

## **SOCIAL MEDIA MARKETING STRATEGY TO INCREASE PURCHASE INTENTION THROUGH BRAND TRUST AND BRAND IMAGE IN LOCAL COFFEE SHOPS ON JAVA ISLAND**



**<sup>1\*</sup>Septiana Nurul Kharimah, <sup>2</sup>Eka Sudarmaji**

*<sup>1 2</sup> Department of Management, Faculty of Economics and Business,  
Universitas Pancasila - Indonesia*

### **e-mail:**

<sup>1\*</sup>1122210190@univpancasila.ac.id (*corresponding author*)

<sup>2</sup>esudarmaji@univpancasila.ac.id

### **ABSTRACT**

*This study examines the effect of Social Media Marketing on Purchase Intention toward local coffee shops in Java Island, with Brand Trust and Brand Image as mediating variables. A quantitative method was used, which involved surveying 376 individuals who actively use social media and have come into contact with promotional content from local coffee shops. Purposive sampling was used, and the data were analyzed through Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS 3.2. The findings indicate that Social Media Marketing has a positive and significant effect on Purchase Intention, and also significantly influences Brand Trust and Brand Image. Furthermore, Brand Trust and Brand Image significantly affect Purchase Intention and mediate the relationship between Social Media Marketing and Purchase Intention. These results suggest that effective social media strategies should focus on strengthening brand trust and brand image to enhance consumers' purchase intention in the increasingly competitive local coffee shop industry.*

**Keywords:** *Social Media Marketing; Brand Trust; Brand Image; Purchase Intention; Local Coffee Shops*

**Received :** 11-12-2025

**Revised :** 05-03-2026

**Approved :** 07-03-2026

**Published :** 09-03-2026



©2026 Copyright : Authors

Published by): Program Studi Manajemen, Universitas Nusa Cendana, Kupang – Indonesia.

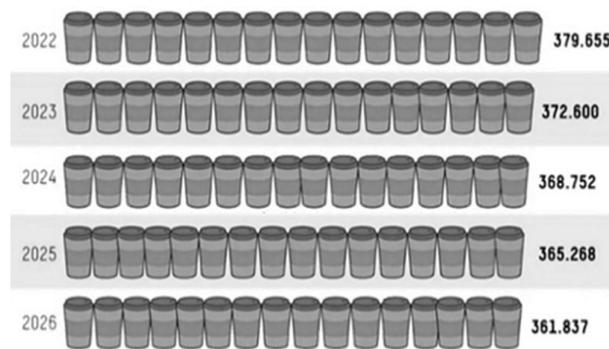
This is an open access article under license:

CC BY (<https://creativecommons.org/licenses/by/4.0/>)

---

## INTRODUCTION

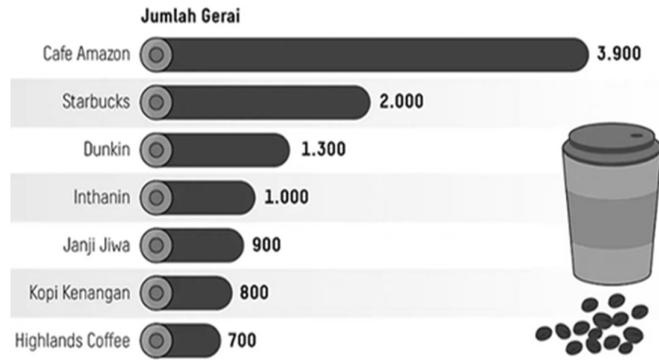
Indonesia's coffee industry is rapidly growing (Purwanto, 2025). It is what people today see as not just a matter of consumption but part of a lifestyle among millennial and Gen Z consumers (Gakuo, 2025). Demand for coffee is also growing as younger consumers wean themselves off traditional home drinks and towards more modern cafe-style offerings (Fromm, 2023). Quoted from Purwanto (2024), Kompas.id, data from the Ministry of Agriculture shows that domestic consumption is expected to reach 368,000 tons in 2024, at a per capita consumption level of 1 kilogram per year. Although it is still much lower than that of Vietnam and Brazil, the generation rate will increase in the future as more coffee shops open, allowing people to taste modern coffee. As shown in Figure 1, Indonesia's coffee consumption remained consistently high from 2022 to 2026, reflecting sustained demand and long-term market potential of the national coffee industry.



Source: Kompas.id, 2024

**Figure 1**  
**Indonesian Coffee Consumption Trends**

This follows the trend of modern-style coffee chains in Southeast Asia. World Coffee Portal (2024), as reported by Kompas.id, indicates that international companies like Starbucks dominate the ASEAN market. Meanwhile, Indonesian local brands, including Janji Jiwa and Kopi Kenangan, with 900+ and 800+ outlets respectively, are also becoming strong contenders in the region's modern coffee scene. According to the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), the number of coffee shop outlets in Indonesia now totals almost 10,000, and revenue is projected to reach IDR 80 trillion by 2023 (Purwanto, 2024). As illustrated in Figure 2, the distribution of modern coffee chains in ASEAN demonstrates the dominance of multinational brands while simultaneously highlighting the rapid expansion of Indonesian local brands within the regional market.

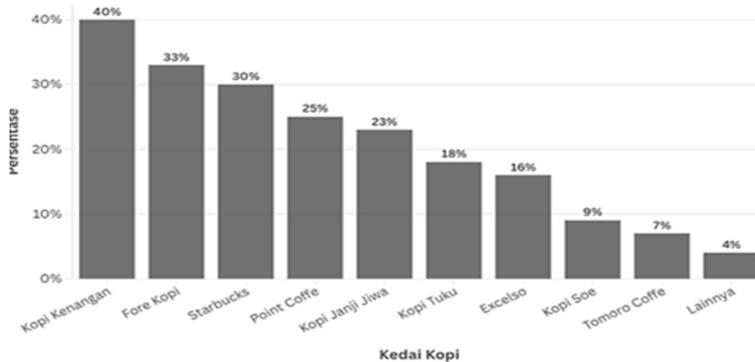


Source: kompas.id, 2024

**Figure 2**  
**Modern Coffee Chains in the ASEAN Region**

Java Island is fundamental to this growth with its dense urban population and the ubiquity of digitally savvy young consumers. Being digital natives, Generation Z had a high level of digital readiness and were highly responsive to online information. Sudarmaji et al. (2025) demonstrated that Gen Z's decision-making behavior was significantly influenced by digital engagement and social influence, providing a strong foundation for emphasizing the importance of online communication for this cohort. Earlier work by Subhan et al. (2019) also showed that Indonesian members of Generation Z possessed strong digital competencies.

