

The effect of social media and electronic word of mouth on trust and loyalty: Evidence from generation Z in coffee industry

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ABSTRACT

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Coffee shops have now evolved into an integral part of the modern lifestyle embraced by today's youth, especially by Generation Z. This study aims to understand the role of technology, specifically through Social Media Usage (SMU) and Electronic Word-Of-Mouth (eWOM), and how trust as a mediator affects purchase intention and subsequently impacts customer loyalty. This study involved 282 respondents from diverse backgrounds. The sampling technique employed both snowballing and random sampling methods. For analysis, the Structural Equation Modeling (SEM) technique was utilized. In the study, several relationships were tested for their significance. The relationship between SMU and Trust was found to be significant. However, the relationship between eWOM and Trust was not significant. Trust significantly influenced Purchase Intention and Customer Loyalty. The direct relationship between Purchase Intention and Customer Loyalty was not significant. Moreover, the mediated relationships of SMU through Trust to Purchase Intention were significant, while the mediated relationship of eWOM through Trust to Purchase Intention was found to be non-significant. This investigation illuminates the distinct confluence of age-old values and contemporary digital interactions in sculpting consumer behavior within Indonesia. It accentuates the imperative for coffee shop enterprises to discern and synergize with these trends to guarantee enduring prosperity.

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1. Introduction

Coffee is indisputably one of the most cherished beverages globally (Caprioli et al., 2015). Its ever-increasing consumption underscores the world's profound affection for it. Recent trends indicate a significant rise in the number of coffee bags consumed, accentuating its enduring and expanding popularity (Vu et al., 2022). However, coffee's appeal transcends its caffeinated charm. As articulated by Yiğit and Şahin Perçin (2021), coffee serves not merely as a beverage but also as a conduit for social interactions. Its unmistakable aroma and taste have ingrained it deeply within the daily routines of countless individuals, rendering it not just a morning staple but also a means to enrich social experiences and bestow meaning upon special events. Fundamentally, coffee has seamlessly integrated itself into the societal tapestry, emerging as an essential element of gatherings, dialogues, and cherished occasions.

Coffee shops have seamlessly woven themselves into the very fabric of our daily existence. Such establishments are no longer just trends, they have become timeless cornerstones of modern urban culture. The evidence lies in their exponential growth, global sales surged by 9.1% between 2014 and 2015, highlighting the rapid expansion of this sector in the international market (Moonen et al., 2016). The U.S. has over 130,000 coffee venues in operation, and it is anticipated they could generate upwards

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of \$84 billion in revenue by 2025 (Coffee Talk, 2016). In the UK, the trajectory is quite similar, coffee shop ventures increased by nearly 30% from 2010 to 2015, with forecasts showing about 25% growth for the subsequent five years (Intel, 2016). It is crucial to understand that this surge in coffee enthusiasm is not limited to the West; it is rapidly permeating potential goldmine markets in the Asia-Pacific territory, including nations like Korea and Japan (Han et al., 2018).

The coffee industry in Indonesia is witnessing a growing variety of players. While renowned brands like Kopi Kenangan and Kopi Janji Jiwa are leading with a significant presence across the archipelago, many other brands are nipping at their heels. Chains such as Anomali Coffee and Filosofi Kopi, though not as vast, are making considerable strides to rival these industry titans. The Indonesian coffee landscape, rich with both international and local influences (Moonen et al., 2016), is becoming ever more competitive. For coffee shops to thrive in the Indonesian market, factors like local consumer loyalty, their propensity to spend, and the brand image they cultivate are of utmost importance. Securing a loyal customer base is especially vital, it ensures regular patronage, encourages exploration of diverse offerings, draws in new coffee enthusiasts, and builds a commendable brand reputation nationwide (Tu & Chang, 2012).

Research has shown that an increase in customer loyalty can lead to a remarkable boost in profits (Horppu et al., 2008; Reichheld & Sasser, 1990; Shoemaker & Lewis, 1999) Furthermore, retaining loyal customers is astonishingly five times more cost-effective than attracting new potential ones (Han et al., 2018). According to Kotler and Keller (2016) purchase intention and customer loyalty are fundamental ingredients in the recipe for creating a resilient brand. Currently, coffee shops are facing challenges in retaining loyal customers. In a national study, it was found that over 50% of Starbucks customers frequently make purchases at its competitors, including Dunkin Donuts and McDonald's, who are also referred to as 'roamers'. Dunkin Donuts and McDonald's were also found to have a relatively high percentage of roamers, at 53% and 38% respectively (Business Wire, 2011). The high proportion of roamers evidently depicts a lack of loyal customers in the coffee chain sector. Indeed, fragmentation in the retail space, offering consumers an overabundance of choices, has made customers less brand loyal than before (Russo, 2014). Consequently, there's an urgent need for a more comprehensive investigation into the behavior of purchase intent and customer loyalty in the coffee shop industry context.

Coffee shops have now evolved into an integral part of the modern lifestyle embraced by today's youth, especially by Generation Z. Many young people visit coffee shops not only to enjoy the coffee but also to engage socially and be seen. The coffee shop culture, a youth trend from overseas, has been introduced and implemented in Indonesia through various media, a result of today's technological advancements. This foreign culture has become something "cool" for today's youth, leading them to try and keep up with this cultural evolution as a form of self-actualization, ensuring they aren't left behind by their peers.

According to Lin and Yun (2016) reveals that hanging out in coffee shops has become a means of self-actualization for young people. This self-actualization in coffee shops manifests in various phenomena. Some of these include young people's fondness for posting statuses or photos while in a place or coffee shop on their social media to remain trendy, socializing with new people, and even working while enjoying leisure time in a coffee shop. This last phenomenon is supported by the fact that many Generation Z individuals now use coffee shops as their makeshift offices.

