THE EFFECT OF *SOCIAL MEDIA MARKETING ON BRAND LOVE* WITH *BRAND IMAGE* AS A MEDIATING VARIABLE ON KOPI KENANGAN IN PADANG CITY.

Indriani[1] , Yofina Mulyati[2]
[1]Bachelor of Management, Faculty of Economics and Business, Dharma Andalas University Padang
[2]Lecturer Faculty of Economics and Business, Dharma Andalas University Padang
Email Correspondence: indriiaanii22@gmail.com, Yofina2017@gmail.com,

Abstract

This study aims to determine the effect of *social media marketing on brand love* with *brand image* as a mediating variable at Kopi Kenangan in Padang City. This type of research is a quantitative research method. The population used in this study were all consumers who consumed food / beverage products sold by Kopi Kenangan in Padang City, whose exact number was unknown, with a sample size of 125. The sampling technique used *purposive sampling* method. The data analysis used is SEM-Partial *Least Square (PLS).* Based on the results of this study, the results are summarized as follows *social media marketing* has a positive and significant effect on the Kopi Kenangan *brand image* in Padang city. *Social media marketing* has a positive and significant effect on the *brand love of* Kopi Kenangan in Padang city. Then *brand image* has a positive and significant effect on *brand love for* Kopi Kenangan in Padang city. Furthermore, *social media marketing* has a positive and significant effect on *brand love* with *brand image* as a mediating variable at Kopi Kenangan in Padang city. Based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method, it shows that both direct and indirect effects, all of which after being declared significant, have the same direction coefficient in a positive direction so that it can be concluded that the form of mediation is *Complementary* mediation in the form of *partial mediation.*

Keywords: ***Social Media Marketing, Brand Image, Brand Love***

INTRODUCTION

In the beginning, drinking coffee has been a habit of Indonesian people since ancient times. Coffee shops that were originally always on the side of the road and simple, now enter the star hotel building or mall known as *coffee shop*. (Herlyana, 2012). The mushrooming phenomenon of *coffee shops* in Indonesia is influenced by the increase in public coffee consumption. In Indonesia, coffee is one of the drinks that is favored and in demand, not only among the elderly who enjoy, but young people have started to enjoy coffee drinks (Halimah & Suharyati, 2012). (Halimah & Suharyati, 2023). *Coffee shops are* a favorite place for Indonesians, especially millennials, to have fun, discuss, or share thoughts after their activities (Sari et al., 2023). (Sari et al., 2023). In this millennial era, *coffee shops* can almost be found in all places and various regions. The emergence of *coffee shops* with various interesting concepts and supported by unique beverage variations has made this place even more popular. (Selvi & Ningrum, 2020).

Based on the October 2023 edition of the United States Department of Agriculture (USDA) report, Kopi Janji Jiwa is the coffee brand that has the most outlets in Indonesia, reaching 1,100 units in 2022. Then followed by Kopi Kenangan in second place with a total of 932 outlets. As for one of the coffee shop competitors from outside Indonesia, Starbucks is in the sixth position with 443 outlets. (Muhamad, 2023). This shows that the number of *coffee shop* outlets that have sprung up creates intense competition among fellow business people. In addition to maintaining consistent coffee quality to remain in demand by customers, business people must also be vigorous in taking steps in order to create *brand love for* their brand.

Received: November 07, 2024	Revised: November 10, 2024	Accepted: November, 12, 2024	Online: November 21, 2024

Brand love is consumer behavior to show the ability and desire to think, feel and take action on the brand that the buyer chooses. (Riyasa et al., 2023). *Brand love* can be defined as the level of a person's affective and emotional attachment to a particular brand. (Mohammadi et al., 2019). Brand love is the consumer's love for the brand and as a very important component in the brand's relationship with consumers. (Riyasa et al., 2023).. One of the factors that influence *brand love* is *social media marketing. Social media marketing* can be a source of consumer love for brands, so organizations should pay a lot of attention to it, and by creating the right subjectivity on social media & brand-related social pages, increasing consumer love for brands. (Mohammadi et al., 2019).

In addition to influencing *brand love, social media marketing* also influences *brand image.* In the context of social media *branding*, *social media marketing* activities, as a way of communicating with customers, have the power to improve brand image, brand equity and customer response. (Algharabat, 2017). *Social media marketing* with comprehensive and interactive content helps build a trustworthy brand image, which in turn drives consumer loyalty and purchase intentions. (Cheung et al., 2020). The viral effect among social media users allows brands to be discussed and widely recognized among a large number of users. Social media is an efficient way to interact with current and potential customers for businesses and develop a positive brand image. (Bilgin, 2018). In addition, a positive brand image inspires24 desire to love the brand among consumers. The brand image literature also suggests that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end-result (Islam & Rahman, 2016).