These capabilities shaped their distinct patterns of online engagement and interaction. Research from GoodStats (Al-Fajri, 2024) reports that 62.3 percent of respondents are in Java and 45.9 percent are in the 18–24 age group. Some favorite coffee shop brands include Kopi Kenangan, Fore Coffee, Starbucks, Point Coffee, Janji Jiwa, and Kopi Tuku. Indeed, despite the growing expansion, more than 60 percent of F&B businesses fail in their first three years due to poor promotional strategies and weak social media management (Purwanto, 2024; Sinulingga et al., 2024; Mopilie et al., 2023). As presented in Figure 3, Kopi Kenangan (40%) and Fore Coffee (33%) lead consumer preferences, followed by Starbucks (30%) and Point Coffee (25%), illustrating how brand popularity aligns closely with digital visibility and strategic marketing strength.



Source: GoodStats, 2024

**Figure 3**  
**Consumers' Favorite Coffee Shop Preferences**

Social media is now the most prominent communication channel for brands in this digital age. About 60.4 percent of Indonesia's population uses social media (We Are Social, 2023), and the report states that there are more than 167 million active social media users in Indonesia. However, statistics indicate that only approximately 54 percent of small and medium-sized F&B businesses have structured digital marketing strategies (Alika, 2020). This situation presents a valuable opportunity for local coffee shops to enhance their online presence, especially among younger consumers who use Instagram, TikTok, and X to browse products, seek inspiration, and engage with brands. As illustrated in Figure 4, Indonesia demonstrates high internet penetration (77.0%) and active social media use (60.4%), indicating a strong digital ecosystem that supports social media-driven marketing strategies.



Source: We are Social, 2023

**Figure 4**  
**Indonesian Social Media User Data**

Existing research consistently shows how social media marketing affects consumers' thoughts and feelings. Salhab and their team in 2023 found that when people engage with brands on social media, it makes them more likely to buy from those brands because it builds their trust in the brand. Talib and Sari (2024) say that interactive, visually appealing content can make a brand look better. Research results are not identical in all cases. In 2025, Hartono and his team found that how social media marketing affects people's desire to buy depends on the industry and the group, showing that context and environment play a big role.

These differences suggest that not enough research has been done. Many studies examine large international chains or large corporate brands, but there is little research on small, independently owned coffee shops. Not many studies examine how brand trust and brand image serve as intermediaries in understanding how social media marketing affects what customers want to buy, especially in the context of Java's social and cultural environment. This gap highlights the need to understand better how digital strategies influence customer choice in the local coffee shop business.

Given these circumstances, this study aims to examine how social media marketing strategy to increase purchase intention through brand trust and brand image in Local Coffee Shops on Java Island.

## LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

### The Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was recognized as a framework for predicting human behavior (Ajzen, 1991; Chen, 2025). According to the TPB, behavioral intention

was shaped by attitude, subjective norms (perceived social pressure), and perceived behavioral control (Ajzen, 1991). In digital marketing, these factors explained how consumers processed information, responded to social influence, and perceived the ease of completing a purchase decision. On social media, attitudes were formed through exposure to positive content, subjective norms emerged from recommendations provided by friends or influencers, and perceived behavioral control was shaped by the ease with which individuals accessed relevant information. In this study, TPB was applied to illustrate how social media marketing influenced the psychological mechanisms underlying consumer purchase decisions. Social media posts and digital interactions shaped brand attitudes, social endorsements supported the formation of subjective norms, and easy access to product-related information strengthened perceived behavioral control. In this regard, TPB indicated that social media marketing fostered brand trust and brand image, thereby strengthening purchase intention. This theoretical alignment reflected modern consumer habits, which were strongly shaped by continual digital interaction on social media platforms.

### **Social Media Marketing**

The use of social networks and online platforms to build brand awareness, strengthen audience relationships, influence purchasing decisions, and maintain long-term customer loyalty was defined as social media marketing (Gong, 2025). Ryan (2015) explained that social media marketing is grounded in three core components: content creation, two-way communication, and continuous reinforcement of brand identity. In this study, social media marketing was conceptualized through four dimensions: relationship building, brand development, publicity activities, and promotional efforts. These dimensions were reflected through indicators such as interaction quality, consistency of visual and narrative content, accessibility of information, and the execution of digital promotional initiatives, as suggested by Singh et al. (2025) and Ashley and Tuten (2015). The existing literature indicates that social media marketing influences both brand trust and brand image, although its direct effect on purchase intention remains inconsistent, as found by Salhab et al. (2023) and Harvina et al. (2022). Respondents in this study, who were consumers of local coffee shops in Java, demonstrated similar tendencies. They viewed social media marketing as a valuable tool for obtaining information and forming initial impressions about a brand. However, these impressions translated into purchase intention only when supported by stronger psychological mechanisms such as trust and a favorable brand image. Therefore, social media marketing served as an initial stimulus that strengthened trust and image rather than directly encouraging consumers to purchase.

### **Brand Trust**

Brand trust is the confidence that customers have in a brand to meet their expectations (Qualtrics, 2022). Chaudhuri and Holbrook (2001) emphasize two dimensions: brand reliability and brand intention. Reliability is associated with the uniformity of product or service quality, and brand intention represents the firm's honesty, sincerity, and goodwill toward its customers. Trust in the context of coffee shops is built through positive experiences, testimonials, and open communication demonstrated via social media. Brand trust also mediated the relationship between social media marketing and purchase intention, which is consistent with previous research (Moslehpour et al., 2020). Trust lowers perceived risk and enhances consumer confidence in experiential products such as coffee. Previous studies (Salhab et al., 2023; Abdullah et al., 2025) also indicated that

brand trust was a significant mediator of the relationship between social media engagement and purchase intention. These observations were consistent with the findings in this work, indicating a significant role for brand trust in purchase intention.

