

The Effect of Social Media Marketing and Brand Image on Customer Engagement: The Mediating Effect of Brand Love (Evidence from Coffee Shop Customers)

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Abstract. Establishing long-term relationships with customers by creating customer engagement is one of the important strategies for coffee shops to securing a competitive edge in business. This study analyze the effect of social media marketing and brand image on customer engagement with brand love as a mediating variable in a selected coffee shop brand in Medan City, Indonesia. This study employs quantitative methods and data are obtained through a survey conducted on 346 respondents who follow coffee shop social media accounts by applying purposive sampling. Data analysis applies Structural Equation Model (SEM) with AMOS 24. This study found that social media marketing has a positive and significant effect on customer engagement. Moreover, social media marketing positively and significantly impacts brand love. Brand image has no significant effect on customer engagement. Brand image has a positive and significant influence on brand love. Brand love has a positive and significant influence on customer engagement. Another result is that brand love partially mediates the relationship between social media marketing and customer engagement. Brand love also fully mediates the relationship between brand image and customer engagement.

Keywords: Brand Image, Marketing, Customer Engagement, Social Media

1 Introduction

The coffee shop in recent years is no longer just a place to drink coffee but has been transformed into a place to hang out, work, and even a few companies hold meetings at coffee shops. The habit of spending time in coffee shops is not only done by millennial but also by various groups [1]. The habit of drinking coffee that has been inherent in the daily life of Indonesians has attracted the attention of entrepreneurs to open a coffee shop business that has great prospects in the future. This is evidenced by Indonesia's increasing retail coffee market to 268,000 tons per year and is predicted to grow 11.4% between 2017 and 2021 [2]. And also, in 2019 the number of coffee shops in Indonesia tripled, reaching more than 2,950 outlets compared to the number of coffee shop outlets in 2016 which was only around 1,000 outlets. [3]. The high growth rate of the coffee shops in Indonesia encourages the emergence of various names or brands of coffee shops in Indonesia, especially in the Medan City. The ability of a coffee shop to survive and exist in a lot of competition with various other coffee

shop brands cannot be separated from the engagement between the customer and the coffee shop.

Customer engagement is an emotional attachment to a brand or media that leads to more interactions with the object [4][5]. Customer engagement has a highly important role in building relationships with customers [6]. Customer engagement can be a tool to create, develop and improve customer relationships which is a strategy that should not be ignored in maintaining business performance in the future [7]. The increasing interest in customer engagement goes hand in hand with the presence of the internet and the emergence of new digital technology, which is now known as technology 4.0, mainly social media such as Instagram, Facebook, YouTube, WhatsApp, and other social media. Social media presence has also brought significant changes to marketers in conveying information to their customers [8]. This new phenomenon is known as social media marketing [9][10]. Social media can increase customer engagement and change the focus of traditional marketing, becoming a modern business environment and leading to the concept of social media marketing [11].

Brand image also has a relationship with customer engagement [12][13]. Developing a favourable brand image remains a primary focus for many enterprises. [14]. When the brand image looks attractive and is able to improve individual's self-image and identity, consumers will likely be attached to the brand [15]. Based on some literature, brand love also related to customer engagement [11][16]. The concept of brand love has stolen the attention in the field of marketing, and this concept affects various marketing variables. Brand love describes a positive relationship as an reflection of customer engagement [17].

This study is a marketing study with coffee shop industry as an object. Marketing research related to the coffee shop industry is important to do because coffee shops in Indonesia, especially in Medan City are growing rapidly at this time, so the competition between coffee shops is also getting tougher. In order to be able to survive and continue to exist, coffee shops must be able to build engagement between customers and coffee shops. Building customer engagement can create good long-term relationships between coffee shops and customers. Therefore, social media marketing by coffee shops is also very important to encourage customer engagement. Brand image can also build to create customer brand love for the coffee shop and in the end can encourage customers to be engaged to the coffee shop. Problem statement this study are; (1) To what extent does social media marketing affect customer engagement?; (2) To what extent does brand image affect customer engagement?; (3) To what does social media marketing affect brand love?; (4) To what extent does brand image affect brand love?; (5) To what extent does brand love affect customer engagement?; (6) To what extent does brand love mediate the relationship between social media marketing and customer engagement?; (7) To what extent does brand love mediate relationship between brand image and customer engagement?