This trend is evident, especially with many companies currently adopting Work From Home (WFH) or Work From Anywhere (WFA) systems due to the pandemic's impact. Furthermore, this year, Generation Z is entering their prime working age, and they prefer working WFH or WFA from a coffee shop. Today's coffee shops in Indonesia have significantly evolved, offering amenities that make people feel comfortable and keep them returning. Examples of such facilities include reliable WiFi, a comfortable ambiance, the presence of co-working spaces, and the like. Beyond just offering amenities, coffee shops are now providing numerous benefits for their customers, like special treatments in the form of member cards for their loyal patrons. They consistently present appealing promotions exclusive to these member cardholders, offer discounts for customers who buy coffee using tumblers or drink containers with the coffee shop's logo, thereby indirectly supporting environmental conservation by minimizing the use of single-use plastics.

Social Media Usage (SMU) in a Coffee Shop business can indirectly lead people to discuss the content on the coffee shop's social media. This falls under a form of marketing that originates from Word-of-Mouth (WOM) but is conducted via the intermediary of social media or Electronic Word-of-Mouth (eWOM). eWOM plays a crucial role in the consumer communication process regarding a business's reputation (Kulmala et al., 2013) Significantly, eWOM can also influence consumer engagement, intention, and purchasing decisions (Prasad et al., 2017).

The more consumers talk positively about a business or coffee shop, the better the impact on that coffee shop's growth. A consumer's trust can be shaped by their experiences on the SMU of a business, influencing their perceptions and expectations of that business (Doyle et al., 2012). If a coffee shop can uphold these elements, consumers will naturally increase their intent to purchase and be convinced to buy the product. By paying close attention to strategies and variables, consumers will indirectly believe that the product aligns with their expectations and desires.

The theory of social sensitivity also demonstrates the impact of utilizing SMU and eWOM in purchase intention, mediated by consumer trust, is also demonstrated by the theory of social sensitivity. This theory proposes that trust can mediate and influence SMU and eWOM on purchase intention and the development of consumer loyalty (Prasad et al., 2017). According to Juwaini et al. (2022) customer loyalty is an outcome derived from customer satisfaction because a product or service provided and sold by a business aligns with their desires. Loyalty can have a positive impact on businesses, such as securing loyal

customers who make regular or repeat purchases (Maskuroh et al., 2022; Prahiawan et al., 2021; Sutia et al., 2019). Loyalty isn't instantaneous, it emerges from consistent, long-term purchasing experiences that meet customer expectations.

Consumer loyalty is a critical asset for a business (Godovykh & Tasci, 2021; Han et al., 2018). This loyalty often poses challenges for businesses, especially Coffee shops, as cultivating loyalty among consumers is not straightforward. There are many considerations that consumers evaluate before developing loyalty to a coffee shop. The perspective of loyal consumers is vital because if they lose interest in the business (Saputra et al., 2023), they may perceive that its value has decreased and it's not as good as before (Bian & Forsythe, 2012). Having loyal consumers not only ensures steady revenue for a business but also reduces promotional or marketing costs, leading to greater efficiency. Therefore, a coffee shop must understand consumer needs to innovate effectively, enhancing the overall experience and service to ensure customers remain happy and loyal to the establishment (Ginting et al., 2023).

In the context of the Indonesian coffee industry, while numerous studies have delved into determinants of customer loyalty, there's a noticeable gap in exploring the intertwined effects of SMU and eWOM. The under-researched territory of trust, especially as a mediating element between these variables and purchase intentions leading to customer loyalty, offers a potential goldmine of insights. This becomes even more pronounced when considering the unique behaviors and preferences of Generation Z, a demographic that's indisputably shaping the future of coffee shop cultures, especially amidst the technological advancements and emerging WFH/WFA trends. The research proposed here is novel in several respects: it offers a fresh contextual perspective on the evolving landscape of the Indonesian coffee industry, introduces a comprehensive model that melds multiple variables for a holistic understanding of consumer behaviors, and provides an in-depth look into the pivotal role of Generation Z. Beyond theoretical contributions, the anticipated findings promise actionable insights that could guide coffee shop businesses in Indonesia to finesse their strategies, ensuring they resonate more profoundly with the digital age's consumers and cater adeptly to shifting generational paradigms.

The structure of this paper is meticulously designed to provide readers with a comprehensive understanding of our research journey, while also facilitating ease of navigation through the various facets of our study. Following this introduction, the *Literature Review* section delves into the foundational theories and prior research that shaped the underpinnings of our study, offering context and highlighting the gaps our research seeks to address. Subsequently, in the *Methodology* section, we elucidate the research design, sampling techniques, and analytical tools employed, providing a transparent blueprint of our investigative process. The *Results* section presents the data-driven insights derived from our study, showcasing the interplay of various factors and their significance in the context of Indonesia's coffee shop. To interpret these findings further, the *Discussion* section weaves them into the larger tapestry of existing knowledge, drawing meaningful inferences and possible implications. Finally, the *Conclusion* wraps up our exploration, summarizing the key takeaways and suggesting avenues for future research in this vibrant domain.

2. Literature Review

2.1 Theory of Social Sensitivity

The theory of social sensitivity provides a nuanced perspective into the dynamics of interpersonal relationships and the intricate ways in which individuals respond to social cues (Smith & Semin, 2007). This theory is particularly pertinent in contexts where trust and perception play pivotal roles, like in the realm of SMU and eWOM. According to this theory, individuals are inherently attuned to, and influenced by, the actions, words, and feedback of their peers and wider community (Yahia et al., 2018). When applied to the Indonesian coffee industry context, the role of eWOM becomes increasingly salient. Consumers are not passive recipients of information; instead, they actively process eWOM, deriving meaning and forming perceptions based on the feedback they encounter on social media and other platforms (Stuart et al., 2014). The very act of sharing or reading a review about a coffee shop, for instance, is not merely transactional but carries with it layers of social implications. Trust, in this model, emerges as a mediator, significantly influenced by this heightened social sensitivity. When a consumer perceives positive eWOM, their trust in a particular coffee brand or shop is bolstered, subsequently influencing their purchase intentions and long-term loyalty (Adila et al., 2020; Muhajir et al., 2022). Thus, harnessing insights from the theory of social sensitivity offers a rich and layered understanding of the interplay between SMU, eWOM, trust, purchase intentions, and customer loyalty within the contemporary coffee industry in Indonesia.