### **Brand Image**

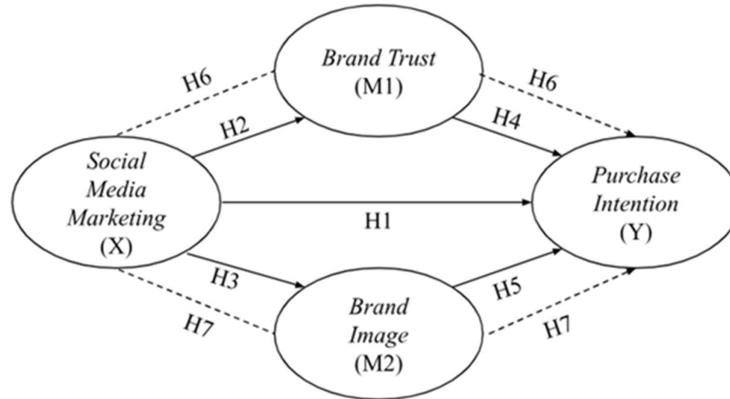
Brand image is the perception consumers have of a brand's identity, personality, and product attributes (Kotler & Keller, 2016). According to Keller (2013), brand image is composed of strength, favorability, and uniqueness, based on brand associations. In this research, brand image was defined as product quality, reputation, service, consequences of use, and emotional benefits (Schiffman & Kanuk, as cited in Murti, 2019). Current literature supports the role of brand image as a prominent mediating variable in the relationship between social media marketing and purchase intention (Prasetio & Zahira, 2021; Hartono et al., 2025). Social media reinforces both visual and narrative brand associations, which help consumers build a stronger, more attractive perception of coffee shop brands. Previous research also verified that a favorable brand image boosts trial intentions, loyalty, and purchase intention. These results align with the present study, which found that brand image had a strong effect on purchase intention, as indicated by its mediating role.

### **Purchase Intention**

Purchase intention refers to a consumer's tendency to purchase a product. As Tjiptono (in Hidayat & Wulandari, 2022) mentioned, purchase intention reflects desires, planning, and willingness to purchase. Busler (in Sartika, 2021) measured purchase intention using three indicators: plan to buy, certain willingness, and purchasing probability. Buying intention is influenced by perceived quality, value, price, social impact, trust, and brand image (Sari, 2020; Shi et al., 2025). This model supported the assumption that social media marketing did not directly enhance purchase intention; instead, it did so through cognitive belief constructs such as trust and image. As a result, purchase intention was the final step consumers made after they had cognitively and emotionally responded to the brand. Results showed that positive experiences, a strong brand image, and trust in brand quality significantly drove purchase intention for local coffee shops.

### **Research Framework**

The research framework shown in Figure 5 depicts the connections among the variables studied in this research. In the model, Social Media Marketing (X) was expected to affect Purchase Intention (Y) both directly and through two middle factors, Brand Trust (M1) and Brand Image (M2). The framework included seven hypotheses (H1-H7). H1 looked at how Social Media Marketing directly affects Purchase Intention. H2 and H3 examined how Social Media Marketing influences Brand Trust and Brand Image, respectively. H4 and H5 examined how Brand Trust and Brand Image influence Purchase Intention. On the other hand, H6 and H7 examined how Brand Trust and Brand Image serve as intermediaries between Social Media Marketing and the decision to purchase. This idea came from earlier research examining how social media marketing, trust in a brand, brand image, and the intention to buy are interconnected in how people behave as digital consumers (Moslehpour et al., 2020).



Source: Constructed by authors for this study, 2025

**Figure 5**  
**Research Framework**

### Hypotheses

From the theoretical background and previous empirical evidence, the following hypotheses were developed:

- H1: Social media marketing has a positive effect on purchase intention among consumers of local coffee shops in Java.*
- H2: Social media marketing has a positive effect on brand trust among consumers of local coffee shops in Java.*
- H3: Social media marketing has a positive effect on brand image among consumers of local coffee shops in Java.*
- H4: Brand trust has a positive effect on purchase intention among consumers of local coffee shops in Java.*
- H5: Brand image has a positive effect on purchase intention among consumers of local coffee shops in Java.*
- H6: Brand trust has a mediating effect on the relationship between social media marketing and purchase intention among consumers of local coffee shops in Java.*
- H7: Brand image has a mediating effect on the relationship between social media marketing and purchase intention among consumers of local coffee shops in Java.*

### METHOD

This study used a positivist approach, as noted by Park et al. (2020), to examine how Social Media Marketing affects Brand Trust, Brand Image, and Purchase Intention, using quantitative data to show cause-and-effect relationships among these constructs. The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was used to check the proposed cause-and-effect model. This approach is well-suited to examining complex systems with both direct and indirect connections, which this study needed for its mediation analysis. The study looked at people who bought drinks from coffee shops in Java, a place where many young adults are active online and often use social media to discuss what brands stand for, product features, and the overall feel of the coffee shops.

Participants were recruited using targeted, non-probability purposive sampling (Daniel, 2012) based on two inclusion criteria: having made at least two purchases at a

local coffee shop within the past six months and being active social media users. Data were collected via an online survey distributed across digital platforms, yielding 376 valid responses. This sample size met the minimum requirement for PLS-SEM analysis under the ten-times rule (Hair et al., 2019), which recommends a minimum sample size equal to 10 times the total number of indicators in the model. Since this study employed 26 indicators across four constructs, the minimum required sample size was 260 ( $10 \times 26$ ), indicating that the obtained 376 responses exceeded the recommended threshold and ensured adequate statistical power and model stability. The questionnaire contained four latent variables, which were Social Media Marketing, Brand Trust, Brand Image, and Purchase Intention, all measured using a standardized five-point Likert scale. The indicators were adapted from established measurement models in previous studies to ensure conceptual relevance and measurement accuracy.

Data analysis was conducted using SmartPLS 3.2 and comprised two main stages (Hair et al., 2019). The first stage assessed the quality of the measurement model by testing convergent validity through item loadings and Average Variance Extracted (AVE), and by evaluating reliability using Composite Reliability. These steps were taken to ensure the measurement indicators accurately reflected the underlying ideas they were meant to represent. The second stage examined the structural model by checking the coefficient of determination (R-squared) to assess how well the endogenous variables explained the results. It also tested if the proposed relationships were significant using a bootstrapping method. This way of looking at things helped the study understand both direct and indirect ways the different factors relate to each other, and it showed how Social Media Marketing influenced Purchase Intention through the mediating roles of Brand Trust and Brand Image.

## **RESULTS AND DISCUSSION**

### **Research Object Description**

This study examined the influence of Social Media Marketing on consumers' Purchase Intention toward local coffee shops in Java, with Brand Trust and Brand Image as mediating variables. The research focused on local coffee shop brands, including both nationally expanding chains and independent outlets that actively used social media as a marketing and communication channel. Java was selected due to its dense coffee shop ecosystem and strong digital consumer culture.

The research object consisted of social media users who had previously seen or interacted with promotional content from local coffee shops. These consumers tended to evaluate coffee shops through visual presentation, communication style, and content consistency on social media. Because the study investigated purchase intention rather than actual purchasing behavior, respondents represented consumers at the cognitive and affective stages of the decision-making process.