One of the *coffee shops* in Indonesia is Kopi Kenangan. Kopi Kenangan is a coffee business whose story is full of passion and love for coffee. Kopi Kenangan started in 2017, where three talented young Indonesians, Edward Tirtanata, James Prananto, and Chintya Chaerunissa, had a big dream to create something special in the world of coffee. Kopi Kenangan is a business *brand* in the Food & Beverages (F&B) industry that specializes in the *coffee-chain* concept with a *grab and go* focus. The brand prides itself on delivering high quality local coffees from Indonesia, and their loyalty to these high quality standards has accelerated the growth of their business across Indonesia. (Subakti, 2023). The following can be illustrated the position of the Kopi Kenangan *brand for* the period 2020 to 2023:

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

Brand	TBI (%)			
	2020	2021	2022	2023
Memories	39,90	36,70	42,60	39,70
Soul Promise	29,80	39,50	38,30	39,50
Kulo	13,60	12,40	10,20	6,30
Fore	5,10	6,40	6,50	7,50
Furo	3,10	-	-	-

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

Based on table 1, it can be seen that the Kopi Kenangan brand based on the *top brand award* assessment in the coffee shop category tends to be in the first position above Janji Jiwa coffee in 2020, 2022 and 2023 with a *top brand* index value that fluctuates every year, except in 2021 the Kopi Kenangan brand is in second position with a *top brand* index value of 36.70% smaller than the *top brand* index value of Janji Jiwa coffee of 39.50%. This shows that the Kopi Kenangan brand as a whole is able to achieve good brand *love* from its customers as evidenced by its tendency to be able to win awards as the best top brand of its customers' choice.

Kopi Kenangan's achievement in achieving the *top brand award* position can show that *its brand* is able to make its consumers have *brand love.* However, this is certainly inseparable from *social media marketing* and the positive *brand image* created for the *brand*. The form of *social media marketing* carried out by Kopi Kenangan is to use the strategy of "aggressively on social media". One of the social media platforms that is actively and consistently utilized is Instagram to interact with customers and expand the reach of its brand. Kopi Kenangan actively presents creative and interesting content that is in line with the trends and tastes of social media users. In

addition, Kopi Kenangan also frequently interacts with its followers and customers, creating a strong connection with their community on social media. This helps build positive relationships and strengthen the brand image as a brand that cares and meets the needs of its customers. (Subakti, 2023).

Furthermore, through Kopi Kenangan's creative and innovative marketing strategies, they were able to gain a positive brand image. Kopi Kenangan has succeeded in creating the impression of a *trendy* and modern brand in the eyes of consumers by conducting campaigns that are always *up-to-date* with the latest trends. In addition, they also continue to innovate and present products that are in line with today's tastes. Other marketing strategies aimed at BTS fans and collaborating with well-known influencers, including Hotman Paris, also play a role in strengthening a positive brand image. In addition, Kopi Kenangan's commitment to using local ingredients and being environmentally friendly also contributed to the formation of a positive brand image. (Subakti, 2023). Kopi Kenangan uses four types of coffee blended together to get a unique taste. The coffee used is local Java West Indische Bereiding (WIB) coffee, which is the first coffee brought by the Dutch to Java. Flores coffee from NTT, Takengon coffee from Aceh and Sidikalang coffee from Sumatra. (Rezkisari & Susilawati, 2019).

One of the cities in Indonesia that has the most Kopi Kenangan outlets is Padang City. This can be seen based on the data of *Coffee Shops* that have expanded to open outlets in the city of Padang, obtained information that Kopi Kenangan has the highest number of outlets as many as 7 outlets. (Selvia, 2022). Furthermore, the outlets opened in various cities are not *franchise* outlets, but are outlets whose establishment is carried out by the owner himself (Accone, 2022). (Accone, 2022).

Furthermore, Kopi Kenangan outlets in Padang city also carry out the strategy of "aggressively on social media" as a form of *social media marketing,* where one of the social media used is Instagram to provide information about products and promos carried out to its customers. But even though it applies intensively on social media as a form of *social media marketing,* its application has not been maximized as seen from one of the Kopi Kenangan outlets in Padang City with an Instagram account @kopkensutomo that is less active and less *updated* in presenting creative and interesting content about its products on its Instagram social media account which is one of the main means of promoting the various products and promos they offer in order to increase *brand image* and *brand love* for the Kopi Kenangan *brand*. The @kopkensutomo account only has a total of 27 posts, 52 followers and 43 follows, by including the location of the outlet on its Instagram page. Furthermore, when viewed from the last @kopkensutomo account post *updated* in November 2022 and there are no comments given by followers regarding posts and only a few people who like their posts. In addition, the form of promotion of products sold at Kopi Kenangan outlets in Padang city with the @kopkensutomo account, which can be seen from the appearance on Instagram, is almost the same in general as other outlets. This shows that Kopi Kenangan outlets in Padang City are not trying to make different promotions according to their respective outlets in promoting their products in different ways so that they are less able to increase *brand image* and *brand love* for the Kopi Kenangan *brand* at their outlet locations in Padang City. Meanwhile, the assessment of the Kopi Kenangan *brand image* can be seen from the consumer's assessment of the food / beverage products produced by each Kopi Kenangan outlet in Padang City which depends on the taste of the product itself even though the products offered are the same, the method of manufacture that distinguishes the taste of the product felt by consumers which affects the *brand image* and *brand love for* the products of Kopi Kenangan at outlets in Padang City.

Based on an initial survey in December 2023 of 30 consumers who consume food / beverage products sold by Kopi Kenangan in Padang City related to *social media marketing, brand image, brand love, the* results obtained if averaged per variable found in *social media marketing* obtained 46.7% of consumers are not interested in doing *social media marketing.* This can be seen from the small number of followers at one of the Kopi Kenangan outlets in Padang, as well as only a few people who like posts and no one comments on posts, indicating that using Instagram Kopi Kenangan is not fun, besides that consumers are more likely to not want to upload content from Instagram Kopi Kenangan to their own Instagram.