The theory of social sensitivity primarily emerges from the fields of social psychology and interpersonal dynamics (Eslinger et al., 2021), addressing the ways in which individuals perceive, respond to, and are influenced by the social cues of their surroundings (Lee et al., 2019). Its use in marketing research, although insightful, remains relatively rare. Most marketing theories focus on consumer behavior from a transactional or behavioral standpoint, such as the Theory of Planned Behavior or the Consumer Decision Model (Ajzen, 1991; Pavlou & Fygenson, 2006). Yet, the nuanced social dynamics encapsulated by the theory of social sensitivity have the potential to unlock deeper insights into consumer psychology, especially in the age of digital communication and social media (Chen & Yi, 2011).

In the current digital age, consumers are continuously exposed to an influx of opinions, reviews, and feedback from peers and the wider community (Marhaeni et al., 2022; Sutia et al., 2023). This environment necessitates an understanding of consumers not just as transactional entities but as socially sensitive beings who are deeply influenced by the interpersonal dynamics

around them. Trust, a fundamental concept within this theory, holds paramount importance. Trust isn't just about believing that a product will function as advertised or that a service will be delivered efficiently, it's also about the psychological security one feels based on the collective feedback and perceptions of their social group (Heyns & Rothmann, 2018; Slade et al., 2015; Smith & Semin, 2007).

In marketing, especially in areas like eWOM, trust plays a dual role. First, it serves as an assurance, providing consumers with the confidence to make a purchase based on positive reviews or feedback. Second, and more subtly, it acts as a psychological affirmation that one's decision is socially validated and accepted (Bahmanziari et al., 2003; Zhou, 2012). This nuanced understanding of trust from a social sensitivity perspective is crucial, especially in markets where interpersonal relationships and community opinions heavily influence consumer decisions, such as in many Asian markets including Indonesia.

Therefore, while the theory of social sensitivity may not traditionally be associated with marketing, its principles can illuminate intricate psychological behaviors that underpin trust in the realm of consumer decisions (Bekk & Spörrle, 2010; Dinsmore et al., 2017). This perspective can be especially valuable for marketers looking to understand the deeper social and psychological undercurrents that drive consumer loyalty, especially in socially interconnected markets.

2.2 Social Media Usage (SMU) & Electronic Word-Of-Mouth (eWOM)

Understanding SMU requires a broad perspective (Yahia et al., 2018). It is defined as online services that assist users in creating and sharing various content types (Booth & Matic, 2011; Stuart et al., 2014). This includes user-generated platforms like blogs, online review/rating sites, video sharing sites, virtual gaming worlds, social networking sites, and online communities where consumers post, edit, produce, or design content (Freberg et al., 2011; Nunes et al., 2018). Social media represents a segment of new media and has evolved into a platform accessible to anyone familiar with the internet. The enhanced communication it offers boosts business awareness, often improving customer service. Moreover, it serves as a relatively inexpensive platform for businesses to execute marketing campaigns. Social media in business allows everyone to express and share opinions or ideas somewhere along the business line to the market. Everyone participates, even customers become part of the marketing department when others read their comments or reviews (Boudreaux et al., 2021).

This engagement forms the foundation for successful social media marketing. Social media has revolutionized interpersonal interactions. By harnessing its functionalities, entrepreneurs have incorporated it into their business activities, such as marketing (Ellis, 2019). Although social media is now pervasive, and companies across various sectors integrate it into their communication strategies, limited marketing research has explored the effects of social media interactions on consumer attitudes, behaviors, and underlying processes (Fahlevi et al., 2023). Studies, like one by SocialBakers (2014), indicate that more social media interactions lead to increased website visits. Social media presents an opportunity to create awareness and interest through the rapid or viral dissemination of product and service experiences and opinions. Consequently, companies proactively engage in new social media marketing strategies and tactics (Kirtiş & Karahan, 2011). Social media focuses on user existence, facilitating their activities and collaborations. It can act as an online facilitator strengthening user relationships and fostering social ties. Using social media requires users to present themselves, maintain communication with acquaintances, manage contacts with strangers, and ensure their personal safety (Khamaludin et al., 2021).

eWOM is marketing that utilizes the internet to achieve a WOM effect for the purpose of supporting a company's endeavors (Stuart et al., 2014). This WOM news is often termed "viral marketing," spreading like a virus, with one "like" click leading to another, prompting consumers to discuss a company's products and services in various online formats (Prahiawan et al., 2021; Sahir et al., 2021). As technology and information have evolved, the WOM concept has transitioned to eWOM. Currently, eWOM is an efficient method influencing individual needs, making it easy for consumers to switch brands (Babić Rosario et al., 2019; Donthu et al., 2021). Research suggests that eWOM plays a significant role, even influencing purchasing intentions. eWOM differs from traditional WOM in several ways (S. Verma & Yadav, 2021). Firstly, its communication reach is vast. Secondly, online reviews on websites showcase daily eWOM examples, readily accessible to anyone. Lastly, reviews can be easily gauged using rating systems provided by websites, ensuring swift dissemination. eWOM, therefore, can be defined as any positive or negative statement made by potential, current, or former customers about a product or company available to a vast audience via the internet (D. Verma & Dewani, 2020).

eWOM is arguably the most effective media for marketing a product through someone's experience, where that experience is shared with others who trust its credibility. Positive or negative statements made by customers about consumed products available on the internet capture the essence of eWOM (Ismagilova et al., 2021). Research indicators from various studies include EWOM quality, as observed from the persuasive strength of comments embedded in information messages, and decisions consumers make based on the received information (Liu et al., 2021). eWOM quantity, referring to the total comments on a post, reflects product popularity. The more reviews there are, the more representative it is of a product's popularity. Informant experience concerns how consumers, having consumed a product, review it. Appealing consumer reviews can serve as a purchase consideration for others.

