

THE IMPACT OF INSTAGRAM SOCIAL MEDIA ON KOPI KENANGAN BRAND LOYALTY (STUDIED ON CONSUMERS IN BANDUNG CITY)



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ABSTRACT

With the widespread use of social media, companies create various creative content to attract people's attention. One of them is Kopi Kenangan. This research aims to determine the influence of Instagram social media on Kopi Kenangan brand loyalty by studying consumers in the city of Bandung. The method used in this research is quantitative with a descriptive nature and uses a questionnaire as a data collection tool. The sample used was a purposive sampling technique aimed at Kopi Kenangan consumers in Bandung City with a total of 106 respondents. Data analysis was carried out using simple linear regression, coefficient of determination, and hypothesis testing. Based on the research results, the social media Instagram account @kopikenangan.id has an influence on the brand loyalty of Kopi Kenangan consumers. The coefficient of determination value was 30.8%, which shows that the remaining 69.2% is explained by other variables.

Keywords: Social Media; Instagram; Coffee Shop; Brand Loyalty

Received : 30-07-2024

Revised : 10-10-2025

Approved : 31-10-2025

Published : 01-11-2025



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INTRODUCTION

Advances in information and communication technology today have eliminated distance, boundaries, space and time in the human world. With the internet network, people can access information from all over the world without having to be in place. The internet allows communication with anyone, anywhere, and anytime using gadgets, without the need to meet face-to-face. The development of the internet has also given rise to many social media sites and applications that provide online communication services for people with similar interests, activities or backgrounds (Farook & Abeysekara, 2016). Social media facilitates the sharing of online media content such as text messages, photos, videos and video calls. Types of social media range from those focused on chat to music and video. The concept of social media is to share content with friends, followers, or other people who follow the account (Setianingtyas & Nurlaili, 2020). Platforms such as blogs, Twitter, TikTok, YouTube and Instagram make it easy for users to upload content that can be freely accessed by the wider community.

In the digital era, social media plays an important role as a communication tool where users can share information and connect with each other. Social media such as WhatsApp, Facebook, and Instagram will be the most used apps in Indonesia by early 2023 (Meltwater, 2023). According to Meltwater, Instagram ranked second with 86.5% of users, followed by Facebook with 83.8%, while WhatsApp ranked first with 92.1%. The reasons why people use social media are diverse, ranging from seeking information, updating news and events, researching products, to playing games. Users can do these activities anytime and anywhere (Kotler & Armstrong, 2012). The extensive use of social media is also utilized by entrepreneurs, companies, marketers, and organizations for product or service promotion, due to its wide reach and relatively low cost (Kotler & Armstrong, 2012).

Since the advent of social media, marketing has evolved from traditional media such as newspapers and television to digital content. Marketing products to consumers is mandatory to maintain brand awareness and loyalty (Utami & Saputri, 2020). Social media allows for more efficient marketing with ads that are customized to the user's taste. Platforms such as WhatsApp Business, Facebook Ads, and Instagram business features help in segmenting the market and promoting products effectively.

Coffee consumption trends in Indonesia are also influenced by social media. The coffee-drinking lifestyle has evolved, and coffee shops are mushrooming with cozy concepts and ambience. Coffee shops use social media for marketing, promotion, and building brand loyalty. Loyal consumers do not easily switch to competing brands, even if there are changes in price or other features.

One successful example is Kopi Kenangan, which became the most popular local coffee shop in Indonesia in 2022 and 2023 according to the Top Brand Award (Top Brand Award, 2023). Kopi Kenangan utilizes social media, especially Instagram, to interact with its customers and potential customers. With more than 500,000 followers, Kopi Kenangan often uploads a variety of interesting content, including product information, promotions, and positive customer reviews. In the face of competition, coffee shop business owners are competing to offer product innovation and build bonds with customers. Making consumers loyal to the brand is very important to ensure business continuity in the midst of intense market competition. This study aims to determine the effect of Instagram social media on brand loyalty at Kopi Kenangan.

