

## XYZ COFFEE IN THE DIGITAL ERA : ANALYSIS OF BRAND TRUST AND CUSTOMER ENGAGEMENT AS DETERMINANTS OF PURCHASE DECISION



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### ABSTRACT

*This study analyzes the role of social media marketing activities in influencing purchase intention and purchase decision for XYZ Coffee, with brand trust, brand attitude, and customer engagement acting as mediating variables. A quantitative explanatory approach was employed, involving 200 active social media users in Indonesia who had previously purchased products from XYZ Coffee. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results demonstrate that social media marketing activities exert a significant direct effect on purchase decision and an indirect effect through brand trust, brand attitude, and customer engagement. Among the mediating variables, brand attitude and customer engagement play a dominant role in strengthening purchase intention, which subsequently leads to purchase decision. These findings indicate that the success of digital marketing strategies depends not only on social media visibility but also on the company's ability to build positive brand perceptions, foster trust, and create meaningful interactions with consumers. This study contributes to the advancement of digital marketing and consumer behavior literature by proposing an integrated framework applicable to coffee brands and fast-moving consumer goods competing in highly dynamic digital environments.*

**Keywords :** Brand Attitude; Brand Trust; Customer Engagement; Purchase Intention; Purchase Decision

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## INTRODUCTION

The rapid advancement of digital technology has transformed the way companies market their products, positioning social media as a strategic channel for brand–consumer interaction. (Zeqiri et al., 2024; Trianasari et al., 2023; Salman & Prasetyo, 2025). Platforms such as Instagram, TikTok, and X (formerly Twitter) are no longer limited to information dissemination but function as interactive spaces for building brand identity and emotional connections. In Indonesia, social media marketing has become increasingly important, with more than 167 million active users recorded in January 2023, and TikTok ranking as the second most popular platform (Mettasari et al., 2023).

XYZ Coffee, a local coffee brand adopting a digital-first strategy, actively utilizes social media to engage younger consumer segments, particularly Millennials and Generation Z. Its marketing initiatives include visually appealing content, collaborations with influencers, experiential campaigns, and storytelling emphasizing local values and sustainability. Prior studies confirm that social media marketing activities significantly enhance engagement, brand trust, and purchase intention (Zeqiri et al., 2024; Mettasari et al., 2023).

Brand trust plays a fundamental role in influencing purchasing behavior, reflecting consumers' confidence in product quality and service consistency. In addition, customer engagement represents consumers' emotional and behavioral involvement with a brand, which can foster loyalty and repeated purchases (Deb & Mallik, 2023). Another critical yet often overlooked factor is brand attitude, which captures consumers' overall evaluation of a brand and influences their purchase intention (Ramadhani & Ariyanti, 2024).

Despite extensive research on social media marketing, brand trust, and customer engagement, limited studies integrate these variables simultaneously within a single comprehensive framework, particularly in the context of modern coffee brands. Therefore, this study aims to empirically investigate the relationships among social media marketing activities, brand trust, customer engagement, brand attitude, purchase intention, and purchase decision in the case of XYZ Coffee.

## LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

### Social Media Marketing Activities

Social media marketing activities (SMMA) can be understood as a set of strategic initiatives carried out through digital social platforms to engage audiences, convey brand messages, and co-create value with consumers. Rather than serving merely as promotional tools, social media platforms enable interactive communication that facilitates relationship building and strengthens brand positioning in competitive markets (Zeqiri et al., 2024; Trianasari et al., 2023). Previous studies demonstrate that SMMA significantly influence brand trust, customer engagement, and purchase intention (Trianasari et al., 2023 ; Zeqiri et al., 2024). Effective SMMA enable two-way communication, enhance brand visibility, and foster emotional connections with consumers. Therefore, when companies implement interactive and value-driven social media marketing strategies, consumers are more likely to develop trust, actively engage with the brand, and form stronger purchase intentions. Based on this theoretical reasoning and empirical evidence, the following hypotheses are proposed:

