



Does Social Media Marketing Activity Affect Coffee Shop Visit Intentions If Mediated by Brand Experience and Brand Awareness?

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Abstract. In the bridge coffee and eatery, this study examines the impact of SMMA on visit intention using brand experience and brand awareness as mediating variables. This study falls under the category of quantitative research. Tourists who frequent The Bridge Coffee and Eatery's tourism area make up the study's population. Ninety respondents made up the study's sample. Non-probability sampling, where the model is chosen based on specific criteria, is the sample selection technique. The information used is primary, meaning it was gathered from respondents' responses to a particular questionnaire. An analytical tool for use in research is SmartPLS 3.0. The findings of this study suggest that (1) SMMA has a favorable and significant impact on intentional visits. (2) Brand experience is significantly impacted by SMMA. SMMA positively and significantly impacts (3) Brand awareness. (4) Brand Experience significantly and favorably influences deliberate visits. (5) Brand awareness influences deliberate visits in a good and meaningful way. (6) The SMMA variable on Visit Intentional factors can be mediated by the Brand Experience variable. (7) The SMMA variable on the Visit Intentional variable can be moderated by the Brand Awareness variable. The research gap for this research is to answer the gap between 2 previous researchers who researched the same thing, and the researcher added the variables of brand experience and brand awareness. Social media will increase brand awareness and brand experience for consumers. Then if consumers have high brand awareness and experience, consumers will always visit the place of the product.

Keywords: SMMA · Brand Awareness · Brand Experience · Visit Intentional

1 Introduction

They were judged by many social media users from various backgrounds, making social media an exciting network for communication in the marketing world. Social media also has a broad reach to offer products or advertisements so that consumers are reached widely and very efficiently at a time and place.

Interest in visiting tourism can be found and created through social media. The tourism business has undergone rapid changes after the development of social media. Many visitors are interested in visiting because they get the references they see from

social media. The term "Social Media Marketing" (SMMA) refers to a set of traditional and digital marketing communication tools that track and support customer contact, cooperation, and communication with a company, its brands, and other customers, which also help to increase customer engagement.

As a tool and infrastructure, social media provides a successful technique to boost brand value and facilitate online idea-sharing with specific customers (Kim & Ko, 2020). Social media is used for more than just information exchange; it offers exceptional and worthwhile experiences (Zollo et al., 2020).

Not only used by individuals. Many companies also use social media as a product marketing medium or customer service for their consumers (Muslim, Wardani & Wijoyo, 2019). One of the social media used to market products or services is Instagram. Bevins (2014) states that Instagram can be used to market products or services and is an effective way because Instagram is a visual-based social media application.

According to Blend Ibrahim, Ahmad Aljarah, & Bashar Ababneh (2020), the relationship between Social Media Marketing and Visit Intention has no significant effect. This insignificant effect, not as expected, Social Media Marketing should increase visitor attraction. The result is that not only can social media marketing influence the intention to visit, but brand equity can also be a reason for visitors to make decisions.

Khan (2021) asserts that the interaction between Social Media Marketing variables significantly impacts the Visit Intention variable. This study demonstrates the critical impact social media marketing plays in promoting brand awareness and generating interest in the brand. These findings help marketers understand how visitors and consumers are developed and how engaged they are with the brand experience regarding social media marketing.

Due to the inconsistency of earlier research, the researcher is interested in studying social media marketing to understand the significance of social media marketing's influence on visit intention in the marketing industry. The researchers added Brand Experience and Brand Awareness variables to support this research.

The aims of this research are:

1. To find out the influence of SMMA on visiting interest.
2. To ascertain how SMMA affects seeing intent as it is mediated by brand awareness.
3. To find out the effect of SMMA on visiting intention, which is mediated by brand experience.
4. To find out the influence of SMMA on brand experience.
5. To determine the impact of SMMA on brand awareness.
6. To find out the effect of brand experience on visiting interest
7. To determine the impact of brand awareness on visiting intentions

2 Theoretical Basis

Social media users are seen as amused seekers who pleasure the SMMA entertainment component (Kim & Ko, 2012). This issue is the outcome of people's games and enjoyment on social media (Bazi et al., 2020). Another element of SMMA is trendiness, which denotes the discussion of the most recent and popular news on social media (Kim & Ko, 2012).

