

# Marketing Strategy, Social Media, and Product Innovation Effects on Loyalty at Kopi Kenangan

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## Abstract

**Purpose:** The impact of marketing strategies, social media, and product innovation on customer satisfaction, loyalty, and purchasing decisions, with brand trust serving as an intervening variable in the context of Kopi Kenangan, was examined in this study.

**Methodology:** In this research, a quantitative approach employing the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique was utilized, and the data were analyzed using the SmartPLS 4 application. Data were collected through questionnaires administered to 100 active consumers of Kopi Kenangan.

**Results:** The study found that Brand trust was significantly and positively influenced by marketing strategies, social media, and product innovation. Additionally, brand trust significantly affects consumer satisfaction, loyalty, and purchasing decisions.

**Conclusions:** This study concludes that brand trust plays a central role in enhancing customer satisfaction, loyalty, and purchase decisions. Effective marketing strategies, active social media use, and continuous product innovation are crucial for fostering brand trust and, consequently, boosting consumer behavior.

**Limitations:** The study is limited by its focus on Kopi Kenangan with a sample of 100 respondents, which may not fully represent the broader market. Further studies should expand the sample size and consider other brands for generalizability.

**Contributions:** A theoretical contribution to the understanding of the relationship between marketing strategies, social media, product innovation, and brand trust is provided by this study. Practical insights for businesses seeking to strengthen consumer loyalty and improve purchasing decisions through targeted marketing and innovation strategies are also offered.

**Keywords:** *Brand Trust, Loyalty, Marketing Strategy, Product Innovation, Social Media*

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## 1. Introduction

Positive trend in the development of the Food and Beverage (F&B) industry in Indonesia has been observed over the last few years. The emergence of various local brands that offer product quality with innovation has enriched consumer choice, especially in the coffee-based drink segment (Fitrianti, Halik, & Budiarti, 2025). One of the local brands that has experienced rapid growth is Kopi Kenangan, managed by PT Bumi Berkah Boga. With a practical and prioritized grab-and-go concept of digital technology, Kopi Kenangan succeeds in generating interesting attention from young urbanites who prioritize efficiency, quality, and style in modern life. Competition growing business strict, company sued for implementing marketing strategies that are not only sell products, but also build connection emotional with consumers (Indah, Saputra, & Ayuna, 2025).

A good marketing strategy will strengthen the brand's position, expand market reach, and create a mark that differentiates the product from competitors. In addition, the use of social media has become an inseparable part of the communication strategy of modern brands. Social media play a role as channel main in convey message, form perception, as well as build engagement with consumer in a way direct and continuous ([Arta & Basmantra, 2024](#)). On the other hand, innovative products are crucial in answering the dynamics of market needs and preferences. Today 's consumers tend to look for unique and relevant experiences; therefore, innovation has a greater opportunity to attract attention and create loyalty. However, these strategies will not have a significant impact without consumer trust in the brand ([Sugito, Tulum, Sitorus, Harahap, & Wahyuni, 2025](#)). Brand trust is a psychological factor that reflects the extent to which consumers are certain of the quality, consistency, and durability of a brand. Brand to play as be central role mediating variables mediation that the bridges connection marketing and innovation elements at enovation with of consumer behavior, such as satisfaction, loalty purchase decisions ([Ramadhani, 2023](#)).

[Kotler, Keller, Manceau, and Hemonnet-Goujot \(2019\)](#) stated that trust is an element in building long-term relationships between companies and their consumers. Therefore, it is important to explore how marketing strategies, utilization of social media, and innovation products can contribute to the formation of trust in the brand, and the extent of trust influences behavior as well as consumer decisions. The influence of marketing strategy, social media, and product innovation on consumer satisfaction, loyalty, and purchase decisions, with brand trust as a mediating variable, is examined in this study. The study is focused on Kopi Kenangan consumers, who represent the urban market segment characterized by digital-native behavior and high brand awareness. Contributions to the development of marketing knowledge are expected to be provided by the findings of this study from a theoretical perspective, while practical implications are expected to be offered as a reference for the design of more targeted and consumer-oriented strategies based on consumers' needs and perceptions ([Rohaya, Mutiara, Amelia, Widiatno, & Puspytasari, 2026](#)).

