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The Influence of Electronic Word of Mouth (E-WOM), Social Media Marketing, and Brand Awareness on Generation Z Customer Loyalty at Wahidin Coffee

Diah Anggie Navita[1], Rusnandari Retno Cahyani[2], Annisa Indah Mutiasari[3]

[1,2] Business Administration Study Program, Sahid University of Surakarta

Abstract

Generation Z represents a significant consumer segment in Indonesia, particularly in the growing coffee shop industry. This study aims to analyze the effects of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness on Generation Z Customer Loyalty at Wahidin Coffee, Surakarta. This study employed an explanatory quantitative approach using questionnaires distributed to 150 Generation Z consumers selected through purposive sampling. Data were analyzed using multiple linear regression, supported by validity, reliability, classical assumption, t-test, F-test, and coefficient of determination tests. The results showed that all research instruments were valid and reliable, and the data fulfilled the classical assumptions. The partial test revealed that e-WOM had a significant positive effect on Customer Loyalty (p = 0.022), while Social Media Marketing had no significant effect (p = 0.729). Brand Awareness had a significant positive effect on Customer Loyalty (p = 0.000). Simultaneously, e-WOM, Social Media Marketing, and Brand Awareness significantly affected Customer Loyalty (p = 0.000). The Adjusted R Square value of 0.713 indicates that the three independent variables explained 71.3% of Customer Loyalty variation, while 28.7% was explained by other factors. These findings highlight the importance of strengthening e-WOM and Brand Awareness to enhance Generation Z customer loyalty.

Keywords: Generation Z, Electronic Word of Mouth, Social Media Marketing, Brand Awareness, Customer Loyalty

INTRODUCTION

Generation Z represents the largest generational group in Indonesia's population structure. According to the 2020 Population Census, Generation Z, defined as individuals born between 1997 and 2012, accounts for approximately 27.94% of

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Indonesia's total population, making it the largest generational group compared with other generations (Badan Pusat Statistik, 2020). This demographic condition indicates that Generation Z holds a strategic position in Indonesia's social, economic, and national development. As a group consisting largely of individuals in school age, the productive-age population, and those entering the early stages of the workforce, Generation Z has significant potential as a human resource and consumer group that can influence market development and the Indonesian economy (Arum et al., 2023). Growing up alongside rapid developments in information technology has also shaped Generation Z to be relatively adaptive to change, quick to access information, and characterized by interaction patterns and lifestyles that differ from those of previous generations (Ramadhani & Khoirunisa, 2025).

One of the main characteristics of Generation Z is its high intensity of social media use as a means of communication, entertainment, information seeking, and social identity formation. Through social media, Generation Z can quickly access information about various trends, popular activities, and other people's experiences (Febry & Safitri, 2021). This high level of digital interaction has also contributed to the emergence of the Fear of Missing Out (FOMO) phenomenon, which refers to a condition in which individuals experience anxiety or fear of missing out on experiences, information, activities, or trends that others are participating in (Przybylski et al., 2013). Among Generation Z, FOMO can encourage individuals to remain continuously connected, participate in popular activities, and engage in trends perceived as socially relevant (Hidayati & Nasution, 2025). This phenomenon affects not only social interaction patterns but also consumer behavior, including the tendency to choose products that are popular and widely discussed on social media.

One manifestation of this shift in consumption patterns can be observed in the development of coffee consumption in Indonesia. Data on coffee consumption indicate a continuous increase during the 1990–2024 period, reflecting the growing demand for coffee products among Indonesian consumers (Santino Coffee, 2025). For Generation Z, coffee consumption is no longer associated solely with personal needs or preferences but is also related to trends, lifestyles, self-identity, and the desire to remain connected with their social environment. Interest in various types and brands of coffee that are viral, recommended by peers, or frequently featured on social media can be considered part of FOMO-related characteristics. This condition has also contributed to the growth of the coffee shop industry across various regions, driven by increasing demand and changing consumer preferences (Anwar, 2025). Consequently, coffee shops are not only

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expected to provide quality coffee products but also to offer comfortable atmospheres, attractive designs, supporting facilities such as internet access, and innovative menus that align with the characteristics and preferences of Generation Z consumers.