*H1 : Social media marketing activities have a significant effect on brand trust toward XYZ Coffee.*

*H2 : Social media marketing activities have a significant effect on customer engagement toward XYZ Coffee.*

*H3 : Social media marketing activities have a significant effect on brand attitude toward XYZ Coffee.*

### **Brand Trust**

Brand trust represents consumers' confidence in a brand's ability to consistently deliver its promised benefits and maintain reliable performance over time. In digital environments characterized by abundant information and alternatives, trust plays a crucial role in minimizing perceived risk and reinforcing consumers' assurance when considering a purchase (Hamdi et al., 2025; Trianasari et al., 2023). In digital marketing environments, trust reduces perceived risk and uncertainty, thereby strengthening consumers' confidence in making purchase decisions. Therefore, when consumers develop strong trust in a brand through social media interactions, they are more likely to form a higher level of purchase intention. Based on this theoretical argument and empirical evidence, the following hypothesis is proposed:

*H4 : Brand trust has a significant effect on purchase intention toward XYZ Coffee.*

### **Customer Engagement**

Customer engagement encompasses consumers' cognitive, emotional, and behavioral involvement with a brand. Customer engagement refers to the depth of consumers' interactive involvement with a brand, which may manifest cognitively through attention and interest, emotionally through attachment, and behaviorally through active participation such as sharing or commenting on content. In social media settings, such engagement reflects not only awareness but also meaningful interaction that can stimulate purchase motivation (Wardana, 2025; Adinda et al., 2025). Research indicates that engagement through likes, comments, and content sharing positively influences purchase intention (Wardana, 2025 ; Adinda et al., 2025). In the context of social media marketing, higher levels of engagement reflect stronger psychological attachment and active interaction with the brand, which can enhance consumers' motivation to purchase. Therefore, when consumers demonstrate greater engagement with a brand on social media, they are more likely to develop stronger purchase intentions. Based on this theoretical reasoning and empirical evidence, the following hypothesis is proposed:

*H5 : Customer engagement has a significant effect on purchase intention toward XYZ Coffee.*

### **Brand Attitude**

Brand attitude describes the evaluative judgment consumers form toward a brand based on accumulated experiences, perceptions, and marketing communications. Positive impressions shaped through consistent and persuasive social media interactions can strengthen brand preference and increase the likelihood that consumers will translate favorable perceptions into buying intentions (Ramadhani & Ariyanti, 2024). In the digital marketing context, favorable brand evaluations formed through consistent and persuasive social media communication can strengthen consumers' preferences and reduce hesitation in making purchasing decisions. Therefore, when consumers develop a positive attitude toward a brand, they are more likely to exhibit stronger purchase

intentions. Based on this theoretical argument and empirical evidence, the following hypothesis is proposed:

*H6 : Brand attitude has a significant effect on purchase intention toward XYZ Coffee.*

**Purchase Intention and Purchase Decision**

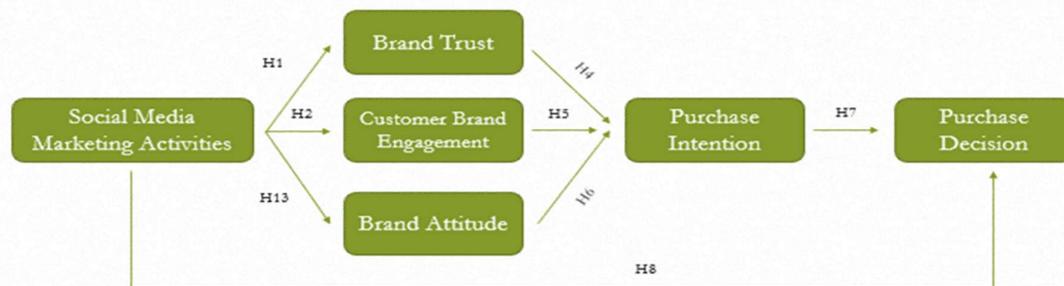
Purchase intention is a strong predictor of actual purchase behavior. (Suyanto & Dewi, 2023; Rusyda et al., 2025). Numerous studies confirm that higher purchase intention significantly leads to purchase decisions across various product categories (Rusyda et al., 2025 ; Suyanto & Dewi, 2023). In consumer behavior theory, intention represents a motivational factor that captures how strongly consumers are willing to perform a particular behavior. Therefore, when consumers demonstrate a high level of purchase intention, they are more likely to translate that intention into an actual purchase decision. Based on this theoretical reasoning and empirical evidence, the following hypothesis is proposed:

*H7 : Purchase intention has a significant effect on purchase decision toward XYZ Coffee.*

*H8 : Social media marketing activities have a direct effect on purchase decision toward XYZ Coffee.*

**Research Framework**

To provide a clearer understanding of the proposed relationships among variables, this study develops a conceptual research framework integrating social media marketing activities, brand trust, customer engagement, brand attitude, purchase intention, and purchase decision. The framework illustrates both direct and indirect relationships among the constructs. Social media marketing activities are positioned as the primary exogenous variable influencing brand trust (H1), customer engagement (H2), and brand attitude (H3). Furthermore, brand trust (H4), customer engagement (H5), and brand attitude (H6) are hypothesized to influence purchase intention, which subsequently affects purchase decision (H7). In addition, this study also examines the direct effect of social media marketing activities on purchase decision (H8). The proposed research framework is presented in Figure 1.



Source : Developed by the authors based on Zeqiri et al. (2024); Trianasari et al. (2023); Ramadhani & Ariyanti (2024); Wardana (2025).

**Figure 1**  
**Theoretical Framework of the Research**

## METHOD

This study employed a quantitative research design with a causal approach. The population consisted of active social media users in Indonesia who had purchased XYZ Coffee products. Purposive sampling was applied with criteria including prior purchase experience and active social media usage (Saunders et al., 2019; Sekaran & Bougie, 2016). The sample size of 200 respondents is considered adequate for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis. According to the “10 times rule” and methodological recommendations for PLS-SEM, a minimum sample size should be at least ten times the maximum number of structural paths directed at a particular construct. Furthermore, Hair et al. (2019) suggest that a sample size ranging from 100 to 200 is appropriate for models with multiple latent variables to ensure stable and reliable estimations. Therefore, a total of 200 respondents is deemed sufficient to provide robust statistical results.

Data were collected through an online questionnaire using a five-point Likert scale. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 to examine both measurement and structural relationships within the proposed framework. The analysis was conducted in two stages: first, assessing the adequacy of the measurement model through reliability and validity indicators, and second, evaluating the structural paths to determine the significance of the hypothesized relationships (Hair et al., 2019).

## RESULTS AND DISCUSSION

### Data Analysis

Based on Table 1, it can be concluded that most of the mean scores exceed 3.5, indicating a generally positive tendency in respondents’ perceptions, purchase intention, and loyalty toward XYZ Coffee. The statement “Social media provides the information about XYZ Coffee that I am looking for” records one of the highest mean scores (4.24) with the lowest standard deviation (0.87). This suggests that respondents consistently feel satisfied with the information presented by XYZ Coffee on social media platforms, indicating that the company’s content strategy has been highly effective.

The statement “XYZ Coffee’s advertisements on social media attract my attention” also achieves a high mean score (4.03), reflecting that the advertising materials developed by XYZ Coffee are effective in capturing audience attention across social media platforms.

A high mean score for the statement “I purchase XYZ Coffee because I trust its quality” (4.09) represents a particularly positive finding. This result indicates that beyond digital marketing efforts, the product itself holds a strong quality image in the minds of consumers. In addition, respondents agree with the statement “Sharing information via social media is a trend” (4.25). Although this is a general statement, it confirms that sharing information about products such as XYZ Coffee through social media is perceived as relevant and socially acceptable behavior among consumers.

