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The Effect Of Social Media Communication And Service Quality On Behavioral Intentions Mediated By Consumer Satisfaction And Brand Love And Self-Esteem As Moderators In Surabaya Coffee Shop

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Abstract

The development of technology and the internet has brought significant changes in the way people interact, communicate, and make purchasing decisions. In Surabaya, as one of the big cities in Indonesia, this coffee shop phenomenon is very visible. Many new coffee shops have sprung up, each with different concepts and target markets. Competition between coffee shops is getting tighter, encouraging them to continue to innovate and improve their marketing strategies, especially through social media and collaboration with influencers. The purpose of this study was to determine the effect of Social Media Communication, Service Quality, Consumer Satisfaction, Brand Love, Self-Esteem on Behavioral Intentions of Coffeeshop consumers in Surabaya. The research method used in this study is a quantitative method with data collection through a questionnaire using a Likert scale with a survey that has been conducted on 100 respondents with the criteria of visitors and have visited a coffee shop in Surabaya. The data obtained were then analyzed using SEM analysis using PLS 4.0 software. Based on the results of testing as many as eight hypotheses out of fourteen hypotheses accepted.

Keywords: Social Media Communication, Service Quality, Consumer Satisfaction, Brand Love, Behavioral Intention, Self -Esteem

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INTRODUCTION

The development of technology, especially in internet access and mobile devices, has significantly influenced social media. According to research, this increased accessibility allows more people to connect and interact in real-time, changing the way communication becomes more dynamic and interactive. The development of technology and the internet has brought significant changes in the way people interact, communicate, and make purchasing decisions. One phenomenon that has attracted attention in recent years is the proliferation of coffee shops in various cities in Indonesia, including Surabaya. According to the databox sourced from We Are SociaL, the number of Instagram users in Indonesia is estimated to reach 99.4 million people in 2024, making Indonesia the country with the fourth largest number of Instagram users in the world. In Surabaya, as one of the big cities in Indonesia, the coffee shop phenomenon is very visible. Many new coffee shops have emerged, each with a different concept and target market. Competition between coffee shops is getting tighter, pushing them to continue to innovate and improve their marketing strategies, especially through social media and collaboration with influencers. In the last two decades, Indonesia has witnessed a significant transformation in the coffee shop industry, reflecting fundamental changes in lifestyle, consumption preferences, and social dynamics of society, especially among young people and urbanites. This phenomenon not only represents a shift in beverage consumption patterns, but also creates a broad and complex impact on the social, cultural, and economic aspects of Indonesian society. The use of social media by cafes and coffee shops has become an important strategy in attracting customers and building community. Through platforms like Instagram and Facebook, coffee shops can share attractive photos of their drinks and food, creating visual appeal that can attract the attention of potential customers. In addition, many coffee shops use social media to announce promotions, special events, and new menu items, creating direct interaction with customers.

LITERATURE REVIEW

Marketing Management according to Leon A. Abdillah (2022) entitled The Role of Modern Social Media, marketing is often carried out directly with potential and existing customers. According to Assauri (2017) marketing management is an activity of creating, preparing, implementing plans carried out by the company to generate profits. Marketing management is needed by the company in order to achieve the predetermined targets.

(Norton, 2016) digital marketing includes managing various forms of online company presence, such as company websites and social media company pages

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combined with online communication techniques introduced including search engine marketing, social media marketing, online advertising, email marketing, and partnership arrangements with other websites.

Social Media Communication (SMC) refers to two-way communication between companies and consumers through social media platforms such as Facebook, Instagram, and Twitter. SMC is essential in marketing strategies because it allows brands to connect directly with consumers, disseminate information, and influence perceptions and purchasing decisions.

According to Tjiptono (2011), service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality.

According to the book (Meithiana Indrasari, 2019:84) Satisfaction is an emotional state that arises after a purchase, and the reactions that may arise can be anger, dissatisfaction, irritation, neutrality, joy, or pleasure. It is not surprising that companies pay close attention to customer satisfaction, given its direct impact on customer loyalty, market share, and profitability.

Brand love is defined as the level of strong emotional attachment that satisfied consumers have to a particular brand. Brand love includes brand love, brand attachment, positive evaluation of the brand, positive emotions in response to the brand, and statements of brand love in theory (Aaron et al., 2006).

Behavioral Intention is a person's desire or intention to take a certain action, such as making a purchase or using a service. In the context of consumer behavior, the intention to purchase a product is often influenced by factors such as satisfaction, service quality, and interaction with the brand through social media. Behavioral intention is often used as a strong indicator in predicting actual consumer behavior (Awn & Azam, 2020).

