

## Optimization of Brand Engagement and Loyalty Through Informative Interactivity and Starbucks Indonesia Instagram Social Media Marketing Trends

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### Abstract

Social Media has become an almost ubiquitous environment for human interaction. As a result, as the use of Social Media becomes more and more common, companies today are trying to reach and interact with customers and prospects through Social Media platforms. This research assesses the influence of Promotion and Social Media on Consumer Engagement and the effect of mediation on Brand Performance. We used 100 Starbucks Indonesia consumers as a source of information. The analysis used in this research is Structural Equation Modeling (SEM) with the Smart PLS 3.0 calculation tool. The result is that Promotion and Brand Performance positively and significantly affect Consumer Engagement. At the same time, Social Media has a positive and insignificant effect on Consumer Engagement with Starbucks Indonesia Consumers. The promotion has a positive and insignificant effect on Brand Performance. Social Media has a positive and significant effect on performance. Other test results using Specific Indirect Effect analysis to prove the influence of the intervening variable Brand Performance proved unable to be an intervening variable between Promotion and Consumer Engagement. However, the results of other Specific Indirect Effect analysis tests prove that the influence of the intervening variable Brand Performance proves to be an intervening variable between Social Media and Consumer Engagement.

### Keywords



Customer Engagement; Media Social and Brand Performance.

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## **1. INTRODUCTION**

Every year, millions of pictures of food and drink are posted on social media. Humans are known to eat with their eyes, and with social media offering highly visual social platforms, it's no surprise that Instagrammable food and drink trends have exploded in recent years. Restaurants have effectively and efficiently utilized social media because it is the first place customers can find related information (e.g., checking reviews and looking at photos) before paying a visit (Lepkowska-White, 2017). Social media use can positively impact business valuation, sales, and market share (Kwon & Kim, 2021). This phenomenon leads restaurants to optimize social media and create a more competitive market.

According to the results of the publication of We Are Social, at least 191 million out of 278 million people in Indonesia are actively using social per January 2022. The number is stated to have increased by 12.35% compared to the previous year's active social media users of 170 million people. The finding is crucial since users spend approximately 147 minutes on social media (Statistika, 2022) and see hundreds of daily posts (Stewart, 2016). As a result, food and beverage marketers must find a way to find effective methods to make content that has great engagement (for example, like, comment, and share) so they can grow bigger and have a better business performance (Philp et al., 2022).

In recent years, digital platforms, particularly social media, have become an almost omnipresent setting for human interaction. As a result, as the usage of social media grows in popularity, businesses today aim to reach out to and connect with clients and potential customers via social media platforms. This shift in spending patterns is reflected in Trend Marketing budget allocations; data shows that spending on social media has grown by almost 250% over the last decade, and analysts predict even more growth as businesses look to take advantage of the unique opportunities that social media present (CMO Survey, 2018).

In today's ever-changing service marketing landscape, it's essential to have a strong connection between brands and consumers. To ensure your brand is successful, the relationship between you and your customers must be long-term and based on a deep understanding of your customers. Consumer attachment is a key factor in today's marketing, so having a connection with your customers is appealing. Consumer attachment is how consumers interact with you, and it can help you improve business performance and build customer loyalty, leading to more sales and higher profits (Kwon & Kim, 2021). Experience Interactive, including part of consumer engagement,

is also cited as the key aspect behind brand performance; thus, it is very important in the restaurant sector (Kwon & Kim, 2021).

It's really important to research how promotion and social media can affect consumer engagement through brand performance and their structural relationships. This will give you a better idea of how to build a strong brand in the restaurant industry. Brand performance is a key part of brand management, and marketers need to look at it from a consumer's point of view and ensure they're building on it. People build brand performance based on experience, which helps build trust and loyalty ((Zehir et al. (2011); Ashley & Leonard (2009)). Thus, brand performance against a brand is the key to equity.