The increasing number of coffee shops with diverse concepts has intensified competition within the industry. Under these circumstances, business owners need to implement marketing strategies capable of creating positive perceptions, providing meaningful consumer experiences, and establishing long-term relationships with customers. Innovation strategies and market orientation have become essential factors for coffee shop businesses to survive and achieve sustainable competitive advantage amid intense market competition (Arifin, Kusumastuti, & Cahyani, 2026). One relevant strategy is Electronic Word of Mouth (e-WOM), which refers to the dissemination of consumer recommendations and experiences through digital networks that can influence brand awareness, consumer attitudes, and customer loyalty (Kotler & Keller, 2016). Consumer reviews and online ratings have been proven to play a significant role in shaping consumer decision-making in the culinary sector (Mutiasari, Kusumastuti, Cahyani, & Al Haris, 2024). In addition to e-WOM, social media marketing has become an important means of reaching Generation Z because it enables businesses to create, communicate, deliver, and exchange value with consumers through social media platforms (Tuten & Solomon, 2017). Attractive visual content, product information, two-way communication, and consistent interaction can help coffee shops establish closer relationships with their consumers. Meanwhile, brand awareness is essential for enabling consumers to recognize and recall a brand as belonging to a particular product category (Aaker, 2014). Consistency in brand identity, a positive brand image, and continuous exposure can strengthen a brand's position in consumers' minds amid the growing number of coffee shop alternatives.

The implementation of e-WOM, social media marketing, and brand awareness is ultimately related to a company's ability to retain its customers. Customer loyalty reflects consumers' tendency to continue using existing products as well as new products offered by a company (Gupta et al., 2020). Loyal customers tend to remain committed to a particular brand, make repeat purchases, and recommend the brand to other consumers, making customer loyalty an important indicator of marketing strategy success. In the context of coffee shop competition, loyalty becomes increasingly important because consumers have numerous alternatives and can easily obtain information about other products and establishments through digital media. Therefore, marketing strategies that can build trust, strengthen brand recognition, and create

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positive consumer experiences are expected to help retain customers over the long term, despite the emergence of various consumption trends.

Wahidin Coffee is one of the coffee shops that has developed amid increasing coffee consumption and the growing role of coffee as part of consumers' lifestyles. The business was previously known as Sadari Kopi, which was established in 2018, before undergoing a name and branding change to Wahidin Coffee in 2025 as part of a change in management and an adjustment to evolving business needs. This change was intended to improve operational systems, service quality, and marketing strategies so that they would be more aligned with current consumer characteristics and competitive conditions. Wahidin Coffee has a distinctive concept because it not only provides coffee products and a space for socializing, discussion, and working but also organizes art collaborations as a platform for creativity and social interaction. In its marketing activities, Wahidin Coffee utilizes Instagram to provide information about its menu, promotions, art activities, and customer-engaging content. Consumer activities in the form of reviews, comments, ratings, and shared experiences through Google Maps and other social media platforms also demonstrate the presence of e-WOM. In addition, its brand identity, reflected through its logo, Vietnamese-style coffee shop concept, and consistent visual presentation, supports the development of brand awareness among customers. Based on these conditions, this study aims to analyze the influence of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness on Customer Loyalty at Wahidin Coffee. The findings are expected to provide a basis for evaluation and strategic recommendations for management in strengthening customer loyalty and improving the competitiveness of the business.

METHODOLOGY

This research employs an explanatory research design with a quantitative approach aimed at objectively analyzing the relationships among variables through numerical data and statistical analysis. The quantitative method is based on the philosophy of positivism and is used to examine specific populations or samples, with numerical data analyzed statistically to test hypotheses (Sugiyono, 2018). The study was conducted at Wahidin Coffee, located at Jl. Dr. Wahidin No. 3A, Penumping, Laweyan District, Surakarta City, Central Java 57148, over a seven-month period from January to July 2026. Research variables are characteristics or attributes of individuals or organizations that have certain variations and can be measured or observed for subsequent analysis and conclusion drawing (Sugiyono, 2019). This study consists of

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three independent variables, namely Electronic Word of Mouth (e-WOM) (X_1), Social Media Marketing (X_2) (X_3), and Brand Awareness (X_3), as well as one dependent variable, namely Customer Loyalty (Y). Independent variables are variables that influence or cause changes in the dependent variable (Sugiyono, 2020), whereas the dependent variable is a variable that is influenced by or results from the presence of independent variables (Sugiyono, 2019).