**Table 1**  
**Mean and Standard Deviation of Respondents’ Responses**

Statement	Mean	Std Dev
Social media provides the information about XYZ Coffee that I am looking for	4.24	0.87
Sharing information about XYZ Coffee on social media is interesting	3.99	0.97
I like sharing information about XYZ Coffee with friends on social media	3.82	1.02

XYZ Coffee's advertisements on social media attract my attention	4.03	0.93
Sharing information via social media is a trend	4.25	0.89
I purchase XYZ Coffee because I trust its quality	4.09	0.97
I have a positive perception of XYZ Coffee due to its social media communication	3.89	0.96
I intend to purchase XYZ Coffee due to discussions on social media	3.62	1.00
I will remain loyal to XYZ Coffee in the future	3.44	1.07
I repeatedly purchase XYZ Coffee	3.27	1.18
XYZ Coffee products meet my needs and preferences	3.99	0.93

Source: Data Processing, 2025

Based on Table 2, effective social media promotion plays a crucial role in building trust in the brand and its products. Higher levels of trust subsequently enhance purchase intention, including customer loyalty and recommendation behavior. Furthermore, positive product usage experiences lead to customer satisfaction, as the products meet consumers' needs and expectations, which is then validated through repeated purchase behavior.

**Table 2**  
**Variable Framework**

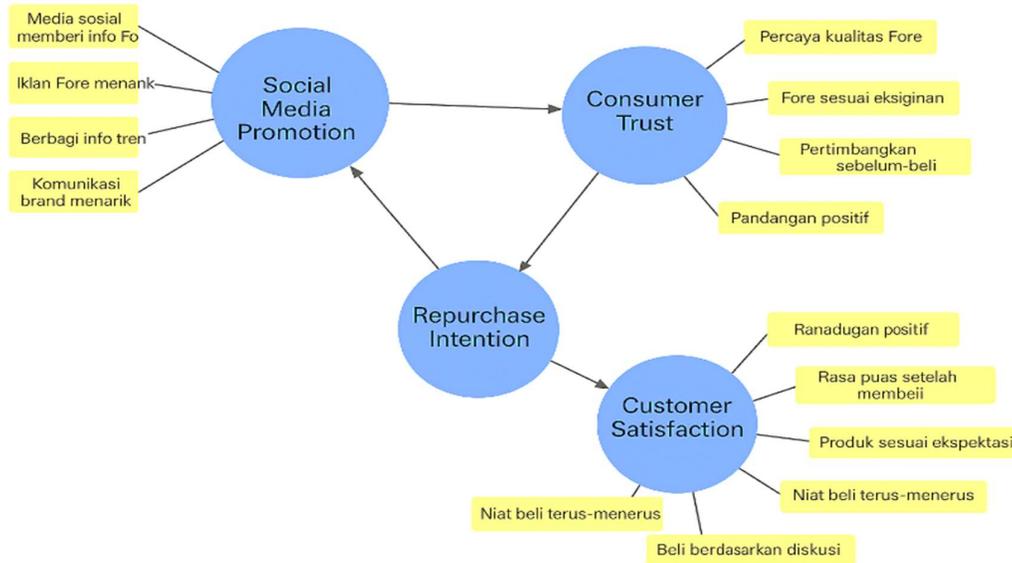
Latent Variable	Indicators (Statements)
Social Media Promotion	Attractive advertisements, social media provides information, Sharing trend, social interaction
Trust	Trust in product quality, Positive perception, Brand communication
Purchase Intention	Purchase intention influenced by social media discussions, Repurchase intention, Recommendation intention, Loyalty
Satisfaction	Products meet consumer needs, Repeated purchase behavior, Consideration before purchasing

Based on Table 3, all latent variables are specified as having a reflective measurement type. This indicates that the indicator items are assumed to be manifestations or reflections of their underlying latent variables. In a reflective measurement model, changes in the latent variable cause changes in the observed indicators. In other words, the indicators are treated as effects of the latent construct. This approach is commonly applied in quantitative research, particularly in factor analysis and Structural Equation Modeling (SEM), where indicator items are expected to be highly correlated because they measure the same underlying construct.