LITERATURE REVIEW

Social Media

Kotler and Keller (2016) define social media is a means for consumers to share text, images, video, and audio information with each other and with companies and vice versa. Meanwhile, according to Chen et al. (2021) define social media is an internet-based application where it is a place for users to create and exchange content to interact and also collaborate between users. Then Deng et al. (2021) state that social media can also make companies share information, communicate, and interact with customers directly so that two-way communication can occur. So, social media can be interpreted as an internet-based application that allows interaction, both communication and collaboration between its users.

Social Media Marketing

As'ad, H. Abu-Rumman (2014) states that social media marketing is one of the marketing strategies used by business people to become part of a network with people via the internet or online. Meanwhile, according to Kotler & Keller in Silaningsih et al. (2021) defines social media as a means or way that consumers can share or exchange various information such as text, images, audio and video with each other. Then Jami Pour et al. (2021) also stated that social media marketing is used to expand, build, and can also improve brand image because with social media companies can build long-term relationships. Social media marketing measured by the dimensions of online communities, interaction, sharing of content, accessibility and credibility (As'ad dan Alhadid (2014). So, social media marketing can be defined as the use of the social web for marketing and public communication directly or indirectly to build recognition, awareness, and action of a business, person, product, brand, or other entity.

Instagram

According to Fo (2016) Instagram is a social media that has a simple yet complete and authentic appearance that is used by its users to share moments and photos. While Dellege (2011) says that insta which means instant and gram which means telegram. In general, Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them with other users quickly and easily. Then Siim (2016) added Instagram is an application that contains a program with the aim of providing users with the convenience of viewing or sharing a particular photo. So, it can be said that Instagram is a social media application that allows users to view and share certain photos or information.

Brand Loyalty

According to Aaker (2013), brand loyalty is a measure of the attachment that customers have to a brand which means that brand loyalty is a measure of consumer attachment to a brand. Then Lamb, Hair, and McDaniel (in Harahap et al., 2022) state that brand loyalty is when consumers prioritize a brand among other brands, therefore it can be said that consumers are loyal to the brand. Meanwhile, Bilgin (2018) states that behavioral loyalty to brands provides direct income to businesses, while altitudinal and cognitive loyalty increases the tendency to provide reliable recommendations to people in their circle and plays an important role in capturing new customers. So, it can be said that brand loyalty is the relationship between consumers and a brand, which is seen from their habit of buying a certain brand repeatedly compared to other brands in the same category. Brand

loyalty itself can be a benchmark in determining consumer attitudes towards a brand seen from the consistency of purchases by consumers.

Previous Research

Research by Erdogmus and Cicek (2012) was conducted on social media in Turkey and examined how much influence social media has on brand loyalty. This study uses quantitative research methods to measure the influence of social media on brand loyalty in Turkey. This research is relevant to the development of the coffee industry in Indonesia, where coffee shops are competing to increase their brand loyalty through social media. This research will help understand how the use of Instagram as social media can affect brand loyalty, which is one of the important indicators in ensuring business sustainability in the midst of intense market competition.

Previous research by Erdogmus & Cicek (2012) showed that brand loyalty is positively influenced by the various platforms and applications that brands offer on social media. They state that consumer brand loyalty is also influenced by the creative reasons, variety, and differences that consumers want to interact with brands on social media. This indicates that consumers seek creativity, variety and difference in interacting with brands on social media.

The research also shows that favorable promotions or campaigns on social media are the most significant driver of brand loyalty, followed by content relevance, content popularity among friends, and appearance across multiple social media platforms and app provision. Companies looking to run effective social media campaigns should consider the benefits, value and advantages they offer to consumers in their campaigns, thus making consumers more likely to be loyal to their brands.