2.3 Trust

Trust is understood as something beneficial when purchasing or enjoying products and services if we can establish it for a desired product or service. However, we also need to create advertisements that can instill confidence in consumers. It ensures

that consumers feel it's appropriate to make a purchase, leading them to decide as they wish. Trust is a significant factor in enhancing consumer confidence in purchasing products or services, both offline and online. This was evidenced by a study by Sarwar et al., (2012) which found that consumer trust can increase customer loyalty and their long-term association with the company, as seen in the mobile phone service industry in Pakistan. Meanwhile, Nguyen et al., (2013) in their research in the banking industry found that consumer trust in banks leads to their loyalty to the said bank in Canada. Therefore, confidence can be a factor influencing consumer purchasing decisions. Roberts (2004) introduced a theory about consumer emotional attachment, called the love mark theory, which includes love and appreciation for a brand. Interestingly, the love mark theory seems easily associated with branded coffee shop backgrounds because branded coffee shop consumers tend to love, protect, and support the brand based on the trust they have. They build a passionate emotional relationship with the coffee shop brand.

Trust can be considered an intrinsic feature of valuable social interaction that consistently evokes positive emotions towards a brand or repeated purchases (Roberts, 2004). Carroll and Ahuvia (2006) define brand love as the extent to which consumers have a strong emotional attachment or affection for a specific brand. Trust can represent the level of confidence where the other party acts as desired. Trust research has become a topic in marketing studies due to the emergence of relationship-oriented marketing (Upamannyu & Mathur, 2014). Pavlou et al. (2007) also state that trust is an effective way to minimize uncertainty or alleviate sources of uncertainty. Customer loyalty to a particular coffee shop brand is influenced by their trust and satisfaction with the product/service experience, which is formed based on the preferred brand image; and the degree of strength of the relationship between satisfaction/trust. Flavián et al. (2005) state that brand image can positively reduce the risk and develop consumer trust (Chen, 2010) and a positive view of a brand can increase the likelihood of consumer purchases when transacting. It is also confirmed that brand image is an essential precursor in determining trust, indicating that a valuable and appealing brand image can enhance consumer trust in related products/services. Alhaddad and Alhaddad (2015) state that trust is the kind of bond that supports long-term relationships between customers and suppliers. This indicates a state where suppliers can be relied upon, and they can achieve their promises as customers expect (Chiu et al., 2012).

2.4 Purchase Intention

Purchase intention refers to the decision-making process of purchasing a product or service (Salisbury et al., 2001). Bai et al. (2008) state that purchase intention reflects a consumer's behavior in response to a product or service, indicating an individual's interest in making a purchase. The cycle between loyalty and purchasing behavior can be seen in repeat purchase behaviors, viewed as a primary method of demonstrating loyalty since loyalty is often synonymous with recurring purchases (Weisberg et al., 2011). Intending to buy means that consumers decide to purchase products or services because they identify a need for a specific product or service. This is also influenced by their attitude towards the product and their perception of it (Ling et al., 2010). Purchase intentions also indicate that consumers would buy the product again after evaluating it and finding it worth the purchase. The consumer purchasing decision is complex (Fang et al., 2016). The analysis of a product brand in consumer purchase intention can go through six processes: awareness of the desired product, brand knowledge, interest, preference, trust, and purchasing (Kotler & Armstrong, 2018).

Purchase intention is the decision made by consumers to buy a product or service because they need or like the product/service's functionality (Fahlevi et al., 2023). Purwanto et al. (2020) say that purchase intention is a process where consumers analyze their knowledge about a product, compare it with similar products, and make a decision about the product they will buy. For example, the ambiance of a retail chain creates a pleasant experience among consumers, influencing their purchase intentions and decision-making process. Purchase intentions represent a consumer's value to a company; the more the consumer's purchase intentions increase, the more value rises, benefiting the company. Moreover, purchase intentions are more influenced by the consumer's trust than their attitudes towards the product or service itself (Elbeltagi & Agag, 2016). Purchase intention also represents an implicit promise that a consumer makes to repurchase the product whenever needed and reflects customer retention. Previous studies, such as those by Pi et al. (2009) have found that purchase intention significantly impacts actual consumer buying behaviors and can influence future transaction activities. Purchase intention is also a consideration for recommending others to buy a particular product. Regular purchase intentions can be calculated and used by marketing departments as input in sales or market share forecasts.

2.5 Consumer Loyalty

According to Kotler and Keller (2016b), consumer loyalty is fundamental in building a strong brand. Many organizations desire systematic development and well-supported loyalty behavior among their customers. Consumer loyalty can be described as a customer's commitment to a particular store brand or supplier, based on highly positive attitudes, reflected in consistent repurchases (Horppu et al., 2008; Shoemaker & Lewis, 1999). According to Lam et al. (2004), the better the service quality provided to customers, the higher the corresponding consumer loyalty. Consumer loyalty should be the primary goal of strategic marketing planning, bringing many beneficial results to companies (Moorman et al., 1993). It's easier to retain current customers than to find new ones. Thus, maintaining loyal customers for various positive outcomes is crucial for every coffee shop (Sathish & Venkatesakumar, 2011; Yiğit & Şahin Perçin, 2021). Achieving consumer loyalty should be an essential component of an organization's long-term goals (Anderson & Srinivasan, 2003; Shoemaker & Lewis, 1999). Loyal customers have a higher commitment and a stronger emotional bond with a particular company. Dagger and O'Brien (2010) assert that loyal customers tend to be less vulnerable to competitor marketing strategies. The concept of consumer loyalty is

divided into two, namely behavioral and attitudinal. In this research, an attitudinal approach is used to assess the consumer loyalty of coffee shops.