**Table 3**  
**Latent Variables, Indicators, and Measurement Type**

Latent Variable	Indicator Items	Type
Social Media Promotion (SMP)	Social media provides information, Attractive social media advertisements, Sharing information as a trend, Attractive brand communication	Reflective
Consumer Trust (TR)	Trust in product quality, Product meets preferences, Consideration before purchasing	Reflective
Consumer Satisfaction (SAT)	Positive perception, Satisfaction after purchase, Product meets expectations	Reflective
Repurchase Intention (PI)	Continuous purchase intention, Purchase influenced by discussions, Loyalty to the brand, Recommendation to others	Reflective

The evaluation of the proposed hypotheses within the SEM-PLS framework was conducted using a bootstrapping procedure, which generated the structural model illustration as presented in Figure 2.



Source: Data processed using SmartPLS 4.0, 2025

**Figure 2**  
**Bootstrapping Model Results**

Based on Table 4, all Cronbach’s Alpha values exceed 0.70, indicating that the indicators for each construct demonstrate good internal consistency and are therefore considered reliable.

**Table 4**  
**Measurement Model Reliability Evaluation**

Construct	Cronbach’s Alpha	Interpretation
Social Media Promotion (PSM)	0.862	Reliable (very good)
Consumer Trust (TR)	0.789	Reliable (adequate)
Consumer Satisfaction (SAT)	0.752	Reliable (adequate)
Repurchase Intention (PI)	0.863	Reliable (very good)

Source: Data Processing, 2025

Based on Table 5, the coefficient value of 0.611 indicates that a one-unit increase in social media promotion is expected to increase consumer trust by 0.611 units. The  $R^2$  value of 33% suggests that social media promotion explains 33% of the variance in consumer trust. The positive and significant relationship indicates that higher consumer trust in the XYZ Coffee brand leads to higher levels of satisfaction. Consumer trust explains 30.3% of the variance in satisfaction. Furthermore, the very high coefficient value (0.826) indicates that satisfaction is a very strong predictor of repurchase intention. Satisfaction explains 54.3% of the variance in repurchase intention, representing the largest contribution among the variables in the model.

**Table 5**  
**SEM-PLS Structural Model Testing Results**

Variable Relationship	Coefficient	p-value	R <sup>2</sup>	Brief Interpretation
PSM → TR (Promotion → Trust)	0.611	0.000	0.330	Supported
TR → SAT (Trust → Satisfaction)	0.530	0.000	0.303	Supported
SAT → PI (Satisfaction → Repurchase Intention)	0.826	0.000	0.543	Supported
PSM → PI (Promotion → Repurchase Intention)	0.523	0.000	0.208	Supported

Source: Data Processing, 2025

Based on Table 6, construct validity and reliability testing was conducted to ensure that each construct in the model consistently measures what it is intended to measure. Two main indicators were used: Average Variance Extracted (AVE), which measures the proportion of indicator variance explained by the construct relative to measurement error, and Composite Reliability (CR), which assesses internal consistency among indicators within a construct. An AVE value of  $\geq 0.5$  indicates good convergent validity, while a CR value of  $\geq 0.7$  indicates acceptable reliability.

The AVE value for Social Media Promotion exceeds 0.6, indicating that the indicators explain approximately 64.5% of the construct variance. A CR value greater than 0.9 reflects very high reliability, suggesting strong internal consistency among the indicators measuring digital promotion perceptions. Consumer Trust records the highest AVE among all constructs, indicating that it is very well explained by its indicators, with a CR value of 0.878, confirming high reliability. The AVE value for Consumer Satisfaction also demonstrates good convergent validity (66.8%), while the CR value above 0.85 indicates that satisfaction toward XYZ Coffee products and services is measured consistently. Overall, all constructs (PSM, TR, SAT, and PI) meet the statistical criteria for validity and reliability, indicating that the questionnaire is well developed and robust.