### **Respondent Descriptive Analysis**

This study involved 376 respondents who met the research criteria: individuals who actively used social media, resided in Java, and had previously seen or interacted with promotional content from local coffee shops. Because the study focused on purchase intention rather than actual purchasing behavior, respondents were not required to have made recent purchases. However, they were positioned at the stage where purchase interest had already emerged. The demographic characteristics of the respondents are summarized in Table 1.

**Table 1**  
**Respondents Descriptive Analysis**

Description	Amount	
	Frequency	Percentage
<b>1 Gender</b>		
Man	175	46.5%
Woman	201	53.5%
<b>2 Age</b>		
<20 years	20	5.3%
20-27 years	299	79.5%
28-43 years	52	13.8%
>43 years	5	1.4%
<b>3 Domicile</b>		
Banten	21	5.6%
Jakarta	251	66.8%
West Java	66	17.5%
Central Java	17	4.5%
Yogyakarta	10	2.7%
East Java	11	2.9%
<b>4 Employment Status</b>		
Students	237	63.1%
Private-Sector Employees	79	21.0%
Civil Servants	26	6.9%
Entrepreneurs	32	8.5%
Others	2	0.5%

Source: Data Analyzed, 2025

According to the gender distribution presented in Table 1, there were more female respondents than male respondents. Specifically, 201 females made up 53.5% of the total, while 175 males accounted for 46.5%. The higher number of female customers suggests that visiting coffee shops is not just about needing a drink, but also about enjoying the atmosphere, the way products are displayed, and the overall experience that aligns with a certain lifestyle. Female consumers often focus more on visual aspects and on how brands communicate on social media, highlighting the role of brand image and trust in shaping their purchase intention.

Regarding age, most participants were between 20 and 27 years old, totaling 299 respondents (79.5%). Respondents aged 28-43 numbered 52 individuals, representing 13.8% of the total. Those under 20 years old comprised 20 respondents, or 5.3% of the total. Only 5 respondents (1.4%) were older than 43 years. This advantage among younger consumers highlights the traits of Generation Z and early Millennials, who are commonly known as digital natives. These consumers often use social media to find inspiration for their lifestyle, assess brands, and discover new products, making them highly receptive to visual marketing and brand stories.

From a domicile perspective, respondents were largely concentrated in urban areas, particularly in DKI Jakarta (251 respondents, 66.8%) and West Java (66 respondents, 17.5%). Smaller proportions were recorded in Banten (21 respondents, 5.6%), Central Java (17 respondents, 4.5%), East Java (11 respondents, 2.9%), and Yogyakarta (10 respondents, 2.7%). The concentration of respondents in metropolitan regions reflects the strong coffee culture and higher exposure to digital marketing campaigns in urban environments, where coffee shops have become an integral part of daily social and professional activities.

The employment profile of respondents also illustrates typical coffee shop consumption patterns. Most respondents were students, totaling 237 individuals (63.1%), followed by private-sector employees with 79 respondents (21.0%), entrepreneurs with 32 respondents (8.5%), civil servants with 26 respondents (6.9%), and other occupations with only 2 respondents (0.5%). The dominance of students indicates that coffee shops function not only as beverage outlets but also as flexible spaces for studying, working remotely, and social interaction. Such environments are particularly attractive to young consumers who value comfortable ambience and visually appealing spaces.

Overall, the descriptive findings suggest that the respondents are largely young, urban, and digitally engaged consumers who actively interact with coffee shop brands on social media. This consumer profile aligns with the characteristics of the contemporary coffee shop market in Java, where brand perception, visual identity, and digital engagement play significant roles in shaping brand trust, brand image, and ultimately purchase intention.

### Behavioral Characteristics of Respondents

The behavioral characteristics of respondents illustrate how consumers interact with local coffee shop brands in both offline and digital environments. These behavioral patterns include the types of coffee shops respondents most frequently visit, preferences for independent coffee shops, and the social media accounts they follow. Understanding these patterns provides insight into how consumers discover, evaluate, and engage with coffee shop brands before forming purchase intention. The detailed distribution of these behavioral patterns is presented in Table 2.

**Table 2**  
**Behavioral Characteristics of Respondents**

Category	Description	Frequency	Percentage
Frequently Used Social Media Platforms	Instagram	274	40.77%
	TikTok	257	38.24%
	X (Twitter)	67	9.97%
	YouTube	73	10.86%
	Others	1	0.15%
Most Frequently Visited Coffee Shops	Kopi Kenangan	70	16.79%
	Fore Coffee	66	15.83%
	Toko Kopi Tuku	34	8.15%
	Janji Jiwa	33	7.91%
	Kopi Senja	10	2.40%
	Tomoro Coffee	9	2.16%
	Others (Each < 2%)	Numerous	0.24-1.92%
Local Independent Coffee Shops Most Frequently Visited	No regular independent coffee shop	120	34.29%
	Kopi Senja Senen	11	3.14%
	First Crack Coffee	4	1.14%
	Kopi Champ	4	1.14%
	Kopi Insight	4	1.14%
	Payu Coffee & Eatery	4	1.14%
	Gowesin Kopi	4	1.14%
	Others (Each < 1%)	Numerous	0.29-0.86%
Coffee Shop Accounts Followed on Social Media	@fore.coffee	53	15.06%
	@kopikenangan.id	47	13.35%
	@tokokopituku	26	7.39%

@kopijanjiwi	22	6.25%
@kopisenja_senen	11	3.13%
@anomalicoffee	9	2.56%
Does not follow any account	9	2.56%
Others (Each <2%)	Numerous	0.28-1.70%

Source: Data Analyzed, 2025

Table 2 presents respondents' behavioral characteristics regarding their social media use and coffee shop consumption patterns. Among the most frequently used social media platforms, Instagram was the most widely used, with 274 responses (40.77%), followed by TikTok with 257 responses (38.24%). Meanwhile, YouTube accounted for 73 responses (10.86%), and X (Twitter) accounted for 67 responses (9.97%), while other platforms accounted for only 0.15% of responses. These findings indicated that visually oriented platforms such as Instagram and TikTok dominated consumers' digital interactions when exploring coffee shop content, reflecting the importance of visual storytelling and short-form video content in social media marketing strategies.