Compared to conventional company-sponsored advertisements, consumers believe social media sites to be a more trustworthy source of information (Vollmer & Precourt, 2008).

Consumer behavior that results from items that signal a desire to buy something is known as interest in visiting (Kotler & Keller, 2012). Customers generally purchase well-known products, but two more criteria influence consumers' preferences between buying interest and actual purchases.

The perception of the brand's creator, developed via sensory, behavioral, intellectual, and affective experiences, is referred to as brand experience (Khann et al., 2019). Studies demonstrate the brand experience's multidimensionality by identifying the customer's purchasing decision path's sensory, emotional, cognitive, and behavioral elements (Lemon & Verhoef, 2016).

Brand Awareness, namely brand awareness, to what extent the brand is known and popular among the public. This proof is a reality that the brand is known or not among the masses. The degree to which people are aware of a brand and can recall it in any circumstance is known as brand awareness (Percy and Rossiter. 1992; Perreault et al., 2013: 199). The research framework in this study is as follows (Fig. 1):

The influence of SMMA on visit intention.

Raised social media marketing has increased interest in visiting, impacting visitors' intentions to go. Another impact of SMMA is the inclination to buy (Yadav & Rahman, 2017). Consumers' future purchase intent will likely indicate that they will do it again (Dodds et al., 1991). This situation is based on consumer reviews of goods or brands and outside influences from websites and social media (Dehghani & Tumer, 2015).

Therefore the first hypothesis is:

H1: SMMA has a significant positive effect on visit intention.

The Mediating Function of Brand Awareness in the Interaction between SMMA and Visitor Interests

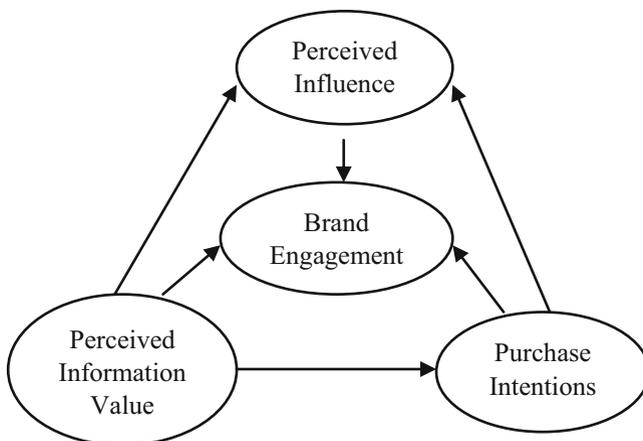


Fig. 1. Research Framework

Brand Awareness affects visit intention; namely, brand awareness influences increasing interest in visiting. Studies use the concept of purchase intention to estimate brand profit potential due to its nature which expresses customers' willingness to promise specific activities related to the future (Kim & Ko, 2010). Interest in visiting begins with brand awareness, and consumers will easily remember and choose the places they want to visit. Information from Social Media is also support that strengthens brand awareness for consumers.

Therefore the second hypothesis is:

H2: SMMA positively and significantly affects visiting interest, mediated by brand awareness.

The Role of Brand Experience in Mediating the Relationship between SMMA and Visiting Interests

Social media marketing affects brand experience that influences customer visiting intentions. The level of customer involvement is likely to affect how customers interact with companies and may substantially impact the nature of their purchasing transactions (Pansari & Kumar, 2017; Thakur, 2019; Viviek et al., 2012). These feelings can affect the individual they are with and how they experience the brand. Consumers may frequently interact with brands' social media and actively share communications via social media platforms (Hollebeek, 2019; Jadi et al., 2020).