Then in terms of *brand image* 56.7% of consumers disagree that compared to other brands Kopi Kenangan is of high quality, has a long history and predictable performance. This is because for Padang City, the outlet was only opened in 2022, so consumers already have their own

choice of coffee that has good quality according to them and for the products, only a few of the products offered are favored by consumers for their taste and depend on the purchase outlet in Padang. Furthermore, in terms of *brand love,* 53.3% of consumers disagree that they have a strong *brand love* for the Kopi Kenangan *brand*, because they tend to have no special feelings about Kopi Kenangan and consider Kopi Kenangan to be fun, as well as being liked and attached. This is because consumers also consume other brands of coffee besides Kopi Kenangan.

This research is a modification of several studies Bilgin (2018), Damayanti et al., (2021), Lubis & Hidayat, (2023), Sikandar & Ahmed (2019), Mohammadi et al., (2019), Riyasa et al., (2023), Islam & Rahman, (2016), Cuong (2020). Giantari et al., Erianti et al., (2023) Where this research differs from previous research is the object of research and the variables used. This study uses objects in the form of consumers who consume food / beverage products sold by Kopi Kenangan in Padang City, so that later the results of this study can be generalized to all Kopi Kenangan outlets. The research variables used are *social media marketing* as an exogenous variable, then *brand image* as a mediating variable and *brand love* as an endogenous variable combined in a conceptual model. Where in previous studies, the use of *social media marketing* and *brand image* variables were seen separately in their influence on *brand love.*

RESEARCH METHODS

This type of research uses quantitative research methods (Sugiyono, 2021). The population used is all consumers who consume food / beverage products sold by Kopi Kenangan in Padang City, whose exact number is unknown. Furthermore, to get the number of samples using the theory put forward by Hair et al., (2010) which 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 at least 100 (one hundred) samples or respondents. In this study, the number of indicators was 25, so 25 x 5 = 125. So the sample was 125 consumers who consumed food / beverage products sold by Kopi Kenangan in Padang City. The sampling technique uses a *non-probability* sampling method with *purposive sampling* technique. *Purposive* sampling is a sampling technique with certain considerations (Sugiyono, 2021). the sample criteria are as follows:

1. Consumers aged ≥ 17 years old so that they know and understand *social media marketing* and are able to select information
2. Consumers know or recognize the Kopi Kenangan brand.
3. If you know or follow one of the Kenangaan Coffee Instagram accounts in general / Padang City outlets can be used as respondents:
   - Consumers know the instagran social media that Kopi Kenangan has.
   - Consumers follow Kopi Kenangan's Instagram in general.
   - Consumers follow Kopi Kenangan's social media Instagram in Padang City.
4. Consumers have consumed food/beverage products sold by Kopi Kenangan Padang at least 2 times during the last 6 months.
5. Domiciled in Padang City.

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

Table 2 Operational Definition of Variables

Variables	Dimensions	Indicator	Source
Social media marketing	*Entertainment*	1. Using brand social media is fun 2. Brand social media content is engaging	(Algharabat, 2017)
	Interaction	3. Brand social media allows sharing information with others 4. Conversations or exchanges of opinions with others are possible through social	

		media. 5. It's easy to give my opinion through social media brands	
	Trendiness	6. Brand social media content provides the latest information 7. Using social media brands is trendy	
	Customization	8. Brand social media offers customized information search 9. Social media Brands provide customized services	
	WOM	10. Want to pass on information about the brand, product or service from the brand's social media to friends. 11. Want to upload content from brands' social media to own social media	
Brand love		1. Brand is an amazing brand 2. Brands make you feel good 3. Brand makes very happy 4. Love the brand 5. Have a special feeling about the brand 6. Brands are fun 7. Like the brand very much 8. Very attached to the brand	(Algharabat, 2017)
Brand Image		1. Compared to other brands, the brand's products are of high quality 2. Brands have a long history 3. Can reliably predict brand performance 4. The company is a leading company 5. The company has extensive experience 6. The company is a customer-oriented company	(Cheung et al., 2020)

RESEARCH RESULTS AND DISCUSSION

SEM-PLS data processing uses a combined model of *first order* and *second order* forms. *First order* is used for variables that only have indicators. In this study, the variables that constitute the first order category are *brand image and brand love*. Meanwhile, *second order* is used for variables that have dimensions and each dimension is explained by indicators. Where testing will go through the first two levels of testing for dimensions to their indicators and second from variables to dimensions. In this study, the variable which is the second order category is *social media marketing*.

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

Based on the results of data processing, the *R-square* estimation results are obtained as shown in table 3 below:

Table 2 *R-square*

	R Square
Brand Image	0.787

Brand Love	0.820

Source: Data processing from PLS, 2023

From the results of the R Square value in table 2, it shows that *brand image* can be explained by *social media maketing* by 0.787 or 78.7% while 21.3% is explained by other variables outside the study, then *brand love* can be explained by *social media maketing* and *brand image* by 0.820 (82%) while 18% is explained by other variables outside the study.