2 Literature Review

2.1 Customer Engagement

Customer engagement is the intensity of the individual participation of current or potential customers and their relationship to organizational offerings or organizational activities implemented by customers or organizations [18]. Customer engagement is a manifestation of customer behavior towards a brand or company outside of purchases resulting from motivational drives such as word-of-mouth activities, recommendations,

helping other customers, creating blogs, and writing reviews [19]. Customer engagement is a multidimensional construct formed by three dimensions, namely: conscious attention, enthusiastic participation, and social connection [20].

2.2 Social Media Marketing and Customer Engagement

Customer engagement is the main goal of companies that are fond of doing social media marketing through Facebook, Instagram, YouTube, and so on [20]. Social media marketing is a process by which companies create, communicate and deliver online marketing offers through social media platforms. It also builds, maintains relationships, and increases stakeholder value through interaction, sharing information, offering recommended products, and creating word-of-mouth among stakeholders regarding products and services [21]. Social media marketing is a multidimensional construct formed from five dimensions: entertainment, interaction, trendiness, customization, and word-of-mouth [22]. Social media should be an effective platform to strengthen the interaction between consumers and brands, thereby contributing to customer engagement [23]. Apart from being a new marketing channel with a communication structure between marketers and customers, social media is now also an effective tool to increase customer engagement [24]. A number of studies have shown that social media marketing influences customer engagement [25][26][27]. Based on this explanation, the following hypothesis is proposed that social media marketing has a positive and significant effect on customer engagement (*H1*).

2.3 Brand Image and Customer Engagement

Another factor influence customer engagement is the brand image. It reflects the direction and extent to which the brand is in the minds of consumers [13], [27]. Brand image is defined as the perception of the brand that is reflected in the brand associations stored in the memory of consumers [28]. Brand image is all the impressions that come from the customer's perspective that they get from various outputs. By developing a positive perspective on the brand, the brand image is formed in the minds of consumers [29]. When brand images are perceived as attractive and enhance self-image and self-identity, consumers are more likely to become attached to the brand [12]. Several studies also explored the relationship between brand image and customer engagement [12], [13]. Based on this statement, the following hypothesis is suggested that brand image has a positive and significant effect on customer engagement (*H2*).

2.4 Social Media Marketing, Brand Image and Brand Love

Brand love is a central concept in the domain between brands and customers. However, the importance of the concept of brand love is still rarely discussed in the marketing literature [30]. Exploring the implicit definition of love that consumers use when they say they love a particular brand or product is the first step in understanding brand love [31]. Brand love is defined as the level of passionate, emotional attachment that satisfies consumers for a specific trade name [17]. Brand love is stronger than liking. The beloved brand is part of the consumer's identity and through its image and attributes, consumers can express themselves [31]. In their research, Kim & Ko [22] revealed that today many brands are using social media for marketing and establishing two-way communication to create customer value. Social media also plays a role in building an emotional connection between the brand and its customers, this is the initial stage in building brand love [32], [33]. Several studies have proven the relationship between social media marketing and brand love [34], [35]. In terms of building brand relationships on social media, social media marketing is one tool to increase

brand love. Based on this explanation, the following hypothesis is proposed that brand image has a positive and significant effect on brand love. (*H3*).

There is a strong relationship between the two in terms of brand image and brand love. Brand image is used to increase the love between the brand and the customer. If the brand image of a brand is projected in accordance with the image that customers want about themselves, it will make customers love the brand [11]. Prior study has proven relationship between brand image and brand love [12], [36]. Based on this explanation, the following hypothesis is proposed that brand Image has a positive and significant effect on brand love (*H4*).

2.5 Brand Love and Customer Engagement

As a condition of love, consumers show active engagement with the brand. An increase in brand love is expected to lead to an increase in customer engagement [12]. Because of this, businesses are currently focusing on developing brand love to create customer engagement and build long-term relationships with consumers. Brand love is the most important construct of customer engagement. Relationship between brand love and customer engagement has proven in prior study [12], [16], [37]. Based on this explanation, the following hypothesis is proposed brand love has a positive and significant effect on customer engagement (*H5*).

Social media marketing is one tool to increase brand love or love for brands [34]. Love for the brand will lead to customer engagement [37]. So, if social media marketing activities are effective and consistent, then customers will love the brand, and in the end, it will lead to increased customer engagement. Based on this explanation, the following hypothesis is proposed that social media marketing significantly affects customer engagement mediated by brand love (*H6*). A positive brand image is also driven by high brand love therefore customers will regularly interact with brands, which will strengthen customer engagement. Brand love acts as a mediator between brand image and customer engagement [12]. Furthermore, brand image significantly affects customer engagement mediated by brand love (*H7*).