METHOD

The method used in this research is quantitative with a descriptive nature to explain the relationship between the independent variable, namely Instagram social media with the dependent variable, namely brand loyalty. The object in this study is digital marketing through social media, especially Instagram as measured by the dimensions of online communities, interaction, sharing of content, accessibility and credibility (As'ad dan Alhadid (2014) as an independent variable, and brand loyalty as measured by the dimensions of satisfaction, switching costs, habitual behavior, liking the brand, and commitment (Aaker, 2013) as the dependent variable.

This research was conducted on Kopi Kenangan consumers in Bandung using quantitative research methods. This approach was chosen because it relies on data collected through the concept of variables that have been determined and derived from existing theories. This study used a questionnaire to collect primary data from Kopi Kenangan consumers, as well as secondary data obtained from scientific journals, books, and other related sources.

The sampling method used non-probability sampling technique with purposive sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities or chances to each member of the population when being selected as a sample (Sugiyono, 2018). Meanwhile, according to Sugiyono (2018), the purposive sampling technique is taking samples using certain considerations according to the desired criteria to determine the number of samples to be studied. Considering that the sample was taken from Kopi Kenangan consumers aged 18-30 years, consuming the product more than twice a week, and were Kopi Kenangan Instagram followers. The number of samples was calculated using the Slovin formula, with a population of 554,000

Kopi Kenangan Instagram followers and an e value of 0.1, so that 100 samples were obtained. There is 106 responded obtained.

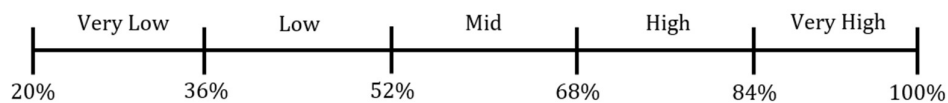
Data collection techniques were carried out through questionnaires and documentation, and the data were analyzed using the simple linear regression method with the help of SPSS to test the effect of Instagram social media on brand loyalty. This analysis includes validity, reliability, normality, linearity, and coefficient of determination tests, as well as a t-test to test the hypothesis (Sugiyono, 2016) of whether Instagram social media has a positive effect on brand loyalty.

RESULTS AND DISCUSSION

Descriptive Analysis Results

Descriptive analysis is carried out by presenting a frequency distribution table of respondents' answers which are research variables. From this table, the total score value for each variable can be categorized into 5 categories or answer choices. Descriptive statistics are statistics used to analyze data by describing the data collected, and are not intended to draw conclusions that apply universally (Sugiyono, 2019). Descriptive analysis is used to analyze data by describing or describing the collected data as it is without making general conclusions (Sugiyono, 2019).

The technique used to describe the research variables is through a questionnaire, each question of which is accompanied by five possible answers that must be chosen by the respondent. The score interpretation criteria can be seen in the following figure:



Source : Data Analyzed, 2024

Figure 1
Interval Distance on a Continuum Line

Descriptive Analysis of Instagram Social Media Variables

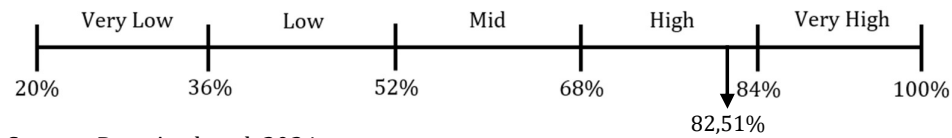
Descriptive analysis is used to analyze data by providing an overview or description of the data collected, without making broad conclusions (Sugiyono, 2019). The description was conducted to find out the description of the Instagram social media variables carried out by Kopi Kenangan assessed from the consumer perspective.