The Food and Beverage (F&B) industry in Indonesia has shown a significant positive trend in the past few years. The emergence of various local brands offering high-quality products, especially in the coffee-based beverage segment, has enriched consumer choices and increased competition ([Sarjono et al., 2025](#)). One of the local brands that has experienced rapid growth is Kopi Kenangan, which is managed by PT Bumi Berkah Boga. With its practical, grab-and-go concept and emphasis on digital technology, Kopi Kenangan has successfully captured the attention of young urbanites who prioritize efficiency, quality, and modern lifestyles ([Indah et al., 2025](#)).

The increasing competition in the F&B industry has led companies to focus on selling products and building strong emotional connections with consumers. Effective marketing strategies play a crucial role in strengthening a brand's position, expanding market reach, and creating a distinctive product identity that differentiates it from competitors. Social media has become an integral part of modern communication strategies for brands, providing a platform to convey messages, shape consumer perceptions, and build continuous engagement with their target audience ([Larasati, Noverdiana, Licensya, & Ayu, 2025](#)).

Product innovation is another essential aspect of responding to dynamic market demands and consumer preferences. Today's consumers seek new, unique, and relevant experiences, making innovative products essential for attracting attention and fostering loyalty ([Br Ginting, 2025](#)). However, these strategies will not have a significant impact without establishing brand credibility. Brand trust, a psychological factor, influences consumers belief in the quality, consistency, and integrity of a brand ([Sagala et al., 2025](#)).

Brand trust is central to marketing strategy as it serves as a mediator, bridging the connection between marketing activities and innovation with consumer behavior outcomes, such as satisfaction, loyalty, and purchasing decisions. According to [Kotler et al. \(2019\)](#), trust is a fundamental element in building long-term relationships between companies and consumers. Therefore, it is essential to explore how

marketing strategies, social media use, and product innovation contribute to brand trust formation and how this trust influences consumer behavior and decision-making.

The influence of marketing strategies, social media, and product innovation on consumer satisfaction, loyalty, and purchasing decisions, with brand trust as an intervening variable, is examined in this study ([Yousuf & Mathory, 2025](#)). This study focuses on Kopi Kenangan consumers, representing the urban market segment with digital-native characteristics and high brand awareness. The findings of this study are expected to make a significant theoretical contribution to the development of marketing knowledge and provide practical insights for designing better strategies tailored to the needs and perceptions of consumers ([Arta & Basmantra, 2024](#)).

## 2. Literature Review and Hypotheses Development

### 2.1 Literature Review

Rapid growth has been observed in the Food and Beverage (F&B) industry in Indonesia, particularly within the coffee-based beverage segment, in recent years. Local brands, including Kopi Kenangan, have been recognized as major players in this expanding market through the provision of innovative products tailored to the evolving preferences of consumers, especially urban young adults ([Maulana, Novalia, Sari, Rosa, & Yuliansyah, 2025](#)). In order to maintain competitiveness within this dynamic business environment, robust marketing strategies are required to be implemented by companies not only to promote products but also to establish strong emotional connections with consumers. Brand positioning can be strengthened, market reach can be expanded, and product differentiation from competitors can be achieved through effective marketing strategies ([Tarigan, Fauzi, Ricy, Wandhira, & Nofirda, 2023](#)).

In modern marketing practices, social media has been widely utilized as an important communication tool through which direct engagement with consumers can be facilitated. Consumer perceptions and brand trust can be shaped through active and consistent communication carried out on platforms such as Instagram and Facebook ([Indira, Sasmoko, Bandur, & Pradipto, 2025](#)). Furthermore, meaningful interactions that encourage brand loyalty and influence purchasing decisions can also be generated through social media utilization. Therefore, the relationship between social media and brand trust is considered essential to be understood in the development of effective marketing strategies within the digital era ([Sigalingging & Tj, 2026](#)).

A crucial role in fulfilling continuously changing consumer demands is also played by product innovation. Greater consumer attention and stronger loyalty are more likely to be achieved by brands that continuously develop unique and relevant products. Within the coffee industry, product innovation may be reflected through the introduction of new menu variations, improvements in packaging design, and the adoption of service technologies, all of which contribute to the enhancement of brand trust and customer loyalty ([Fareed et al., 2022](#)).