The development of the restaurant business in the world is increasing rapidly, and various types of food and beverage industries have been dominated by the beverage industry (Crew, 2020). Currently, the beverage industry that has become the love of connoisseurs is like coffee because business data can prove that coffee is highly sought after and in demand by consumers in 2019 (Abdi, 2019). Starbucks is one of the top brands in the world. In 2022, it ranked number 1 on the world's top 10 coffee brands list. The company is based in Seattle, Washington, and is one of the world's largest American multinational coffee shop chains and reserve roasteries. The first Starbucks store in Indonesia was opened in Jakarta in 2002. Today, Starbucks has more than 317 stores across Indonesia (Statista, 2017), leveraging Facebook, Instagram, LINE, and Twitter as its digital promotion platforms to create brand engagement and Starbucks Indonesia's mobile app. Facebook, Instagram, and Twitter are mainly used to spread the word about new products, drinks, stores, and seasonal ads. LINE is mainly used for promotions where you can get discounts. Starbucks Indonesia's mobile app is great for people with a Starbucks card to pay and redeem points, and it also has a message board where you can find new info. But it's mainly used as a way to pay and get points.

Another thing they do is run 'book drives' where they give out books to people who don't have enough money to go to school, like those in low-income areas. They also work with museums to get more people to visit them, like when they give out free admission to certain museums in Indonesia. But after the event is over, there's not much interaction. Even though they talk about it on their social media, there are not a lot of conversations that can lead to a deeper connection with the community. Starbucks is increasingly using social media to promote its products and services, and it's growing more and more outlets worldwide.

In light of the above discussion, several studies (Kwon & Kim (2021); Hollebeek et al., (2021); Carlson et al. (2019)) investigated the impacts of Promotion and Social

Media – which are different concepts in marketing communications – on Consumer Engagement in the restaurant industry. In addition, several researches evaluated the effects of Promotion and Social Media on Brand Performance. In particular, concerning this effect, no research has empirically analyzed the connective effects of Brand Performance and Brand Performance on Consumer Engagement in such a comprehensive and diverse manner that this research is looking at the connections between different marketing communication strategies, like Promotions, Social Media, Brand Performance, and Consumer Engagement. It's also looking at how the service marketing environment is affected by different variables so we can get a better understanding of how consumers interact with brands. This research is important for service marketing because it helps us better understand how brands and consumers interact and can be used as a starting point for future research. Plus, if we can figure out how different marketing communication strategies serve as important triggers for consumer engagement, it'll have a big impact. So, this research can be generalized and used to help create national marketing communication strategies.

The direction of this research contributes to society. The goal is to share information with society as consumers, where the higher the consumer's opinion and feelings towards the message, the better the communication will be at conveying the brand's message effectively. Society, as consumers, can get information from promotions and social media. Still, their satisfaction with the brand's services and their incentive to interact with it can also have a big impact. In addition, society can also promote knowledge, and social media stimulates the active role of consumers while cultivating brand attitudes that can provide benefits and encourage increased possibilities for consumer engagement.

## **2. METHOD**

This research will use primary data by disseminating questionnaire data distributed to respondents who are customers of the Starbucks Indonesia brand to obtain the results of the questionnaire answers submitted. This research assesses the influence of Promotion and Social Media on Consumer Engagement and the effect of mediation on Brand Performance. In this research, we used 100 Starbucks Indonesia consumers as a source of information with the criteria of making a purchase at least twice and following Starbucks Indonesia's social media accounts. Data collection in this research used a questionnaire method for customers of Starbucks Indonesia. The questionnaire method is a series of written questions that have previously been

formulated, and later, the answers will be recorded by respondents (Sekaran, 2016). The types and forms of questions used in this research are open and closed. Researchers used a 5-point Likert-type scale to submit to respondents. The first scale shows the answers of respondents who strongly disagree, and the fifth scale shows respondents who strongly agree. To test the theory of the research results, researchers use metode analisis Structural Equation Modeling, or amounts to 100. Questionnaire data was collected for one month and distributed online and through Google Forms. Respondents describe that most consumers who buy at Starbucks Indonesia are female as many as 52 respondents (52%), Male respondents amounted to 48 respondents (48%). The results show that the majority of Starbucks Indonesia consumers are female. Another picture of most Starbucks social media followed by consumers is Instagram as many as 65 respondents (65%), followed by Websites as many as 21 respondents (21%). Then, Facebook and Twitter each had as many as seven respondents (7%).