Table 1
Recapitulation of Instagram Social Media Variable Score

Dimension	Score	Max. Score	Percentage	Category
Online Communities	805	1060	75,95%	High
Interaction	841	1060	79,34%	High
Sharing of Content	867	1060	81,80%	High
Accessibility	949	1060	89,53%	Very High
Credibility	911	1060	85,95%	Very High
Total	4373	5300	82,51%	High

Source : Data Analyzed, 2024

Based on the results of the calculation of dimensions on Instagram social media variables in Table 1, they are categorized as follows:



Source : Data Analyzed, 2024

Figure 2
Instagram Social Media Variable Score Interval

Based on Table 1, the Instagram social media variable obtained a score of 4373 with a percentage of 82.51%. This value if depicted on a continuum line (Figure 2) is included in the high category. These results conclude that the Instagram social media variable which consists of the dimensions of online communities, interaction, sharing of content, accessibility, and credibility as a whole already has a good implementation according to Kopi Kenangan consumers. The highest percentage is obtained by the accessibility dimension with 89.53%. This is due to the support of the Instagram application which is very easy to access and use anywhere and anytime. This application also does not require special skills to operate.

The lowest percentage was obtained by the online communities dimension with 75.95%. Even though it is in the high category, this makes the online communities dimension in the lowest position of the other dimensions. This is due to the lack of interaction between consumers who reply to each other's comments and the majority wait for the @kopikenangan.id administrator to reply to these comments. Although the interaction is open, it cannot be promised that replies will be answered quickly and not all comments will be responded to. In addition, not all followers also like to participate in the comment section and only see the discussions that occur both comments from other users and Kopi Kenangan itself. But besides that, Instagram @kopikenangan.id is able to become a place for their followers where they can join to get information and other benefits provided by Kopi Kenangan.

Descriptive Analysis of Brand Loyalty Variables

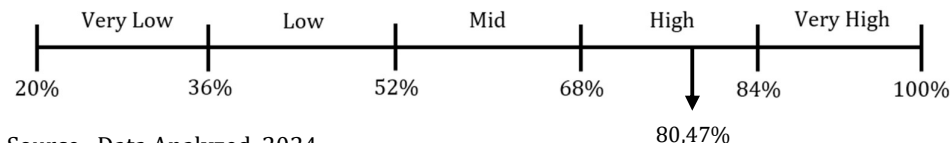
Descriptive analysis is used to analyze data by providing an overview or description of the data collected, without making broad conclusions (Sugiyono, 2019). The description was conducted to determine the description of the brand loyalty variables carried out by Kopi Kenangan, assessed from the consumer perspective.

Table 2
Recapitulation of Brand Loyalty Variable Score

Dimension	Score	Max. Score	Percentage	Category
Satisfaction	957	1060	90,28%	Very High
Switching Cost	776	1060	73,21%	High
Habitual Behaviour	822	1060	77,55%	High
Liking The Brand	793	1060	74,81%	High
Commitment	917	1060	86,51%	Very High
Total	4265	5300	80,47%	High

Source : Data Analyzed, 2024

Based on the results of the calculation of dimensions on brand loyalty variables in Table 2, they are categorized as follows:



Source : Data Analyzed, 2024

Figure 3
Brand Loyalty Variable Score Interval

Based on Table 2, the brand loyalty variable obtained a score of 4265 with a percentage of 80.47%, which is included in the high category according to the continuum line (Figure 3). These results indicate that brand loyalty, which consists of the dimensions of satisfaction, switching costs, habitual behavior, liking the brand, and overall commitment, has been well implemented by Kopi Kenangan consumers. The satisfaction dimension obtained the highest percentage with 90.28%, indicating that consumers are very satisfied with Kopi Kenangan products and services at each outlet, especially in Bandung City. This satisfaction is important for Kopi Kenangan to maintain. On the other hand, the switching cost dimension obtained the lowest percentage with 73.21%, although it is still in the high category. This low value is due to the large selection of coffee shops in the market, especially in Bandung City, which makes consumers have many options in choosing coffee products. Kopi Kenangan consumers are also still willing to try and compare other brands, which indicates that there are other attractions presented by competing brands. This indicates that Kopi Kenangan needs to design new innovations and programs to maintain and increase their appeal in the community so that consumers and potential consumers remain loyal to consuming their products. By continuing to innovate and provide the best service, Kopi Kenangan can maintain their customer loyalty despite the competition in the bush market.