Besides looking at the magnitude of the *R-square* value, evaluation of the PLS model can be done with Q^2 *predictive relevance*. *Q-square* measures how well the observed values are generated by the model and its parameter estimates. A *Q-square* value > 0 indicates that the model has *predictive relevance*, while a *Q-square* value < 0 indicates that the model lacks *predictive relevance*. (Ghozali, 2021). The *Q-square* calculation is done by formula:

$Q^2 = 1 - (1 - R_1^2) (1 - R)_2^2$

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

$Q^2 = 1 - (1 - 0,787) (1 - 0,820)$

$Q^2 = 0,962$

The results above show a *predictive - relevance* value of 0.962 this value> 0, so it can be interpreted that 96.2% of the variation in the *brand love* exit intention variable is explained by the variables used in the model and 3.8% is explained by other factors outside the model. With these results, it is concluded that this model has a *predictive relevance* value.

The stability of the estimates is evaluated using the t-statistic obtained through the *boostraping* procedure*.* The hypothesis will be accepted if the t-statistic value exceeds the t table value for the 0.05 significance degree of 1.96. (Ghozali, 2021). The test results for direct effects and indirect effects are as follows:

Table 3 Results of *Path Coefficients* and *Indirect Effects*

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H3	Brand Image -> Brand Love	0.599	0.600	0.105	5.731	0.000
H1	Social Media Marketing -> Brand Image	0.887	0.885	0.026	33.495	0.000
H2	Social Media Marketing -> Brand Love	0.331	0.329	0.102	3.248	0.001
	Social Media Marketing -> SMM-customization	0.937	0.937	0.014	65.251	0.000
	Social Media Marketing -> SMM-entertainment	0.885	0.884	0.024	36.159	0.000
	Social Media Marketing -> SMM-interaction	0.934	0.934	0.018	51.189	0.000
	Social Media Marketing -> SMM-trendiness	0.927	0.927	0.013	69.077	0.000
	Social Media Marketing -> SMM-wom	0.910	0.909	0.020	45.177	0.000
H4	Social Media Marketing -> Brand Image -> Brand Love	0.532	0.531	0.094	5.657	0.000

Source: Data processing with PLS, 2024

From the *Path Coefficient* results in table 3, it can be seen that all first order constructs have a significant effect on second order *social media marketing* constructs where the t-statistic value generated for all first order constructs is > 1.96 and the significance value is <0.05, which means that *entertainment*, interaction, *trendiness*, *customization* and WOM are dimensions of *social media marketing.* This means that all first order constructs are dimensional constructs forming *social media marketing* constructs*.*

The Effect of *Social Media Marketing* on *Brand Image*

The results of hypothesis testing show that the *original sample* value of the effect of *social media marketing* on *brand image* is positive at 0.887 with a T-statistic test value> 1.96, which is 33.495 and sig 0.000 <0.05. Based on the results, it can be concluded that *social media marketing* has a positive and significant effect on the Kopi Kenangan *brand image* in Padang city. This shows that *social media marketing* is something that affects the Kopi Kenangan *brand image*, where the better the *social media marketing*, the more the Kopi Kenangan *brand image* increases.

This indicates that consumers who consume food / beverage products sold by Kopi Kenangan in Padang city feel that their assessment of the Kopi Kenangan *brand image* is determined by the *social media marketing* carried out by Kopi Kenangan, where consumers consider the assessment as well as the information they get or activities that can be carried out on Kopi Kenangan'*s social media marketing* on the Instagram page to influence their assessment of the Kopi Kenangan *brand image.* Where consumers will provide an assessment of the *brand image* when *social media marketing* activities match what is obtained in terms of *entertainment*, *interaction*, *trendiness*, *customization* and WOM. Where by considering all of these things, it will affect their assessment of the Kopi Kenangan *brand image*.

Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and action for brands, businesses, products, people, or other entities and is done using tools from the social web. (Alfira, 2022; Lubis & Hidayat, 2023). In the context of social media *branding*, *social media marketing* activities, as a way of communicating with customers, have the power to improve brand image, brand equity and customer response. (Alghara bat, 2017). *Social media marketing* with comprehensive and interactive content helps build a trustworthy brand image, which in turn drives consumer loyalty and purchase intentions. (Cheung et al., 2020).

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 communication with consumers. An interactive marketing strategy that uses social media links such as Facebook and Twitter will positively affect the brand image and create a leverage effect between the brand and consumers. The viral effect among social media users allows brands to be discussed and widely recognized among a large number of users. Social media is an efficient way to interact with current and potential customers for businesses and develop a positive brand image. (Bilgin, 2018)

The results of this study are consistent with several research results finding *social media marketing* has a significant positive effect on *brand* image. (Bilgin, 2018). *Social media marketing* has a significant positive effect on *brand image* (Damayanti et al., 2021).. Instagram social media marketing has a positive and significant effect on brand image. Brand image can be built through marketing using maximum Instagram social media. The strengths, advantages, and uniqueness of the brand presented in the form of photos and videos accompanied by various attractive promos will be able to build a brand image. (Lubis & Hidayat, 2023).

The Effect of *Social Media Marketing* on *Brand Love*

The results of hypothesis testing show that the *original sample* value of the effect of *social media marketing* on *brand love* is positive at 0.331 with a T-statistic test value> 1.96, which is 3.248 and sig 0.001 <0.05. Based on the results, it can be concluded that *social media marketing* has a positive and significant effect on *brand love for* Kopi Kenangan in Padang city.

