4.2	0.872			
X1 - 4.3	0.833			
X2 - 1.1				0.781
X2 - 1.2				0.893
X2 - 1.3				0.857
X2 - 2.1				0.843
X2 - 2.2				0.911
X2 - 2.3				0.880
X2 - 3.1				0.883
X2 - 3.2				0.882
X2 - 3.3				0.824
X2 - 3.4				0.904
X2 - 4.1				0.825
X2 - 4.2				0.799
X2 - 4.3				0.801
X2 - 4.4				0.810
Y - 1.1			0.704	
Y - 1.3			0.707	
Y - 2.1			0.712	
Y - 2.2			0.771	
Y - 2.3			0.784	

Y - 3.1	0.738
Y - 3.2	0.704
Y - 3.3	0.763
Y - 3.4	0.793
Y - 3.5	0.784
Y - 4.1	0.801
Y - 4.2	0.764
Y - 4.3	0.782
Y - 5.1	0.747
Y - 5.2	0.787
Y - 5.3	0.792
Z - 1.1	0.845
Z - 1.2	0.873
Z - 1.3	0.866
Z - 2.1	0.796
Z - 2.2	0.871
Z - 2.3	0.878
Z - 3.1	0.864
Z - 3.2	0.855
Z - 3.3	0.836
Z - 4.1	0.822
Z - 4.2	0.876
Z - 4.3	0.843

Source: Primary Data 2024

In the table 2, it can be seen that all outer loading values are above 0.7. Therefore, it can be concluded that the convergent validity of each variable instrument in this research is said to be valid.

Table 3 Output AVE

Average variance extracted (AVE)	
Brand Awareness (X1)	0.699
Brand Trust (Z)	0.727
Brand loyalty (Y)	0.576
Social Media Marketing (X2)	0.723

Source: Primary Data 2024

Based on Table 3, in the event that the AVE esteem of all factors is more noteworthy than 0.5 at that point focalized legitimacy is said to be substantial.

Table 4 Cross Loading Value

	Brand Awareness (X1)	Brand Trust (Z)	Brand loyalty (Y)	Social Media Marketing (X2)
X1 - 1.2	0.854	0.614	0.762	0.789
X1 - 1.3	0.837	0.552	0.718	0.749
X1 - 2.1	0.780	0.613	0.727	0.696
X1 - 2.2	0.817	0.638	0.718	0.718
X1 - 2.3	0.822	0.560	0.721	0.685
X1 - 2.4	0.848	0.645	0.759	0.776
X1 - 3.1	0.780	0.539	0.683	0.700

X1 - 3.2	0.815	0.587	0.698	0.770
X1 - 3.3	0.885	0.564	0.722	0.790
X1 - 4.1	0.884	0.593	0.746	0.790
X1 - 4.2	0.872	0.650	0.774	0.780
X1 - 4.3	0.833	0.506	0.701	0.795
X2 - 1.1	0.755	0.592	0.707	0.781
X2 - 1.2	0.847	0.646	0.755	0.893
X2 - 1.3	0.788	0.589	0.722	0.857
X2 - 2.1	0.777	0.610	0.681	0.843
X2 - 2.2	0.850	0.656	0.775	0.911
X2 - 2.3	0.763	0.596	0.705	0.880
X2 - 3.1	0.756	0.549	0.664	0.883
X2 - 3.2	0.827	0.580	0.719	0.882
X2 - 3.3	0.702	0.431	0.575	0.824
X2 - 3.4	0.809	0.638	0.749	0.904
X2 - 4.1	0.694	0.528	0.626	0.825
X2 - 4.2	0.638	0.593	0.615	0.799
X2 - 4.3	0.722	0.684	0.673	0.801
X2 - 4.4	0.766	0.466	0.614	0.810
Y - 1.1	0.575	0.633	0.704	0.532
Y - 1.3	0.579	0.661	0.707	0.500
Y - 2.1	0.636	0.560	0.712	0.578
Y - 2.2	0.759	0.602	0.771	0.746
Y - 2.3	0.754	0.618	0.784	0.732
Y - 3.1	0.519	0.636	0.738	0.494
Y - 3.2	0.542	0.588	0.704	0.501
Y - 3.3	0.683	0.574	0.763	0.686
Y - 3.4	0.597	0.705	0.793	0.541
Y - 3.5	0.576	0.730	0.784	0.545
Y - 4.1	0.792	0.602	0.801	0.729
Y - 4.2	0.754	0.580	0.764	0.705
Y - 4.3	0.783	0.602	0.782	0.726
Y - 5.1	0.597	0.731	0.747	0.513
Y - 5.2	0.672	0.716	0.787	0.618
Y - 5.3	0.693	0.734	0.792	0.623
Z - 1.1	0.615	0.845	0.721	0.573
Z - 1.2	0.649	0.873	0.749	0.630
Z - 1.3	0.676	0.866	0.767	0.627
Z - 2.1	0.738	0.796	0.764	0.739
Z - 2.2	0.656	0.871	0.747	0.647
Z - 2.3	0.617	0.878	0.744	0.591
Z - 3.1	0.565	0.864	0.696	0.573
Z - 3.2	0.531	0.855	0.679	0.534
Z - 3.3	0.488	0.836	0.669	0.519
Z - 4.1	0.518	0.822	0.691	0.531
Z - 4.2	0.570	0.876	0.735	0.546
Z - 4.3	0.534	0.843	0.658	0.506