Therefore, the third hypothesis is:

H3: SMMA has a significant positive effect on visiting intention, which is mediated by brand experience.

SMMA's Influence on Brand Experience Social Media Marketing influences brand experience, namely marketing communications in the world of marketing can improve the experience and brand value for customers. The importance of online channels in corporate marketing communications and building brand experiences (Zollo et al., 2020). Customers' sensory, behavioral, emotive, and intellectual experiences that shape how they experience a brand may also be used by SMMA (Brakus et al., 2009; Tsai, 2005). For instance, personalized digital material on several internet platforms can strengthen consumer loyalty to brands (Chang et al., 2015).

Therefore the fourth hypothesis is:

H4: SMMA has a positive effect on brand experience

H5: SMMA has a positive impact on brand awareness

The Effect of Brand Experience on Visiting Interests

Brand experience influences visiting intention, meaning increasing brand experience involvement influences consumer visiting interest. Customers may be interested in a brand or product if they are frequently involved (Pansari & Kumar, 2017). Brand experience has more to do with consumers and the interests involved in the brand. Customers with greater interest in the brand will tend to have an intensive level of awareness (Carlson et al., 2019; Junaid et al., 2019).

Therefore the sixth hypothesis is:

H6: Brand experience has a significant positive effect on visiting intentions.

The Effect of Brand Awareness on Visiting Interest.

Brand awareness influences interest in traveling. Hence a rise in consumer brand awareness controls travel interest. For consumers, brand awareness is about momentum or mass appeal (Keller, 2009). Memories that show the consumer's ability to recognize the brand in multiple contexts help to build brand awareness. Brand recognition will tempt customers to visit without giving it much thought.

Therefore the seventh hypothesis is:

H7: Brand experience has a significant positive effect on visiting intentions.

3 Research Methodology

This research applied the quantitative research methodology. The population in this study is tourists visiting The Bridge Coffee and Eatery Tourist Area. According to Sugiyono (2011), the population is a public domain consisting of objects or subjects with specific properties or characteristics that researchers study and find to conclude. The sampling technique in this study. They were using purposive sampling, part of the non-probability sampling method. In a multivariate analysis, the number of samples should be at least ten times as many as the number of research variables (Roscoe, 1975). Due to the trip's accessibility, at least 60 samples are required, making a total of 90 samples necessary.

In creating this study, this research used both primary and secondary data. This research gathered preliminary data through the distribution of surveys. Incomplete data are information sources provided to researchers directly (Sugiyono, 2016). At the same time, secondary data is a source of data obtained from books and magazines in the form of financial reports such as company publications, government reports, articles, theory books, and magazines.

The method used in this research is primary data collection techniques. The questionnaire contains a written questionnaire for respondents to answer.

4 Results and Discussion

The sample in this study amounted to 150 people. Grouping is done to determine the characteristics of respondents as the object of this research. The table analysis below is a descriptive explanation of the data obtained regarding the identity of the sampled respondents. The description of respondents based on gender is intended to segment the market based on gender, namely 77 women (51.33%) and 73 women (48.67%). Description of respondents by age group to find market segments, mainly in the age group <18 years, as many as 63 respondents (42%). Description of respondents based on education group to find out the market segment, which is mainly in the Diploma/S1/S2 education group, as many as 88 respondents (59.25%).

The description of respondents based on occupational groups to find out the market segment is mainly in the student/student occupation group of 68 respondents (45.33%). This study's data analysis and processing technique were based on structural equation modelling (SEM). They were using analytical software and partial least squares 3.0 SmartPLS.

a. Outer Model Analysis

1) **Validity Test**

The findings show that the five variables used in this study, such as SMMA, Brand Experience, Brand Awareness, and Visit Intentions, in each statement representing each variable have a loading factor value > 0.6 . The result can state that the information defining each variable is eligible for research. Based on the results obtained, it is known that the AVE value of the SMMA variable is > 0.5 or equal to 0.732. For the value of the brand experience variable > 0.5 or equal to 0.814. For the value of the brand awareness variable > 0.5 or equal to 0.812. For the value of the visit variable intention > 0.5 or 0.761. This result shows that each variable has good discriminant validity. The findings demonstrate that each statement item's value, including SMMA, brand experience, brand awareness, and visit intents, provides a cross-loading value compared to others when comparing variables in the statements used to describe them.