This research has empirically supported the research of Kwon & Kim (2021), stating that Promotion has a positive and significant effect on Consumer Engagement. The research by Hallikainen et al. (2022) also stated that promotions as a form of recommendation that helps and facilitates consumers in choosing the right product not only increases consumer loyalty but also through personalized promotions that increase the value of these products. Otherwise, this research empirically does not support Samarah et al. (2021) and Kwon & Kim (2021), which revealed a significant and positive influence between Social Media and Consumer Engagement. Social media can influence consumer behavior, from information gathering to post-purchase behavior, such as statements or complaint behavior and internet usage patterns. However, the researchers found that social media did not significantly affect consumer engagement.

Furthermore, the research empirically does not support the research of Hallikainen et al. (2022), which revealed a significant and positive influence between Promotion and Brand Performance. Promotion can provide detailed insight into consumer preferences and a form of competitive advantage highly relevant to brand performance. Meanwhile, the researchers found that social media did not significantly affect consumer engagement. Other than that, this research has empirically supported the research of Samarah et al. (2021), stating that there is a positive and significant effect of Social Media on Brand Performance. Then, A. S. Mishra's research (2021) also states that enriching Social Media and existing marketing literature is the key to improving Brand Performance, such as (direct) brand satisfaction and trust and loyalty through satisfaction.

## **2.1. Model Evaluation**

### **2.1.1. Measurement Model Evaluation (Outer Model)**

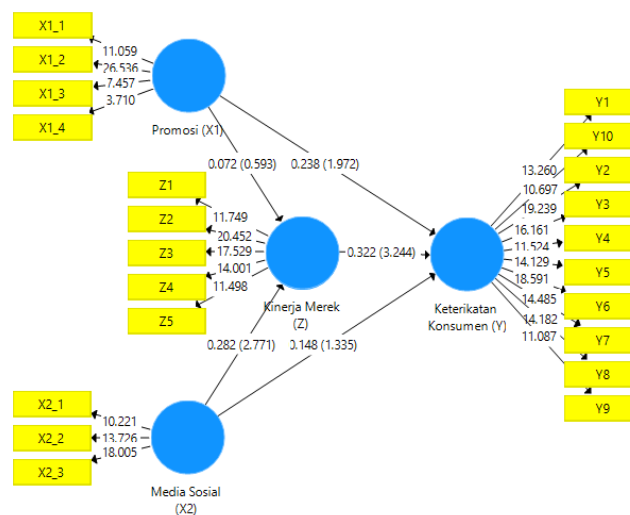
Based on Table 4.8, the outer loading value of all variables  $>0.50$  proves that the outer value of the model matches the criteria. Then, no variables are issued because all variables are categorized as Valid. At the same time, the AVE values the variables of Promotion, Social Media, Consumer Engagement, and Brand Performance.  $> 0.50$ . An AVE value of 0.5 or greater indicates that, on average, the construct explains more than half of the interoffice variants. It shows that the Promotion, Social Media, Consumer Engagement, and Brand Performance indicators are Valid, causing an AVE value of  $> 0.50$ . The conclusion that can be drawn is the model formed has met the requirements of convergent validity.

Reliability testing using Cronch's Alpha and Composite Reliability on Promotion, Social Media, Consumer Engagement, and Brand Performance is  $> 0.60$ . The results of Fornell Lacker confirm the validity of the discriminant, where the square root value of AVE for each variable is greater than the correlation value of the latent variable with all other latent variables. The correlation value of each latent variable can be seen in the Fornell – Lacker highlights Bold table. The Consumer Attachment variable has an AVE square root of 0.774, while the Brand Performance variable has an AVE square root of 0.819. In addition, the Social Media variable has an AVE square root of 0.829, and the Promotion variable has an AVE square root of 0.756.

### **2.1.2. Structural Model Evaluation (Inner Model)**

The results of the coefficient of determination show that the R-Square value of the endogenous latent variables Consumer Attachment and Brand Performance has been included in the criteria and has a weak predictive ability of 0.289 and 0.108, respectively, against the exogenous variables of Promotion and Social Media. The conclusion that can be drawn is that the influence of Promotion and Social Media on Consumer Engagement gives a value of 0.289, which can be interpreted as the Consumer Attachment construct variable that can be explained by the Promotion and Social Media construct variable, which is 28.9%. In contrast, the rest is explained by other aspects which are not studied. Likewise, the Brand Performance variable gives a value of 0.108, which can be interpreted as the Brand Performance variable that can be explained by the Promotion and Social Media construct variable, which is 10.8%. In contrast, the rest is explained by other aspects which are not studied. The total value of  $R^2$  calculates the model's Goodness of Fit (GOF).