3. Methodology

3.1 Research Design

The research was designed as a quantitative study to understand the dynamics and relationships within the Indonesian coffee shop landscape. Our focus was to glean insights into the behavioral aspects of consumers, especially those who frequented coffee shops regularly.

3.2 Sampling Technique

We employed a combination of snowballing and random sampling methods. Snowball sampling was used initially to identify individuals who fit our primary criterion: visiting the same coffee shop at least twice in a month. Once these individuals were identified, they were encouraged to refer other participants who also met the criteria. This process ensured a chain referral system, making it easier to find individuals who were true enthusiasts of coffee shops. Parallely, a random sampling method was applied to diversify our sample pool, ensuring a wide range of respondents, thereby improving the generalizability of our findings.

3.3 Respondent Selection and Data Filtering

From an initial pool of 343 respondents, we rigorously filtered the data based on several conditions to ensure the quality and reliability of our findings. Respondents were included only if their responses were consistent, complete, and met the study's criteria. Post this rigorous filtration process, we were left with a robust sample size of 282 respondents whose data were used for further analysis.

3.4 Data Collection Tool

A structured questionnaire was developed to gather data from the respondents. The questions were designed to be clear and concise, ensuring respondents understood them without ambiguity. It covered aspects related to their coffee shop preferences, frequency of visits, influence of eWOM, trust factors, and the role of social media in shaping their decisions.

3.5 Data Analysis Technique

Structural Equation Modeling (SEM) was chosen as the primary tool for data analysis. SEM allowed us to understand and quantify the relationships between multiple variables at once. It provided the capability to assess both the direct and indirect effects of variables on each other. The software SmartPLS 4 utilized for this analysis were chosen based on their robustness in handling SEM-based research.

4. Result and Discussion

4.1 Profile Respondents

To gain insights into the coffee drinking behaviors and preferences of Indonesian consumers, we embarked on a detailed survey targeting patrons of coffee shops. The respondents, comprising a total of 282 individuals, were diverse in terms of demographics such as gender, age, education, and income. Their patterns of visiting coffee shops and preferences in terms of coffee type were also taken into consideration.

Table 1

Profile of Respondents (N = 282)

Parameter	Frequency	Percentage	Parameter	Frequency	Percentage
Gender					
Male	146	51.80%			
Female	136	48.20%			
Monthly Income (IDR)					
Below 3 million	89	31.60%	Education Level		
3 - 6 million	111	39.40%	High School or lower	48	17.00%
6 - 10 million	62	22.00%	Diploma	67	23.80%
Above 10 million	20	7.10%	Bachelor's Degree	125	44.30%
			Master's or higher	42	14.90%
Favorite Coffee Type					
Espresso-Based	152	53.90%	Frequency of Visits		
Traditional (e.g., Kopi Aren)	92	32.60%	Daily	53	18.80%
Non-Espresso-Based	38	13.50%	Weekly	139	49.30%
			Monthly	75	26.60%
			Rarely	15	5.30%

The survey on coffee shop visitation habits in Indonesia, as illustrated in Table 1, offers a window into the cultural nuances and preferences of Indonesian consumers. One can immediately notice an almost even split between male and female respondents, emphasizing that coffee shop culture transcends gender barriers in the country.

When it comes to education, a significant proportion of the respondents hold a Bachelor's Degree. This might hint at coffee shops being favorite haunts for university students and young professionals. However, the diverse representation across education levels indicates that these establishments are frequented by individuals from various educational backgrounds. In terms of economic metrics, the monthly income distribution reveals that a majority earn between IDR 3 to 6 million, suggesting that coffee shops cater to a wide socioeconomic spectrum. Despite this, they seem to be especially popular among the middle-income groups.

Diving into the frequency of visits, it's clear that for many, coffee shops form an integral part of their routine. Almost half of the respondents visit weekly, and a significant 18.8% make it a daily ritual. This consistent engagement suggests that coffee shops serve as essential venues for both leisure and utility. The coffee preferences of the respondents shed light on the evolving tastes of the Indonesian populace. A majority have a penchant for espresso-based beverages, signaling the influence of global coffee trends. Yet, traditional varieties like 'Kopi Aren' have not been overshadowed, still holding a special place for nearly a third of the respondents. This juxtaposition showcases the balance Indonesian consumers strike between embracing global coffee culture and cherishing their indigenous flavors. This table paints a vivid picture of a nation whose love for coffee is multifaceted, deeply rooted in tradition while simultaneously being open to global influences.

4.2 Descriptive Statistics

Descriptive statistics provide a summary of the main aspects of the data. In the field of research, they offer a snapshot, revealing patterns and trends that emerge from the data. For this study, we have consolidated multiple items under each variable to capture a more streamlined representation of the data. By focusing on the mean and standard deviation, we can gauge the central tendency and variability of the responses for each variable. The forthcoming table showcases these values for variables such as SMU, eWOM, TR, PI, and CL. This condensed approach facilitates a clearer understanding of the dataset's characteristics, aiding in a swift and accurate interpretation.