Self-esteem is the result of other people's assessment of oneself as a form of increasing self-confidence and making individuals feel better about themselves (Setiono & Dwiyanti, 2020). Individuals who have low self-esteem tend to feel uncomfortable about themselves (Imhonde, 2013).

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Conceptual Framework

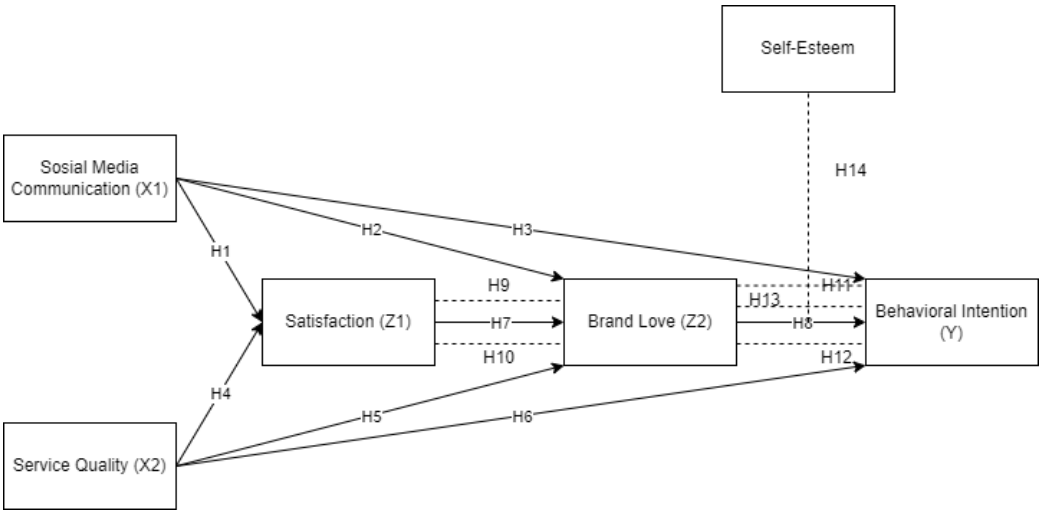


Figure 1, Framework

The hypotheses explained and described in this study is outlined below:
H1: Social Media Communication Influences Consumer Satisfaction
H2: Social Media Communication Influences Brand Love
H3: Social Media Communication Influences Behavioral Intention
H4: Service Quality Influences Consumer Satisfaction
H5: Service Quality Influences Brand Love
H6: Service Quality Influences Behavioral Intention
H7: Consumer Satisfaction Influences Brand Love
H8: Brand Love Influences Behavioral Intention
H9: Consumer Satisfaction mediates the influence of Social Media Communication on Brand Love
H10: Consumer Satisfaction mediates the influence of Service Quality Communication on Brand Love
H11: Brand Love mediates the influence of Social Media Communication on Behavioral Intention
H12: Brand Love mediates the influence of Service Quality on Behavioral Intention
H13: Brand Love mediates the influence of Consumer Satisfaction on Behavioral Intention

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H14: Self Esteem moderates the influence of Brand Love on Behavioral Intention

RESEARCH METHODS

Referring to the research (Gabriella et al., 2022), the number of samples used in this study was 100 respondents. The determination of the number of samples also took into account the opinion of Hair et al. (2017) which stated that for research using Structural Equation Modeling (SEM) with Partial Least Square (PLS), the minimum sample size is 10 times the number of paths leading to a particular construct in the structural model. The sampling technique used is non-probability sampling with the purposive sampling method. The selection of this method is based on the consideration that not all individuals in the population have the same opportunity to become samples, and the selected samples must meet certain criteria that are relevant to the research objectives (Ansar et al., 2024). The sample criteria set are:

1. Consumers who have visited and made purchases at coffee shops in Surabaya at least 2 times in the last 3 months. This criterion is set to ensure that respondents have sufficient experience with coffee shops in Surabaya and can provide valid assessments of the variables studied.
2. Consumers who actively use social media and have been exposed to coffee shop marketing content through social media. This is in line with the findings (Pratiwi et al., 2023) which show that internet usage in Indonesia is dominated by the use of social media, so that marketing practices through social media are an effective product marketing tool to promote the company's brand.
3. Minimum age of 17 years, assuming that at that age respondents are able to make purchasing decisions independently. The determination of this age limit also takes into account the findings (Gabriella et al., 2022) which show differences in consumption behavior between Generations X, Y, and Z. With a minimum age limit of 17 years, this study can include respondents from Generation Z and Millennials who tend to be more adaptive to technology and active on social media.