The F – Square value describes the influence of exogenous variables. Promotion exerts influence (0,054= Moderate) to Consumer Attachment and Social Media (0.020=weak) to Consumer Attachment. In addition, the exogenous variable Promotion has an influence (0.004=weak) on Brand Performance, and social media has an influence (0.061=moderate) on Brand Performance. Then, the endogenous variable Brand Performance influences Consumer Engagement (0.130 = moderate). This index value must be positive for all endogenous constructs, and this research provides the same predictive model validity and fit (fit model) because all latent variables have positive cross-validation (CV) values of redundancy and communality and are more than 0.



### Test the hypothesis

This research tested five hypotheses in the inner model. The causality relationship developed in the model tested through the null hypothesis, which states that the regression coefficients in each relationship are equal to zero through the T-Test as in regression analysis. In the bootstrapping method in this research, the hypothesis is accepted if the significant value of t-values > 1.96 and p-values < 0.05, then  $H_a$  is accepted,  $H_o$  is rejected, and vice versa.

The following hypotheses are proposed in this research:

- H1: Promotion Affects Consumer Engagement
- H2: Social Media Affects Consumer Engagement
- H3: Promotion Affects Brand Performance
- H4: Social Media Influences Brand Performance
- H5: Brand Performance Affects Consumer Engagement

Table 1. Hypothesis Test Results

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic (O/STDEV)</b>	<b>P Values (Sig.)</b>
Z -> Y	0,322	0,325	0,099	3,244	0,001
X2 -> Y	0,148	0,147	0,111	1,335	0,182
X2 -> Z	0,282	0,293	0,102	2,771	0,006
X1 -> Y	0,238	0,225	0,121	1,972	0,049
X1 -> Z	0,072	0,079	0,122	0,593	0,553

The results of the inner model test, as listed in the table above, show that the five significant relationship paths at  $\alpha = 0.05$  based on signs on coefficients and formative relationships to variables, can be interpreted in the PLS model as follows:

Table 2. Summary of Hypothesis Test Results

<b>Hypothesis</b>	<b>Line</b>	<b>Hypothesis</b>	<b>Result</b>	<b>Conclusion</b>
H1	X1 -> Y	Significant positives	Significant positives	Supported
H2	X2 -> Y	Significant positives	Insignificant positives	Not supported
H3	X1 -> Z	Significant positives	Insignificant positives	Not supported
H4	X2 -> Z	Significant positives	Significant positives	Supported
H5	Z -> Y	Significant positives	Significant positives	Supported

Source: Processing Data (2023)

### 2.1.3. Hypothesis Test Results 1

Hypothesis 1 states that the higher the Promotion assessment, the more it will encourage an increase in Consumer Attachment assessment. Promotion significantly affects Consumer Attachment with a Path Coefficient (O) of 0.238, a t-statistic value of 1.972, and a signification level of 0.049, which is lower than 0.05. This positive sign coefficient shows that the higher the Promotion assessment owned, it will affect the existing Consumer Engagement assessment. A positive parameter coefficient value means that consumers with a high Promotion rating will encourage an increase in



Consumer Attachment to the Starbucks brand. Therefore, the first hypothesis states that there is an influence between Promotion and Consumer Engagement is proven.

#### **2.1.4. Hypothesis Test Results 2**

Hypothesis 2 states that the higher the Social Media rating, the higher the Consumer Engagement assessment. Social Media has an insignificant effect on Consumer Attachment with a Path Coefficient (O) of 0.148, a t-statistic value of 1.335, and a signification level of 0.182, greater than 0.05. The coefficient marked bulletin indicates that the higher the assessment of Social Media owned, it will not affect the assessment of existing Consumer Attachment. Therefore, the second hypothesis states that there is an influence between Social Media and Consumer Attachment is not proven.