Table 2
Descriptive Statistics

Variable	Mean	Standard deviation
SMU	4.032	0.894
eWOM	3.875	0.903
TR	3.814	0.939
PI	3.932	0.799
CL	3.837	0.881

Table 2 presents the descriptive statistics for five variables: SMU, eWOM, TR, PI, and CL. The variable SMU has an average value (mean) of 4.032 with a standard deviation of 0.894, indicating a central tendency around 4.032 and a spread of approximately 0.894 around this mean. The eWOM variable, denoting electronic word of mouth, has a mean value of 3.875 with a variability measure (standard deviation) of 0.903. Trustworthiness, represented by the TR variable, exhibits an average of 3.814 with a standard deviation of 0.939, reflecting its dispersion. The variable PI, which could represent purchase intention or a related construct, averages at 3.932 with a lesser spread of 0.799. Lastly, the CL variable, which might denote customer loyalty or a related concept, has an average value of 3.837 with a standard deviation of 0.881. These statistics offer insights into the central values and dispersion measures for each variable, facilitating a deeper understanding of the dataset's characteristics.

4.3 Convergent Validity, Reliability, and Discriminant Validity

Convergent validity is a crucial parameter in validating the measurement model in structural equation modeling. It assesses the degree to which multiple items used to measure the same concept agree, indicating that the construct is well-defined and accurately captured by the items. One standard measure for establishing convergent validity is examining the outer loadings of items on their associated latent variables. As a rule of thumb, an outer loading of 0.7 or higher is deemed acceptable, suggesting that the respective item shares over 49% of its variance with the latent construct it represents. In the following figure, we've detailed the outer loadings of items onto their respective constructs. This visual representation will offer a clearer understanding of how each item fares in terms of convergent validity and whether they meet the stipulated 0.7 threshold.

In Fig. 1, we present the results of the outer loading for our constructs. Outer loadings are crucial as they give us an insight into how well each indicator or item represents its respective latent variable. Typically, an outer loading value above 0.7 is considered indicative of a strong relationship between the item and its latent variable, ensuring the item's relevance in representing the latent factor. However, upon analysis, some items were found to have outer loadings below the 0.7 threshold. This suggests that these items might not be strongly representative of their latent constructs, possibly acting as noise and potentially reducing the validity of the construct they are associated with.

Fig. 2 introduces the modified model post our decision to remove these weak items. This step is essential to enhance the model's reliability and validity. By excluding items with loadings below 0.7, we aim to strengthen the robustness of the model, making it more accurate in capturing the underlying latent structures. This iterative process of refinement, based on empirical validation, ensures that our model is both theoretically sound and empirically robust.