3 Method

The population of this study is all coffee shop customers (MIKO Medan). The number of samples from this study was 364 respondents and data were collected using a purposive sampling technique [38] with the respondents' criteria: (1) following coffee shop social media accounts; (2) has made purchases at least 2 times. Techniques in SEM suggest a minimum sample size of 5-10 times the estimated number of parameters [38]. The questionnaire of this study consists of 36 items (estimated parameters). It refers to the statement that the number of representative samples in the SEM model is 5-10 times the number of estimated parameters, the 364 samples that used in this study are in accordance with the required number.

The construct in this study was measured using several item scales taken from previous study. There are four variable constructs in this study: customer engagement, brand love, social media marketing, and brand image. Customer engagement was adopted from the scale developed by Vivek et al. [20]. For brand love adopting a measurement scale from Carroll & Ahuvia [17], social media marketing is measured using a scale developed by Kim & Ko [22] and Yadav & Rahman [21]. Yet, for brand image adopted from the study of Blasco-Arcas et al. [39].

This study applied a self-administered questionnaire. The questionnaire employed a five-point Likert scale with five response categories ranging from strongly disagree to strongly agree [40]. Furthermore, a pilot test was conducted on 40 respondents to ensure that each statement item was apparent and understood by the respondents. After the pilot test, the questionnaires were distributed to the respondents.

Several preliminary analysis were also conducted, namely the normality test and outliers test. The results found that the data does not contain outliers. The data were also found to be normally distributed in a univariate, but the data were not normally distributed in a multivariate. To overcome this, an alternative method in SEM is used, namely the bootstrapping technique [41]. Using the bootstrapping method, it is unnecessary to assume distribution and initial assumptions to estimate the shape of the distribution and test its statistics [40]. Bootstrapping technique is also the best technique that is often used to deal with issues related to abnormal data [41]. The bootstrapping technique in this study employed 5000 resampling, and 95% corrected confidence interval bias. Data analysis was performed using the Structural Equation Model (SEM) with AMOS Version 24 software [41]. In the SEM analysis, there are several criteria for Goodness of Fit (GOF). In this study, there are several GOF criteria, namely chi-square (χ^2), CMIN/DF, Goodness of Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Adjusted Goodness of Fit Index (AGFI) and the Tucker-Lewis Index (TLI). The limit values for these criteria are CMIN/DF < 5, GFI > 0.9, RMSEA < 0.8, CFI > 0.9, AGFI > 0.8 and TLI > 0.90 [4], [42].

4 Result

4.1 Measurement Model

Analysis of this measurement model was implemented using Confirmatory Factor Analysis (CFA). CFA is an analysis used to test the validity and reliability of study variables [38]. Second-order confirmatory factor analysis was carried out in the constructs of customer engagement and social media marketing [20], [23]. Testing of the validity and reliability of the model is conducted in two steps. First, testing the measurement model on customer engagement and social media marketing with a second-order used AMOS 24. The result found that customer engagement is a multidimensional construct and consist of three factors namely conscious attention (CA), enthused participation (EP) and social connection (SC). Another result found that social media marketing is also multidimensional construct consisting of five factors namely; entertainment (ENT), interaction (INT), trendiness (TRN), customization (CUS) and word of mouth (WOM).

The results also show that the two multidimensional constructs have also met the goodness of fit (GOF) according to the recommended value. In customer engagement the value of $\chi^2 = 79.752$, CMIN/DF = 2.492, GFI = 0.959, RMSEA = 0.064, CFI = 0.985, AGFI = 0.929 and TLI = 0.979. And on the social media marketing construct, the value of $\chi^2 = 100.212$, CMIN/DF = 2.227, GFI = 0.958, RMSEA = 0.058, CFI = 0.977, AGFI = 0.927 and TLI = 0.967. Validity and reliability tests were conducted using confirmatory factor analysis (CFA) [42]. The standard loading value of each dimension and indicator of the customer engagement and social media marketing variables is greater than 0.5. Likewise, the composite reliability value of each dimension that makes up the customer engagement and social media marketing variables has a greater value of 0.7. The value of Average Variance Extracted (AVE) is also greater than 0.5 [40]. Thus, it can be concluded that there are no problems in

testing the validity and reliability of the constructs of customer engagement and social media marketing.