This shows that *social media marketing* is something that affects Kopi Kenangan'*s brand love*, where the better the *social media marketing*, the more consumers' *brand love for* Kopi Kenangan will increase.

This indicates that consumers who consume food / beverage products sold by Kopi Kenangan in the city of Padang, who are respondents in this study, consume food / beverage products that are sold according to what they want to consume, but before consuming them, they tend to pay attention to the latest updates on existing products at Kopi Kenangan, which will be the same at each outlet outlet. So even though it can be seen from the Instagram outlets page, Kopi Kenangan in Padang city rarely updates posts related to the food / beverage products sold, besides that, even though the posts displayed also tend to be the same on each Instagram outlet of the Kopi Kenangan branch in Padang City with other branches, consumers do not mind it because what is conveyed by *social media marketing* through Instagram in general will basically be applied

to all Kopi Kenangan outlet stores so that all of these things affect the *brand love of* Kopi Kenangan in the city of Padang.

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

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

When target consumers see advertisements on online channels and particularly on social media, they will believe that social media ads are enlightening, engaging, solid and reliable thus encouraging them to create ideal insights about the importance of promotion. If a business's social media is trending and it is considered 'cool' to use a particular social media platform as a form of self-reflection on a subconscious level, customers will be more likely to engage with the advertisement resulting in higher conversions. Social acceptance is a desire that most humans cannot live without. They will follow the trend and it will lead to *Word of Mouth*. WOM is one of the most effective variables because consumers feel more confident in a brand recommendation if it comes from someone they know. Company brand managers can take procedures to plan different advertising-related activities through social media. This will help them to have an understanding of the best way to improve their brand *positioning* that will significantly influence the mindset of buyers, and then increase the element of brand love and loyalty in customers. (Sikandar & Ahmed, 2019).

The results of this study are consistent with several research results finding there is a positive impact of *social media marketing* on *brand* love. (Sikandar & Ahmed, 2019). Likewise, other studies have also found that *social media marketing* has a significant positive effect on *brand love.* This means that by increasing social network marketing activities, *brand love* also increases. (Mohammadi et al., 2019).. Similarly, it was also found that *social media marketing* has a positive and significant effect on *brand love*. This means that the more promotion on social media, the more love for *brands* on online platforms (Riyasa et al., 2019). (Riyasa et al., 2023)..

The Effect of *Brand Image* on *Brand Love*

The results of hypothesis testing show that the *original sample* value of the effect of *brand image* on *brand love* is positive at 0.599 with a T-statistic test value> 1.96, which is 5.731 and sig 0.000 <0.05. Based on the results, it can be concluded that *brand image* has a positive and significant effect on *brand love for* Kopi Kenangan in Padang city. This shows that *brand image* is something that affects consumer *brand love for* the Kopi Kenangan *brand*, where the better the *brand image,* the more the Kopi Kenangan *brand love* increases.

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

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

A positive brand image inspires a desire to love the brand among consumers. Brand image literature also suggests that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation X consumers make their purchases analytically, based on value, whereas younger consumers rely more on the brand image and feel (symbolic characteristics) rather than the value (functional characteristics) associated with the purchase. (Islam & Rahman, 2016).

The results of this study are consistent with several research results finding that *brand image* has a significant positive effect on *brand love.* (Islam & Rahman, 2016*;* Cuong, 2020). *Brand image* has a significant positive effect on *brand love*, meaning that the better the *brand image*, the higher the consumer *brand love* for the brand (Giantari et al., 2020). (Giantari et al., 2020). *Brand image* has a positive and significant effect on *brand love*. This indicates that the image that has been built by the brand can affect the brand's consumer preference (Erianti et al., 2020). (Erianti et al., 2023)

The Effect of *Social Media Marketing* on *Brand Love* with *Brand Image* as a Mediating Variable

The results of hypothesis testing show that the *original sample* value of the indirect effect of *social media marketing* on *brand love* with *brand image* as a mediating variable is positive at 0.532 with a T-statistic test value> 1.96, which is 5.657 and sig 0.000 <0.05. Based on the results, it can be concluded that *social media marketing* has a positive and significant effect on *brand love* with *brand image* as a mediating variable at Kopi Kenangan in Padang city. This indicates that *brand image* as a mediating variable can mediate the effect of *social media marketing* on *brand love* for Kopi Kenangan in Padang city, because the *brand image* seen in terms of compared to other brands, Kopi Kenangan's products are of high quality, then Kopi Kenangan does have a long history and consumers can reliably predict Kopi Kenangan's performance and assess Kopi Kenangan as a leading company, has extensive experience and a customer-oriented company are things that consumers consider as mediating the effect of *social media marketing* on *brand love for* Kopi Kenangaan in Padang city.

In the context of social media *branding*, *social media marketing* activities, as a way of communicating with customers, have the power to improve brand image, brand equity and customer response. (Algharabat, 2017). *Social media marketing* with comprehensive and interactive content helps build a trustworthy brand image, which in turn drives consumer loyalty and purchase intentions. (Cheung et al., 2020). 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 communication with consumers. An interactive marketing strategy that uses social media links such as Facebook and Twitter will positively affect the brand image and create a leverage effect between the brand and consumers. The viral effect among social media users allows brands to be discussed and widely recognized among a large number of users. Social media is an efficient way to interact with current and potential customers for businesses and develop a positive brand image. (Bilgin, 2018)

A positive brand image inspires a desire to love the brand among consumers. Brand image literature also suggests that customers can assign human attributes to the brands they use, leading them to love the brand as an emotional end result. Generation X consumers make their purchases analytically, based on value, whereas younger consumers rely more on the brand image and feel (symbolic characteristics) rather than the value (functional characteristics) associated with the purchase. (Islam & Rahman, 2016).