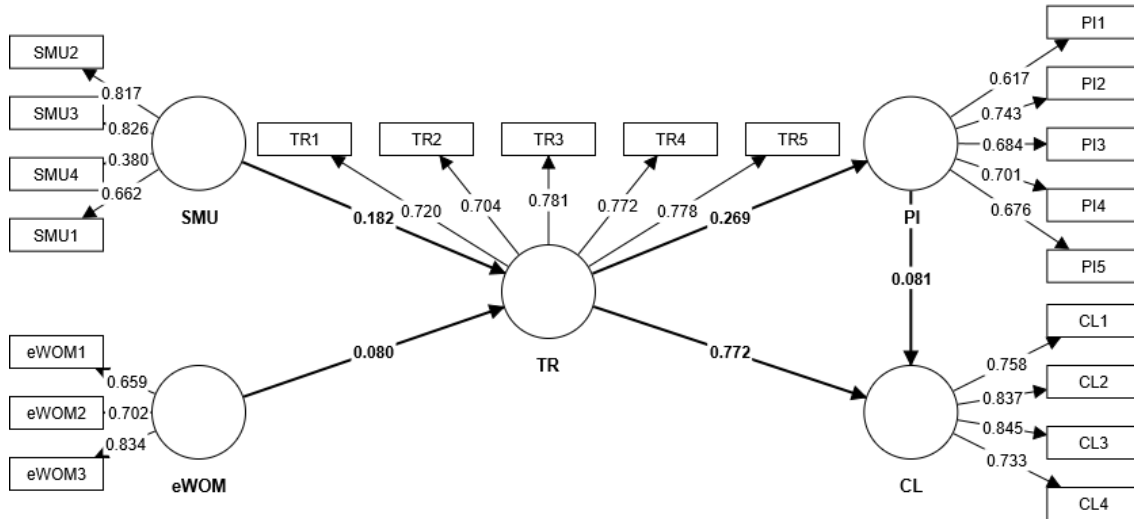


Fig. 1. Original Model

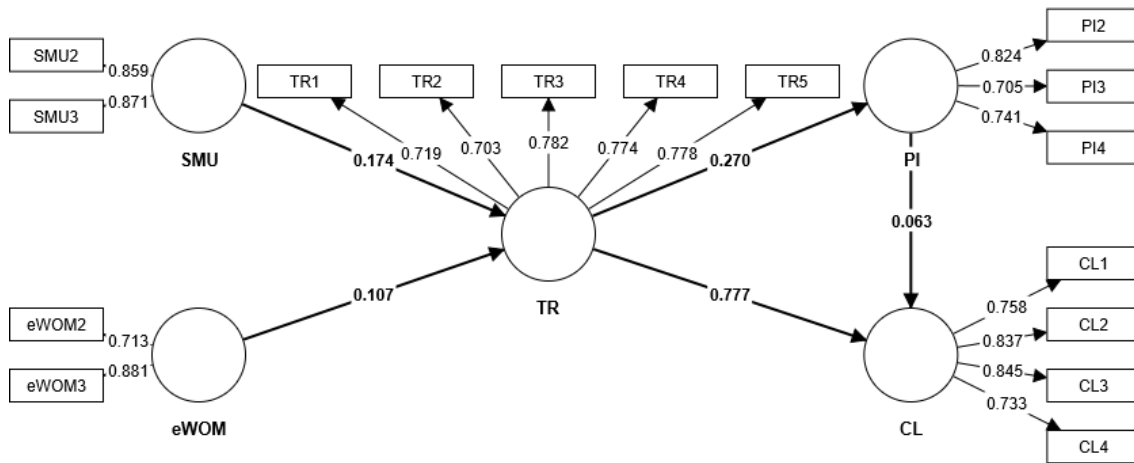


Fig. 2. Modification Model

In the realm of structural equation modeling, ensuring the robustness and validity of constructs is paramount. As we delve into the forthcoming table, it's essential to grasp the significance of some key metrics. Composite Reliability (CR) underscores the internal coherence of items within a construct, suggesting that they collectively measure the intended latent variable when the CR value surpasses 0.7. The Average Variance Extracted (AVE) quantifies the variance a construct retains relative to measurement error. Convergent validity is inferred to be robust when the AVE surpasses 0.5, indicating that a construct, on average, accounts for over half of its items' variance. Lastly, the Heterotrait-Monotrait Ratio (HTMT) is an innovative metric to gauge discriminant validity. To affirm that constructs are truly distinct, HTMT values should ideally be below a pre-determined threshold, often set at 0.85.

Table 3
Construct Evaluation

	CR	AVE	1	2	3	4	5
CL	0.872	0.632					
PI	0.802	0.575	0.355				
SMU	0.856	0.748	0.405	0.56			
TR	0.866	0.565	0.877	0.35	0.294		
eWOM	0.781	0.643	0.306	0.444	0.696	0.281	

From Table 3, In the assessment of constructs within structural equation modeling, the presented results shed light on the robustness and distinctiveness of each construct. The CR values for each construct CL, PI, SMU, TR, and eWOM are all above the benchmark value of 0.7. This suggests a high internal consistency of the items in their respective constructs, indicating that they are reliably measuring their intended latent variables. Furthermore, the AVE for all constructs surpasses the

critical threshold of 0.5. Specifically, SMU has the highest AVE at 0.748, showcasing its strong convergent validity. This implies that over half of the variance of the items is accounted for by their respective constructs.

When examining the HTMT values, which offer insights into the discriminant validity, the diagonal is left blank as it represents the comparison of the construct with itself. The off-diagonal values represent the ratio between constructs. For instance, the HTMT value between PI and CL is 0.355, well below the commonly accepted threshold of 0.85. This low value underscores the distinctiveness between the PI and CL constructs. Similarly, other off-diagonal values reflect the relationships between different constructs. Notably, the 0.877 value for the comparison between TR and CL is quite high, suggesting a substantial overlap or shared variance between these two constructs, which may warrant further investigation. In contrast, most other values remain well below the threshold, emphasizing the discriminative power of the constructs in the model.

4.4 Path Analysis

In the recent analytical examination, the research aimed to delve deeper into the relationships between specific constructs and their influence on the behavior within the context. Key indicators like R-square, original sample, sample mean, standard deviation, T statistics, and p-values serve as the tools to discern the relationships' significance and strength. The forthcoming table encapsulates these indicators, making it easier to appreciate the nuances of each construct's influence on others.

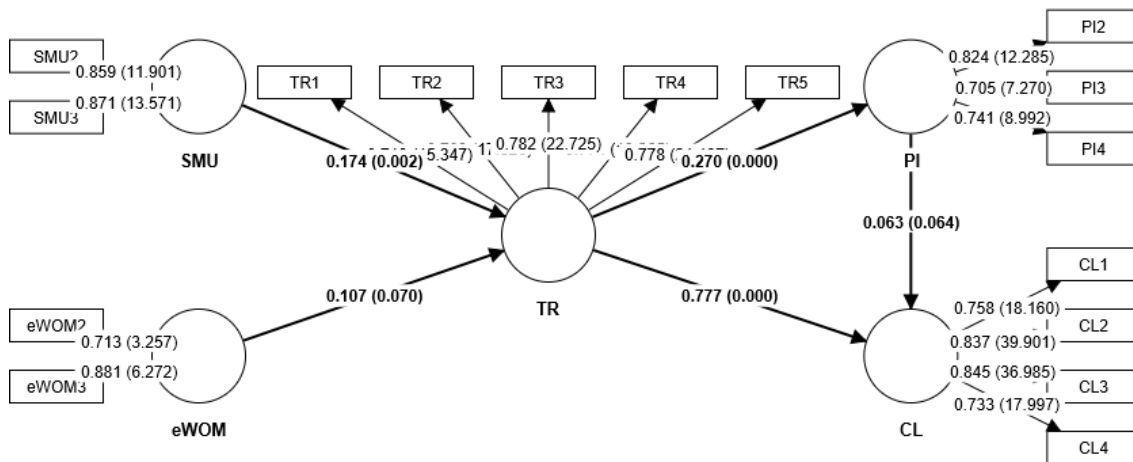


Fig. 3. Bootstrapping

The research delved into examining the intricate relationships between specific constructs and their influence within a certain context. Utilizing indicators such as the R-square, original sample, sample mean, standard deviation, T statistics, and p-values, the study discerned the significance and strength of these relationships. Starting with the R-square value for CL, it was determined to be 0.633. This suggests that a significant portion of the variance in CL can be explained by the independent variables in the model.

Based on Fig. 3, for the relationship SMU → TR, the original sample value sits at 0.174, with an average across multiple iterations recorded as 0.179. Given its standard deviation of 0.060, the T-statistics value stands at a strong 2.888. Crucially, its p-value of 0.002 falls below the conventional 0.05 threshold, underscoring the statistical significance of this relationship. The path eWOM → TR has a coefficient of 0.107, edging slightly higher to 0.123 as its sample mean. With its standard deviation at 0.072, it exhibits a T-statistics of 1.477. However, its p-value is 0.070, just above the standard significance level, suggesting that this relationship lacks statistical significance.