Source: Primary Data 2024

Table 4 appears that the score (corelation) of factors with markers is higher than the score (correlation) of factors against other pointers. It can be deduced that all markers tried within the inquire about have discriminant legitimacy.

Table 5 Cronbach Alpha dan Composite Reliability

	Cronbach's alpha	Composite reliability
Brand Awareness (X1)	0.961	0.961
Brand Trust (Z)	0.966	0.967
Brand loyalty (Y)	0.951	0.952
Social Media Marketing (X2)	0.970	0.972

Source: Primary Data 2024

Based on Table 5, this variable has great unwavering quality or is able to degree the build. Something a variable is said to be very solid in the event that the Cronbach alpha esteem is more prominent than 0.6 and the composite unwavering quality is more prominent of 0.7.

Table 6 R Square

	R-square	R-square Adjusted
Brand Trust (Z)	0.515	0.509
Brand loyalty (Y)	0.865	0.863

Source: Primary Data 2024

shows the R-square value of the brand loyalty variable obtains an R-square value of 0.863, this value states that the brand loyalty variable can be explain by the brand awareness, social media marketing and brand trust variables by 86.3%, whilst the remaining 13.7% is explained by other variables not contained in this study such as: brand image and brand satisfaction (Irawan, A. D., & Hadisumarto, A., 2020). Meanwhile, brand trust obtained an R-square value of 0.509, which these results state that the brand trust variable can be explain by brand awareness variables, social media marketing by 50.9%, while the remaining 49.1% is explain by other variables not included in this research such as: brand experience and electronic word of mouth (Charvia, K., & Ferdiansyah, R., 2020).

Table 7 Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Awareness (X1) -> Brand Trust (Z)	0.442	0.443	0.157	2.811	0.005
Brand Awareness (X1) -> Brand loyalty (Y)	0.549	0.550	0.097	5.676	0.000
Brand Trust (Z) -> Brand loyalty (Y)	0.461	0.461	0.054	8.535	0.000
Social Media Marketing (X2) -> Brand Trust (Z)	0.293	0.296	0.156	1.877	0.061
Social Media Marketing (X2) -> Brand loyalty (Y)	-0.004	-0.006	0.077	0.049	0.961

