

Driving Brand Evangelism through Social Media Marketing Activities and Experiential Marketing: The Roles of Customer-Based Brand Equity and Customer Engagement

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ABSTRACT

Purpose This study examines how Social Media Marketing Activities and Experiential Marketing drive Brand Evangelism through the dimensions of Customer-Based Brand Equity and Customer Engagement among Generation Z coffee shop consumers. **Methodology** Using a quantitative cross-sectional design, data were collected through an online questionnaire from 350 purposively selected respondents in Jabodetabek and analyzed using PLS-SEM with SmartPLS 4. **Findings** The results show that both marketing approaches significantly strengthen Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty. Experiential Marketing has the strongest effect on Brand Loyalty. Brand Awareness and Brand Loyalty significantly increase Customer Engagement, whereas Brand Image and Perceived Quality do not. Customer Engagement, in turn, strongly increases Brand Evangelism. Sequential indirect-effect analysis further shows that the pathways through Brand Awareness and Brand Loyalty are significant, while those through Brand Image and Perceived Quality are not. These findings indicate that familiarity and sustained preference are more effective than favorable impressions or quality evaluations alone in transforming marketing activities into active advocacy. **Suggestions** The study contributes by clarifying the unequal roles of Customer-Based Brand Equity dimensions in the pathway toward Brand Evangelism. Practically, coffee shop managers should combine responsive social media communication with loyalty-building experiences, including community events, coffee-tasting activities, personalized service, consistent product delivery, and visually shareable store environments.

Keywords: Brand Evangelism; Customer-Based Brand Equity; Customer Engagement; Experiential Marketing; Social Media Marketing Activities.

ABSTRAK

Tujuan Penelitian ini mengkaji bagaimana Aktivitas Pemasaran Media Sosial dan Experiential Marketing mendorong Penginjian Merek melalui dimensi Ekuitas Merek Berbasis Pelanggan dan Keterlibatan Pelanggan di kalangan konsumen kedai kopi Generasi Z. **Metodologi** Dengan menggunakan desain kuantitatif cross-sectional, data dikumpulkan melalui kuesioner online dari 350 responden yang dipilih secara purposive di Jabodetabek dan dianalisis menggunakan PLS-SEM dengan SmartPLS 4. **Temuan** Hasilnya menunjukkan bahwa kedua pendekatan pemasaran tersebut secara signifikan memperkuat Brand Awareness, Brand Image, Perceived Quality, dan Brand Loyalty. Experiential Marketing mempunyai pengaruh paling kuat terhadap Loyalitas Merek. Kesadaran Merek dan Loyalitas Merek secara signifikan meningkatkan Keterlibatan Pelanggan, sedangkan Citra Merek dan Persepsi Kualitas tidak. Keterlibatan Pelanggan, pada gilirannya, sangat meningkatkan Penginjian Merek. Analisis efek tidak langsung berurutan lebih lanjut menunjukkan bahwa jalur melalui Kesadaran Merek dan Loyalitas Merek adalah signifikan, sedangkan jalur melalui Citra Merek dan Persepsi Kualitas tidak signifikan. Temuan-temuan ini menunjukkan bahwa keakraban dan preferensi berkelanjutan lebih efektif dibandingkan kesan positif atau evaluasi kualitas saja dalam mengubah aktivitas pemasaran menjadi advokasi aktif. **Saran** Studi ini berkontribusi dengan memperjelas peran yang tidak setara dari dimensi Ekuitas Merek Berbasis Pelanggan dalam jalur menuju Penginjian Merek. Praktisnya, pengelola kedai kopi harus menggabungkan komunikasi media sosial yang responsif dengan pengalaman membangun loyalitas, termasuk acara komunitas, aktivitas mencicipi kopi, layanan yang dipersonalisasi, pengiriman produk yang konsisten, dan lingkungan toko yang dapat dibagikan secara visual.