#### **2.1.5. Hypothesis Test Results 3**

Hypothesis 3 states that the higher the Promotion assessment, the more it will encourage an increase in Brand Performance assessment. Influential promotions are not significant to Brand Performance with a Line Coefficient (O) of 0.072 with a t-statistic value of 0.593 with a signification level of 0.553 greater than 0.05. Marked coefficients

#### **2.1.6. Hypothesis Test Results 4**

Hypothesis 4 states that the higher the Social Media valuation, the more it will increase the Brand Performance assessment. Social Media significantly affects Brand Performance with a Path Coefficient (O) of 0.282 and a t-statistic value of 2.771 with a signification level of 0.006, lower than 0.05. This positive sign of proficiency indicates that the higher the Social Media valuation owned, the more existing Brand Performance assessment will be affected. A positive value of the parameter coefficient means that consumers with a high Social Media rating will increase the Brand Performance ratings of the Starbucks brand. Therefore, the fourth hypothesis states that there is an influence between Social Media and Consumer Engagement is proven.

#### **2.1.7. Hypothesis Test Result 5**

Hypothesis 5 states that the higher the Brand Performance assessment, the higher the Consumer Engagement assessment. Brand Performance significantly affects Consumer Attachment with a Path Coefficient (O) of 0.322 with a t-statistic value of 3.244 with a signification level of 0.001 which is lower than 0.05. This positive sign coefficient shows that the higher the Brand Performance assessment, the more it will affect the existing Consumer Engagement assessment. A positive value of the parameter coefficient means that consumers with a high Brand Performance assessment will increase the Consumer Attachment assessment to the Starbucks brand.

Therefore, the first hypothesis states that there is an influence between Brand Performance and Consumer Engagement.

Table 3. Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values (Sig.)	Keterangan
X1->Z->Y	0,023	0,022	0,041	0,574	0,566	Tidak Memediasi
X2->Z->Y	0,091	0,094	0,042	2,156	0,032	Memediasi

According to the table above, it can be observed that the indirect influence on the research model of:

1. The indirect influence of Promotion on Consumer Engagement through Brand Performance has a path coefficient (O) of 0.023 with a t-statistic of 0.574 and a signification of 0.566, which is more than 0.05. This means that Brand Performance does not mediate the effect of Promotion on Consumer Engagement.
2. The Indirect Influence of Social Media on Consumer Engagement through Brand Performance has a path coefficient (O) of 0.091 with a t-statistic of 2.156 and a signification of 0.032, less than 0.05. This means Brand Performance mediates the influence of Social Media on Consumer Engagement.

### 3. FINDINGS AND DISCUSSION

#### 3.1. *The Effect of Promotion on Consumer Engagement*

According to the Hypothesis Test, Promotion positively and significantly affects Consumer Attachment. These results are from previous research conducted by Hallikainen et al. (2022) and Kwon & Kim (2021). In other words, the better the quality of the Promotion, the higher the Consumer Engagement significantly.

The average value (mean) of the Promotion interval is 4,665 with the very high category, and the highest is 4,770 with the very high category. This shows that promotions at Starbucks Indonesia are proven to affect consumer attachment to their products and services. Furthermore, the mean interval for Consumer Engagement is 4.601 in the very high category. The conclusion that can be drawn is the interval values of both variables in the category are very high and prove that both variables tend to have a positive and significant relationship.

Of the four indicators that make up the Promotion variable, the variable "Promotion on the Starbucks brand increases pleasant thoughts" has the highest interval value of 4,770, followed by the indicator "Promotion on the Starbucks brand is informative" at 4,730, followed by "Promotion on the Starbucks brand evokes positive emotions" at 4,630 and "Promotion on the Starbucks brand evokes a good impression" at 4,540. From the results of this interval value, the conclusion that can be drawn is sales promotion is a key aspect in marketing campaigns as a form of effective stimulus for consumer purchases. The promotion also strongly influences consumer response to brands by considering the product and frequent service Consumers use.

Starbucks Indonesia can take managerial actions to increase Consumer Engagement when viewed from the Promotion variable by delivering a realistic service experience. The goal is to get the message across to the consumer; the better the consumer feels about communication, the better it will convey the brand's message (Hallikainen et al., 2022). Promotions are really important regarding what people expect from Starbucks Indonesia. Because it helps create a real service experience with two sides - an emotional side that makes people feel good about using Starbucks and a rational side that makes people think more about Starbucks. Judging from Consumer Attachment, Promotion at Starbucks Indonesia greatly affects customer satisfaction, brand attitude, and repurchase intent. Consumers are seen as active consumers who incorporate relevant cognitive, emotional, and physical resources to create value from interactions with a particular brand (Kwon & Kim, 2021). When Starbucks Indonesia consumers get the info they need through promotions, they are likelier to be happy with the service brand and stick around. Plus, promotion encourages people to be more engaged with the brand, which helps build a positive brand image and makes people buy more.