The results of this study are consistent with several research results finding *Social media marketing* has a significant positive effect on *brand* image. (Damayanti et al., 2021). Instagram social media marketing has a positive and significant effect on brand image. Brand image can be built through marketing using maximum Instagram social media. The strengths, advantages, and uniqueness of the brand presented in the form of photos and videos accompanied by various attractive promos will be able to build a brand image. (Lubis & Hidayat, 2023).

Furthermore, the results of this study are consistent with several research results which also found. *Brand image* has a significant positive effect on *brand love* (Islam & Rahman, 2016*;* Cuong, 2020). *Brand image* has a significant positive effect on *brand love*, meaning that the better the *brand image*, the higher the consumer's *brand love* for the brand. (Giantari et al., 2020). *Brand*

image has a positive and significant effect on *brand love*. This indicates that the image that has been built by the brand can influence the consumer's favorite brand. (Erianti et al., 2023)

Testing the Mediation Effect

The mediation testing strategy suggested by Hair et al. (2017) using path coefficient significance can be described as below:

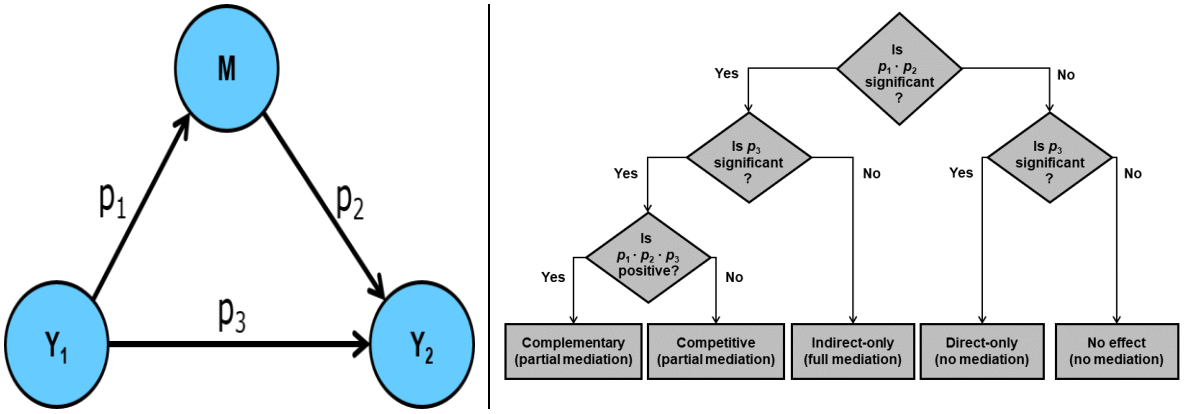


Figure 1 Mediation Testing Strategy
Source: Hair et al., (2017)

Furthermore, to test the mediating effect in this study, it can be described in the form of a model as follows:

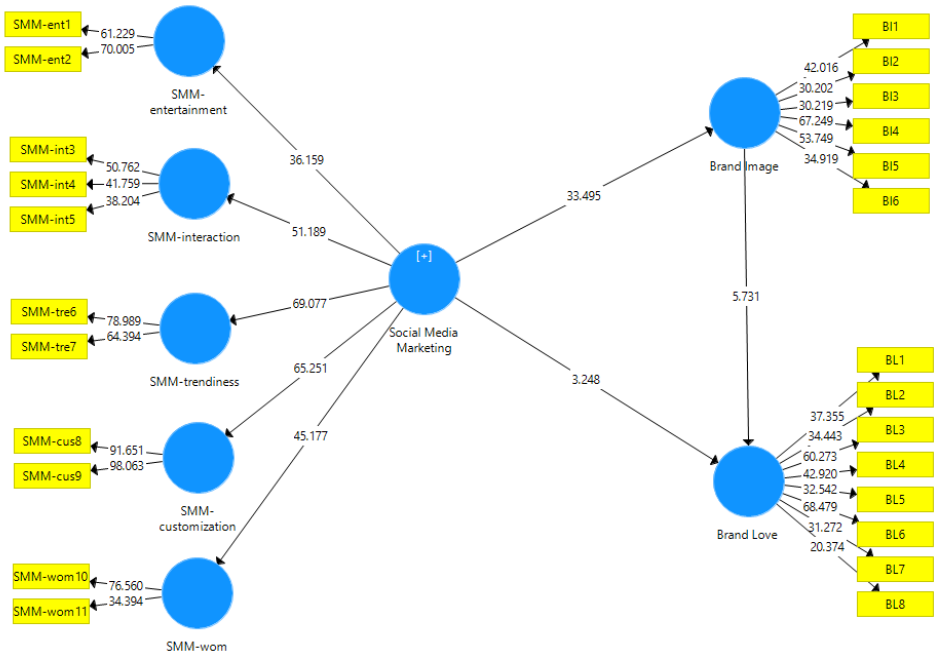


Figure 2 *Boostraping* Results for Testing Mediation Effects
Source: Data processing with PLS, 2024

The first step looks at the effect of *social media marketing* on *brand image* and the effect of *brand image* on *brand love.*

Based on the test results, it can be seen that the effect of *social media marketing* on the Kopi Kenangan *brand image* in Padang city is significant, where the T-statistic test value> 1.96 is 33.495 and sig 0.000 < 0.05. Then the effect of *brand image* on *brand love for* Kopi Kenangan in Padang city is also significant where the T-statistic test value> 1.96, which is 5.731 and sig 0.000 <0.05, thus the first requirement decision is yes.