Kata kunci: Brand Evangelism; Ekuitas Merek Berbasis Pelanggan; Keterlibatan Pelanggan; Pemasaran Pengalaman; Aktivitas Pemasaran Media Sosial.

INTRODUCTION

The coffee shop market in Indonesia has become increasingly competitive, particularly in Jabodetabek, where local, national, and international brands compete for the attention of young urban consumers (Nurhasanah & Dewi, 2020). For Generation Z, visiting a coffee shop is no longer limited to purchasing beverages. Coffee shops also function as spaces for social interaction, lifestyle expression, work, leisure, and digital content creation (Revilla, 2026). This development has created a managerial challenge for coffee shop businesses. Attracting customers through product variety, interior design, or promotional discounts may generate visits, but these strategies do not necessarily encourage customers to recommend, promote, or defend the brand voluntarily. In a market where consumers can easily switch between numerous alternatives, coffee shop brands need to understand how ordinary customers can be transformed into active brand advocates (Adeleke, 2020; Mimoun & Gruen, 2021).

This voluntary advocacy is reflected in Brand Evangelism, which goes beyond repeat purchasing or conventional loyalty. Brand evangelists willingly share positive experiences, recommend the brand to others, defend it from criticism, and encourage people within their social networks to become customers (Wadhwa et al., 2024). Such behavior is particularly valuable for coffee shop brands because recommendations from peers and user-generated content are often perceived as more credible than formal advertising. Among Generation Z consumers, advocacy can spread rapidly through

reviews, short videos, photographs, comments, and interpersonal conversations (NGO et al., 2026). Brand Evangelism therefore represents an important outcome for coffee shop businesses seeking to strengthen credibility and achieve organic market growth. However, this behavior cannot be created through promotional exposure alone. It requires a process through which marketing activities first build favorable brand evaluations, encourage deeper customer involvement, and eventually stimulate voluntary advocacy (Eivazinezhad et al., 2025).

Social Media Marketing Activities and Experiential Marketing represent two complementary approaches that may initiate this process. Social Media Marketing Activities enable coffee shop brands to communicate information, maintain visibility, follow emerging trends, interact with customers, and encourage electronic word of mouth through platforms widely used by Generation Z, particularly Instagram and TikTok (Ibrahim et al., 2021; Jamil et al., 2022). Interactive content, visual storytelling, customer responses, and trend-oriented campaigns can increase customer exposure to the brand. Nevertheless, frequent social media activity does not automatically produce advocacy. Digital content may attract temporary attention but fail to generate stronger customer responses when it is repetitive, excessively promotional, or inconsistent with the actual experience delivered by the coffee shop (Jalilvand & Ataei, 2026). The value of social media marketing therefore depends on whether online communication can strengthen customers' awareness, perceptions, evaluations, and preference for the brand.

Experiential Marketing complements these digital activities by shaping customers' direct encounters with the coffee shop (Rashid et al., 2021). Atmosphere, interior design, product presentation, employee interaction, service processes, themed events, and personalized treatment can transform a routine purchase into a memorable experience (Roels, 2025). This approach is especially relevant to Generation Z consumers, who tend to value authenticity, aesthetic appeal, participation, and experiences that can be shared with others. However, an attractive environment or entertaining event does not necessarily make customers active brand advocates (Pereira et al., 2025). The experience must first influence how customers recognize the brand, interpret its identity, assess its quality, and develop a preference for it. Thus, both Social Media Marketing Activities and Experiential Marketing are expected to affect Brand Evangelism through more complex psychological and behavioral mechanisms rather than through an immediate direct process (Marticotte et al., 2016).