Second, a measurement model is conducted on the entire construct. Figure 1 shows the overall measurement model in this study. Based on the GOF criteria, it was found that the measurement model was fit. The results of the CFA are the values of $\chi^2 = 744.722$ CMIN/DF = 1.387, GFI = 0.901, RMSEA = 0.033, CFI = 0.980, AGFI = 0.887 and TLI = 0.977.

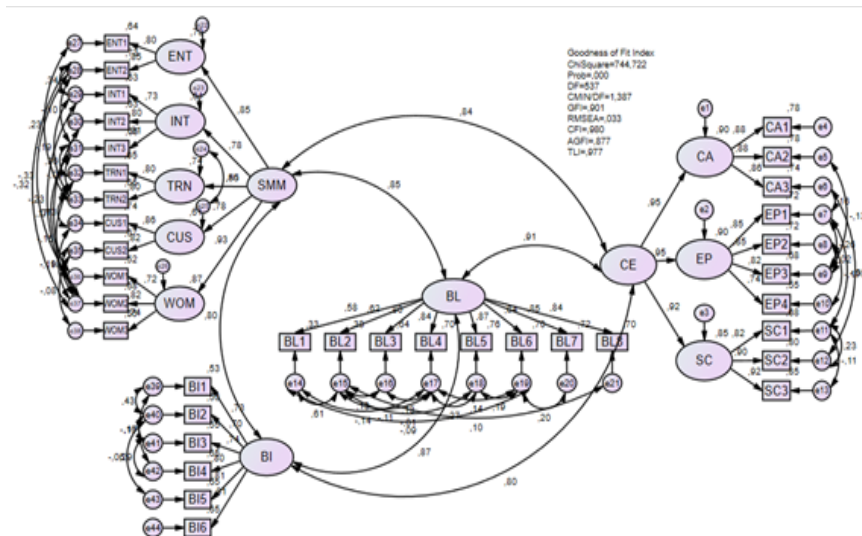


Fig. 1. Overall Measurement Model

Table 1. Overall CFA Result

Indicator	Direction	Construct	Standardized Loading	SE	t-value	p	CR	AVE
CA	←	CE	0.949	0,048	19,441	0,000	0.96	0.95
EP	←	CE	0.947	0,048	15,518	0,000		
SC	←	CE	0.942					
BL1	←	BL	0.577	0,064	11,775	0,000	0.93	0.89
BL2	←	BL	0.615	0,062	13,220	0,000		
BL3	←	BL	0,802	0,054	18,457	0,000		
BL4	←	BL	0,839	0,058	19,651	0,000		
BL5	←	BL	0,872	0,050	21,132	0,000		
BL6	←	BL	0,838	0,048	19,679	0,000		
BL7	←	BL	0,849	0,047	20,289	0,000		
BL8	←	BL	0,835					
ENT	←	SMM	0,855	0,092	12,538	0,001	0.93	0.90
INT	←	SMM	0,782	0,097	11,387	0,000		
TRN	←	SMM	0,861	0,111	12,270	0,000		
CUS	←	SMM	0,781	0,097	11,129	0,000		
WOM	←	SMM	0,934					
BI1	←	BI	0,729	0,062	14,798	0,000	0.89	0.83
BI2	←	BI	0,704	0,061	14,167	0,000		

Indicator	Direction	Construct	Standardized Loading	SE	t-value	p	CR	AVE
BI3	←	BI	0,739	0,051	15,144	0,001		
BI4	←	BI	0,804	0,053	16,812	0,001		
BI5	←	BI	0,807	0,053	17,209	0,000		
BI6	←	BI	0,807					

Table 1 shows the overall construct's standardized estimates, t-values, CR, and AVE. And Table 2 shows the discriminant validity using the Fornell Lacker Criterion by comparing the correlation between variables with the square root of AVE. The measurement model has good discriminant validity if the AVE root on the variable itself is greater than the correlation between other variables [40]. The measurement model in this study has good discriminant validity because the square root of the AVE in each construct is greater than the correlation between other constructs [43].