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RESULTS AND DISCUSSION

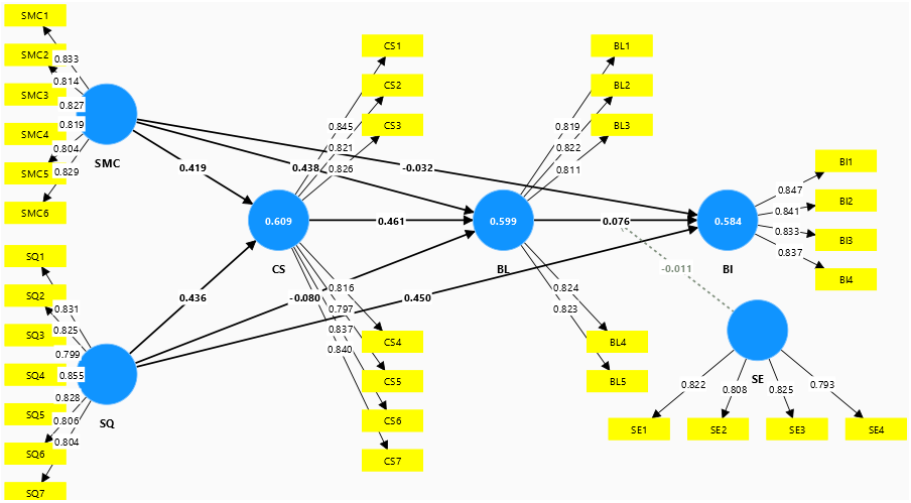


Figure 2, Loading Factor

In Figure 2 the loading factor value for all indicators has reached a value of > 0.7. The item values generated by Social Media Communication, Service Quality, Consumer Satisfaction, Brand Love, Brand Intention, Self-Esteem have met the Convergent Validity standard value because all factors have a value of > 0.7. Thus it can be concluded that all constructs are valid. The Loading Factor results after Dropping can be seen more clearly in table 1

Table 1 loading factor

Indikator	BI	BL	CS	SE	SMC	SQ	SE x BL
BI1	0.847						
BI2	0.841						
BI3	0.833						
BI4	0.837						
BL1		0.819					
BL2		0.822					
BL3		0.811					
BL4		0.824					
BL5		0.823					
CS1			0.845				
CS2			0.821				
CS3			0.826				

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CS4			0.816				
CS5			0.797				
CS6			0.837				
CS7			0.840				
SE1				0.822			
SE2				0.808			
SE3				0.825			
SE4				0.793			
SMC1					0.833		
SMC2					0.814		
SMC3					0.827		
SMC4					0.819		
SMC5					0.804		
SMC6					0.829		
SQ1						0.831	
SQ2						0.825	
SQ3						0.799	
SQ4						0.855	
SQ5						0.828	
SQ6						0.806	
SQ7						0.804	
SE x BL							1.000

Based on the image and table above, all loading factors have values above 0.7 so that the indicators in all these variables are not eliminated from the model. And all indicators have met the requirements in convergent validity.

Table 2. convergent validity.

VARIABEL LATEN	Average variance extracted (AVE)
BI	0.705
BL	0.672
CS	0.682
SE	0.660
SMC	0.674
SQ	0.675

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Based on the output display of the table above, it shows that all constructs have met the convergent validity test, namely AVE above 0.5.

In discriminant validity, the cross loading value is used with the aim of examining the research instrument in explaining or reflecting latent variables. A model has good discriminant validity if each loading value of a latent variable has the largest loading value compared to other loading values against other latent variables. The discriminant validity test can be seen in the cross loading table which is assessed based on the cross loading between the indicator and its construct.