Consumer satisfaction, loyalty, and purchasing decisions are strongly influenced by brand trust. Brand trust is generally formed through consistent quality, reliability, and positive consumer experiences. According to [Kotler et al. \(2019\)](#), the foundation for establishing long-term relationships between consumers and brands is represented by trust. In the context of Kopi Kenangan, the effects of marketing strategies, social media, and product innovation on consumer behavior are mediated by brand trust, thereby emphasizing its role as a key determinant of consumer satisfaction and loyalty ([Muslim, Mubarok, & Wijaya, 2020](#)).

### 2.2 Hypothesis Development

#### 2.2.1 The Effect of the Current Ratio on a Company's Stock Price

The Current Ratio (CR) is recognized as a key liquidity indicator by which a company's ability to fulfill its short-term obligations is reflected ([Fachrian & Hidayat, 2023](#)). In addition, signals regarding financial stability and the efficiency of cash management are provided to investors through this ratio. Healthy financial performance is indicated by a high level of liquidity, and stronger market confidence in the company's future prospects is consequently generated ([Laili, 2024](#)). Based on recent studies, a

significant effect on stock value is produced by CR because the company's capability to balance current assets and liabilities is represented, thereby strengthening investor perceptions of market value.

A significant impact of CR, together with ROE and PER, on stock prices was identified by [Aprilliani, Sudaryo, Mubarok, Herlina, and Suryaningprang \(2024\)](#). Furthermore, it was emphasized by [C. P. Dewi, Pratiwi, and Laksana \(2021\)](#) as well as [Suryana and Dewi Anggadini \(2020\)](#) profitability can be strengthened through increases in CR, particularly through higher ROA and ROE. These findings indicate that market perceptions are not only directly influenced by liquidity, but that company profitability is also indirectly enhanced ([Aulia, Yovita, Subagyo, & Setyahuni, 2024](#)). Therefore, the Current Ratio (CR) is considered an important factor by which financial health is reflected and stock value is determined, leading to the formulation of the following hypothesis.

*H<sub>1</sub>*: Current Ratio (CR) is hypothesized to have a significant effect on the company's stock value

### 2.2.2 *The Effect of Debt-to-Equity Ratio on Company Stock Value*

The Debt-to-Equity Ratio (DER) is widely recognized as an important indicator in capital structure analysis because a comparison between total debt and total equity is provided by this ratio ([Zalsabilla & Naryoto, 2024](#)). The extent to which company operations are financed through debt rather than equity can also be identified through DER ([Hasanah & Sulistiyo, 2021](#)). An increase in company value may be achieved through moderate debt usage because tax advantages from the tax shield can be obtained; however, bankruptcy risk is increased and investor confidence in financial stability is weakened when DER becomes excessively high ([Shabrina & Hadian, 2021](#)). Based on recent research, a significant influence on stock value has been shown to be exerted by DER.

A negative effect of the Debt-to-Equity Ratio (DER) on stock prices in food and beverage subsector companies listed on the Indonesia Stock Exchange (IDX) was reported by [Tumanggor \(2023\)](#), indicating that investor interest tends to be reduced because higher financial risk is associated with excessive debt. Similar conclusions were also presented by [Ramadhani \(2023\)](#) regarding companies included in the IDX30 index, where company value measured through stock prices and market value was negatively affected by DER. The importance of maintaining a balanced capital structure was therefore highlighted. From the perspective of financial management, financial flexibility and the ability to secure additional funding may be limited when DER is excessively high, whereas the use of external financing sources may not be optimized when DER is too low. Consequently, the maintenance and improvement of company stock value are highly dependent on proportional capital structure management.

*H<sub>2</sub>*: Debt to Equity Ratio (DER) is hypothesized to have a significant effect on the company's stock value

### 2.2.3 *The Effect of Return on Equity on Company Stock Value*

Return on Equity (ROE) is regarded as a profitability indicator by which a company's ability to generate profit from shareholders' invested equity is reflected. In accordance with signaling theory, positive signals regarding financial performance are conveyed through ROE. Based on recent studies, a significant effect on stock value has been identified, as management efficiency in utilizing capital to generate profits and attract investors is reflected by ROE. According to [Pawulandari and Nurasik \(2024\)](#), liquidity ratios such as CR and capital structure represented by DER are factors by which ROE is influenced, and market perceptions regarding company value are consequently shaped. Furthermore, direct effects of CR and DER on stock prices were identified by [A. Dewi and Faisal \(2023\)](#).