Customer-Based Brand Equity offers a relevant explanation of the first stage of this mechanism. From the customer's perspective, brand equity is reflected in Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty (Qiao et al., 2022). Although these dimensions are related, they represent different forms of customer response. Brand Awareness concerns the ability to recognize and recall a coffee shop brand. Brand Image reflects the associations and impressions attached to that brand. Perceived Quality captures customers' evaluation of the excellence and consistency of its products and services, while Brand Loyalty indicates preference, commitment, and resistance to switching (Praveen et al., 2025). Social media activities may be particularly effective in strengthening visibility and communicating brand associations, whereas direct customer experiences can provide stronger evidence of service quality, product consistency, and brand reliability. Repeated positive digital and physical encounters may then strengthen customer loyalty (Hilong, 2023).

Treating Customer-Based Brand Equity as a single aggregate construct may obscure these differences. A customer who easily recognizes a coffee shop may not necessarily perceive it as superior, while a customer who considers its products high in quality may not automatically become actively involved with the brand (Kim & Lim, 2025). Similarly, Brand Loyalty may create a stronger basis for participation than Brand Awareness because loyalty reflects a more developed relationship. Accordingly, the four dimensions of Customer-Based Brand Equity should be examined separately to determine whether they contribute differently to Customer Engagement (Karim et al., 2024). This dimension-specific perspective is important because coffee shop managers need to know whether advocacy is primarily developed by increasing recognition, creating a distinctive image, demonstrating quality, or strengthening loyalty.

Customer Engagement represents the second mechanism connecting the individual dimensions of Customer-Based Brand Equity with Brand Evangelism. Customers do not become brand evangelists merely because they recognize a coffee shop, perceive it positively, judge its products as high quality, or prefer it over competitors (Bapat & Hollebeek, 2023). These evaluations must be translated into cognitive, emotional, and behavioral involvement with the brand. Customer Engagement reflects the degree to which customers think about the brand, feel emotionally connected to their interactions, and participate in brand-related activities (Prentice et al., 2019). In the coffee shop context, engagement may be expressed by following brand content, responding to posts, attending events, participating in campaigns, sharing experiences, and interacting with other members of the customer community. Through this involvement, internal brand evaluations become visible actions that may eventually develop into recommendations, positive communication, and brand defence (Setyawati & Anindita, 2022).

Social Contagion Theory provides a broader explanation of how such advocacy develops and spreads through customer networks. The theory suggests that attitudes and behaviors can be transmitted through direct interpersonal relationships and through the observation of individuals occupying similar social positions (Christakis & Fowler, 2013). In the context of Generation Z coffee shop consumers, engagement makes brand-related evaluations visible to others through online posts, reviews, comments, recommendations, and face-to-face interactions. Customers may adopt similar behaviors because they are influenced by close friends or because they observe peers with comparable lifestyles and preferences (Annisa et al., 2023). Therefore, Brand Evangelism is not merely an individual consequence of a favorable brand evaluation. It is also a socially transmitted behavior that becomes more likely when customers actively express their involvement within digital and physical communities (Guanqi & Nisa, 2023).

Despite the growing literature on social media marketing, customer experience, brand equity, engagement, and consumer advocacy, several issues remain insufficiently explained. First, Social Media Marketing Activities and Experiential Marketing are frequently studied separately, although Generation Z consumers move continuously between online communication and physical brand experiences. Second, previous studies often examine Customer-Based Brand Equity as an overall construct, providing limited insight into whether Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty have different effects on Customer Engagement. Third, Customer Engagement is commonly positioned as either a direct outcome of marketing activities or a direct predictor of advocacy, while less attention has been paid to its position after the

individual dimensions of brand equity. Consequently, the sequential process through which digital and experiential marketing activities shape different brand equity dimensions, stimulate engagement, and ultimately generate Brand Evangelism remains underexplored. Evidence concerning this process is also limited among Generation Z coffee shop consumers in Jabodetabek, a metropolitan market characterized by intense brand competition, diverse consumer preferences, and extensive social media use.