2) **Reliability Test**

The composite reliability value generated for each variable SMMA, brand experience, brand awareness, and visit intentions > 0.7 where the Composite Reliability value of the SMMA variable > 0.7 is 0.932, brand experience > 0.7 is 0.956, brand awareness > 0.7 which is equal to 0.956, Visit intentions > 0.7 which is similar to 0.941. The magnitude of > 0.7 implies that the four variables are dependable based on the Composite Reliability score for each variable. Based on the table above, the results of Cronbach's Alpha SMMA variable > 0.7 , which is 0.908; brand experience > 0.7 , which is 0.943; brand awareness > 0.7 , which is 0.943, Visit intentions > 0.7 , which is 0.921. Because all of the research variables satisfied Cronbach's Alpha value requirements, the result can conclude from these results that all of them have high levels of dependability.

3) **Multicollinearity Test**

The multicollinearity test indicated a brand awareness SMMA value of 1.000, a brand experience SMMA value of 1.000, and a visit intention SMMA value of 2.578. Then the value of the brand experience variable for visit intentions is 2.908, and brand awareness for visit intentions is 2.908. Each VIF variable < 5 does not violate the multicollinearity assumption test in smart PLS $< 3.5-5$, so there is no correlation between variables.

b. Inner Model Analysis (Structural Model Evaluation)

Model Goodness Test (*Goodness of Fit*):

1) Value of R-Square (R²)

Based on the results above, the SMMA variable's significant influence on visit intentions is 0.743 or 74.3%. In comparison, the immense impact of the SMMA variable on brand experience is 0.490 or 49.0%, and the enormous effect of the SMMA variable on brand awareness is 0.588 or 58.8%.

2) Q - Square. Value

Then the goodness of fit assessment uses Q-square with the following calculations:

$$Q \text{ square} = 1 - [(1-R21) \times (1-R22)]$$

$$\begin{aligned}
 &= 1 - [(1 - 0.743) \times (1 - 0.490) \times (1 - 0.588)] \\
 &= 1 - (0.412 \times 0.510 \times 0.257) \\
 &= 1 - 0.054001 \\
 &= 0.946
 \end{aligned}$$

This result indicates that the analysis's findings demonstrate a Q fair value of 0.946, which suggests that the independent variables' level of model diversity in describing the dependent variable is 0.946, or 94.6%, and other factors still impact the remaining 5.4%. As a result of these findings, the research model has good goodness of fit.

NFI Value

Based on the results of the analysis above, the model fit indicator shows that the NFI value is > 0.1 or higher, so the model can be said to be much better.

Hypothesis test:

1) Live Effect Test

Examine the t statistics or p values (critical ratio) and the initial sample values acquired from the procedure while testing the path coefficient using the bootstrapping method. A p-value of less than 0.05 shows a direct effect between variables.

Whereas a p-value of more than 0.05 suggests no such effect. According to statistics, either H_0 or H_a is accepted, showing that the SMMA variable significantly affects visit intentions. The resulting value on the SMMA variable on visit intentions has a t statistic of 5.692, of which a p-value of 0.000 can be explained by the t statistical value of $5.692 > t$ table of 1.96 or a p-value of 0.000 0.05.