Source: Primary Data 2024

1. Hypothesis Testing 1: The effect of brand awareness on brand trust
 The test results on hypothesis 1 show that the brand awareness and brand trust variables have a t-count value of 2.881, which is greater than the t-table value (1.96), then for a P value ≤ 0.05 , namely 0.005. So it can be concluded that brand awareness on brand trust has a significant influence. The path coefficient value is 0.442, which means that brand awareness has a positive and significant effect on brand trust. If brand awareness in consumers is getting higher, it will have an impact on the high level of brand trust.
2. Hypothesis Testing 2: The effect of social media marketing on brand trust
 The test results on hypothesis 2 show that the social media marketing and brand trust variables have a t-count value of 1.877, which is smaller than the t-table value (1.96), then for a P value ≥ 0.05 , namely 0.061. So it can be concluded that social media marketing on brand trust has no significant effect so that H2 is rejected. This means that if social media marketing increases, it does not have a significant effect on brand trust.
3. Hypothesis Testing 3: The effect of brand awareness on brand loyalty
 The test comes about on speculation 3 appear that the brand awareness and brand loyalty factors have a t-count esteem of 5.676 which one is greater than the t-table esteem (1.96), at that point for a P esteem ≤ 0.05 , to be specific 0.000. The way coefficient esteem is 0.549, which implies that brand awareness features a positive and significant effect on brand loyalty. On the off chance that brand awareness in buyers is getting higher, it'll have an affect on the tall level of brand dependability.
4. Hypothesis Testing 4: the effect of social media marketing on brand loyalty.
 The test results on hypothesis 4 show that the social media marketing and brand loyalty variables have a t-count value of 0.049, which one is smaller than the t-table value (1.96), then for a P value ≥ 0.05 , namely 0.961. So it can be concluded that social media marketing on brand loyalty has no significant effect so that H4 is rejected. This means that if social media marketing increases, it does not have a significant effect on brand loyalty.
5. Hypothesis testing 5: the effect of brand trust on brand loyalty
 The test comes about on hypothesis 5 appear that the brand trust and brand loyalty factors have a t-count esteem of 8.535, which is more prominent than the t-table esteem (1.96), at that point for a P esteem ≤ 0.05 , to be specific 0.000. The way coefficient esteem is 0.461, which implies that brand believe features a positive and significant effect on brand dependability. In case brand trust in buyers is getting higher, it'll have an affect on the tall level of brand loyalty.

Table 8 Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Awareness (X1) -> Brand Trust -> Brand loyalty (Y)	0.204	0.204	0.076	2.674	0.008
Social Media Marketing (X2) -> Brand trust -> Brand loyalty (Y)	0.135	0.137	0.074	1.812	0.070

Source: Primary Data 2024

1. Hypothesis Testing 6: The effects brand awareness on brand loyalty mediated by brand trust
 The test comes about on speculation 6 appear that the brand awareness variable and brand loyalty interceded by brand trust have a t-count esteem of 2.674, which one is greater than the t-table esteem (1.96), at that point for a P esteem ≤ 0.05 , to be specific 0.008. The way coefficient esteem is 0.204, which implies that brand mindfulness encompasses a positive and noteworthy impact on

brand loyalty through brand believe. In case brand awareness in buyers is getting higher, it'll have an affect on the tall level of brand loyalty, and will increment brand trust in Hai Coffee clients.

2. Hypothesis Testing 7: The effect of social media marketing on brand loyalty is mediated by brand trust.

The test results on hypothesis 7 show that the social media marketing variable and brand loyalty mediating by brand trust have a t-count value of 1.812, which is smaller than the t-table value (1.96), then for a P value ≥ 0.05 , namely 0.070. So, it can be concluded that social media marketing on brand loyalty through brand trust does not have a significant influence so that H7 is rejected. This means that even though social media marketing increases, it doesn't have an influence on brand loyalty through brand trust.

The Effect of Brand Awareness on Brand Trust

The results of this study indicate that the brand awareness variable has a significant positive effect on brand trust. To increase consumer confidence to buy products from a brand, you must have brand awareness and brand trust because in making decisions consumers choose to buy a product or not, which is determined by their trust and experience about the product / brand. Previous research that supports this research is research conducted by Widodo & Rakhmawati (2021) which shows that brand awareness has a positive and significant effect on brand trust. The results of this study are also supported by research conducted by Suciawan (2022) which shows the results of research that brand awareness has a significant effect on brand trust. This research is also supported by research conducted by Hasa & Elviana (2023) which found that the brand awareness variable has a significant effect on the brand trust variable. Another study that also supports this research is research conducted by Putriana & Abdurrahman (2024) which shows that the brand awareness variable has a positive effect on brand trust.

The influence of social media marketing on brand trust

These results indicate that social media marketing does not determine brand trust in Hai Coffee Padang Panjang. Based on this, the hypothesis of social media marketing on brand trust at Hai Coffee Padang Panjang is rejected. The rejection of this second hypothesis can be explained by several things. First, the quality and intensity of social media marketing activities carried out may not be sufficient to build brand trust significantly. The content shared on Hai Coffee's social media is irrelevant, uninformative, or uninteresting to the target audience, thus failing to convince the audience to trust the Hai Coffee brand. Secondly, social media marketing, although it can increase brand awareness and consumer interaction, may not be enough to build strong trust without being supported by consistent and repeated positive experiences.