Table 2. Discriminant Validity

Variable	Customer Engagement	Brand love	Social Media Marketing	Brand Image
Customer Engagement	0.974			
Brand Love	0.912	0.943		
Social Media Marketing	0.842	0.852	0.948	
Brand Image	0.802	0.873	0.800	0.911

Notes: Diagonal is the square root of AVE

4.2 Structural Model

After confirming the suitability of the model with confirmatory factor analysis (CFA), then hypothesis testing is conducted using a structural model. The structural model in this study has a good fit index with a value of $\chi^2 = 742.534$, CMIN/DF = 1.385, GFI = 0.901, RMSEA = 0.033, CFI = 0.980, AGFI = 0.877 and TLI = 0.977. The structural model is shown in Figure 2. The results of this study found that social media marketing had a positive and significant influence on customer engagement (H1, $\beta = 0.320$, $p < 0.05$). However, brand image was found to have a negative and insignificant effect on customer engagement (H2, $\beta = -0.037$, $p > 0.05$). Social media marketing and brand image have a positive and significant effect on brand love (H3, $\beta = 0.517$, $p < 0.05$ and H4, $\beta = 0.526$, $p < 0.05$). In addition, brand love also has a positive and significant effect on customer engagement (H5, $\beta = 0.786$, $p < 0.05$). Thus it can be said that H1, H3, H4, and H5 are accepted, and H2 is rejected. A summary of the results of hypothesis testing is shown in Table 3.

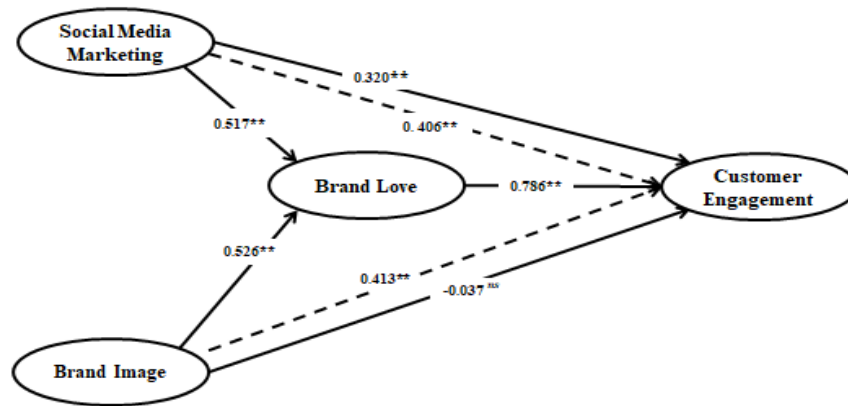


Fig. 2. Structural Model

Table 3. Structural Model Result

Hypothesized Relationship	β	C.R	p	Result
H1. Social Media Marketing \rightarrow Customer Engagement	0.320	3.315	0.010**	Accepted
H2. Brand Image \rightarrow Customer Engagement	-0.037	-0.426	0.755 ^{ns}	Rejected
H3. Social Media Marketing \rightarrow Brand Love	0.517	6.222	0.001**	Accepted
H4. Brand Image \rightarrow Brand Love	0.526	7.747	0.000**	Accepted
H5. Brand Love \rightarrow Customer Engagement	0.786	7.196	0.000**	Accepted

Notes: ** p -value < 0.05; ns = not significant

4.3 Mediation Analysis

Testing the mediating effect of brand love on the relationship between social media marketing and customer engagement (H6) and the relationship between brand image and customer engagement (H7) using the bootstrapping technique [41]. The findings show that the indirect effect of social media marketing on customer engagement was significant at a 95% confidence level (biased-corrected bootstrap CI = [0.239; 0.622]). Meanwhile, the direct effect is significant, with a value of 0.320. Since the indirect and direct effects are significant, brand love partially mediates the relationship between social media marketing and customer engagement. In addition, the study also found a significant indirect effect of brand image on customer engagement at a 95% confidence level (biased-corrected bootstrap CI = [0.254; 0.633]). Meanwhile, the direct effect of brand image on customer engagement is not significant, with a value of -0.037. As the direct effect is not significant and the indirect effect is significant, brand love fully mediates the relationship between brand image and customer engagement. Thus, H6 and H7 are accepted. A summary of the results of the mediation effect test is shown in Table 4.