Among the most frequently visited coffee shops, Kopi Kenangan recorded the highest proportion, with 70 respondents (16.79%), followed by Fore Coffee with 66 respondents (15.83%). Other frequently visited brands included Toko Kopi Tuku, with 34 respondents (8.15%), and Janji Jiwa, with 33 respondents (7.91%). Smaller proportions were observed for Kopi Senja (10 respondents, 2.40%) and Tomoro Coffee (9 respondents, 2.16%), while numerous other brands accounted for less than 2% of responses (0.24%–1.92%). This distribution suggested that well-established national coffee chains accounted for most consumer visits, although various smaller brands also attracted a limited share of respondents.

Among the most frequently visited local independent coffee shops, the largest proportion of respondents reported having no regular independent coffee shop, totaling 120 respondents (34.29%). Among specific independent brands, Kopi Senja Senen was mentioned by 11 respondents (3.14%), while First Crack Coffee, Kopi Champ, Kopi Insight, Payu Coffee & Eatery, and Gowesin Kopi were each mentioned by 4 respondents (1.14%). Numerous other independent coffee shops appeared with smaller proportions ranging from 0.29% to 0.86%. These results indicated that consumer visits to independent coffee shops were highly fragmented, suggesting that many independent brands had not yet established strong customer loyalty.

Among coffee shop accounts followed on social media, @fore.coffee received the most responses with 53 (15.06%), followed by @kopikenangan.id with 47 (13.35%). Other accounts included @tokokopituku with 26 responses (7.39%) and @kopijanjiwi with 22 responses (6.25%). Independent brand accounts, such as @kopisenja\_senen, accounted for 11 responses (3.13%), while @anomalicoffee accounted for 9 responses (2.56%). Additionally, 9 respondents (2.56%) reported not following any coffee shop account, while numerous other accounts received smaller shares of responses.

### Convergent Validity and Reliability Test

The reliability and consistency of the measurement model were evaluated using convergent validity and composite reliability, with all measures related to Social Media Marketing, Brand Trust, Brand Image, and Purchase Intention. Within the framework of PLS-SEM, convergent validity refers to the extent to which the items accurately reflect the underlying latent variable they are intended to measure. At the same time, reliability was evaluated by examining the consistency of each construct when used as a measurement

instrument (Hair et al., 2019). The results of the convergent validity and reliability assessment are presented in Table 3.

**Table 3**  
**Convergent Validity and Reliability Test**

Variable	Indicators	Outer Loadings	AVE	Composite Reliability	Information
Social Media Marketing	X.1	0.769	0,555	0.909	Valid & Reliable
	X.2	0.729			Valid & Reliable
	X.3	0.774			Valid & Reliable
	X.4	0.715			Valid & Reliable
	X.5	0.739			Valid & Reliable
	X.6	0.748			Valid & Reliable
	X.7	0.732			Valid & Reliable
	X.8	0.751			Valid & Reliable
Brand Trust	M1.1	0.840	0,620	0.891	Valid & Reliable
	M1.2	0.793			Valid & Reliable
	M1.3	0.780			Valid & Reliable
	M1.4	0.763			Valid & Reliable
	M1.5	0.758			Valid & Reliable
Brand Image	M2.1	0.771	0,596	0.898	Valid & Reliable
	M2.2	0.783			Valid & Reliable
	M2.3	0.776			Valid & Reliable
	M2.4	0.759			Valid & Reliable
	M2.5	0.755			Valid & Reliable
	M2.6	0.786			Valid & Reliable
Purchase Intention	Y.1	0.828	0.610	0.916	Valid & Reliable
	Y.2	0.783			Valid & Reliable
	Y.3	0.806			Valid & Reliable
	Y.4	0.791			Valid & Reliable
	Y.5	0.733			Valid & Reliable
	Y.6	0.787			Valid & Reliable
	Y.7	0.736			Valid & Reliable

Source: Data Analyzed, 2025

As shown in Table 3, all indicators in the measurement model demonstrated outer loading values above 0.70. The indicators for Social Media Marketing ranged from 0.715 to 0.774, indicating that items related to social media interaction, content presentation, and promotional activities effectively captured respondents' perceptions of social media marketing. Similarly, the indicators for Brand Trust showed outer loading values between 0.758 and 0.840, reflecting strong measurement of consumer confidence in the reliability and credibility of local coffee shop brands. The Brand Image indicators ranged from 0.755 to 0.786, suggesting that perceptions related to brand uniqueness, attractiveness, and reputation were consistently captured. For Purchase Intention, the indicators ranged from 0.733 to 0.828, demonstrating that statements related to purchase planning, certainty, and the likelihood of purchasing effectively measured consumers' buying intentions toward local coffee shops.

In addition to the indicator loadings, convergent validity was assessed using the Average Variance Extracted (AVE). As shown in Table 3, all constructs had average variance extracted (AVE) values that met or exceeded the suggested minimum threshold of 0.50. Social Media Marketing had an average value of 0.555, Brand Trust scored 0.620, Brand Image was 0.596, and Purchase Intention reached 0.610. These values indicated

that each construct accounted for more than 50% of the variation in its indicators, confirming sufficient convergent validity. Reliability was further confirmed by high composite reliability scores ranging from 0.891 to 0.916, indicating strong internal consistency across all constructs. Overall, these findings indicated that the measurement model met the criteria for validity and reliability, suggesting that all constructs and their indicators were appropriate for use in the structural model.

**Inner Model**

*R Square*

The structural model was evaluated using the R<sup>2</sup> statistic to assess its predictive power. R-Square indicates the extent to which endogenous variables can be explained by their predictor variables in the structural model (Hair et al., 2019). Higher R<sup>2</sup> values indicate stronger model explanatory power. The R-Square results for each endogenous variable are presented in Table 4.

**Table 4**  
**R-Square**

Variable	R-Square	R-Square Adjusted
Brand Image	0.793	0.792
Brand Trust	0.771	0.771
Purchase Intention	0.847	0.846

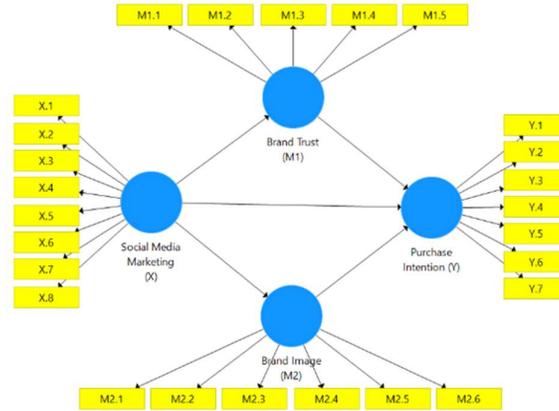
Source: Data Analyzed, 2025

According to Table 4, the R-squared value for Brand Trust was 0.771, which meant that Social Media Marketing explained 77.1% of the variability in Brand Trust. This value was in the higher range, indicating that social media marketing played a major role in helping local coffee shop brands gain consumer trust. Consistent online participation, transparent and honest communication, and frequent interaction on social media platforms appeared to be important factors in building and enhancing consumer confidence in the brand.