Based on these gaps, this study aims to examine how Social Media Marketing Activities and Experiential Marketing influence Brand Evangelism among Generation Z coffee shop consumers in Jabodetabek through the sequential roles of Customer-Based Brand Equity dimensions and Customer Engagement. Specifically, the study investigates the effects of Social Media Marketing Activities and Experiential Marketing on Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty; examines the respective influence of these four dimensions on Customer Engagement; and evaluates the effect of Customer Engagement on Brand Evangelism. The study contributes theoretically by developing a dimension-specific explanation of Customer-Based Brand Equity and integrating it with Social Contagion Theory to explain how favorable brand evaluations are transformed into engagement and subsequently communicated as voluntary advocacy. From a managerial perspective, the findings are expected to help coffee shop businesses identify which digital and experiential strategies, as well as which dimensions of brand equity, are most effective in encouraging Generation Z customers to become active brand advocates.

HYPOTHESIS DEVELOPMENT

Social Contagion Theory

Social Contagion Theory explains how attitudes and behaviors diffuse through interpersonal interaction and social observation within a network (Christakis & Fowler, 2013; Su, 2025). This diffusion occurs through cohesion, where individuals are influenced by people with whom they maintain close relationships, and structural equivalence, where they imitate others perceived as having similar lifestyles or social positions. In the context of Generation Z coffee shop consumers, brand-related responses can spread through peer recommendations, online reviews, user-generated content, and social media interactions. Accordingly, Social Media Marketing Activities and Experiential Marketing first shape customers' awareness, image, quality perceptions, and loyalty, which may encourage deeper Customer Engagement. Once these responses are expressed through participation, content sharing, recommendations, and brand defence, they become visible to other consumers and may develop into Brand Evangelism (Tsai & Chen, 2026). Thus, the theory provides a relevant foundation for explaining how favorable brand evaluations are transformed into engagement and subsequently transmitted as voluntary advocacy across digital and physical customer communities.

Social Media Marketing Activities and Customer-Based Brand Equity

Social Media Marketing Activities can strengthen Customer-Based Brand Equity by shaping how consumers recognize, interpret, evaluate, and maintain relationships with a brand. Through interactive communication, relevant content, personalization, trend responsiveness, and electronic word of mouth, coffee shop brands can increase their

visibility while developing more distinctive and favorable associations among Generation Z consumers (Al-Abdallah et al., 2026; Jamil et al., 2022). Consistent digital communication may improve Brand Awareness by increasing familiarity, reinforce Brand Image by communicating a clear identity, enhance Perceived Quality by providing credible product and service cues, and encourage Brand Loyalty through sustained interaction and relational value. These effects are more likely to emerge when the brand's online messages are consistent with the experience delivered in practice. Accordingly, the following hypotheses are proposed:

H1a: Social Media Marketing Activities positively influence Brand Awareness. H1b: Social Media Marketing Activities positively influence Brand Image.

H1c: Social Media Marketing Activities positively influence Perceived Quality. H1d: Social Media Marketing Activities positively influence Brand Loyalty.

Experiential Marketing and Customer-Based Brand Equity

Experiential Marketing strengthens Customer-Based Brand Equity by allowing consumers to evaluate a brand through direct sensory, emotional, cognitive, behavioral, and social encounters (Pina & Dias, 2021; Rashid et al., 2021). In the coffee shop context, distinctive store atmospheres, product presentation, employee interactions, personalized services, and brand-related events can make the brand easier to remember while creating associations that distinguish it from competitors. These experiences also provide tangible evidence of product and service performance, thereby shaping Perceived Quality, while repeated positive encounters can develop preference and commitment over time. For Generation Z consumers, experiences that are authentic, engaging, and consistent with the brand's communicated identity are therefore likely to strengthen Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty. Accordingly, the following hypotheses are proposed:

H2a: Experiential Marketing positively influences Brand Awareness.

H2b: Experiential Marketing positively influences Brand Image.

H2c: Experiential Marketing positively influences Perceived Quality.

H2d: Experiential Marketing positively influences Brand Loyalty.