Analysis of the Connection between Instagram Social Media and Brand Loyalty

An instrument that produces valid values means that the measuring instrument used to obtain the data is valid (Sugiyono, 2017). Based on testing with SPSS, the calculated r value is between 0.434 and 0.785. All items have values $> r$ table (0.312). Thus, it can be said that all items used to measure Instagram Social Media and Brand Loyalty are valid for measuring the variables to be studied.

An instrument that, when used several times to measure the value of the same object, will produce identical data. Based on testing with SPSS, the Cronbach's Alpha value for the Instagram Social Media variable is 0.888 and for the Brand Loyalty variable is 0.899. Both variables have Cronbach's Alpha values that exceed the reliability standard of 0.60. Thus, it can be said that the tested instrument is reliable for measuring the variables studied, as it demonstrates the consistency and stability of the instrument when used repeatedly.

The normality test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution. The researcher set alpha at 5% or 0.05 with the decision rule that if it is significant more than $\alpha=0.05$ then it can be said that the data is normally distributed.

Table 3
Normality Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.99566532
Most Extreme Differences	Absolute	.062
	Positive	.036
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Data Analyzed, 2024

Based on the results of the Kolmogorov-Smirnov Normality Test in Table 3 above, the result shows that the residual significance value (Asymp. Sig.) is 0.200. The test results show that the significance value (0.200) > 0.05. So, it can be concluded that the residual value of the data is normally distributed

The linearity test can be used to determine whether the dependent variable and the independent variable have a significant linear relationship or not. The linearity test can be conducted using a linearity test (Sugiyono, 2015). The applicable criteria is if the significance value of the linearity test is ≤ 0.05 , then it can be interpreted as indicating a linear relationship between the independent variable and the dependent variable.

Table 4
Linearity Test Results

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Brand Loyalty * Social Media Instagram	Between Groups	(Combined)	549.594	16	34.350	3.703	.000
		Linearity	432.833	1	432.833	46.665	.000
		Deviation from Linearity	116.761	15	7.784	.839	.632
	Within Groups		825.510	89	9.275		
Total			1375.104	105			

Source : Data Analyzed, 2024

Based on the results of the Linearity Test in Table 4 above, the result shows that the significance value of deviation from linearity is 0.632. The test results show that the significance value of deviation from linearity (0.632) > 0.05. So, it can be concluded that there is a linear relationship between the Instagram social media variable and the brand loyalty variable.

Simple regression is based on the functional or causal relationship of one independent variable with one dependent variable (Sugiyono, 2015).

Table 5
Simple Linear Regression Analysis Results

		<i>Coefficients^a</i>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	14.750	3.699		3.988	.000
	Social Media Instagram	.618	.089	.561	6.912	.000

a. Dependent Variable: Brand Loyalty

Source : Data Analyzed, 2024

Based on Table 5, the regression constant value of 14.750 indicates that if the Instagram social media variable is zero, the value of brand loyalty is 14.750, describing the starting point of brand loyalty without the influence of Instagram social media. The regression coefficient value of 0.618 shows a positive relationship between Instagram social media and brand loyalty, that is, each one unit increase in Instagram social media will increase brand loyalty by 0.618. This means that an increase in social media activities such as the number of followers or interactions is expected to increase brand loyalty. The results of this simple linear regression analysis indicate that to increase brand loyalty, companies can encourage activity and interaction on Instagram social media.

The coefficient of determination (R^2) is used to measure the extent to which a model can explain variation in the independent variables. The coefficient of determination value is between zero and one. A small R^2 value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. A value close to one indicates that the independent variables provide almost all the information needed to predict variation in the dependent variable (Ghozali, 2018).