The findings of [Zalsabilla and Naryoto \(2024\)](#) further support the argument that an important role in increasing Price-to-Book Value (PBV) as a proxy for stock value is played by ROE, since higher valuations are generally assigned by investors to companies generating high returns on equity. Therefore, internal company performance is not only reflected through ROE, but stock market value is also largely determined by this ratio.

Through operational efficiency and optimal financial management, ROE can be improved, thereby enabling the company's competitive position in the capital market to be strengthened and additional

value for shareholders to be created. Based on these explanations, the following hypotheses are proposed:

$H_3$ : Return on Equity (ROE) is hypothesized to have a significant effect on the company's stock value

$H_4$ : Current Ratio (CR), Debt-to-Equity Ratio (DER), and Return on Equity (ROE) are hypothesized to simultaneously have a significant effect on the company's stock value

### 3. Methodology

Research study use approach quantitative with type study descriptive and associative approach, this chosen for measure influence variables independent namely Marketing Strategy ( $X_1$ ), Social Media ( $X_2$ ), and Innovation Product ( $X_3$ ) against variables dependent that is Satisfaction Consumer ( $Y_1$ ), Loyalty Consumers ( $Y_2$ ), and Purchase Decisions ( $Y_3$ ) with Brand Trust ( $Z$ ) as intervening variables.

#### 3.1 Population and Sample

The study population was defined as all consumers who had purchased and consumed Kopi Kenangan products. A non-probability sampling method employing purposive sampling was utilized, and respondents who had previously purchased Kopi Kenangan products, were at least 16 years old, and actively used social media were selected. Data were collected through a Google Form questionnaire, and a total of 100 respondents were obtained.

#### 3.2 Data Collection Techniques

Primary data were collected through an online questionnaire comprising closed-ended statements measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The questionnaire covered seven main variables with a total of 25 items:  $X_1$  – Marketing Strategy (4 items),  $X_2$  – Social Media (4 items),  $X_3$  – Product Innovation (4 items),  $Z$  – Brand Trust (4 items),  $Y_1$  – Consumer Satisfaction (3 items),  $Y_2$  – Consumer Loyalty (3 items), and  $Y_3$  – Purchase Decision (3 items).

#### 3.3 Data Analysis Techniques

The study was initiated with validity and reliability testing conducted using SmartPLS 4 to ensure that the indicators employed were valid and consistent in measuring the variables. Subsequently, the measurement model (outer model) was analyzed, through which convergent validity, discriminant validity, and construct reliability derived from the indicators forming the latent variables were evaluated. Furthermore, the structural model (inner model) was assessed, and the relationships among latent variables, including the R-square, Q-square, and path coefficient values, were examined to identify both direct and indirect effects.

In addition, a mediation test was conducted to determine whether brand trust ( $Z$ ) functioned as an intervening variable between  $X$  (Marketing Strategy, Social Media, and Product Innovation) and  $Y$  (Satisfaction, Loyalty, and Purchase Decision) through the bootstrapping technique available in SmartPLS. Finally, the obtained results were descriptively interpreted using quantitative approaches to answer the research questions and test the proposed hypotheses.

## 4. Results and Discussion

### 4.1 Validity and Reliability Test

Table 1. Validity test results convergence and reliability construct

Variables	AVE	Cronbach's Alpha	Composite Reliability	Information
Marketing Strategy ( $X_1$ )	0.725	0.846	0.897	Valid & Reliable
Social media ( $X_2$ )	0.701	0.829	0.884	Valid & Reliable
Innovation Product ( $X_3$ )	0.733	0.872	0.914	Valid & Reliable
Brand Trust ( $Z$ )	0.758	0.853	0.904	Valid & Reliable

Satisfaction Consumers ( $Y_1$ )	0.71	0.825	0.888	Valid & Reliable
Loyalty Consumers ( $Y_2$ )	0.722	0.841	0.898	Valid & Reliable
Purchase Decision ( $Y_3$ )	0.707	0.837	0.89	Valid & Reliable

Table 1 show tested structure in study This fulfil criteria validity convergent, as indicated by the higher AVE value big from 0.5 and the value burden more outside big from 0.7 for each indicator. This shows that every indicator has the ability to explain in an effective way the latent variables. In addition, because the mark reliability composite and Cronbach's alpha are above the minimum threshold of 0.7, all variables are stated as reliable (Sarstedt, Ringle, & Hair, 2021). Therefore that, the questionnaire used in studies this is valid and can reliable for measure perception consumer on marketing strategy, innovation product, trust brand, satisfaction, loyalty, and decision purchase.