According to the results of the Hypothesis Test, Social Media has a positive and insignificant impact on Consumer Attachment. These results are not in line with previous research carried out by Samarah et al. (2021), Kwon & Kim (2021), dan Lee et al. (2018). In other words, this research shows that the higher the Social Media rating, the lower the Consumer Engagement rating.

The mean value of the Social Media interval is 4,796 in the very high category, and the highest value of 4,860 in the very high category. This shows that Social Media at Starbucks Indonesia is proven to affect Consumer Attachment to its products and services even though it is insignificant. Furthermore, the mean interval for Consumer Engagement is 4.601 in the very high category. The conclusion that can be drawn is that the interval values of both variables in the category are very high and prove that

the two variables tend to have a positive relationship but are not significant.

Of the three indicators that make up the Social Media variable, the indicator "Social media content (including text, videos, and images) helps me to choose the Starbucks brand" has the highest interval value of 4,860, followed by the indicator "Social media content (including text, videos, and images) tells me things I didn't know the Starbucks brand to" at 4,810, followed by "Social media content (including text, videos, and images) is an important source of information for me to choose the Starbucks brand" at 4,720. From the results of this interval value, it can be that the greater the Social Media assessment, the Consumer Engagement assessment decreases. This is because, in the findings of this research, it is known that consumers increasingly often get many references to new information from other social media on similar coffee brands. Eventually, there is confusion about choosing Starbucks.

Starbucks Indonesia can take managerial actions to increase Consumer Engagement when viewed from the variables of Social Media. Social Media at Starbucks Indonesia should be able to be a means of marketing communication whose delivery process is very fast and with a better response rate and lower costs. In addition, Social Media is also supposed to influence consumer behavior, from information collection to post-purchase behavior (Samarah et al., 2021).

Lee et al. (2018) use Facebook data to explain the influence of Social Media on Consumer Engagement. The results show that including Social Media content that provides information directly to consumers is a form of Consumer Engagement (Lee et al., 2018). More specifically, the form of Consumer Attachment, according to Samarah et al. (2021), where consumers are willing to better engage with brands on Social Media by being highly interactive, including engaging in conversations with community members, actively supporting brands, and engaging with social media by reading brand posts (Simon & Tossan, 2018). The use of Social Media information positively influences activities for Consumer Engagement.

**Effect of Promotion on Brand Performance** According to the results of the Hypothesis Test, Promotion has a positive and insignificant effect on Brand Performance. These results do not align with previous research by Hallikainen et al. (2022) and Kwon & Kim (2021). However, in line with previous research, Spotts et al. (2022) and (Nigam et al., 2022). In other words, this research shows that the higher the Promotion rating, the lower the Brand Performance assessment.

The average value (mean) of the Promotion interval is 4,665 with the very high category, and the highest is 4,770 with the very high category. This shows that Promotions at Starbucks Indonesia are proven to affect Brand Performance on

products and services owned, even though it is insignificant. Furthermore, the mean interval for Brand Performance was 4.796 in the very high category. The conclusion that can be drawn is that the interval values of both variables in the category are very high, Proving that the two variables tend to have a positive relationship but are not proving significant.

Of the four indicators that make up the Promotion variable, the indicator "Promotion on the Starbucks brand increases pleasant thoughts" has the highest interval value at 4,770, followed by the indicator "Promotion on the Starbucks brand informative" at 4,730, followed by "Promotion on the Starbucks brand evokes positive emotions" at 4,630 and "Promotion on the Starbucks brand evokes a good impression" at 4,540. From the results of this interval value, it can be that the higher the Promotion assessment, the lower the Brand Performance assessment. This is because, in the findings of this research, it is known that building consumer-brand relationships and excellent Brand Performance comes from Brand Communication. Marketing Communication engagements, including Promotions, strengthen consumer relationships and influence Brand Performance.