The second step looks at the effect of *social media marketing* on *brand love*

Based on the test results, it can be seen that the effect of *social media marketing* on *brand love for* Kopi Kenangan in Padang city is significant, where the T-statistic test value> 1.96 is 3.248 and sig 0.001 <0.05, thus the second requirement decision The answer is yes.

Step Three indirect effects and direct effects are declared significant, then proceed to see the direction coefficient obtained whether it is the same or opposite.

Based on the test results, it can be seen that the direction coefficient seen from the *original sample* value shows that the *original sample* value of *social media marketing* on *brand image* is positive at 0.887 and the *original sample* value of *brand image* on *brand love* is also positive at 0.599, resulting in the *original sample* value of the indirect effect of *social media marketing* on *brand love* with *brand image* as a mediating variable is positive at 0.532 which is obtained from (0.887 * 0.599 = 0.531313 rounded up to 0.532). Furthermore, the *original sample* value of *social media marketing* on *brand love* is also positive at 0.331. This shows that both indirect and direct effects, all of which after being declared significant, have the same direction coefficient with a positive direction, thus the third requirement decision is Yes.

Step Four - Final Decision

Based on the test results, it can be seen that the indirect effect is declared significant where it can be seen from the first requirement decision, the answer is yes, then the direct effect is declared significant as seen from the second requirement decision, the answer is yes. Furthermore, the direction coefficient obtained is positive, so the third requirement decision is yes. Thus, based on the test results, it can be seen that both direct and indirect relationships are all significant and have the same direction coefficient so that it can be concluded that the form of mediation is *Complementary* mediation in the form of *partial mediation*.

CONCLUSIONS

Based on the research results, the results are summarized as follows *social media marketing* has a positive and significant effect on *brand image. Social media marketing* has a positive and significant effect on *brand love. Brand image* has a positive and significant effect on *brand love. Social media marketing* has a positive and significant effect on *brand love* with *brand image* as a mediating variable. Based on the mediation analysis procedure in SEM-PLS with the path coefficient significance method, it shows that both direct and indirect effects, all of which after being declared significant, have the same direction coefficient in a positive direction so that it can be concluded that the form of mediation is *complementary* mediation in the form of *partial mediation*. Some things that can be recommended are:

1. Kopi Kenangan in Padang City is advised to improve *social media marketing*, especially in the WOM dimension in terms of consumers' desire to upload content from Instagram Kopi Kenangan to their own Instagram, by:
    a. Kenangan Coffee Outlet in Padang City is expected to more aggressively use *social media marketing* through its Instagram by frequently updating posts both in the form of photos and video reels about memorable coffee in the city of Padang not in general like almost the same posts on the Instagram page of other memorable coffee branch outlets so that consumers are interested in information from the Instagram content and upload the content.
    b. In order for the social media instagram Kopi Kenangan in Padang City to be enjoyable, it is better to balance posts that use photos with video reels so that consumers are not mistaken in perceiving the appearance of photo posts with the actual situation at Kopi Kenangan in Padang City.
    c. The content shared on Instagram social media Kopi Kenangan in Padang City should be more diverse not only limited to photos of food / beverage products that are sold, promotional content or menu reviews can be added.
2. Some important efforts that must be made by Kopi Kenangan in Padang City to improve *brand image* are by increasing consumers' ability to predict the performance of Kopi Kenangan that consumers want by way of:

1. Service providers are able to make their customers want to try various food/beverage products that are sold so that they do not focus on certain menus only.
2. Furthermore, to increase the *brand image of* Kopi Memangan in the city of Padang, it may be possible to display the journey of Kopi Memangan from its establishment to the present through posting content so that consumers know how the Kopi Memangan experience has been and what has been obtained by Kopi Memangan in terms of *brand image* according to the overall consumer assessment.

LITERATURE

Accone. (2022). How to Franchise Kopi Kenangan? This is an explanation. *Https://Www.Acc.Co.Id/Accone/InfoTerkini_Detail?Id=4945&title=How-To-Franchise-Kopi-Kenangan-In-This-Explanation*.

Alfira. (2022). The Effect of Social Media Marketing on Customer Engagement and Brand Image on Instagram Shopee Indonesia. *Journal of Management Economics*, *8*(1), 9-17.