#### 4.2 R-Square ( $R^2$ ) value

Table 2.  $R^2$  Value of Endogenous Variables

Endogenous Variables	R-Square ( $R^2$ )	Interpretation
Brand Trust ( $Z$ )	0.652	Enough strong
Satisfaction Consumers ( $Y_1$ )	0.611	Enough strong
Loyalty Consumers ( $Y_2$ )	0.584	Enough strong
Purchase Decision ( $Y_3$ )	0.673	Strong

As shown in Table 2, the level of determination, or the strength of the contribution of the independent variables to the dependent variables, was assessed using the  $R^2$  value. The results indicate that the Brand Trust variable can be explained by the independent variables  $X_1$ ,  $X_2$ , and  $X_3$  at 65.2%, with the remaining variation influenced by factors outside the model. Additionally, consumer satisfaction, loyalty, and purchase decisions can be explained by brand trust with moderate to strong explanatory power. The high  $R^2$  value indicates that good predictive capability is demonstrated by the model and that a strategic role in mediating the influence of  $X$  on  $Y$  is played by brand trust.

#### 4.3 Test the Significance of the Influence Path

Table 3. Bootstrapping significance test results

Connection Variables	Path Coefficient	t- Statistics	p-Value	Information
$X_1 \rightarrow Z$	0.421	6,732	0.000	Significant
$X_2 \rightarrow Z$	0.198	2,964	0.003	Significant
$X_3 \rightarrow Z$	0.368	5,221	0.000	Significant
$Z \rightarrow Y_1$	0.465	8,003	0.000	Significant
$Y_1 \rightarrow Y_2$	0.552	10,435	0.000	Significant
$Z \rightarrow Y_3$	0.377	6,239	0.000	Significant
$Y_1 \rightarrow Y_3$	0.413	7,341	0.000	Significant
$Y_2 \rightarrow Y_3$	0.306	5.145	0.000	Significant

As shown in Table 3, statistically significant results ( $p < 0.05$ ) were obtained for the paths connecting the variables. It is indicated that consumer trust in Kopi Kenangan is significantly enhanced by marketing strategy, social media, and product innovation. In turn, significant positive effects on consumer satisfaction, loyalty, and purchase decisions are exerted by brand trust. This result is strengthened by the findings of the study by Kharimah and Sudarmaji (2026), which emphasizes the importance of brand trust as a mediator in the behavioral models of digital consumers. In addition, it also supports the study Fareed et al. (2022), which states that trust is the foundation of consumer loyalty in the post-pandemic and digital eras.