Similarly, the Brand Image had an R-squared value of 0.793, indicating that Social Media Marketing explained 79.3% of the variation in Brand Image. Meanwhile, Purchase Intention showed the highest explanatory power, as indicated by an R<sup>2</sup> value of 0.847. This indicated that Social Media Marketing, Brand Trust, and Brand Image collectively explained 84.7% of the variation in consumers' likelihood of purchasing. The findings indicated that the research model successfully predicted consumers' coffee purchase intentions at local cafes in Java.

**Results of Significance Testing of Direct Research Model**

The structural relationships among variables were tested using the bootstrapping procedure to evaluate the significance of the hypothesized paths in the structural model (Hair et al., 2019). The significance of each relationship, including the corresponding p-values, is illustrated in Figure 6.



Source: smartPLS 3.2 Processed, 2025

**Figure 6**  
**Bootstrapping P-Value Results of the Structural Model**

As shown in Figure 6, the bootstrapping results indicated that multiple structural paths had significant p-values, suggesting that the relationships in the research model were statistically supported. The comprehensive outcomes of the direct hypothesis testing, along with the path coefficients, T-statistics, and p-values for each relationship, are shown in Table 5.

**Table 5**  
**Direct Research Hypothesis**

Variable	Original Sample	T-Statistic	P-Value	Result
Social Media Marketing -> Purchase Intention	0.214	2.788	0.005	H1 : Significant Positive
Social Media Marketing -> Brand Trust	0.878	28.690	0.000	H2 : Significant Positive
Social Media Marketing -> Brand Image	0.891	31.049	0.000	H3 : Significant Positive
Brand Trust -> Purchase Intention	0.356	6.092	0.000	H4 : Significant Positive
Brand Image -> Purchase Intention	0.387	4.420	0.000	H5 : Significant Positive

Source: Data Analyzed, 2025

**H1: The effect of Social Media Marketing on Purchase Intention**

The findings from the hypothesis testing showed that Social Media Marketing had a positive and significant influence on Purchase Intention. The direct relationship yielded an Original Sample coefficient of 0.214, a T-statistic of 2.788, and a P-value of 0.005, supporting the conclusion that H1 was valid. This result indicated that successful social media marketing efforts clearly boosted customers' desire to buy products from local coffee shops. Digital marketing involved using promotional content, visual displays, and interactive methods to help consumers become aware of and consider coffee shop products before they made a purchase.

This result addressed the research problem that local coffee shops increasingly relied on social media platforms to reach consumers in a highly competitive market. The findings indicated that well-managed social media marketing could directly stimulate consumer interest by increasing brand visibility and piquing curiosity about products. For digitally active consumers, particularly younger segments, social media served as a primary source of information for discovering menus, promotions, and store ambience. Therefore, effective social media strategies could directly trigger purchase intention by strengthening consumer awareness and attraction toward local coffee shop brands.

#### *H2: The effect of Social Media Marketing on Brand Trust*

The hypothesis testing results demonstrated that Social Media Marketing had a positive and significant effect on Brand Trust. The relationship showed an Original Sample coefficient of 0.878, with a T-statistic of 28.690 and a P-value of 0.000, indicating strong statistical significance. This finding confirmed that social media marketing activities significantly influenced consumer trust in local coffee shop brands. By maintaining consistent communication, providing informative content, and engaging followers in responsive interactions, coffee shops strengthened perceptions of credibility and reliability.

This finding also explained one of the central issues faced by many local coffee shops: the difficulty of maintaining consumer trust in a highly competitive market. Social media platforms allowed businesses to demonstrate transparency through product information, customer engagement, and authentic brand communication. When consumers perceived that a brand consistently communicated accurate information and interacted actively with its audience, their confidence in the brand increased. As a result, social media marketing became not only a promotional channel but also a strategic tool for building brand trust among consumers.

#### *H3: The effect of Social Media Marketing on Brand Image*

The results of the hypothesis testing indicated that Social Media Marketing positively and significantly influenced Brand Image. The relationship showed an Original Sample coefficient of 0.891, a T-statistic of 31.049, and a P-value of 0.000, which confirmed that H3 was valid. This result showed that social media marketing significantly influenced how consumers viewed local coffee shop brands. Building a distinct and memorable brand presence on social media involves using visual content, compelling storytelling, and consistently communicating the brand's identity.

This discovery also highlighted the increasing significance of digital identity within the coffee shop sector. In competitive urban areas, customers usually check out coffee shops online before deciding where to buy their coffee. Coffee shops that clearly communicated their idea, used appealing visuals, and maintained a consistent message on social media were more likely to build a strong, memorable brand image. Social media marketing played a significant role in helping coffee shop brands establish their market position and create a distinct image in consumers' minds.

#### *H4: The effect of Brand Trust on Purchase Intention*

The analysis indicated that Brand Trust had a positive and significant influence on Purchase Intention. The relationship produced an Original Sample value of 0.356, a T-statistic of 6.092, and a P-value of 0.000, which showed that H4 was supported. This result indicated that customers who had confidence in a coffee shop brand were more inclined

to buy its products. Trust helped lower consumers' perceived risk and increased their confidence in the brand's quality and reliability.

This result provided insight into consumer behavior in the coffee shop market, where purchasing decisions were often influenced by perceived product quality and service consistency. When consumers believed that a coffee shop could consistently deliver satisfying products and experiences, they felt more comfortable planning a purchase. In this context, brand trust was an important psychological factor that encouraged consumers to consider and ultimately choose a particular coffee shop over competing alternatives.

*H5: The effect of Brand Image on Purchase Intention*

The hypothesis testing results indicated that Brand Image had a positive and significant effect on Purchase Intention. The relationship showed an Original Sample coefficient of 0.387, with a T-statistic of 4.420 and a P-value of 0.000, confirming that H5 was supported. This finding demonstrated that a positive brand image significantly influenced consumers' intention to purchase products from local coffee shops. A strong brand image created favorable associations and strengthened consumers' perceptions of the brand's attractiveness and uniqueness.