Starbucks Indonesia can take managerial actions to improve Brand Performance when viewed from the Promotion variable by providing more information than expected collected through the Promotion, satisfaction with related brand services will automatically increase, and a favorable brand attitude is formed. Promotion is a great way to get people to buy something. It starts at the point where they're thinking about buying, and it helps them form a positive opinion of the brand. It's important to remember that promotion not only makes people more aware of service brands but also affects how they rate the quality of the products and services they buy. Restaurants are a great example of a service brand offering a great product and service, and building relationships with customers is important. Sales promotion is a big part of any marketing campaign, and it's a great way for a company to get products and services to people quickly. It's usually for a short period, and it's made up of different ways to encourage people to buy. For example, if you offer discounts more often, it's more likely that people will remember the price. Plus, it's a great incentive for people to buy.

According to the results of the Hypothesis Test, Social Media has a positive and significant effect on Brand Performance. These results are from previous research (Samarah et al., 2021) and (Mishra, 2021). In other words, the better the quality of Social Media, the higher the Brand Performance significantly higher.

The mean of the Social Media interval is 4,796 in the Very high category and the

highest score of 4,860 in the very high category. This shows that Social Media at Starbucks Indonesia is proven to affect Brand Performance on its products and services. Furthermore, the mean interval for Brand Performance was 4.796 in the very high category. The conclusion that can be drawn is the interval values of both variables in the category are very high and prove that the two variables tend to have a positive and significant relationship.

Of the three indicators that make up the Social Media variable, the indicator "Social media content (including text, video, and images) helps me to choose the Starbucks brand" had the highest interval value at 4,860, followed by the indicator "Social media content (including text, videos, and images) tells me things I didn't know about the Starbucks brand" at 4,810, and followed by "Social media content (including text, videos, and images) was an important source of information for me to choose the "Starbucks" brand at 4,720. From the results of this interval value, so the conclusion that can be drawn is Social Media increases Brand Performance variables, such as positive sentences "word of mouth," member retention and Brand Performance through consumer value creation. Brand Performance refers to the level of attachment customers have to a particular brand and is considered one of the most crucial results in marketing literature.

Managerial actions that Starbucks Indonesia can take to improve Brand Performance when viewed from Social Media variables are increasing customer engagement, which can lead to an increase in the level of consumer intent to deliver positive things about a brand, to recommend the brand in general and to friends, and to buy this brand shortly. Previous research has empirically highlighted that it is consumer engagement on Social Media that drives the development of Brand Performance (Kwon & Kim (2021); Kumar & Nayak (2019); Harrigan et al. (2017)). There are lots of different ways to think about customer-brand engagement in marketing. Every brand wants to reach out to their customers through the stuff they post on their Social Media pages. As time passes, more companies are investing in their Social Media marketing plans.

Samarah et al. (2021) have conceptualized Social Media Engagement in Brand Performance by combining the three stages of consumer engagement with increased engagement and interaction with brand-related content on Social Media platforms. The three categories of brand-related activities are "Consumption," "Contribution," and "Creation". "Consumption" refers to customers' minimal engagement with brand content on social media. In contrast, "Contribution" and "Creation" refer to the user-generated content created by customers and shared on social media platforms.

"Consumption" involves users passively consuming brand-related content, such as following, learning, reading, and watching brand content (images, advertisements, and videos). This is a series of consumption activities. "Contribution" is an activity that involves user-contributed content, such as reacting to, commenting on, and sharing brand content. "Creation" refers to customer-created content that is shared online. This is the most user-generated content and can lead to additional consumption and contribution from other users across various social media platforms.

### ***3.2. The Effect of Brand Performance on Consumer Engagement***

According to the results of the Hypothesis Test, Brand Performance has a positive and significant effect on Consumer Attachment. These results are from previous research carried out by Samarah et al. (2021), Hollebeek et al. (2021), and dan Li et al. (2020). In other words, the better the quality of Brand Performance, the higher the Consumer Engagement will be significantly higher.

The mean value of the Brand Performance interval is 4,520 in the very high category and the highest value of 4,610 in the very high category. This shows that Brand Performance at Starbucks Indonesia is proven to affect Consumer Attachment to its products and services. Furthermore, the mean interval for Consumer Engagement is 4.601 in the very high category. The conclusion that can be drawn is the interval values of both variables in the category are very high and prove that both variables tend to have a positive and significant relationship.