#### 4.4 Path Diagram

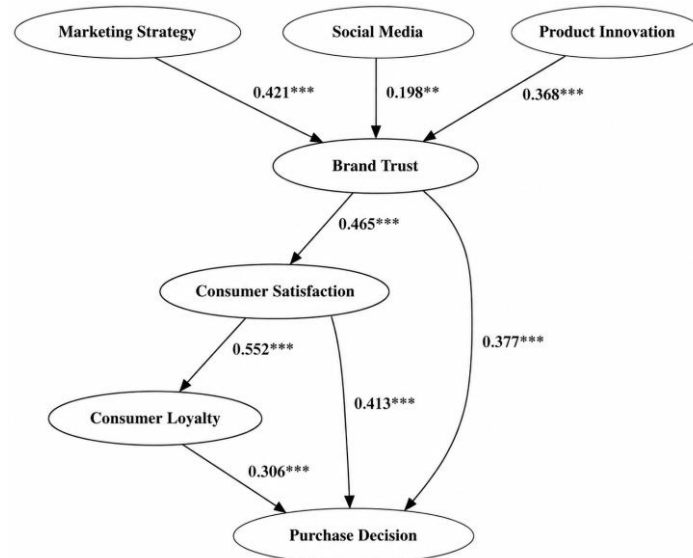


Figure 1. Path diagram

Figure 1 show diagram illustrates the structural relationships among key variables in the study. At the top, marketing strategy, social media, and product innovation each exert a direct influence on brand trust, with coefficients of 0.421, 0.198, and 0.368 respectively, indicating statistically significant effects. Brand Trust then positively affects Consumer Satisfaction (0.465), which further influences Consumer Loyalty (0.552) and Purchase Decision (0.413). Additionally, a direct effect on Purchase Decision (0.377) is exerted by Brand Trust, while a contribution to Purchase Decision (0.306) is also made by Consumer Loyalty, thereby highlighting the central mediating role played by Brand Trust in driving customer satisfaction, loyalty, and purchasing behavior.

The results of data analysis with The Structural Equation Modelling-Partial Least Squares (SEM-PLS) approach show that the overall construct in the research model fulfils the criteria required for validity and reliability. The Average Variance Extracted (AVE) value is be on top the number 0.5 indicates achievement validity convergent. In addition, the Composite Reliability value and Cronbach's alpha for every construct also exceeded the minimum limit of 0.7, which reflects a high level of internal consistency of the instrument. Findings This is in harmony with the guide model evaluation of [Sarstedt et al. \(2021\)](#), both of which confirm the importance of reliability and accuracy of the measurement model in quantitative SEM research.

The results of the intervariable relationship test indicate that marketing activities, social media practices, and product innovation are significantly associated with consumer trust in the brand. The relationships among these three variables demonstrate that reliable predictors in the formation of brand trust are represented, as evidenced by t-statistic values exceeding 1.96 and p-values below 0.05. These findings are consistent with the study conducted by [Salman and Prasetyo \(2025\)](#), in which it was stated that emotional attachment and brand credibility can be strengthened through consistent content marketing and social media engagement.

Furthermore, the findings reported by [Hasan, Qayyum, and Zia \(2023\)](#) provide additional support for these results, where greater trust among young Indonesian consumers was shown to be developed through digital marketing strategies based on storytelling and local values. Brand trust was also found to be strongly influenced by product innovation. This result is aligned with the conclusion presented by [Fareed et al. \(2022\)](#), which stated that a flexible, modern, and adaptive brand image tends to be established by companies actively fulfilling customer needs through the development of new products and services. Through the integration of technology into ordering services, the introduction of new menu variations, and the adoption of packaging designs aligned with contemporary lifestyles, the

importance of innovation as a strategic component in fostering customer trust has been demonstrated by Kopi Kenangan.

Brand trust is a mediating factor that influences customer satisfaction, loyalty, and purchase decisions. This is indicated by the R-squared value of 0.652 for the variable trust brand, which shows that third exogenous variables can donate more from half variables trust brand. Meanwhile that is, the R-square value for variables satisfaction (61.1%), loyalty (58.4%), and decision purchases (67.3%) also show it that trust brand own significant role in determine behavior consumer in a way overall. This result is in line with the conceptual model proposed by [Ruiz-Alba, Soares, and Rodríguez-Molina \(2024\)](#), which emphasizes that brand trust is the main factor determining consumer loyalty to brands and purchase decisions. Focusing on personalizing customer experience and value has become highly relevant in the digital marketing environment today. According to a study conducted by [Indira et al. \(2025\)](#), local companies can strengthen emotional connections with consumers by changing their marketing strategy to respond to consumer dynamics based on digital data. As a major player in Indonesia's coffee-based industry, Kopi Kenangan uses social media wisely to increase customer connections and promote its products. This finding is supported by [Felix, Rauschnabel, and Hinsch \(2017\)](#) who confirmed that involvement consumer in active and dialogic social media capable increase brand attachment and ultimately form loyalty term long .