This finding also addressed the challenge many coffee shops faced in differentiating themselves in a saturated market. Consumers were often exposed to numerous coffee shop options, making brand image an important factor in shaping their preferences. When a coffee shop was perceived as modern, appealing, and aligned with consumers' lifestyle values, the likelihood of developing purchase intention increased. Therefore, maintaining a consistent, positive brand image was essential for attracting consumer interest and encouraging purchasing intentions.

**Result of Indirect Research Model Significance**

The significance of the indirect relationships in the structural model was evaluated using the bootstrapping procedure in SmartPLS. The mediation effect was assessed according to the criteria proposed by Hair et al. (2019): an indirect effect was considered statistically significant when the T-statistic exceeded 1.96, and the P-value was below 0.05. The results of the indirect hypothesis testing were presented in Table 6.

**Table 6**  
**Indirect Research Hypothesis**

Variable	Original Sample	T-Statistic	P-Value	Result
Social Media Marketing -> Brand Trust -> Purchase Intention	0.313	6.254	0.000	H6 : Significant Positive
Social Media Marketing -> Brand Image -> Purchase Intention	0.344	4.492	0.019	H7 : Significant Positive

Source: Data Analyzed, 2025

*H6: The effect of Social Media Marketing on Purchase Intention mediated by Brand Trust*

The findings from the mediation analysis indicated that Brand Trust played a significant role in explaining the connection between Social Media Marketing and Purchase Intention. The indirect route resulted in an Original Sample coefficient of 0.313, a T-

statistic of 6.254, and a P-value of 0.000, indicating a statistically significant positive impact. These results showed that social media marketing can boost consumers' desire to buy from local coffee shops by first building stronger brand trust. In simpler terms, the success of social media marketing relied not just on how often promotional content was shared, but also on how it built trust, openness, and consistency in the eyes of the audience.

This finding addressed the research problem that many local coffee shops actively used social media but still struggled to convert digital exposure into consumer purchase intention. The results indicated that social media marketing became more effective when it successfully built brand trust through consistent information, responsive interaction, and authentic brand communication. Consumers, particularly those from younger, digitally active segments, tended to evaluate whether a brand could be trusted before forming an intention to purchase. Therefore, brand trust served as a psychological bridge, transforming digital marketing exposure into a stronger intention to purchase products from local coffee shops.

#### *H7: The effect of Social Media Marketing on Purchase Intention mediated by Brand Image*

The results of the mediation test also showed that Brand Image played a significant role in connecting Social Media Marketing with Purchase Intention. The indirect path indicated an Original Sample value of 0.344, along with a T-statistic of 4.492 and a P-value of 0.019, which demonstrates a statistically significant positive effect. These findings indicated that social media marketing affected consumers' purchase intent by shaping how they viewed and connected with the coffee shop brand. By regularly sharing visual content, storytelling, and brand personality on social media, coffee shops developed a unique and easily identifiable brand image that captured consumer attention.

This finding explained why some coffee shops remained less attractive to consumers despite their social media activity. The results indicated that social media activity alone was insufficient to stimulate purchase intention when the brand lacked a clear and consistent identity. Consumers tended to develop purchase intentions when the brand image communicated through social media aligned with their lifestyle preferences and emotional expectations. Therefore, brand image acted as a cognitive and emotional filter, transforming digital marketing exposure into meaningful brand associations, ultimately strengthening consumers' intention to purchase products from local coffee shops.

## **CONCLUSION AND SUGGESTION**

This study examined the influence of Social Media Marketing on Purchase Intention toward local coffee shops in Java, with Brand Trust and Brand Image acting as mediating variables. The results showed that Social Media Marketing had a major impact on Brand Trust and Brand Image, leading to an increase in consumers' likelihood to purchase. This outcome showed that social media platforms serve as more than just promotional tools; they also act as important communication channels that enable brands to establish trust, maintain consistency, and form emotional bonds with their audience. In the coffee shop industry, the use of digital content, brand visibility, and interactive communication significantly influenced how consumers perceive the brand and increased their willingness to make a purchase.

Furthermore, the study demonstrated that Brand Trust and Brand Image served as important mediating mechanisms linking Social Media Marketing and Purchase Intention. Consumers tended to develop stronger purchase intentions when they

perceived a coffee shop brand as trustworthy and possessing a positive brand image. This finding indicated that consumer purchase intention was shaped through psychological processes in which trust and brand perception influenced decision-making. Therefore, effective social media strategies should have focused not only on promotional visibility but also on building brand credibility and creating meaningful brand associations in consumers' minds. These findings emphasized the strategic role of digital marketing in strengthening local coffee shops' competitive positioning in the increasingly competitive food and beverage industry.

For future research, several extensions can be considered to enrich the understanding of consumer behavior in the coffee shop industry. Future studies may incorporate additional variables such as brand experience, perceived value, customer engagement, and electronic word of mouth (e-WOM), as these factors are strongly related to how consumers evaluate brands and develop purchase intentions in digital environments. Including these variables can provide a more comprehensive explanation of the psychological and experiential processes that influence consumer decision-making. Future research may also expand the scope of analysis by comparing independent local coffee shops with large chain brands or by examining different geographical regions beyond Java to capture broader variations in digital marketing effectiveness and brand perception across diverse market contexts.

## REFERENCES

- Abdullah, B. M., Yulianto, E., & Nugroho, A. (2025). The influence of social media marketing activities on purchase intention through brand trust and brand image. *Wacana Jurnal Sosial dan Humaniora*, 28(1), 51–60. <https://doi.org/10.21776/ub.wacana.2025.028.01.06>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Fajri, D. S. (2024, October 31). Kopi kenangan bersama segelas cappuccino: Kedai kopi dan jenis kopi yang diminati Gen Z. *GoodStats*. <https://goodstats.id/article/kopi-kenangan-bersama-segelas-cappuccino-kedai-kopi-dan-jenis-kopi-yang-diminati-gen-z-boBql>
- Alika, R. (2020, July 2). Survei: 54% UMKM pakai media sosial untuk pacu penjualan saat pandemi. *Katadata*. <https://katadata.co.id/berita/bisnis/5efdb7a7bea69/survei-54-umkm-pakai-media-sosial-untuk-pacu-penjualan-saat-pandemi>
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93. <https://doi.org/10.1509/jmkg.65.2.81.18255>
- Chen, X. X., & Slade, E. (2025). Theory of planned behaviour. In S. Papagiannidis (Ed.), *TheoryHub book*. <https://open.ncl.ac.uk>
- Daniel, J. (2012). Choosing the type of nonprobability sampling. In *Sampling essentials: Practical guidelines for making sampling choices* (pp. 81–124). SAGE Publications. <https://doi.org/10.4135/9781452272047.n4>
- Fromm, J. (2023, December 8). The Gen Z mindset is changing coffee. *Forbes*. <https://www.forbes.com/sites/jefffromm/2023/12/06/the-gen-z-mindset-is-changing-coffee>