The effect of brand awareness on brand loyalty

The comes about of this think about show that there's a critical impact between brand awareness on brand loyalty. Brand awareness is considered a prerequisite for brand loyalty since customers tend to trust well-known brands and so purchase these items and administrations more than once. This inquire about is bolstered by past investigate conducted by Budiarsi, et al., (2021) which appears that brand awareness incorporates a critical and positive impact on brand devotion. Another ponder that moreover bolsters this inquire about is inquire about conducted by Jefuna & Ardiansyah (2022) which appears the comes about beneath brand mindfulness have a critical impact on brand loyalty. Past investigate that supports this inquire about is investigate conducted by Illahi & Andarini (2022) which states that brand mindfulness encompasses a critical effect on brand dependability. Past inquire about that too underpins this inquire about is investigate conducted by Faisal and Susanti (2023) which appears that brand mindfulness includes a positive and noteworthy impact on brand dependability.

the influence of social media marketing on brand loyalty

This study shows that there is no significant influence between social media marketing and brand loyalty. This means that the social media marketing variable does not have an influence on the brand loyalty variable. Previous research that supports this research is research conducted by Emeraldita & Kurniawati (2022) which shows the results of research that there is no positive effect of social media marketing on brand loyalty. Brand loyalty theory states that consumer loyalty to brands is not only built through one-way interactions such as social media marketing, but through strong emotional connections, consistency of positive experiences, and ongoing satisfaction. Social media marketing, while effective in increasing consumer engagement, may not be enough to create the deep and consistent emotional connection needed to build loyalty. The temporary and transactional nature of social media marketing may not be enough to influence these more fundamental and long-term elements. In conclusion, that social media marketing does not have a significant impact on brand loyalty underscores the importance of a more robust and integrated approach to marketing strategy, where every point of interaction with consumers must be designed to build a consistent and satisfying experience to achieve sustainable brand loyalty.

The influence of brand trust on brand loyalty

The study results show that there is a significant influence between brand trust and brand loyalty. Previous research that supports this research is Jefuna & Ardiansyah (2022) which shows research results the brand trust has a significant effect on brand loyalty. Previous study that also supports this research is research conducted by Yobeanto (2020) which states that statistically it is proven that there is a significant influence of brand trust on loyalty. Other research that also supports this research is research conducted by Yobeanto (2020) which shows research results that statistically there is a significant influence of brand trust on brand loyalty.

The influence of brand awareness on brand loyalty is mediated by brand trust

The results of this research show that there is a significant influence between brand awareness and brand loyalty, mediated by brand trust. Previous research that supports this research is research conducted by Nasir, et al., (2020) that as an intervening variable, brand trust has a positive and significant effect on brand loyalty. This research is in line with research conducted by Ashrafa, et al., (2022). The results of this research show that there is a significant influence between brand trust as a mediator of brand awareness and brand loyalty. Other research that supports this research is research conducted by Lestari (2021) which states the brand trust is can to mediate between brand awareness and brand loyalty.

The influence of social media marketing on brand loyalty is mediated by brand trust.

These results indicate that social media marketing does not determine brand loyalty through brand trust in Hai Coffee Padang Panjang. Based on this, the social media marketing hypothesis regarding brand loyalty is mediated by brand trust is rejected. The rejection of this hypothesis can be explained in the following ways. Trust is built through consistent and positive direct experiences with a brand, which includes product quality, service, and interactions that meet consumer expectations. While social media marketing is effective at increasing visibility and initial engagement, it may not create the immersive experience necessary to build strong trust. This research underlines the importance of integrating a more comprehensive marketing strategy from Hai Coffee Padang Panjang. Although social media marketing can help in attracting attention and building initial awareness, other factors such as consistent product quality, good customer service, and positive customer experiences play a more significant role in building trust and loyalty. Social media marketing must be complemented with

a more personal approach and focus on the overall consumer experience to create trust so as to achieve a level of loyalty.

CONCLUSION

There's a positive and noteworthy impact between brand awareness and brand trust. There's no positive and noteworthy impact among social media marketing on brand trust. There's a positive and significant impact between brand awareness and brand loyalty. There's no positive and critical impact between social media showcasing on brand dependability. There's a positive and critical impact among brand trust and brand loyalty. There's a positive and critical impact between brand mindfulness and brand dependability, intervened by brand believe. There's no positive and critical impact between social media marketing on brand devotion through brand believe.

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