Performance of Collaboration Social Media Marketing and Product Quality on Local Brand Loyalty of Coffee Shop for Revisit Intention

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Abstract

This study would like to explore the performance collaboration of social media, brand trust, product quality, and loyalty to revisit intentions towards Kopi Kenangan shops. This study analyzed the performance generated by social media marketing and the quality of Coffee Shop products on a local brand initially from Indonesia. The research method used in this study is quantitative, with as many as 289 respondents. Data collection is primary data from various Jakarta areas and Tangerang and Bekasi. The data test technique in this study used regression analysis with the Stata application. This study proves that collaboration of variables and social media marketing positively affects brand loyalty. Then, the brand trust has a positive effect on brand loyalty, product quality has a positive effect on brand loyalty, brand loyalty has a positive effect on revisit intention, social media marketing has a positive effect on revisit intention, and product quality has a positive effect positive on revisit intention. Thus, the respondents like local products quality typical of local brands. This research proves that collaboration of the variables above, especially for local Nusantara product quality, is mainly emphasized.

Keywords
Social media marketing, brand trust, product quality, brand loyalty, revisit Intention.

1. Introduction
Collaboration is the right strategy in developing a highly coveted business nowadays. Many considerations must be made, including tips on choosing reliable and trustworthy partners and work teams (Alonso and Bressan, 2017); (Nadeak and Tampil, 2014). Choosing the right partner is the key to the collaboration performance's success (Tan et al., 2019); (Purba et al., 2020). Collaboration or partnership is a relationship between a company and other parties to fulfill common goals in the principles of cooperation and fairness (Tampil Purba and Panday, 2015); (Venkatesh et al., 2016). Collaboration is generally done because of mutual needs. Collaboration grows naturally in the business world (Paper et al., 2016); (Hoskisson et al., 1999) because social media is quite often used as a media tool in conducting marketing communications.

Utilizing applications available on social media as a communication tool in marketing is not only like using the internet or any technology, but this requires a correct communication technique and strategy (Luo et al., 2013); (Fitzgerald et al., 2014). The most appropriate strategy currently being used is synergy between a group of

individuals using information technology such as social media. In the digital era recently, social media technology is very fast in any part of the world, including Indonesia (Purba et al., 2020); (Purba et al., 2021). Then for individuals, what makes a motivation in using social media is that the individual is looking for various information, then entertainment, relaxation, and social interaction between individuals (Arifin, 2015); (Indramawan et al., 2018); (Munthali, 2021).

 As the largest country in Southeast Asia, Indonesia has active social media users with around 79 million (30%) out of around 259 million. According to data from Kontan.co.id in January 2021, the Co-Founder and Chief of Business Development of Kopi Kenangan business company said that the total Kopi Memories outlets reached 430 outlets. With that amount, it's quite a lot for Indonesia. In this case, Memories Coffee is very serious about expanding their outlets because Memories Coffee can be in any place. As we can see in many malls, there are also memorable coffee outlets, and we can even see them in various shophouses in any area. That is why there are many unique coffee shops (Sandy Baskoro, 2021). Interestingly, Indonesia ranks seventh alongside Saudi Arabia and Thailand in terms of daily time spent on social media. It means that Indonesians spend more time on social media than people in developed countries such as the United States (1.7 hours), the UK (1.5 hours), Australia (1.2 hours), and Japan (0.3 hours). 03 hours) (Dwivedi et al., 2021). The entry of the internet into human life has allowed people to build their social lives online through various platforms. Reported data wearesocial.com in 2021 reveals that connected technology is becoming a part that has become increasingly important in people's lives over the past year. The existence of social media, e-commerce, streaming content, and games has seen an enormous increase. The number of social media users also grows, with an average of 13 new users every second. In October 2021, the number of social media users reached 4.55 billion (Kross et al., 2021); (Shearer and Mitchell, 2021). The increasing number of social media users makes government agencies begin to take advantage of the existence of social media to connect with the people served in making better productivity (Cao et al., 2021). The figure 1 below describes social media use in Indonesia.