Operational Definition

According to Nurdin & Hartati (2019), an operational definition refers to defining variables operationally based on observable characteristics, enabling researchers to conduct careful observations or measurements of an object or phenomenon. In this study, the operational definitions of the variables are as follows:

Table 1. Operational Definition

Variabel	Defiinisi Operasional	Indikator	Skala	Sumber Referensi
Electronic Word of Mouth (e-WOM) (X_1)	Electronic Word of Mouth (e-WOM) refers to consumers' or the public's perception of the extent to which electronic word-of-mouth can influence the attitudes and decisions of other consumers.	1. Intensity 2. Content 3. Valance of Opinion	Likert	Goyette et al. (2010)
Social Media Marketing (X_2)	Social Media Marketing refers to consumers' perceptions of a company's marketing activities conducted through social media to deliver product information, establish communication, and foster continuous engagement with consumers.	1. Entertainment 2. Interaction 3. Trendiness 4. Customization 5. Word of Mouth	Likert	Kim & Ko (2012)

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Variabel	Defiinisi Operasional	Indikator	Skala	Sumber Referensi
Brand Awareness (X_3)	Brand Awareness refers to consumers' perception of a brand in terms of their ability to recognize or recall a product, thereby increasing their confidence in choosing the brand.	1. Unaware of Brand 2. Brand Recogniti on 3. Brand Recall 4. Top Mind	Likert	Kotler & Keller (2012)
Customer loyalty (Y)	Customer loyalty refers to the level of consumer commitment to consistently repurchase a product or service over a certain period.	1. Repea t Purchase 2. Reffe rals 3. Rete ntion	Likert	Kotler & Keller (2016)

Sample and Population

The study population comprised Generation Z consumers who had purchased products at Wahidin Coffee. A purposive sampling technique was used with criteria of respondents aged 17–29, having purchased at least twice, and actively using social media such as Instagram or TikTok. Based on Hair et al. (2022), 15 indicators required 150 respondents. Of 182 questionnaires collected, 32 were excluded, resulting in 150 eligible respondents for analysis.

Instrument Testing Techniques

The validity and reliability tests were conducted to ensure that the questionnaire accurately and consistently measured the research variables. Validity was assessed using a 5% significance level by comparing r-count with r-table (0.1603), where items were considered valid if r-count > r-table (Ghozali, 2018). All items for e-WOM, Social Media Marketing, Brand Awareness, and Customer Loyalty were valid. Reliability was tested using Cronbach's Alpha, with a minimum threshold of 0.60 (Sugiyono, 2018). The results showed values of 0.650, 0.805, 0.821, and 0.713, respectively, indicating that all instruments were reliable and suitable for data collection.

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Classical Assumption Test

Classical assumption tests were conducted to ensure the validity of the OLS regression model, including normality, multicollinearity, and heteroscedasticity tests. Normality was assessed using the Kolmogorov–Smirnov test, with significance > 0.05 indicating normally distributed residuals (Santoso, 2014). Multicollinearity was evaluated using Tolerance > 0.10 and VIF < 10 (Ghozali, 2018). Heteroscedasticity was tested using the Park test, where significance > 0.05 indicates no heteroscedasticity (Ghozali, 2021).

Hypothesis Test

Multiple linear regression was used to examine the effects of e-WOM, Social Media Marketing, and Brand Awareness on Customer Loyalty (Ghozali, 2018). The t-test assessed the partial effects of each independent variable, while the F-test evaluated their simultaneous effects, with significance determined at $p < 0.05$ (Sunyoto, 2013; Ghozali, 2018). The coefficient of determination (R^2) was used to measure how well the independent variables explained variations in Customer Loyalty.