Table 3. Discriminant validity

Indikator	BI	BL	CS	SE	SMC	SQ
BI1	**0.847**	0.435	0.495	0.476	0.467	0.551
BI2	**0.841**	0.477	0.530	0.538	0.507	0.539
BI3	**0.833**	0.566	0.583	0.634	0.517	0.614
BI4	**0.837**	0.460	0.486	0.568	0.453	0.604
BL1	0.418	**0.819**	0.537	0.580	0.536	0.344
BL2	0.495	**0.822**	0.630	0.595	0.575	0.485
BL3	0.479	**0.811**	0.601	0.669	0.609	0.460
BL4	0.475	**0.824**	0.566	0.623	0.644	0.446
BL5	0.509	**0.823**	0.590	0.662	0.551	0.474
CS1	0.519	0.641	**0.845**	0.606	0.593	0.587
CS2	0.491	0.542	**0.821**	0.535	0.534	0.560
CS3	0.479	0.607	**0.826**	0.599	0.609	0.599
CS4	0.571	0.555	**0.816**	0.569	0.585	0.604
CS5	0.469	0.606	**0.797**	0.596	0.575	0.544
CS6	0.510	0.611	**0.837**	0.582	0.604	0.636
CS7	0.581	0.565	**0.840**	0.618	0.597	0.601
SE1	0.573	0.619	0.610	**0.822**	0.542	0.524
SE2	0.541	0.653	0.621	**0.808**	0.629	0.415
SE3	0.556	0.649	0.566	**0.825**	0.613	0.555
SE4	0.483	0.555	0.503	**0.793**	0.460	0.380
SMC1	0.492	0.618	0.594	0.577	**0.833**	0.534
SMC2	0.451	0.555	0.611	0.547	**0.814**	0.553

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SMC3	0.394	0.572	0.526	0.588	**0.827**	0.488
SMC4	0.475	0.569	0.597	0.540	**0.819**	0.563
SMC5	0.509	0.624	0.568	0.540	**0.804**	0.537
SMC6	0.526	0.567	0.592	0.627	**0.829**	**0.591**
SQ1	0.495	0.425	0.582	0.436	0.600	**0.831**
SQ2	0.567	0.482	0.646	0.440	0.568	**0.825**
SQ3	0.580	0.435	0.559	0.531	0.557	**0.799**
SQ4	0.535	0.424	0.566	0.485	0.524	**0.855**
SQ5	0.556	0.415	0.576	0.442	0.505	**0.828**
SQ6	0.625	0.427	0.558	0.523	0.537	**0.806**
SQ7	0.599	0.493	0.612	0.482	0.528	**0.804**

The cross-loading value in the table above is the first approach in assessing the indicators of each construct variable. The outer model value related to the indicator variable of each construct variable must be greater than the other cross-loading values. It can be seen from the table above that the outer loading value of each indicator variable of the related construct variable is greater than the cross-loading value.

After completing the measurement on the validity test, the analysis is continued by conducting measurements on the reliability test consisting of composite reliability and cronbach alpha. a construct can be said to be reliable if the composite reliability and cronbach alpha values are > 0.7. If the composite reliability and cronbach alpha values are not > 0.7 then the indicators used cannot be stated as reliable or consistent for the construct size.

Table 4. Reliability test

Variabel Laten	Cronbach's alpha	Composite reliability
BI	0.861	0.905
BL	0.878	0.911
CS	0.922	0.938
SE	0.828	0.886
SMC	0.903	0.925
SQ	0.920	0.936

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Based on Table 4, the composite reliability and cronbach alpha values for each latent variable are > 0.7, so it can be concluded that each latent variable in this study can be stated as reliable. Composite reliability evaluation is done by looking at the composite reliability value of the indicator block that measures the construct and the cronbach alpha value. A construct is said to be reliable if its composite reliability value is above 0.7 and the cronbach alpha value is recommended to be above 0.6.

Table 5. R Square

Variabel Laten	R-square
BI	0.584
BL	0.599
CS	0.609

Model examination can be seen from the R square value, meaning that the model can explain the influence of exogenous variables on endogenous variables as follows:

a. Variation of Social Media Communication, Service Quality variables, has an effect of 58.4% on Behavioral Behavioral Intention. While the rest is explained by variations in other variables outside the research model of 41.6%.
b. Variation of Social Media Communication, Service Quality variables, has an effect of 59.9% on Brand Love Intention. While the rest is explained by variations in other variables outside the research model of 40.1%.
c. Variation of Social Media Communication, Service Quality variables, has an effect of 60.9% on Consumer Satisfaction Intention. While the rest is explained by variations in other variables outside the research model of 39.1%.