Figure 1. Digital 2021. Source: Kem, wearesocial.com

In addition to online shoppers, social media is also beneficial in making purchasing decisions for consumers. The information says the average daily use of social media in Indonesia is 2 hours 57 minutes, and 125.6 % use cellular phones that potential customers service online. Indonesia provides a valuable base for studying social media marketing with these statistics and information. With the existence of social media as described above, shops such as ready-to-drink coffee outlets are also developing their marketing through social media. Moreover, ready-to-drink coffee has many fans in Indonesia. Thus, as the largest country in Southeast Asia, Indonesia has active social media users with around 79 million (30%) out of a population of 259.1 million. According to data from Kontan.co.id in January 2021, the Co-Founder and Chief of Business Development of Kopi Memories said that the total Kopi Memories outlets reached 430 outlets. With that amount, it is quite a lot for Indonesia. In this case, Memories Coffee is very serious about expanding their outlets because Memories Coffee can be in any place. As we can see in many malls, there are also memorable coffee outlets, and we can even see them in various shophouses in any area. That is why there are quite a few unique coffee shops (Sandy Baskoro, 2021); (Mason et al., 2021).

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2. Literature Review

2.1. Collaboration of Social Media for Marketing

The relationships between organizations today are characterized by interdependence due to a dynamic and constantly changing environmental situation (Sun et al., 2018); (Hoskisson et al., 1999). The change or shift from independent to interdependent nature has given rise to various thoughts that lead to a business management model based on partnerships, no longer based on competition (Collaborations, 2009); (Purba, 2015); (Sun et al., 2018). Some similar thoughts, for example, were put forward by Kim in his research findings (M. Kim, 2015). Kim said that the bloody era of red ocean competition is obsolete and replaced by a blue ocean strategy that creates market space without competitors. That is why strengthening collaboration between individuals using social media in marketing is the most appropriate choice (Goddard et al., 2015); (Purba et al., 2019); (C. S. Kim et al., 2021).

Social media is considered to have opened up unprecedented new possibilities for engaging the public in government and social work (Shareef et al., 2019). Social media concepts as a group of internet-based applications build on web applications' ideological and technical foundations that enable creating and exchanging user-generated content (Misirlis and Vlachopoulou, 2018); (Khan et al., 2019). Social media is also understood concerning a set of tools designed for and centered around social interaction (McClure and Seock, 2020); (Qin, 2020. Social Media Marketing used in this study is organizational reputation, frequency of social media updates, types of Social Media Marketing content, social media motivation, and brand communication. The impact of company reputation on brand image and brand preference significantly impacted brand loyalty (Jeon and Park, 2017). In general, there is a positive relationship between organizational reputation and customer loyalty (Girsang et al., 2020).

2. 2. Brand Trust

Brand trust is the desire of consumers and customers to rely on a brand with all the risks he faces because of an expectation of the brand and leads to a positive outcome (Yadav et al., 2013); (Budiono, Purba, and Adirinekso, n.d.). Then other statements also stated (Zhou, 2013); (Surjana et al., n.d.), the customers' trust in a brand or what can be called brand trust can determine a consumers' loyalty to a brand, and that trust will have the potential to create a relationship with high value. The viability dimension represents a perception that the brand can fulfill and satisfy consumer value needs. Furthermore, the dimension of viability can measure through indicators of satisfaction and value (Dodgson, 2018); (Cretu and Brodie, 2007). Then the second is the dimension of intentionality, where this dimension reflects a sense of security from individuals to a brand, and this dimension is measured through security and trust (Adirinekso, Purba, Budiono, et al., n.d.).

2. 3. Product Quality

From the definition above, it can conclude that product quality is a feature or nature of a product that can satisfy the needs or desires of the community (Kotler et al., 2018); (Simbolon et al., 2020). Product quality is everything that can usually be offered to a market in order to attract attention, acquisition, use or consumption that might satisfy a customer (Kotler et al., 2018); (Purba and Tan, 2016). Product quality is a potential strategic weapon to beat competitors (Lin and Chang, 2017); (Yustinus, 2019). The more similar it is to the standard set so that it can be judged that the product will be of higher quality (Steven et al., 2021). Broadly speaking, the higher the quality level, the higher the customer satisfaction, and the higher the customer satisfaction, the consumer will recommend the product to others.

2.4. Brand Loyalty

Consumers' brand loyalty is nothing more than their experience with products with brands that they have bought or often buy. It is thus defined as a customer who continues to repurchase a brand from a range of alternative brands (He et al., 2012); (Grigoropoulos, 2017). Brand loyalty is important because it can create barriers to entry, avoid competitive threats from competitors, increase sales and revenues (Park, 2012) ; (Gultom et al., 2021) and reduce customer price sensitivity (Thakur and Singh, 2012); (Kim and Jeon, 2021). Brand loyalty becomes deep-rooted commitment to purchase or re-support a preferred product or service in the future, regardless of contextual influences and marketing efforts that may lead to consumer transformation (Ouyang, 2013); (Hikaru et al., 2021).
It can be concluded that brand loyalty is characterized by a desire to adopt a series of behaviors to express motivation to maintain a relationship with the company, including allocating a larger share of revenue to obtain certain services (Kang et al., 2014); (Jr et al., 2021); (Budiono et al., n.d.).