RESULT AND DISCUSSION

Company Overview

Wahidin Coffee is a coffee shop in Surakarta City that evolved from Sadari Kopi after approximately seven years of operation and subsequently underwent a rebranding process as Wahidin Coffee or w3A Coffee to establish a stronger brand identity and a business concept that is more closely connected with its customers. Founded by Dwikky Usman, the business emphasizes customer experience through a combination of coffee quality, ambiance, art, creativity, and community, including collaborations in the fields of art and other creative activities. In addition to providing a space for socializing, creative expression, and community building, Wahidin Coffee offers a wide range of products, including Specialty Coffee, Signature Coffee, non-coffee beverages, Cold Brew, and complementary foods such as snacks and pastries. This diversity of products and concepts demonstrates Wahidin Coffee's efforts to accommodate various consumer preferences, particularly among Generation Z, while creating experiences that can encourage repeat visits, customer satisfaction, and customer loyalty.

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Respondent Characteristics

Respondent characteristics are used to provide an overview of the respondents sampled in this study, as presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	70	46.7
	Female	80	53.3
Age	17-20 years	30	20
	21-24 years	94	62.67
	25-29 years	26	17.33
Occupation/Status	Student	74	49.33
	Teacher/Lecturer	3	2
	Entrepreneur	13	8.67
	Employee	45	30
	Housewive	5	3.33
	Civil Servant	4	2.67
	Others	6	4
Social Media	TikTok	54	36
	Instagram	83	55.33
	Others	13	8.67
Purchase Frequency	3x	34	22.67
	4x	69	46
	5x	47	31.33

Based on the characteristics of the 150 respondents, the majority were female, comprising 80 respondents (53.3%), while 70 respondents (46.7%) were male. In terms of age, the respondents were predominantly aged 21–24 years, with 94 respondents (62.67%), followed by those aged 17–20 years with 30 respondents (20.00%) and 25–29 years with 26 respondents (17.33%). Regarding occupation, most respondents were students, totaling 74 respondents (49.33%), followed by private-sector employees with 45 respondents (30.00%). In terms of social media usage, Instagram was the most widely used platform, with 83 respondents (55.33%), followed by TikTok with 54 respondents (36.00%) and other social media platforms with 13 respondents (8.67%).

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Meanwhile, based on purchase frequency, 69 respondents (46.00%) had made four purchases, 47 respondents (31.33%) had made five purchases, and 34 respondents (22.67%) had made three purchases. These findings indicate that the respondents were predominantly female Generation Z consumers aged 21–24 years, primarily students, active Instagram users, and had experience making repeat purchases at Wahidin Coffee.

Research Instrument Testing

1. Validity Test

Validity testing was conducted on all statement items for the Electronic Word of Mouth (e-WOM), Social Media Marketing, Brand Awareness, and Customer Loyalty variables by comparing the calculated r-value (r-count) with the critical r-value (r-table) at a 5% significance level (α = 0.05). Based on 150 respondents, the degree of freedom (df) was 148, resulting in an r-table value of 0.1603 according to the Pearson Product Moment table. The results showed that all items for e-WOM (X_1), Social Media Marketing (X_2), Brand Awareness (X_3), and Customer Loyalty (Y) had r-count values greater than the r-table value, with ranges of 0.531–0.714 for e-WOM, 0.567–0.709 for Social Media Marketing, 0.498–0.813 for Brand Awareness, and 0.638–0.832 for Customer Loyalty. Therefore, all statement items were considered valid and suitable for use as research instruments.

Table 2. Validity Test

Item	r Hitung	r Tabel	Keterangan
$X_1$1	0,714	0,1603	Valid
X_1.2	0,578	0,1603	Valid
X_1.3	0,531	0,1603	Valid
X_1.4	0,532	0,1603	Valid
X_1.5	0,639	0,1603	Valid
X_1.6	0,619	0,1603	Valid
X_2.1	0,709	0,1603	Valid
X_2.2	0,569	0,1603	Valid
X_2.3	0,567	0,1603	Valid
X_2.4	0,583	0,1603	Valid
X_2.5	0,688	0,1603	Valid
X_2.6	0,625	0,1603	Valid