Table 6
Coefficient of Determination Results

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 ^a	.315	.308	3.010

a. Predictors: (Constant), Social Media Instagram

Source : Data Analyzed, 2024

Based on Table 6, the Adjusted R Square value is 0.308 or if converted into a percentage of 30.8%. These results indicate that the Instagram social media variable affects the brand loyalty variable by 30.8% and the remaining 69.2% is influenced by other factors not examined. So, based on the calculation results, it can be concluded that Instagram social media has a 30.8% effect on brand loyalty. However, this value also shows that some of the variation in brand loyalty cannot be explained by Instagram social media alone, there are other factors outside the calculation that also contribute to brand loyalty. This indicates that there are other factors that need to be considered to explain the possibility of greater variables in brand loyalty, such as product quality, service quality, and other external factors.

The t-test is used to test hypotheses when researchers analyze partial regression (an independent variable with a dependent variable). The t-test is a temporary answer to the problem formulation, namely one that asks about the relationship between

two or more variables (Sugiyono, 2016). The hypothesis testing design is used to determine the correlation between the two variables studied (Sugiyono, 2018). In this case, the partial t-test in regression analysis aims to test the hypothesis of whether Instagram social media influences brand loyalty. The basis for the decision based on the t-test results is by comparing the calculated t-value with the t-table with a significance level of 95%, or $\alpha = 0.05$, and $df = n-2$. Therefore, this test can be seen from the probability value. The hypothesis are H_0 : there is no positive influence ; H_1 : there is positive influence. If t-value higher than t-table, then H_0 is rejected and H_1 is accepted. If t-value below is the same as t-table, then H_0 is accepted and H_1 is rejected.

Table 7
t Test Results

		<i>Coefficients^a</i>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	14.750	3.699		3.988 .000
	Social Media Instagram	.618	.089	.561	6.912 .000

a. Dependent Variable: Brand Loyalty
Source : Data Analyzed, 2024

Based on Table 7, the t-count value is 6.912, while the t-table value at $\alpha = 0.05$ for a two-sided test with $df = 106 - 2 = 104$ is 1.659. Through these calculations, the result shows that $t\text{-count} (6.912) > t\text{-table} (1.659)$, then H_0 is rejected and H_1 is accepted. Thus, it can be concluded that there is an influence of Instagram social media on Kopi Kenangan brand loyalty.

Discussion

This research was conducted on 106 respondents who are consumers of Kopi Kenangan in Bandung City who have a purchase frequency of more than 2x. Data was collected through a questionnaire to find out how the condition of Instagram social media that has been run by Kopi Kenangan on brand loyalty with various data analysis and testing carried out using computational calculations of the IBM SPSS Statistics 25 program.

Starting with the characteristics of respondents which aims to obtain consumer demographic data. The results obtained based on the age of the questionnaire respondents were in the range of 22-24 years. This is in line with Rahayu (2019), where the habit of drinking coffee is inherent in Gen Z with the many appearances of coffee shops which are part of the experience and a habit for Gen Z people. Then, male consumers are more dominant in purchasing Kopi Kenangan products. This is in line with Demura et al. (in Sawitri & Yuziani, 2021) which states that men are reported to drink more coffee than women. In addition, it is also known that the majority of respondents are students. This is in line with Sucitra et al. (2020) also stated that the forms of activities carried out by students are "hanging out" with friends, chatting, discussing, and doing college assignments.

In this study, it is known that Instagram social media variables consisting of the dimensions of online communities, interaction, sharing of content, accessibility, and credibility as a whole have good implementation according to Kopi Kenangan consumers. The dimensions of accessibility and credibility are the highest dimensions on Instagram

social media variables. This is supported by the Instagram application which is indeed very easy to access and use anywhere and anytime. This application also does not require special skills to operate. In addition, the clarity of the information provided has a high level of trust. However, the online communities dimension is the lowest dimension in the Instagram social media variable due to the lack of interaction between consumers who reply to each other's comments and the majority wait for the @kopikenangan.id administrator to reply to these comments. It also cannot be promised that comments will be responded to in a short time.