2.5. Revisit Intention

Revisit Intention is the customer's decision to make a return transaction of particular goods/services that the customer has well experienced (Lee, 2017); (Chan, 2018); (J. I. Kim, 2019). The desire to revisit considers the possibility of a result later on the influence of the level of consumer preference for the product or service. Repurchase from customers is an important goal for the company's success because generating new customers costs more (Rita et al., 2019). Therefore, companies are more focused on retaining and keeping existing customers or fostering a repurchase interest than getting new customers (J. I. Kim, 2019); (Chan, 2018).

There is value in revisiting to purchase a product or service when they were satisfied before (Adirinekso et al., 2020); (Budiono, Purba, and Adirinekso, n.d.). It will appear when consumers feel that their services can satisfy them (Adirinekso, Purba, and Budiono, n.d.). If the consumer is satisfied with the first purchase from the customer himself, he will make repeated purchases of one brand in the next purchase so that this decision is no longer needed because consumers already know deeply about the brand (Yoo et al., 2020); (Yusof et al., 2021).

3. Methods

The research method used is quantitative by conducting a non-probability sampling survey method - purposive sampling—selecting data from the respondents as many as 420 respondents, but only 289 can be analyzed. The researchers used the Stata application for doing the regression analysis data (Figure 2).
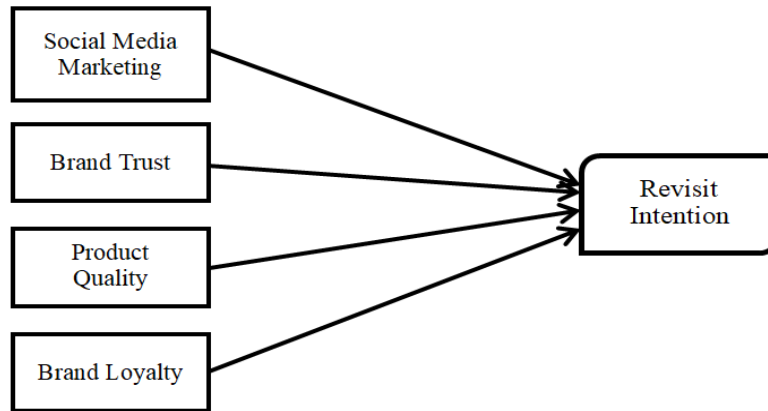

Figure 2. Research Model

Econometrics as an analytical tool in research Economics has a particular methodology. In this study, the authors used an econometric approach created by Greene. The analysis tools used are the econometrics and statistical methods to test the model and their respective parameters on Performance analysis (W H Greene, 2018); (Raa and Greene, 2019). The unknown parameters of the stochastic relation $y_i = x_i'\beta + \varepsilon_i$ are the objects of estimation. It is necessary to distinguish between population quantities, such as β and ε_i, and sample estimates, denoted b and e_i. the population regression is $E[y_i|x_i] = x_i'\beta$, whereas authors estimate of $E[y_i|x_i]$ denoted.

$$\hat{y}_i = x_i'\beta \tag{1}$$

The disturbance associated with the i-th data point is

$$\varepsilon_i = y_i - x_i'\beta \tag{2}$$

For any value of b, we shall estimate ε_i with the residual.

$$e_i = y_i - x_i'\beta \tag{3}$$

From the definitions, so the basic framework for analyzing cross section data is a regression model of the form (William H Greene, 2018)

$$y_i = x_i'\beta + \varepsilon_i = x_i'\beta + e_i \tag{4}$$

The purpose of this study is to analyze the impact of Social Media Marketing (SMM), Brand Trust (BT), Product Quality (PQ), and Brand Loyalty (BL) towards Revisit Intention (RI). A multiple regression model with more than one explanatory variable can write the applied regression model for this study.

$$RI = \beta_0 + \beta_1 \, SMM + \beta_2 \, BT + \beta_3 \, PQ + \beta_4 \, BL \tag{5}$$

Subsequently, the calculation is made by estimating the suitability of the econometric model, the magnitude of the R-squared and F-test, with a significance level of 5%.