In the case of TR → PI, the coefficient is quite strong at 0.270, and its sample mean isn't far off at 0.282. With a relatively modest standard deviation of 0.059, it brings forth a high T-statistics value of 4.597. Its p-value is a definitive 0.000, making it highly statistically significant. The relationship TR → CL is particularly robust. The original sample and its mean both peg at 0.777. A standard deviation of 0.036 culminates in an impressive T-statistics of 21.399. Its p-value of 0.000 emphasizes its statistical significance.

For PI → CL, the relationship has a coefficient of 0.063 with an almost identical sample mean of 0.064. The standard deviation recorded is 0.041, leading to a T-statistics of 1.523. Its p-value of 0.064, slightly above the standard significance threshold, indicates that this relationship isn't statistically significant. The complex path SMU → TR → PI has a coefficient of 0.047. The sample mean is slightly higher at 0.051. A standard deviation of 0.023 translates to a T-statistics of 2.073. With its p-value at 0.019, this relationship is deemed significant. For the path eWOM → TR → PI, the original sample value stands at 0.029, with its sample mean marginally higher at 0.036. Given its standard deviation of 0.023, it results in a T-statistics of 1.252. The p-value for this relationship is 0.105, which suggests that it doesn't hold statistical significance.

Table 4
Summary Table with Hypothesis Test Results

Relationship	Original Sample	T-statistics	P-values	Result
SMU → TR	0.174	2.888	0.002	Accepted
eWOM → TR	0.107	1.477	0.07	Rejected
TR → PI	0.27	4.597	0	Accepted
TR → CL	0.777	21.399	0	Accepted
PI → CL	0.063	1.523	0.064	Rejected
SMU → TR → PI	0.047	2.073	0.019	Accepted
eWOM → TR → PI	0.029	1.252	0.105	Rejected

The presented Table 4. offers a concise overview, indicating which relationships are statistically significant and thus accepted, and which ones are rejected based on the 0.05 significance level.

5. Discussion

The burgeoning coffee culture in Indonesia, marked by a rise in both coffee consumption and the number of coffee shops, offers a fertile ground for studying various inter-relational constructs. This analysis sought to gauge the significance and influence of certain relationships within this specific context, and the findings shed light on some intriguing trends and implications.

Starting with the relationship SMU → TR, it was found to be significant, suggesting that social media usage directly influences trust levels amongst Indonesian coffee shop patrons. This is understandable given the power of social media in Indonesia, where platforms such as Instagram play a pivotal role in shaping customer perceptions (Adila et al., 2020). Coffee shops frequently utilize these platforms to display their offerings, ambiance, and customer testimonials. As consumers increasingly rely on these digital touchpoints for making informed decisions, the trust they place in coffee shops with a prominent and positive social media presence increases.

Conversely, the relationship eWOM → TR wasn't deemed significant. eWOM, while influential, perhaps does not have as direct an impact on trust within the coffee shop sphere in Indonesia as one might presume. This could be attributed to the close-knit nature of Indonesian society, where personal recommendations might hold more sway than anonymous online reviews (Rose et al., 2011; y Monsuwé et al., 2004). Additionally, the vibrant and diverse coffee shop scene in Indonesia, replete with a mix of modern establishments and traditional, might mean that eWOM doesn't play a universally pivotal role across all types of coffee shops.

The path TR → PI holds significance, emphasizing that trust is a driving factor for patrons' intention to purchase. This is particularly relevant in Indonesia, where cultural values like community cooperation and kinship are deeply ingrained. Thus, businesses, including coffee shops, that are trusted by the community often enjoy patron loyalty and consistent patronage. Similarly, TR → CL was found to be highly significant, indicating that trust in a coffee shop significantly determines customer loyalty (Han et al., 2018). This is again reflective of Indonesian cultural nuances, where trust and loyalty go hand in hand.

However, the PI → CL path, indicating the relationship between purchase intention and customer loyalty, wasn't statistically significant. This is an intriguing insight. It suggests that while many Indonesian coffee shop visitors might have the intention to purchase, it doesn't necessarily translate to long-term loyalty (Juwaini et al., 2022). Factors like variety, experimentation, and the sheer number of coffee shop options available could influence this trend.

The complex paths SMU → TR → PI and eWOM → TR → PI presented mixed results. While the former was significant, indicating a pathway from social media usage through trust to purchase intention, the latter was not. This further solidifies the predominant influence of social media in shaping coffee shop patron behaviors in Indonesia, over eWOM. As the Indonesian coffee shop landscape continues to evolve, understanding these intricate relationships becomes paramount for businesses. Recognizing the power of trust, leveraging social media effectively, and navigating the nuances of customer loyalty can spell success in this thriving market (Kim et al., 2012; Wang & Scheinbaum, 2018).

6. Conclusion

The intricate landscape of Indonesia's coffee culture, seamlessly blended with technological advancements and enduring traditional values, provides invaluable perspectives for scholars and enterprises. Our research underscores the profound significance of trust within the realm of coffee shops, notably how it is markedly shaped by the utilization of social media. In contrast, eWOM, impactful across various domains, does not exercise the same influence within the Indonesian coffee shop. This investigation illuminates the distinct confluence of age-old values and contemporary digital interactions in sculpting consumer behavior within Indonesia. It accentuates the imperative for coffee shop enterprises to discern and synergize with these trends to guarantee enduring prosperity. As the trajectory of the Indonesian coffee shop sector ascends, enterprises armed with these insights stand at the cusp of realizing success, by adeptly capitalizing on trust, deciphering the intricacies of customer allegiance, and optimizing the benefits of social media. It is pivotal to recognize that, while this research offers clarity on certain relationships and their relevance, the coffee shop ethos in Indonesia is both vast and multifaceted. Subsequent

scholarly pursuits might explore the nuances of regional disparities, the juxtaposition of traditional versus contemporary coffee venues, and the dynamic shifts in consumer predilections within this effervescent domain.

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