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X_2.7	0,655	0,1603	Valid
X_2.8	0,569	0,1603	Valid
X_2.9	0,569	0,1603	Valid
X_3.1	0,795	0,1603	Valid
X_3.2	0,498	0,1603	Valid
X_3.3	0,708	0,1603	Valid
X_3.4	0,716	0,1603	Valid
X_3.5	0,787	0,1603	Valid
X_3.6	0,813	0,1603	Valid
Y_1.1	0,832	0,1603	Valid
Y_1.2	0,703	0,1603	Valid
Y_1.3	0,751	0,1603	Valid
Y_1.4	0,638	0,1603	Valid

2. Reliability Test

Reliability testing was conducted to assess the consistency of the research instrument for each variable using Cronbach's Alpha values. The results showed Cronbach's Alpha values of 0.650 for Electronic Word of Mouth (e-WOM), 0.805 for Social Media Marketing, 0.821 for Brand Awareness, and 0.713 for Customer Loyalty. Since all values exceeded the minimum threshold of 0.60, all research instruments were considered reliable and consistent. Therefore, the research instruments met the required data quality standards and were suitable for further analysis.

Table 3. Reliability Test

Variabel	*Cronbach's Alpha*	Batas *Alpha*	Keterangan
Electronic Word Of Mouth (e-WOM) (X_1)	0,650	0,60	Reliabel
Social Media Marketing (X_2)	0,805	0,60	Reliabel
Brand Awareness (X_3)	0,821	0,60	Reliabel
Customer Loyalty (Y)	0,713	0,60	Reliabel

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Classical Assumption Test

1. Normality Test

The normality test in this study was conducted using the One-Sample Kolmogorov-Smirnov method with the Monte Carlo approach. The results showed a Monte Carlo Sig. (2-tailed) value of 0.097, which is greater than the significance level of 0.05. Therefore, the research data were considered normally distributed and met the normality assumption for further analysis.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			150
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.27867933
Most Extreme Differences	Absolute		.099
	Positive		.077
	Negative		-.099
Test Statistic			.099
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.097[d]
	99% Confidence Interval	Lower Bound	.089
		Upper Bound	.104

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

2. Multicollinearity Test

Multicollinearity testing in this study was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. The results showed that all independent variables had Tolerance values greater than 0.10 and VIF values below 10. Therefore, the independent variables were considered free from significant correlations with one another, indicating that the regression model did not exhibit multicollinearity and was suitable for further analysis.

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Table 5. Multicollinearity Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			150
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		.27867933
Most Extreme Differences	Absolute		.099
	Positive		.077
	Negative		-.099
Test Statistic			.099
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.097[d]
	99% Confidence Interval	Lower Bound	.089
		Upper Bound	.104

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

3. Heteroscedasticity Test

Heteroscedasticity testing in this study was conducted using the Park test. The results showed that all independent variables had significance values greater than 0.05. Therefore, it can be concluded that the regression model did not exhibit heteroscedasticity, indicating that the variance of the residuals was relatively constant and the model was suitable for further analysis.

Table 6. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.998	2.318		2.587	.011
	JUMLAHX1	.080	.181	.073	.444	.657
	JUMLAHHX2	-.231	.126	-.340	-1.835	.069
	JUMLAHX3	-.030	.086	-.041	-.344	.731

a. Dependent Variable: LN_RS

Hypothesis Test

1. Multiple Linear Regression Test

Based on the regression results, the multiple linear regression equation is $Y = -0.139 + 0.206X_1 + 0.022X_2 + 0.424X_3$, where Y represents Customer Loyalty, X_1 represents Electronic Word of Mouth (e-WOM), X_2 represents Social Media Marketing, and X_3 represents Brand Awareness. The constant of −0.139 indicates that when all

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independent variables are zero, Customer Loyalty is predicted to be −0.139. The positive regression coefficients for e-WOM (0.206), Social Media Marketing (0.022), and Brand Awareness (0.424) indicate that increases in each respective variable are associated with increases in Customer Loyalty, with Brand Awareness showing the largest coefficient. Conversely, decreases in these variables are associated with decreases in Customer Loyalty.