- Gakuo, P. (2025, December 23). Gen Z is reshaping coffee, but brands can't risk losing loyal customers. *Perfect Daily Grind*. <https://perfectdailygrind.com/2025/12/gen-z-reshaping-coffee-brand-customers>
- Gong, C., & Chartrungruang, B.-O. (2025). Social media marketing and brand loyalty influence on online purchase intention for Chinese customers in Thai supermarket businesses. *Research and Community Services ICORCS*, 4(1), 1-19.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hartono, S. F. D., Pakarti, P., Chasanah, A. N., & Putra, F. I. F. S. (2025). The influence of social media marketing on brand loyalty: The mediating role of brand trust and brand engagement (Case study on NPure skincare products). *Jurnal Ilmu Manajemen dan Ekonomika*, 17(2), 133-150. <https://doi.org/10.35384/jime.v17i2.732>
- Harvina, L. G. D., Ellitan, L., & Lukito, R. S. H. (2022). The effect of social media marketing on brand image, brand trust, and purchase intention of Somethinc skincare products in Surabaya. *Journal of Entrepreneurship & Business*, 3(2), 104-114. <https://doi.org/10.24123/jeb.v3i2.4801>
- Hidayat, T., & Wulandari, N. S. (2022). Pengaruh harga dan kualitas produk terhadap minat beli studi kasus pada Milk and Food Pom Saba Embe. *Jurnal Ekonomi dan Bisnis*, 11(4).
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Mopilie, M. I. E., Haeruddin, M. I. W., & Haeruddin, M. I. M. (2023). Strategi pemasaran dalam mempertahankan bisnis coffee shop di masa pandemi Covid-19 (Studi Anomali Coffee Makassar). *Jurnal Manajemen*, 2(2), 110-118.
- Moslehpour, M., Ismail, T., Purba, B. I., & Lin, P.-K. C. (2020). The effects of social media marketing, trust, and brand image on consumers' purchase intention of GO-JEK in Indonesia. In *Proceedings of the 6th International Conference on E-Business and Applications* (pp. 5-10). ACM. <https://doi.org/10.1145/3387263.3387282>
- Murti, T. K. (2019). Pengaruh brand image, promosi dan biaya pendidikan terhadap keputusan mahasiswa melanjutkan studi pada program studi pendidikan ekonomi. *Edunomic Jurnal Pendidikan Ekonomi*, 7(2), 102-107. <https://doi.org/10.33603/ejpe.v7i2.1969>
- Park, Y. S., Konge, L., & Artino, A. R. (2020). The positivism paradigm of research. *Academic Medicine*, 95(5), 690-694. <https://doi.org/10.1097/ACM.0000000000003093>
- Prasetio, A., & Zahira, S. E. (2021). Pengaruh social media marketing pada brand image dan brand trust terhadap purchase intention produk kosmetik Sariayu Martha Tilaar. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 4(3), 663-677.
- Purwanto, A. (2024, August 15). Mengapa kafe dan kedai kopi kian marak di Indonesia? *Kompas.id*. <https://www.kompas.id/artikel/mengapa-kafe-dan-kedai-kopi-kian-marak-di-indonesia>
- Purwanto, A. (2025, November 2). Jakarta coffee week 2025 and trends in the Indonesian coffee shop market. *Kompas.id*. <https://www.kompas.id/artikel/en-jakarta-coffee-week-2025-dan-tren-pasar-kedai-kopi-indonesia>
- Qualtrics. (2022, June 27). Brand trust: What it is and why it's important. *Qualtrics*. <https://www.qualtrics.com/articles/strategy-research/brand-trust>

- Ryan, D. (2015). *Understanding social media: How to create a plan for your business that works*. Kogan Page.
- Salhab, H. A., Al-Amarneh, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Sari, S. P. (2020). Hubungan minat beli dengan keputusan pembelian pada konsumen. *Jurnal Psikologi*, 8(1), 147–155.
- Sartika, D. (2021). Determinan purchase intention dan implikasinya terhadap purchase decision sepatu non original (KW) pada mahasiswa perguruan tinggi di Kota Samarinda. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(4), 573–587. <https://doi.org/10.31842/jurnalinobis.v4i4.206>
- Shi, W., Li, L., Zhang, Z., Li, M., & Li, J. (2025). Research on driving factors of consumer purchase intention of artificial intelligence creative products based on user behavior. *Scientific Reports*, 15(1), 17400. <https://doi.org/10.1038/s41598-025-01258-x>
- Singh, S., Dadhich, P., & Katoch, A. (2025). To understand the meaning of social media marketing and the factors that influence social media marketing. *International Journal of Research and Innovation in Social Science*, 9(2), 1427–1437. <https://doi.org/10.47772/IJRISS.2025.9020116>
- Sinulingga, M. H., Sembiring, M. T., & Iskandarini, I. (2024). Analisis strategi pemasaran pada coffee shop (Studi kasus pada Misi Kopi Kota Tebing Tinggi). *Journal of Accounting and Finance Management*, 5(5). <https://doi.org/10.38035/jafm.v5i5>
- Subhan, N., Sudarmaji, E., & Munirah, M. (2019). Perceived desirability and feasibility on entrepreneurial intentions for Indonesian young digital talent in business. *IOSR Journal of Mathematics*, 15(3), 1–10. <https://doi.org/10.9790/5728-1503010110>
- Sudarmaji, E., Hendratni, T. W., Widyaningsih, M., Azizah, W., Nugroho, A., Azzahra, F., & Putri, S. M. A. (2025). Understanding investment readiness among generation Z: A multidimensional analysis of digital natives' financial decision-making. *International Journal of Social Science and Human Research*, 8(9). <https://doi.org/10.47191/ijsshr/v8-i9-61>
- Talib, N. R. A., & Sari, M. N. (2024). Analisis efektivitas penggunaan media sosial dalam peningkatan brand awareness pada UMKM Kota Tangerang Selatan di era digital. *Jurnal Ekonomi Akuntansi Manajemen Agribisnis*, 2(2). <https://doi.org/10.58222/jurekma.v2i2.318>
- We Are Social. (2023). *Digital 2023: Indonesia*. <https://wearesocial.com/wp-content/uploads/2023/03/Digital-2023-Indonesia.pdf>