Algharabat, R. S. (2017). Linking social media marketing activities with brand love: The mediating role of self-expressive brands. *Kybernetes*, *46*(10), 1801-1819. https://doi.org/10.1108/K-04-2017-0130

Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, *6*(1), 128-148. https://doi.org/10.15295/v6i1.229

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, *32*(3), 695-720. https://doi.org/10.1108/APJML-04-2019-0262

Cuong, D. T. (2020). The Impact of Customer Satisfaction, Brand Image on Brand Love and Brand Loyalty. *Business Innovation & Technology Management*, *12*(6), 3151-3159. https://doi.org/10.5373/JARDCS/V12I6/S20201280

Damayanti, S., Chan, A., & Barkah, C. S. (2021). The Effect of Social Media Marketing on Brand Image of My Pangandaran Tour and Travel. *Journal of Management Science*, *9*(3), 852-862. https://doi.org/10.26740/jim.v9n3.p852-862

Erianti, V. D., Setyawati, S. M., & Suparno, C. (2023). The Role of Seld Congruity and Brand Image in Mediating the Effect of Brand Personality on Brand Love. *Journal of Business Economics and Accounting (JEBA)*, *25*(2), 1-12.

Ghozali, I. (2021). *Partial Least Squares Concepts, Techniques and Applications Using the SmartPLS 3.2.9 Program for Empirical Research*. Publishing Agency of Diponegoro University Semarang.

Giantari, I. G. A. K., Utama, I. P. H. B., & Wardani, N. L. D. A. (2020). The Role of Brand Love Mediates the Effect of Brand Image on Word of Mouth. *Juima: Journal of Management Science*, *10*(1), 54-61. http://e-journal.unmas.ac.id/index.php/juima/article/view/1072

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective* (7th editio). Pearson Prentice Hall.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Second). Sage Publications.

Halimah, Q. N., & Suharyati. (2023). The Effect of Social Media Marketing, Brand Image and Service Quality on Purchasing Decisions for Kenangan Coffee. *Journal of Bina Bangsa Ekonomika*, *17*(1), 63-69.

Herlyana, E. (2012). The Coffee Shop Phenomenon as a Symptom of Young People's New Lifestyle. *ThaqâfiyyâT: Journal of Islamic Language, Civilization and Information*, *13*(1), 187-204.

Islam, J. U., & Rahman, Z. (2016). Examining the effects of brand love and brand image on customer engagement: An empirical study of fashion apparel brands. *Journal of Global Fashion Marketing*, *7*(1), 45-59. https://doi.org/10.1080/20932685.2015.1110041

Lubis, A. R. H., & Hidayat, R. (2023). The Effect of Instagram Social Media Marketing on Brand Image. *Economics, Finance, Investment and Sharia (EKUITAS)*, *4*(4), 1213-1219. https://doi.org/10.47065/ekuitas.v4i4.3210

Mohammadi, S., Azizi, A. D., Rahimi, F., & Kamali, F. (2019). The Effect of Social Media Marketing on Brand Loyalty according to the mediating role of Brand love (Followers of Instagram L. G.

Products in Iran). *4th International Conference on Management, Accounting and Economics with an Emphasis on Regional and Global Marketing*.

Muhamad, N. (2023). 10 Restaurants with the Most Outlets in Indonesia by 2022. *Https://Databoks.Katadata.Co.Id/Infographic/2023/10/16/10-Restaurants-With-The-Most-Number-Of-Outslets-in-Indonesia-by-2022*.

Rezkisari, I., & Susilawati, D. (2019). The Secret of the Long Kenangan Coffee Queue. *Https://Ameera.Republika.Co.Id/Berita/Pyqc2e328/Rahasia-Panjangnya-Antrean-Kopi-Kenangan*.

Riyasa, I. A. P. W., Dewi, N. I. K., & Lina, N. P. M. (2023). The Role of Brand Love Mediates the Effect of Social Media Marketing on Brand Loyalty in Culinary MSMEs in Denpasar. *Juima: Journal of Management Science*, *13*(1), 14-25.

Sari, L. P., Rahmi, H. M., Hardianti, S. T., & Setyaningrum, R. P. (2023). The Influence of Self-Actualization and Hangout Lifestyle on Purchasing Decisions at Janji Jiwa Coffee Shop for Bekasi Millennials. *Pelita Bangsa Journal of Sharia Economics*, *8*(2), 259-263. https://doi.org/10.9744/pemasaran.15.1.50-60

Selvi, S., & Ningrum, L. (2020). Coffee Drinking Lifestyle in Making Coffee Purchasing Decisions (Case Study at Kopi Kenangan Gandaria City - Jakarta). *Tourism: A Scientific Journal*, *14*(01), 23-30. https://doi.org/10.47256/kepariwisataan.v14i01.15

Selvia, N. (2022). Hurry Up!!! Kopi Kenangan with Promo in Padang. *Https://Padek.Jawapos.Com/Business/07/10/2022/Sequently-Serbu-Kopi-Kenangan-Bertabur-Promo-Di-Padang/*.

Sikandar, M. D. I., & Ahmed, Q. M. (2019). Impact of Social Media Marketing on Brand Love: Promoting Loyalty in the Restaurant Landscape of Pakistan. *Online Journal of Communication and Media Technologies*, *9*(4). https://doi.org/10.29333/ojcmt/5953

Subakti, H. (2023). Take a peek at 5 Kopi Kenangan strategies that make this brand a unicorn. *Https://Bithourproduction.Com/Blog/Intip-5-Strategy-Kopi-Kenangan/*.

Sugiyono. (2021). *Quantitative Research Methods. Qualitative, and R&D*. Bandung: Alfabeta.