The theoretical estimates for each parameter to achieve the desired model conditions in mathematical equations are as follows.

$$\beta_1 = \frac{\partial RI}{\partial SMM} > 0 \,, \quad \beta_2 = \frac{\partial RI}{\partial BT} > 0 \,, \beta_3 = \frac{\partial RI}{\partial PQ} > 0 \,, \text{and} \; \beta_4 = \frac{\partial RI}{\partial BL} > 0 \tag{6}$$

Based on the calculus equation, the partial test of each independent variable is one way. Social Media Marketing (SMM) influences Revisit Intention (RI) in the same direction, Brand Trust (BT) influences on Revisit Intention (RI) in the same direction, Product Quality (PQ) influences on Revisit Intention (RI) in the same direction, Brand Loyalty (BL) influences on Revisit Intention (RI) in the same direction. Therefore, the value of each parameter β is expected to be positive.

4. Data Collection

After collecting data from the field by using the online application, only 289 could be processed. Based on the actual data retrieval technique, namely from 289 respondents who had bought Coffee Kenangan products and saw advertisements from Coffee Kenangan on social media, it concluded that there were 121 female respondents with a percentage of 34.9% and male respondents as many as 168 respondents with a percentage of 48.6%. Their age is between 21 years to 53 years.

Data collection from the respondents through electronic questionnaires as described below Table 1;

Table 1. Sample Description

Descriptions	Frequence	%
Gender		
Male	168	48.6 %
Female	121	34.9%

5. Findings and Discussion

After obtaining primary data from the research instrument, the data will assess for validity and reliability. In this study, the research instrument used in the electronic questionnaire consists of research indicators, as shown in Table 2 for each research variable.

This study will present the variables regarding the Impact of Social Media Marketing and Product Quality on BrandLoyalty on Repurchasing Intention of Kedai Kopi Kenangan. In this study, the discussion includes the results of validity and reliability. Having conducted the hypothesis testing with Statistical Stata Application, calculations were implemented to obtain the findings, followed by the discussion stage (Table 2).

Table 2. Validity and Reliability Test

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem correlation	alpha
sm1	289	+	0.7246	0.6934	0.4766	0.9525
sm2	289	+	0.7140	0.6818	0.4774	0.9526
sm3	289	+	0.7091	0.6765	0.4777	0.9527
sm4	289	+	0.7226	0.6912	0.4768	0.9525
sm5	289	+	0.7426	0.7130	0.4754	0.9522
bt2	289	+	0.7162	0.6842	0.4772	0.9526
bt3	289	+	0.7205	0.6889	0.4769	0.9525
bt4	289	+	0.6865	0.6519	0.4793	0.9529
bt5	289	+	0.7351	0.7049	0.4759	0.9523
pq1	289	+	0.7276	0.6967	0.4764	0.9524
pq2	289	+	0.7540	0.7255	0.4746	0.9521
pq3	289	+	0.7248	0.6936	0.4766	0.9525
pq4	289	+	0.6807	0.6456	0.4797	0.9530
pq5	289	+	0.7160	0.6840	0.4772	0.9526
bl1	289	+	0.6875	0.6529	0.4792	0.9529
bl2	289	+	0.7261	0.6950	0.4765	0.9524
bl3	289	+	0.7446	0.7152	0.4752	0.9522
bl4	289	+	0.6514	0.6138	0.4818	0.9534
bl5	289	+	0.6085	0.5675	0.4848	0.9539
ri1	289	+	0.6786	0.6433	0.4799	0.9530
ri2	289	+	0.7277	0.6967	0.4764	0.9524
ri3	289	+	0.6705	0.6345	0.4804	0.9531
ri4	289	+	0.7030	0.6698	0.4782	0.9527
Test scale					0.4778	0.9546

Source: Data Processing.

The basis for decision making in the reliability test is the Cronbach's Alpha value of $0.95 > 0.60$, so the questionnaire is declared reliable or consistent. The validity testing based on Stata software is shown in table 2. The item-test correlation in Table 2 also shows the result of validity based on all item-test correlations more than item-rest correlation.

After that, we conduct data processing in 289 observations (respondents). Using linear regression and robustness feasibility, the output of data processing is as follows Table 3.

Table 3. Result of Linear Regression for Revisit Intention

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Linear regression                          Number of obs    =          289
                                           F(4, 284)        =        76.79
                                           Prob > F         =       0.0000
                                           R-squared        =       0.4732
                                           Root MSE         =       2.4852


                           Robust
        RI     Coef.     Std. Err.      t     P>|t|     [95% Conf. Interval]

       SMM   .1796336   .0626239     2.87    0.004     .0563677    .3028995
        BT   .0271506   .0652134     0.42    0.677    -.1012122    .1555135
        PQ   .1689029   .0536291     3.15    0.002      .063342    .2744639
        BL   .2887631   .0903044     3.20    0.002     .1110124    .4665139
     _cons   2.822551   .7808304     3.61    0.000     1.285602      4.3595
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Source: Data Processing.