Hypothesis

Table 6. Hypothesis

Hipotesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Result
BL -> BI	0.076	0.697	0.486	Not Signifikan
CS -> BL	0.461	3.565	0.000	Not Signifikan

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SE -> BI	0.350	2.815	0.005	Not Signifikan
SMC -> BI	-0.032	0.288	0.773	Not Signifikan
SMC -> BL	0.438	3.462	0.001	Signifikan
SMC -> CS	0.419	2.931	0.004	Signifikan
SQ -> BI	0.450	2.415	0.016	Signifikan
SQ -> BL	-0.080	0.974	0.331	Not Signifikan
SQ -> CS	0.436	3.154	0.002	Signifikan
SE -> BI	0.350	2,815	0.005	Signifikan
CS -> BL -> BI	0.035	0.671	0.502	Tidak Signifikan
SMC -> BL -> BI	0.033	0.658	0.511	Tidak Signifikan
SMC -> CS -> BL	0.193	2,296	0.022	Signifikan
SQ -> BL -> BI	-0.006	0.479	0.632	Tidak Signifikan
SQ -> CS -> BL	0.201	2,274	0.023	Signifikan

The Influence of Social Media Communication on Consumer Satisfaction

Based on table 6, the path coefficient of influence of Social Marketing Communication on Consumer Satisfaction is 0.419 (positive value) with a t-value of 2.931 and P values of 0.004.

The Influence of Social Media Communication on Brand Love

Based on table 6, the path coefficient of influence of Social Marketing Communication on Brand Love is 0.438 (positive value) with a t-value of 3.462 and P values of 0.001. Thus, it can be said that Social Marketing Communication has a significant effect on Brand Love

The Influence of Social Media Communication on Behavioral Intention

Based on table 6, the path coefficient of influence of Social Marketing Communication on Behavioral Intention is -0.032 (negative value) with a t-value of 0.288 and P values of 0.773. Thus, it can be said that Social Marketing Communication does not have a significant effect on Behavioral Intention

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The Effect of Service Quality on Consumer Satisfaction

Based on table 6, the path coefficient of the influence of Service Quality on Consumer Satisfaction is 0.436 (positive) with a t-value of 3.154 and P values of 0.002. Thus, it can be said that Service Quality has a significant effect on Consumer Satisfaction

The Effect of Service Quality on Brand Love

Based on table 6, the path coefficient of the influence of Service Quality on Brand Love is -0.080 (negative) with a t-value of 0.974 and P values of 0.331. Thus, it can be said that Service Quality does not have a significant effect on Brand Love

The Effect of Service Quality on Behavioral Intention

Based on table 6, the path coefficient of the influence of Service Quality on Behavioral Intention is 0.450 (positive) with a t-value of 2.415 and P values of 0.016. Thus, it can be said that Service Quality has a significant effect on Behavioral Intention

The Effect of Consumer Satisfaction on Brand Love

Based on table 6, the path coefficient of the influence of Consumer Satisfaction on Brand Love is 0.461 (positive) with a t-value of 3.565 and P values of 0.000. Thus, it can be said that Consumer Satisfaction has a significant effect on Brand Love

The Effect of Brand Love on Behavioral Intention

Based on table 6, the path coefficient of the influence of Brand Love on Behavioral Intention is -0.080 (negative) with a t-value of 0.974 and P values of 0.331. Thus, it can be said that Brand Love does not have a significant effect on Behavioral Intention

Consumer Satisfaction mediates the influence of Social Media Communication on Brand Love

Based on table 6 the path coefficient of Consumer Satisfaction mediation of the influence of Social Media Communication on Brand Love is 0.193 (positive) with a t-value of 2.296 and P values of 0.022. Thus, it can be said that Consumer Satisfaction has a significant influence that can mediate Social Media Communication on Brand Love

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Consumer Satisfaction mediates the influence of Service Quality communication on Brand Love

Based on table 6, the coefficient of the mediation path of Consumer Satisfaction on the influence of Service Quality on Brand Love is 0.201 (positive) with a t-value of 2.274 and P values of 0.023. Thus, it can be said that Consumer Satisfaction has a significant influence that can mediate Service Quality on Brand Love

Brand Love mediates the influence of Social Media Communication on Behavioral Intention

Based on table 6, the coefficient of the mediation path of Brand Love on the influence of Social Media Communication on Behavioral Intention is 0.033 (positive) with a t-value of 0.658 and P values of 0.511. Thus, it can be said that Brand Love has an insignificant effect on mediating Social Media Communication on Behavioral Intention

Brand Love mediates the effect of Service quality on Behavioral Intention

Based on table 6, the coefficient of the Brand Love mediation path on the effect of Service Quality on Behavioral Intention is -0.006 (negative) with a t-value of 0.479 and P values of 0.632. Thus, it can be said that Brand Love has an insignificant effect on mediating Service Quality on Behavioral Intention

Brand Love mediates the effect of Consumer satisfaction on Behavioral Intention

Based on table 6, the coefficient of the Brand Love mediation path on the effect of Consumer Satisfaction on Behavioral Intention is 0.035 (positive) with a t-value of 0.671 and P values of 0.502. Thus, it can be said that Brand Love has an insignificant influence that can mediate Consumer Satisfaction towards Behavioral Intention

Self Esteem moderates the influence of brand love towards behavioral Intention Based on

Based on table 6, the coefficient of Self Esteem Moderation path of Brand Love influence on Behavioral Intention is 0.350 (positive value) with a t-value of 2.815 and P values of 0.005. Thus, it can be said that Self Esteem has a significant influence that can moderate Brand Love on Behavioral Intention.