Of the five indicators that make up the Promotion variable, the variable "Starbucks brand never disappoints me" has the highest interval value at 4.610, followed by the indicator "Starbucks brand gives me peace of mind" at 4.570, and "I will visit Starbucks" has the lowest interval value at 4.410. From the results of this interval value, the conclusion that can be drawn is that Brand Performance has a substantial positive effect on Consumer Engagement. Consumers actively involved in the brand's community become more familiar with the brand's products and services. Hollebeek et al. (2021) and Li et al. (2020) have carried out research considering the results of Consumer Attachment. These outcomes include trust, loyalty, satisfaction and immersion, emotional connection, and attachment. In particular, Consumer Engagement accompanied by interactive experiences is an important driver of Brand Performance (Hollebeek et al., 2021).

Starbucks Indonesia can take managerial actions for Consumer Attachment when viewed from the Brand Performance variable, expanding between Consumer Attachment and consumer satisfaction and commitment. Consumer Engagement can help build trust, loyalty, customer satisfaction, empowerment, connection, and

commitment, as well as the trust and commitment that come with Brand Performance. An all-encompassing relationship between consumers and brands, with all the advantages of being a marketer, creates a strong consumer Attachment. It's easy for brands to get Consumer Engagement once they've gone beyond Brand Performance because it's built through consistently building brand trust.

Marketers must ensure people trust their brand so they think it's honest and reliable. Brand Performance is important in the restaurant industry because it's based on past experiences and how people interact with the brand. That's why marketers need to consider trust when planning and implementing marketing communications and brand performance. To get more people to engage with the brand, marketers need to be proactive and look at all the places where people experience the brand.

Harrigan et al. (2017) state that Consumer Engagement shows consumer engagement increases a customer's affective, cognitive, absorption, and behavioral investments toward a brand. Brand Performance shows consumers' positive perception of a brand and their propensity to buy it regularly. Brand Performance plays a critical role in a marketing strategy's success. Brand Performance has a behavioral component and an attitudinal component. The behavioral component shows the consumer's attitude towards a brand being preferred. The attitudinal component shows that consumers will likely recommend the brand to their friends or family. The associative component shows that the brand strongly connects with the consumer and their tendency to show repeated buying behavior. They became advocates and brand ambassadors.

The impact of brand performance on a company's market share and sustainability should be at the top of any company's to-do list. That's why companies must prioritize and plan how to increase their customers' emotional attachment to their products and services. Companies need to invest to create an emotional connection with their customers. For instance, they can design certain brand awareness activities to create a closer and more sustainable connection between their brands and their consumers to establish a connection with customers. Virtual experience technology also changes the user experience and increases consumers' emotional attachment. Marketers also need to reinforce creating meaningful and memorable consumer experiences, which need a lot of focus to build brand attachment.



#### 4. CONCLUSION

From the results of the data analysis, the conclusion that can be drawn are: (1) Promotion has a positive and significant effect on Consumer Attachment to Starbucks Indonesia consumers. This means that a high Promotion rating has a greater influence on Consumer Engagement. This means that increasing Consumer Engagement is built by Promotion indicators. (2) Social Media has a positive and insignificant effect on Consumer Shoutout in Starbucks Indonesia consumers. This means that Social Media valuation rates do not fully increase Consumer Engagement. This means that there are ineffective indicators from Social Media on Consumer Engagement. (3) Promotion has a positive and insignificant effect on Brand Performance for Starbucks Indonesia consumers. (4) Social Media positively and significantly affects Brand Performance among Starbucks Indonesia consumers. (5) Brand Performance positively and significantly affects Consumer Engagement with Starbucks Indonesia consumers. The results of testing the Specific Indirect Effect analysis to prove the effect of mediating or intervening variables Brand Performance proved unable to be an intervening variable between Promotion and Brand Performance. The results of testing the Specific Indirect Effect analysis to prove the influence of mediation or intervening variables on Brand Performance proved to have the capability to become an intervening variable between Social Media and Consumer Attachment.

Future research should include more variables, such as Brand Interactivity, Brand Involvement, Brand Attachments, Customer Participation, and Customer Generated Ads. It can strengthen research, so the research becomes more complete and has the possibility of impacting scientific concepts that are new and easy to apply to increase consumer engagement. This research can be further refined for future research projects by making model changes, reinforcing the relationship between variables, and truly understanding variable moderation in research.

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