Customer-Based Brand Equity

Customer-Based Brand Equity encourages Customer Engagement by providing the cognitive and relational foundations that motivate consumers to interact more actively with a brand (Algharabat et al., 2020; Lee & Park, 2022). Brand Awareness increases familiarity and makes the brand more accessible during consumption decisions, while Brand Image offers symbolic meanings that consumers may associate with their identity and lifestyle. Perceived Quality strengthens confidence in the brand's products and services, whereas Brand Loyalty reflects a deeper preference and commitment that can sustain continued interaction. Among Generation Z coffee shop consumers, these evaluations may be expressed through attention to brand content, participation in events, feedback, content sharing, and involvement in brand communities. Because each dimension represents a distinct form of customer response, their effects on engagement

should be examined separately rather than treated as a single aggregate mechanism. Accordingly, the following hypotheses are proposed:

H3: Brand Awareness positively influences Customer Engagement.

H4: Brand Image positively influences Customer Engagement.

H5: Perceived Quality positively influences Customer Engagement.

H6: Brand Loyalty positively influences Customer Engagement.

Customer Engagement

Customer Engagement strengthens Brand Evangelism by converting customers' cognitive, emotional, and behavioral involvement into voluntary advocacy. Customers who actively interact with a coffee shop brand, participate in its activities, and share their experiences are more likely to recommend it, communicate positive opinions, and defend it when criticism arises (Cheng et al., 2024; Mansoor et al., 2025). Among Generation Z consumers, these behaviors are often expressed through social media content, online reviews, and peer conversations, making brand advocacy visible and transferable within wider social networks. Consistent with Social Contagion Theory, highly engaged customers can influence others by circulating favorable brand experiences and encouraging similar responses.

H7: Customer Engagement positively influences Brand Evangelism.

Brand Evangelism

Brand Evangelism represents an intensive form of voluntary advocacy in which customers actively promote, recommend, and defend a brand based on a strong personal conviction about its value (Harrigan et al., 2021; Mansoor & Paul, 2022). Unlike conventional loyalty, which is primarily reflected in repeated purchasing, Brand Evangelism involves outward behavior directed toward influencing other consumers. In the coffee shop context, this behavior may appear through enthusiastic recommendations, positive reviews, user-generated content, and active defence when the brand receives criticism. Among Generation Z consumers, such advocacy is particularly significant because brand-related opinions can spread rapidly through peer networks and digital platforms. Brand Evangelism therefore reflects not only a favorable customer-brand relationship but also the willingness to extend that relationship into persuasive social communication.

Research Model

The researchers developed a conceptual research framework, as illustrated in Figure 1, drawing upon the background, theoretical foundations, and findings of prior studies.