**Table 6**  
**Construct Validity and Reliability**

Construct	AVE	Composite Reliability	Status
PSM	0.645	0.901	Valid & Reliable
TR	0.706	0.878	Valid & Reliable
SAT	0.668	0.858	Valid & Reliable
PI	0.648	0.902	Valid & Reliable

Source: Data Processing, 2025

Based on Table 7, the indicators of social media promotion are able to explain the PSM construct both validly and consistently. This variable serves as the initial driver in the proposed model. Social media promotion conducted by XYZ Coffee significantly shapes consumer trust ; however, other factors outside the model still explain the remaining variance (approximately 62.3%). Consumer trust has a moderate effect on satisfaction, suggesting that additional factors such as price, service quality, or product quality should be considered. The combined effects of consumer satisfaction and social media promotion significantly influence consumers' repurchase intention toward XYZ Coffee.

**Table 7**  
**Measurement and Structural Model Evaluation**

Construct	AVE	Composite Reliability	R <sup>2</sup>	Status
Social Media Promotion (PSM)	0.645	0.901	–	Valid & Reliable
Consumer Trust (TR)	0.706	0.878	0.377	Valid, Reliable & Explained by PSM
Consumer Satisfaction (SAT)	0.668	0.858	0.294	Valid, Reliable & Explained by TR
Repurchase Intention (PI)	0.648	0.902	0.640	Valid, Reliable & Explained by SAT & PSM

Source: Data Processing, 2025

## RESULTS AND DISCUSSION

The results indicate that all constructs meet the criteria for validity and reliability, with Average Variance Extracted values exceeding the recommended threshold. The structural model demonstrates that social media marketing activities significantly influence brand trust, customer engagement, and purchase intention. Brand trust, brand attitude, and customer engagement act as important mediating mechanisms that strengthen the effect of social media marketing activities on purchase intention and purchase decision.

Furthermore, the findings reveal that positive brand attitude and strong customer engagement significantly reinforce consumers' purchase intention toward XYZ Coffee products. These results support prior studies emphasizing the strategic importance of trust and engagement in digital marketing contexts.

Theoretically, this study offers a novel contribution by integrating brand trust, brand attitude, and customer engagement simultaneously within a single causal framework to explain purchase intention and purchase decision in a digital-first coffee brand context. Previous studies have largely examined these constructs in isolation or focused on partial mediation effects. By contrast, this research demonstrates that brand attitude and customer engagement function as complementary affective and behavioral pathways through which social media marketing activities are translated into actual purchasing behavior. This integrated perspective extends the consumer behavior and digital marketing literature by clarifying the psychological and relational mechanisms underlying social media-driven purchase decisions, particularly in the fast-growing modern coffee industry.

## CONCLUSION AND SUGGESTION

This study demonstrates that social media marketing activities play a strategic role in influencing consumer behavior toward XYZ Coffee by shaping brand trust, brand attitude, and customer engagement, which subsequently drive purchase intention and purchase decision. The findings confirm that brand attitude and customer engagement serve as critical psychological and behavioral mechanisms through which digital marketing efforts are translated into actual purchasing behavior. In addition, brand trust strengthens consumers' confidence in the brand and supports the formation of favorable purchase intentions. Provide suggestions for the subsequent research.

The results suggest that successful digital marketing strategies should prioritize not only content visibility but also the development of positive brand evaluations and interactive relationships with consumers. For future research, it is recommended to incorporate additional explanatory variables such as perceived value, price fairness, or experiential quality, as well as to test the proposed model across different product

categories or regional settings in order to enhance the robustness and generalizability of the findings, particularly within SINTA-indexed journal contexts.

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