Table 4. Mediating Test

Hypothesized Relationship	Direct Effect	Indirect Effect	Confidence Interval		p -value	Result
			Lower	Upper		
H6. Social Media Marketing \rightarrow Brand	0.320	0.406	0.239	0.622	0.000	Accepted (Partial)

Hypothesized Relationship	Direct Effect	Indirect Effect	Confidence Interval		p-value	Result
			Lower	Upper		
Love → Customer Engagement						Mediation)
H7. Brand Image → Brand						Accepted
Love → Customer Engagement	-0.037	0.413	0.254	0.633	0.000	(Full Mediation)

Note: Unstandardized coefficients reported. Bootstrap sample = 5,000 with replacement, 95% bias-corrected CI

5 Discussion

This study investigates the direct influence of social media marketing, brand image, and brand love on customer engagement. Furthermore, the mediating effect of brand love on the relationship of social media marketing with customer engagement and the relationship of brand image with customer engagement was also tested. The conclusion of this study summarized as follows. *First*, customer engagement is formed by three dimensions, namely conscious attention, enthusiastic participation, and social connection. Likewise, with social media marketing formed from five dimensions namely: entertainment, interaction, trendiness, customization and word of mouth. The results found are in line with previous study [20], [22]. *Second*, social media marketing has a positive and significant effect on customer engagement. The result in line with previous studies [25][26][27]. In coffee shops context, if coffee shops are effective and efficient use of social media marketing, it will encourage increased customer engagement. Social media use in marketing must pay attention to the five dimensions of social media marketing.

Third, brand image has a negative and insignificant effect on customer engagement. This finding is different from previous study [12], which explained that brand image is one of the antecedents of customer engagement. Customers are likely to be engaged to a brand if the brand image looks attractive and is able to enhance their self-image and identity. *Fourth*, there is a positive and significant influence between social media marketing on brand love. This finding confirm the previous studies [34], [35]. When a coffee shop is able to use social media marketing consistently by presenting interesting and entertaining content, interacting with customers, providing the latest information, and providing space for customers to share their buying experiences on social media, customers will like/love the coffee shop even more. *Fifth*, here is a positive and significant influence between brand image and brand love. This findings confirms the results of previous studies [12], [30]. In coffee shops context, brand image is used to increase the love between coffee shops and customers. If the brand image of a coffee shop is projected in accordance with the image that customers want about themselves, it will make customers love the coffee shop.

Sixth, brand love has a positive and significant effect on customer engagement. This finding confirms the results of previous studies [12], [37], [44]. In the context of a coffee shop, customers will feel engaged when they already like or love the coffee shop. If customers are engaged, they will be willing to invest time, energy, money or other resources beyond those incurred during the purchase process. *Seventh*, brand love partially mediates the relationship between social media marketing and customer engagement. The more effectively the coffee shop implements its social media marketing, the more it can increase the customer's

brand love. Furthermore, the brand love that has been established between customers through social media marketing activities will convince the customer's interest to be engaged. *Eighth*, brand love fully mediates the relationship between brand image and customer engagement. Customer engagement can be encouraged not only through the direct influence of brand image but also through the indirect effect of brand image on customer engagement. The creation of a positive and attractive brand image cannot be separated from the love of customers. A good brand image is driven by high brand love; therefore, customers will regularly make visits and purchases, which will strengthen customer engagement

6 Recommendations and Future Research

Based on the study and discussion results, there are several recommendations for coffee shop managers to create customer engagement. First, it is recommended that managers be even more effective in using social media for their marketing activities, considering that social media marketing is the main tool to increase customer engagement. Second, managers should be more intense in their social media marketing activities to share interesting content, provide space for customers to interact both with fellow customers and the coffee shop, and provide the latest information, which is greatly important to support the emotional intensity of customers who have already feel a strong bond (engagement) to the coffee shop as a result of the activities carried out on social media. Third, the coffee shop manager must build a positive and attractive brand image because the brand image that has been built will create a good impression on customers so that a sense of love or affection for the coffee shop will emerge.

Based on the results of the analysis and discussion, there are also several recommendations for further study, namely: (1) Further study can add other variables which can be related to customer engagement, such as brand experience and customer brand value; (2) Further study can conduct study on several brands in the same or different sectors to be able to make comparisons between one brand and another thus it can provide better input; (3) The next researcher can choose a more suitable sampling technique. Since non-probability sampling is applied, the results cannot be generalized. The male response bias may arise because the number of male respondents is almost 3 times that of women; (4) The results of this research were obtained from customers who only follow Instagram or YouTube, for further research can examine brands that have many social media platforms such as Facebook, Twitter and other social media in their marketing activities.

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