The resulting value on the SMMA variable on-brand experience with a t statistic of 13.489, a p-value of 0.000 can be explained by the t statistic value of $13.489 > t$ table of 1.96 or a p-value of $0.000 < 0.05$. Then statistically, H_0 is rejected, or H_a is accepted, meaning that the SMMA variable significantly affects brand experiences. With a statistic, the SMMA variable on brand awareness results in a value of 17.547, and the p-value is 0.000. The brand awareness variable significantly impacts visit intentions, as shown by the t statistic value of $17.547 > t$ table 1.96 or a p-value of 0.000 0.05. Accordingly, H_0 is rejected, or H_a is accepted statistically.

The resulting value on the brand experience variable on visit intentions with a t statistic of 2.212 where p-value 0.027 can be explained by a t-statistical value of $2.212 > t$ table 1.96 or p-value $0.027 < 0.05$. So statistically, H_0 is rejected, or H_a is accepted, meaning the brand experience significantly affects visit intentions. The statistic of $2.433 > t$ table of 1.96 or a p-value of 0.015 0.05 can explain the value of the brand awareness variable on visit intentions with a p-value of 0.015. Then statistically, H_0 is rejected, or H_a is accepted, meaning that the brand awareness variable significantly affects visit intentions.

2) Specific Indirect Effects

Indirect effects (indirect effects) between the two variables can occur when a variable affects another variable through one or more latent variables according to the trajectory contained in the research model. If the P-Values < 0.05 , then it is significant. This result implies that an exogenous variable's impact on an endogenous variable is mediated by the mediator variable, making the effect indirect. If the P-Value is more than 0.05, it is not significant. It follows that the intermediary variable does not act as a buffer between the effects of exogenous and endogenous variables.

Results show that the visit intentions mediated by brand experience have a t-statistic value of 2.126, a p-value of 0.034, and a coefficient of 0.144 at SMMA. Brand experience can mediate positively and significantly between SMMA and visit intentions.

The findings demonstrate that brand awareness can significantly and positively mediate between SMMA and visit intentions, with a t-statistic value of 2.341, a p-value of 0.020, and a coefficient of 0.172 at SMMA. The results also demonstrate that brand awareness can significantly and positively mediate between SMMA and visit intentions, with a t statistic value of 2.341 > t table 1.96 or a p-value of 0.020 0.05.

5 Conclusion

- a. The results of the SMMA variable have a positive and significant effect on visit intention so that the first hypothesis can be declared accepted.
- b. The SMMA variable's findings have a considerable impact on brand experience. It may be determined if the second hypothesis is true.
- c. The SMMA variable's findings favor and significantly impact brand awareness, so it is possible to proclaim the third hypothesis true.
- d. The brand experience variable's findings favor and significantly impact visitors' intentions to visit. To proclaim the fourth hypothesis to be true.
- e. The brand awareness variable's findings show a favorable and significant impact on visitors' intentions to visit, so it is possible to proclaim the fifth hypothesis true.
- f. The results of the SMMA variable have a positive and significant effect on intentional visits mediated by brand experience, so the sixth hypothesis can be declared accepted.
- g. Visit the outcomes of the SMMA variable positively and significantly impact intention through the medium of brand awareness so that it is possible to proclaim the seventh hypothesis to be true.

From the results of the research that has been done, running social media will increase brand awareness and brand experience for consumers. Then if consumers have high brand awareness and understanding, consumers will always visit the place of the product.

The difference between this research and previous research is that we conducted this research to answer the gap between the two earlier researchers regarding the relationship between social media marketing to visit intention. The novelty in this study is that researchers also add brand experience and awareness variables.

6 Research Limitations

This research still has limitations; there are several variables, namely SMMA, brand experience, brand awareness, and visit intention, and it uses mediating variables. The sample used was 150 respondents, while another limitation was that the questionnaire was distributed using Google Forms.

7 Suggestion

- a. This study recommends further research because other variables can still affect Visit intention, so that we will obtain a better model. It is hoped that it can fully explain the factors.
- b. Social media can make an excellent contribution to each brand to encourage the creation of associations in the minds of consumers.
- c. Through social media offering many choices, customers will see products with different brands around them.

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