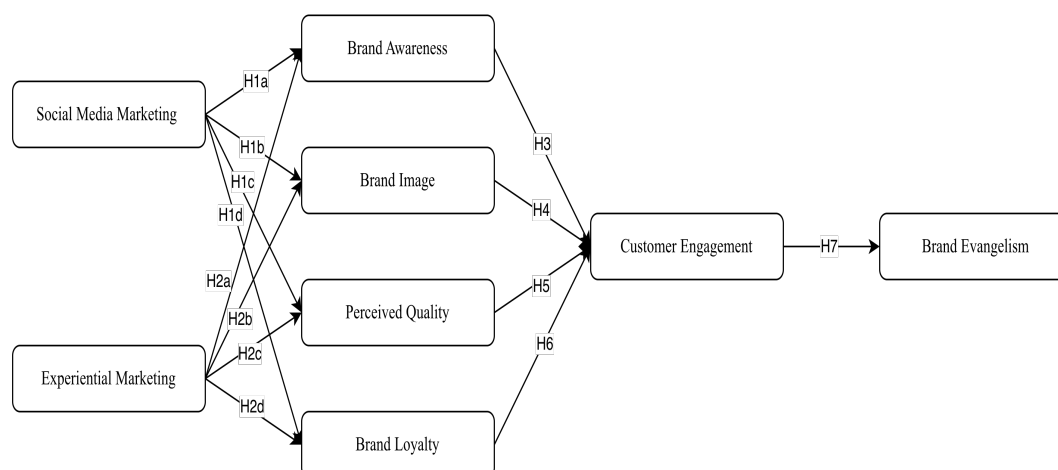


Figure 1. Research Model

METHODOLOGY

This study employed a quantitative, cross-sectional, and causal-explanatory design to examine the relationships among Social Media Marketing Activities, Experiential Marketing, Customer-Based Brand Equity dimensions, Customer Engagement, and Brand Evangelism. The target population comprised Generation Z consumers who had visited coffee shops in the Jabodetabek metropolitan area. Respondents were selected through purposive sampling based on three criteria: they were between 18 and 26 years old, had visited a coffee shop at least once during the previous three months, and followed the official social media account of the coffee shop being evaluated. Eligibility was verified through screening questions placed at the beginning of the questionnaire, and responses that did not meet the criteria were excluded. The online questionnaire was distributed through WhatsApp, Instagram, and online communities of coffee shop consumers in the Jabodetabek metropolitan area during a two-week period in May 2026. The data-screening process resulted in 350 valid responses that met all eligibility criteria and were included in the final analysis. The adequacy of the sample was evaluated by considering the structural complexity of the proposed PLS-SEM model. The largest number of structural paths directed at a single endogenous construct was four, namely the paths from Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty to Customer Engagement. Using the ten-times heuristic as an initial sample adequacy criterion, the minimum requirement was 40 respondents. Therefore, the final sample of 350 valid respondents substantially exceeded this threshold and was considered sufficient for estimating the proposed model using SmartPLS 4 (Hair et al., 2021).

All constructs were specified reflectively using established measures adapted to the coffee shop context. Social Media Marketing Activities and Experiential Marketing were each represented by five items based on Kim and Ko (2012) and Schmitt (1999), with support from recent studies (Davey et al., 2024; Kumar & Hsieh, 2024). Customer-Based Brand Equity comprised Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty, each measured with three items following Keller (1993) and Bakhshizadeh and Aliasghari (2023). Customer Engagement used three items (Eigenraam et al., 2018; Lim & Rasul, 2022; Nguyen & Hoang, 2026), while Brand Evangelism used five items (Cavadas & Moreira, 2025; Mansoor & Paul, 2022; Rabby et al., 2025). The final

questionnaire contained 30 items rated on a five-point Likert scale and was presented in Indonesian after its wording had been reviewed for clarity and contextual relevance.

The data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 4. The measurement model was evaluated through indicator loadings, Cronbach's alpha, composite reliability, average variance extracted, and the heterotrait-monotrait ratio. The structural model was subsequently assessed using inner VIF values, path coefficients, t-statistics, p-values, R^2 , f^2 , $Q^2_{predict}$, and $PLSpredict$. Hypothesis testing was performed through bootstrapping with 5,000 subsamples using one-tailed testing and bias-corrected 90% confidence intervals, while the sequential mediating mechanisms were examined using specific indirect effects.

RESULTS

Descriptive Analysis

This study involved 350 respondents who met the predetermined criteria and represented Generation Z consumers actively engaged with coffee shops across the Jabodetabek metropolitan area. Table 1 presents the demographic and behavioral characteristics of the respondents, including age distribution, gender, educational background, social media activity, and main occupation. The composition of respondents reflects a diverse yet relevant sample, with variations in demographic profiles that provide comprehensive insights into the target population. These characteristics are essential to ensure the research findings accurately capture the behaviors, preferences, and engagement patterns of the intended market segment.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Age	18-21 years	196	56
Age	22-26 years	154	44
Gender	Male	138	39
Gender	Female	212	61
Educational Background	Senior/Vocational High School	102	29
Educational Background	Bachelor's Degree	242	69
Educational Background	Master's Degree	6	2
Social Media Activity	Actively follow & interact	273	78
Social Media Activity	Follow without active interaction	77	22
Main Occupation	Student	228	65
Main Occupation	Employee	88	25
Main Occupation	Entrepreneur	34	10