Social Media Marketing, Brand Trust, Product Quality, Brand Loyalty, Revisit Intention.

The test results for the proposed model that the results of the value of F-test = 76.79 and probability F = 0.00 more minor than the significance level of 5%, we reject the null hypothesis. The running data in Revisit Intention are influenced by independent variables (Social Media Marketing, Brand Trust, Product Quality, Brand Loyalty) in the model. The independent variable Social Media Marketing, Product Quality, Brand Loyalty has a significantly positive effect on Revisit Intention simultaneously. Nevertheless, only the independent variable (Brand Trust) is not significant. Therefore, the authors construct the equation of the research model as follows.

$$RI = 2.822 + 0.17\ SMM + 0.02\ BT + 0.16\ PQ + 0.28\ BL$$

The partial analysis shows that the results of the t-test on the variable Social Media Marketing, Product Quality, and Brand Loyalty except Brand Trust reject the null hypothesis and the direction of the positive coefficient. The value of these positive coefficient parameters supports the theory.

Every increase in Social Media Marketing will increase the Revisit Intention by 0.17. Every increase in Product Quality will increase the Revisit Intention by 0.16. Lastly, every increase in Brand Loyalty will increase the Revisit Intention by 0.28.

While the partial testing of each independent variable on the dependent variable is carried out by t-test with a significance level in this study amounting to 5%.

By using the null hypothesis (H_0) and alternative hypothesis (H_1) for partial testing on the β_1 parameter as follows:
$\qquad$ $H_0 : \beta_1$ = 0, Social Media Marketing (SMM) does not affect Revisit Intention (RI)
$\qquad$ $H_1 : \beta_1$ > 0, Social Media Marketing (SMM) affects Revisit Intention (RI) in the same direction
The null hypothesis (H_0) and the alternative hypothesis (H_1) for partial testing on the β_2 parameter are as follows
$\qquad$ $H_0 : \beta_2$ = 0, Brand Trust (BT) does not affect Revisit Intention (RI)
$\qquad$ $H_1 : \beta_2$ > 0, Brand Trust (BT) influences Revisit Intention (RI) in the same direction.
The null hypothesis (H_0) and the alternative hypothesis (H_1) for partial testing on the β_2 parameter are as follows
$\qquad$ $H_0 : \beta_3$ = 0, Product Quality (PQ) does not affect Revisit Intention (RI)
$\qquad$ $H_1 : \beta_3$ > 0, Product Quality (PQ) influences Revisit Intention (RI) in the same direction.
The null hypothesis (H_0) and the alternative hypothesis (H_1) for partial testing on the β_2 parameter are as follows
$\qquad$ $H_0 : \beta_4$ = 0, Brand Loyalty (BL) does not affect Revisit Intention (RI)
$\qquad$ $H_1 : \beta_4$ > 0, Brand Loyalty (BL) influences Revisit Intention (RI) in the same direction.

6. Conclusion

This study concluded that all variables and hypotheses had a positive relationship and all hypotheses were declared accepted. In this conclusion, the objectives were achieved as a lengthy description of the findings above. Social Media Marketing as a significant Influence on Brand Loyalty at Kedai Kopi Kenangan, Brand Trust Has A Significant Influence On Brand Loyalty, and Product Quality Has A Significant Influence On Brand Loyalty. Brand Loyalty has a Significant Influence on Revisit Intention at Kedai Kopi Kenangan, and Social Media Marketing has a Significant Influence On Repurchase Intention in Kedai Kopi Kenangan, Product Quality has a Significant Influence on Repurchase Intention. Applying the concepts of collaboration and coopetition shows that the relationship between people and the above variables can create a complementary situation parallel to the nature of collaboration where relations between organizations are interdependent.

We emphasize unique research contribution application of collaboration requires an alliance between corporate strategic vision; Social Media Marketing, Brand Loyalty, and Brand Trust and Brand Loyalty in Kedai Kopi Kenangan, Product Quality Has A Significant Influence on Brand Loyalty earned a reputation in an alliance as discussed.

Further research suggests that more than five months can implement to get maximum and better results. In the variables carried out by the author, future research can add other factors that can affect brand loyalty and repurchase intention variables.

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