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CONCLUSIONS

The research found that:

1. The hypothesis stating that “The Effect of Social Media Communication on Consumer Satisfaction is Accepted” shows that interactions and communications that occur on social media platforms significantly affect the level of user satisfaction.
2. The hypothesis stating that “The Effect of Social Media Communication on Brand Love is Accepted” shows that interactions and communications that occur on social media can significantly shape and increase brand love.
3. The hypothesis stating that “The Effect of Social Media Communication on Behavioral Intention is Rejected” Although social media provides a platform for interaction, research shows that other factors, such as direct experience with the product, recommendations from friends, or the quality of the product itself, may have a stronger influence on behavioral decisions.
4. The hypothesis stating that “The Effect of Service Quality on Consumer Satisfaction is Accepted” confirms that service quality directly contributes to the level of customer satisfaction. Service quality includes various aspects, such as reliability, responsiveness, empathy, and assurance, all of which play an important role in shaping the customer experience.
5. Hypothesis stating that "The Effect of Service Quality on Brand Love is Rejected" Although good service quality can create a positive experience for customers, research shows that other factors, such as brand identity, emotional value, and personal involvement, may have a greater impact on forming brand love. Customers can be satisfied with the service they receive without developing a strong emotional bond with the brand.
6. The hypothesis stating that "The Effect of Service Quality on Behavioral Intention is Accepted" indicates that service quality has a significant impact on customer behavioral intentions. When customers perceive high service quality, such as reliability, responsiveness, and attention to their needs, they are more likely to take positive actions, such as making repeat purchases or recommending the brand to others.
7. The hypothesis stating that "The Effect of Consumer Satisfaction on Brand Love is Accepted" indicates that the level of customer satisfaction contributes significantly to the formation of brand love. When customers are satisfied with their experience of both the product and the service provided, they tend to develop a

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deeper emotional bond with the brand. Customer satisfaction creates positive perceptions and loyalty, which can strengthen the emotional connection between customers and brands.

8. The hypothesis stating that "Brand Love Influences Behavioral Intention Rejected" Although brand love can create a strong emotional connection, other factors, such as product quality, price, and external situations, may be more decisive in driving real actions, such as purchases or recommendations.
9. The hypothesis stating that "Consumer Satisfaction Mediates the Influence of Social Media Communication on Brand Love Accepted" indicates that consumer satisfaction acts as a bridge between communication on social media and brand love.
10. The hypothesis stating that "Consumer Satisfaction Mediates the Influence of Service Quality on Brand Love Accepted" indicates that consumer satisfaction functions as an intermediary in the relationship between service quality and brand love. When customers receive high-quality service, they tend to be satisfied with their experience.
11. The hypothesis stating that "Brand Love Mediates the Influence of Social Media Communication on Behavioral Intention Rejected" Although good communication on social media can create a positive emotional connection, research shows that behavioral intentions are more influenced by other factors, such as product quality, previous experience, and price.
12. Hypothesis stating that "Brand Love Mediates the Effect of Service Quality on Behavioral Intention is Rejected" Although good service quality can create positive experiences and increase loyalty, research shows that behavioral intentions are more influenced by other factors, such as immediate satisfaction and concrete user experiences.
13. Hypothesis stating that "Brand Love Mediates the Effect of Consumer Satisfaction on Behavioral Intention is Rejected" Although customer satisfaction can create positive experiences, research shows that intentions to act, such as making a purchase or recommending a brand, are more influenced by other factors, such as practical needs and situational context.
14. The hypothesis that “Self Esteem Moderates the Effect of Brand Love on Behavioral Intention Accepted” suggests that an individual’s level of self-esteem can influence the extent to which brand love impacts behavioral intention. When a person has high self-esteem, they may be more likely to internalize an emotional

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connection with the brand, which increases their likelihood of taking positive actions, such as making a purchase or recommending the brand to others.

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