Source: Processed data (2026)

This study involved 350 Generation Z respondents residing in the Jabodetabek metropolitan area. The majority of respondents were aged 18-21 years, totaling 196 people (56%), while the remaining 154 respondents (44%) were aged 22-26 years. In terms of gender, female respondents dominated with 212 people (61%), while male respondents accounted for 138 people (39%). Regarding educational background, 102 respondents (29%) had completed senior high school or vocational high school, 242 respondents (69%) held a bachelor's degree, and 6 respondents (2%) had a master's

degree. Furthermore, 78% of respondents actively followed and interacted with the coffee shop's official social media accounts, while 22% followed without active interaction. These characteristics indicate that the majority of respondents are digitally active young adults with a high level of education and a consistent habit of visiting coffee shops.

Table 2. Measurement Model Assessment

Variable / Indicator	OL	CA	CR	AVE	Conclusion
Social Media Marketing Activities					
The coffee shop's account responds quickly to my interaction	0.746	0.833	0.882	0.600	Reliable
The content provides clear information about products	0.789				Valid
The content matches my interests	0.800				Valid
The content follows current trends	0.809				Valid
The content is worth sharing	0.726				Valid
Experiential Marketing					
The coffee shop offers a pleasant atmosphere and visual appeal	0.774	0.833	0.882	0.599	Reliable
Visiting the coffee shop makes me feel happy	0.807				Valid
The coffee shop inspires me with creative ideas or concepts	0.773				Valid
The coffee shop motivates me to engage in positive activities while there	0.790				Valid
I feel connected with the coffee shop's community or values	0.726				Valid
Brand Awareness					
I recognize this coffee shop brand when I see it	0.840	0.776	0.870	0.690	Reliable
I can recall this coffee shop brand without assistance	0.825				Valid
This coffee shop brand is the first that comes to my mind	0.827				Valid
Brand Image					
I have a positive impression of this coffee shop	0.927	0.908	0.942	0.844	Reliable
This coffee shop has unique characteristics that set it apart from competitors	0.912				Valid
This coffee shop fits my lifestyle	0.918				Valid
Perceived Quality					
The coffee at this coffee shop is of high quality	0.830	0.785	0.875	0.699	Reliable
The service at this coffee shop is fast	0.865				Valid
The product quality at this coffee shop is always consistent	0.813				Valid
Brand Loyalty					
I intend to repurchase at this coffee shop	0.861	0.861	0.915	0.783	Reliable
I prefer this coffee shop over others	0.913				Valid
I am reluctant to switch to another coffee shop	0.880				Valid
Customer Engagement					
I think deeply about this coffee shop	0.823	0.755	0.860	0.671	Reliable
I feel happy when interacting with this coffee shop	0.854				Valid
I actively participate in activities organized by this coffee shop	0.780				Valid
Brand Evangelism					
I will keep buying from this coffee shop	0.813	0.890	0.919	0.696	Reliable
I recommend this coffee shop.	0.878				Valid
I share positive experiences about this coffee shop	0.886				Valid
I defend this coffee shop from criticism	0.835				Valid
I enjoy talking about this coffee shop with others	0.751				Valid

Source: Processed data (2026)

The measurement model demonstrates satisfactory convergent validity and internal consistency. All indicator loadings range from 0.726 to 0.927, exceeding the recommended minimum of 0.70, which indicates that each item adequately represents its intended construct. Cronbach's alpha values ranged from 0.755 to 0.908, while

composite reliability values ranged from 0.860 to 0.942. All values exceeded the recommended threshold of 0.70, confirming satisfactory internal consistency. Brand Image shows the strongest measurement quality, with an AVE of 0.844 and consistently high loadings, whereas Experiential Marketing records the lowest AVE at 0.599 but remains within an acceptable range. Overall, the findings indicate that Social Media Marketing Activities, Experiential Marketing, Brand Awareness, Brand Image, Perceived Quality, Brand Loyalty, Customer Engagement, and Brand Evangelism are measured reliably and capture sufficient variance from their respective indicators.