In this study, it is known that the brand loyalty variable which consists of the dimensions of satisfaction, switching costs, habitual behavior, liking the brand, and commitment as a whole has a good application according to Kopi Kenangan consumers. The dimensions of satisfaction and commitment are the highest dimensions in the brand loyalty variable. This shows that consumers are satisfied with the Kopi Kenangan products and services that the company maintains at its 24 outlets in Bandung, which of course needs to be maintained by Kopi Kenangan itself. In addition, committed consumers who believe in Kopi Kenangan products also do not hesitate to recommend them to others. However, the switching cost dimension is the lowest in the brand loyalty variable because there are so many choices in the market, especially in Bandung City, which causes consumers to have many choices in choosing coffee shop brands on the market. In addition, Kopi Kenangan consumers also still have the desire to buy other brands because of other attractions, which could mean that there is a possibility that consumers will switch brands. This certainly makes Kopi Kenangan have to make innovations and new programs to develop attractiveness in the market.

This research has provided results stating that Instagram social media has an effect on Kopi Kenangan brand loyalty. This shows that social media activities on Instagram @kopikenangan.id can foster brand loyalty in the minds of their consumers. This is also in line with the bridging theory of Erdogmus and Cicek (2012) which states that the elements in measuring brand loyalty include willingness to interact more with the brand, willingness to increase sales, trust in the brand, willingness to interact with other brands through social media, and intention to recommend the brand to friends. The research by Erdogmus and Cicek also shows that favorable promotions or campaigns on social media are the most significant driver of brand loyalty followed by content relevance, popularity of content among friends, and appearance across multiple social media platforms and app provision. Companies that want to run effective social media campaigns should consider the benefits, values, advantages they offer to consumers in their campaigns, which make consumers more likely to be loyal to their brands.

Coefficient of Determination Result shows that some of the variation in brand loyalty cannot be explained by Instagram social media alone, there are other factors outside the calculation that also contribute to brand loyalty. This indicates that there are other factors that need to be considered to explain the possibility of greater variables in brand loyalty, such as product quality, service quality, and other external factors.

CONCLUSION AND SUGGESTION

Based on the results and discussions conducted by researchers regarding the influence of Instagram social media on Kopi Kenangan brand loyalty among consumers in Bandung City, it can be concluded that Kopi Kenangan Instagram social media has an effect on Kopi Kenangan consumer brand loyalty based on measurements through five dimensions, namely online communities, interaction, sharing of content, accessibility, and credibility.

This shows that social media activities on Instagram @kopikenangan.id can foster brand loyalty in the minds of their consumers.

The accessibility dimension obtained the highest score, indicating that Instagram @kopikenangan.id succeeded in meeting consumer needs with easy access and interaction. Clear and informative content increases consumer confidence to make purchases. Brand loyalty is measured through five dimensions: satisfaction, switching costs, habitual behavior, liking the brand, and commitment, with satisfaction as the highest dimension. Consumers show a high level of satisfaction and intention to continue buying Kopi Kenangan products, despite the desire to try other brands due to the many choices. The hypothesis shows that Instagram social media contributes 30.8% to Kopi Kenangan brand loyalty, with 69.2% influenced by other variables outside this study.

Based on the research results, the following are suggestions for Kopi Kenangan to increase brand loyalty through Instagram. First, conduct research to find out the wants and needs of consumers so that they feel part of the Kopi Kenangan community through Instagram @kopikenangan.id. Second, continue to make innovations and new programs to maintain attractiveness among the many coffee shops, for example through seasonal product innovations or collaborations such as with One Piece animation and Tahi Lalats. Third, further research is recommended to add other independent variables such as brand trust, perceived quality, and lifestyle, which can also affect Kopi Kenangan consumer brand loyalty.

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