Other factors that strengthen trust in Kopi Kenangan are consistency in product innovation. In a study conducted by [Abdillah, Sulistiono, Mashadi, and Soedargo \(2024\)](#), it was found that that innovation communicated product in a way appropriate through digital marketing media has an impact direct to formation image a progressive and competitive brand , especially among urban consumers . With a development strategy responsive products trend consumption fast and preference digital consumers, Kopi Kenangan succeed put himself as brands that are not only relevant, but also trusted. This provides empirical proof that brand trust is not just a result of marketing activity, but also the foundation of the main determining factors of consumer satisfaction, loyalty, and purchase decisions. In the ecosystem, marketing is increasingly digital and competitive, and building brand trust is becoming an urgent strategy. Brand trust functions as a bridge between consumer expectations of value and quality and the actual experience of these aspects when interacting with the brand. Therefore that, investment in authentic communication strategies, innovation sustainable products, and social media optimization as means involvement become key success in maintain trust consumers and expand market share in general sustainable.

## **5. Conclusions**

### **5.1 Conclusion**

The findings of this study indicate that consumer trust in the Kopi Kenangan brand is significantly influenced by marketing strategies, product innovation, and social media utilization. Consumer trust in the brand can be enhanced through effective marketing strategies, including intensive promotions, competitive pricing, and convenient access to outlets. In addition, significant customer trust is fostered through the consistent delivery of information, active interaction, and innovative content distributed via social media platforms. Furthermore, continuous product development has been carried out by Kopi Kenangan through sustainable innovation, including the introduction of menu variations, packaging design improvements, and technology-based services. As a result, stronger consumer confidence has been established regarding Kopi Kenangan as a flexible and market-relevant brand.

Satisfaction, loyalty, and purchasing decisions were also found to be influenced by the three independent variables, with brand trust functioning as an important mediating factor. Consumers possessing strong trust in the brand tend to experience higher satisfaction, demonstrate stronger loyalty, and make purchases more frequently. Moreover, all constructs applied within the research model were proven to be valid and reliable, as indicated by the Average Variance Extracted (AVE) and Composite Reliability values, which fulfilled the required criteria. The R-square values also demonstrated that a sufficiently strong predictive capability was represented by the model. These findings confirm that brand trust plays a highly important role in establishing long-term relationships between consumers and

brands, particularly within an increasingly competitive and rapidly developing digital business environment.

### **5.2 Research Limitations**

Despite the valuable insights obtained, several limitations were identified in this study. First, the research was conducted by focusing solely on a single brand, namely Kopi Kenangan, with a sample consisting of 100 active consumers, thereby limiting the generalizability of the findings to other brands and broader consumer segments. The findings were specifically associated with the urban young adult market and, therefore, may not fully represent all consumer demographics in India. Second, the data collection process was carried out through self-reported questionnaires distributed via Google Forms, which may have resulted in certain biases, including social desirability bias and inaccuracies in consumer responses. In addition, cross-sectional data were utilized in this study, meaning that only a specific point in time was captured rather than long-term developments in consumer behavior being examined. Finally, the analysis of relationships among variables was primarily conducted using Structural Equation Modeling (SEM). Although robust insights can be generated through the SEM-PLS approach, the influence of potential unobserved factors, such as external environmental conditions or competitor actions, could not be fully accounted for in the analysis.

### **5.3 Suggestions and Directions for Future Research**

Future studies are recommended to be conducted using larger sample sizes and by involving multiple brands within the coffee industry in order to improve the generalizability of the findings. In addition, broader consumer groups representing different age categories, geographical regions, and socioeconomic backgrounds should be included so that a more comprehensive understanding of the influence of marketing strategies, social media, product innovation, and brand trust on various consumer segments can be obtained. A deeper understanding of the development of consumer perceptions and behaviors over time, particularly in response to changes in marketing strategies and product innovations, could also be achieved through longitudinal studies. Furthermore, richer insights may be generated through the application of experimental research designs or mixed-method approaches, as causal relationships and consumer attitudes could be explored more comprehensively and qualitatively. Future investigations are also encouraged to consider additional variables that were not examined in the present study, such as consumer emotions, brand personality, and cultural factors, since significant influences on consumer loyalty and purchasing decisions may be exerted by these variables. Moreover, a more comprehensive understanding of consumer behavior could be obtained through the examination of competitors' marketing strategies and external environmental changes, including economic downturns and sustainability trends.

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### **Author Contributions**

The study design, methodology, data collection process, as well as the writing of the Introduction and Literature Review sections were contributed by SM. The SEM-PLS analysis, interpretation of results, and the writing of the methodology, results, and discussion sections were carried out by EE.

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