Table 7. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.139	1.148		-.122	.903
	jumlahx1	.206	.089	.212	2.307	.022
	jumlahx2	.022	.062	.036	.347	.729
	jumlahx3	.424	.043	.661	9.969	.000

a. Dependent Variable: jumlahy

2. Partial Test (t-test)

The partial hypothesis test (t-test) was conducted to examine the individual effects of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness on Generation Z Customer Loyalty at Wahidin Coffee. The results indicate that e-WOM has a significant positive effect on customer loyalty, with a significance value of 0.022 < 0.05, meaning that better electronic information and customer reviews are associated with higher loyalty. In contrast, Social Media Marketing does not have a significant effect, as its significance value of 0.729 > 0.05, suggesting that social media activities alone are insufficient to directly build customer loyalty because loyalty is more strongly influenced by customers' actual experiences, including product quality, service, and store atmosphere (Schiffman & Wisenblit, 2015; Oliver, 2010). This finding is consistent with Simadalahi and Hutasuhud (2025), who found that Social Media Marketing does not significantly affect customer loyalty. Meanwhile, Brand Awareness has a significant positive effect on customer loyalty, with a significance value of 0.000 < 0.05, indicating that greater awareness and recognition of the Wahidin Coffee brand can encourage customers to choose and repurchase the brand. This result is consistent with Sawitri et al. (2025), who found that Brand Awareness has a positive and significant effect on customer loyalty.

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Table 8. Partial Test (t-test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.139	1.148		-.122	.903
	jumlahx1	.206	.089	.212	2.307	.022
	jumlahx2	.022	.062	.036	.347	.729
	jumlahx3	.424	.043	.661	9.969	.000

a. Dependent Variable: jumlahy

3. Simultaneous Test (F-test)

The simultaneous test (F-test) was conducted to examine the combined effect of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness on customer loyalty at Wahidin Coffee. The results showed a significance value of 0.000 < 0.05, indicating that H_0 was rejected and H_4 was accepted. Therefore, e-WOM, Social Media Marketing, and Brand Awareness simultaneously have a significant effect on customer loyalty at Wahidin Coffee.

Table 9. Simultaneous Test (F-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	522.314	3	174.105	124.385	.000[b]
	Residual	204.359	146	1.400		
	Total	726.673	149			

a. Dependent Variable: jumlahy

b. Predictors: (Constant), jumlahx3, jumlahx1, jumlahx2

4. Coefficient Of Determination Test (R^2)

The coefficient of determination test (R^2) is used to measure the ability of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness to explain variations in Customer Loyalty. The results show an Adjusted R Square value of 0.713 or 71.3%, indicating that the three independent variables jointly explain 71.3% of the variation in Customer Loyalty at Wahidin Coffee, while the remaining 28.7% is explained by other factors not included in the research model.

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Table 10. Coefficient Of Determination Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.139	1.148		-.122	.903
	jumlahx1	.206	.089	.212	2.307	.022
	jumlahx2	.022	.062	.036	.347	.729
	jumlahx3	.424	.043	.661	9.969	.000

a. Dependent Variable: jumlahy

CONCLUSION

Based on the results of the study examining the effects of Electronic Word of Mouth (e-WOM), Social Media Marketing, and Brand Awareness on Generation Z customer loyalty at Wahidin Coffee, it can be concluded that e-WOM has a significant effect on customer loyalty, with a significance value of 0.022 < 0.05; therefore, H_1 is accepted. In contrast, Social Media Marketing does not have a significant effect on customer loyalty, with a significance value of 0.729 > 0.05; thus, H_2 is rejected. Meanwhile, Brand Awareness has a significant effect on customer loyalty, with a significance value of 0.000 < 0.05, resulting in the acceptance of H_3. Simultaneously, e-WOM, Social Media Marketing, and Brand Awareness have a significant effect on customer loyalty, as indicated by a significance value of 0.000 < 0.05; therefore, H_4 is accepted. The coefficient of determination shows an Adjusted R Square value of 0.713 or 71.3%, indicating that the three independent variables explain 71.3% of the variation in customer loyalty, while the remaining 28.7% is attributable to other factors outside the research model.

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