Table 3. Discriminant Validity Heterotrait–Monotrait Ratio (HTMT)

Construct	SMMA	EM	BA	BI	PQ	BL	CE
SMMA	-	-	-	-	-	-	-
EM	0.888	-	-	-	-	-	-
BA	0.818	0.870	-	-	-	-	-
BI	0.801	0.852	0.866	-	-	-	-
PQ	0.861	0.859	0.795	0.799	-	-	-
BL	0.783	0.886	0.788	0.804	0.775	-	-
CE	0.688	0.798	0.796	0.672	0.675	0.798	-
BE	0.705	0.821	0.837	0.724	0.725	0.804	0.843

Source: Processed data (2026)

Note: SMMA = Social Media Marketing Activities; EM = Experiential Marketing; BA = Brand Awareness; BI = Brand Image; PQ = Perceived Quality; BL = Brand Loyalty; CE = Customer Engagement; BE = Brand Evangelism.

The HTMT results indicate that all construct pairs remain below the 0.90 threshold, suggesting that discriminant validity is generally established. The values range from 0.672 to 0.888, with the highest association observed between Social Media Marketing Activities and Experiential Marketing (HTMT = 0.888), followed by Experiential Marketing and Brand Loyalty (HTMT = 0.886). Several values exceed the more conservative threshold of 0.85, including the relationships between Experiential Marketing and Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty, as well as between Social Media Marketing Activities and Perceived Quality. These relatively high values indicate that the constructs are conceptually related, which is reasonable because digital and experiential marketing activities may generate similar customer evaluations. Nevertheless, because none of the values exceeds 0.90, the constructs can still be considered empirically distinct for subsequent structural model analysis.

Table 4. R-Square Results

Endogenous Predictor	R ²	Adjusted R ²
Brand Awareness	0.539	0.536
Brand Image	0.605	0.602
Perceived Quality	0.557	0.554
Brand Loyalty	0.593	0.591
Customer Engagement	0.489	0.483
Brand Evangelism	0.485	0.484

Source: Processed data (2026)

The coefficient of determination indicates that the model provides moderate explanatory power across all endogenous constructs. Social Media Marketing Activities and Experiential Marketing explain 53.9% of the variance in Brand Awareness, 60.5% in

Brand Image, 55.7% in Perceived Quality, and 59.3% in Brand Loyalty, with Brand Image showing the highest explained variance. The four dimensions of Customer-Based Brand Equity jointly account for 48.9% of the variance in Customer Engagement, while Customer Engagement explains 48.5% of Brand Evangelism. The Adjusted R^2 values are only slightly lower than the corresponding R^2 values, suggesting that the explanatory capacity of the model is not substantially inflated by the number of predictors. Overall, the results show that the proposed model captures a meaningful proportion of customer responses, although additional factors outside the model may also contribute to Customer Engagement and Brand Evangelism.

Table 5. Effect Size (f^2)

Predictor	BA	BI	PQ	BL	CE	BE
SMMA	0.086	0.116	0.166	0.059	-	-
EM	0.223	0.287	0.152	0.365	-	-
BA	-	-	-	-	0.076	-
BI	-	-	-	-	0.000	-
PQ	-	-	-	-	0.006	-
BL	-	-	-	-	0.140	-
CE	-	-	-	-	-	0.943

Source: Processed data (2026)

The effect size results indicate that the contribution of each predictor varies across the structural model. Social Media Marketing Activities exert small effects on Brand Awareness ($f^2 = 0.086$), Brand Image ($f^2 = 0.116$), and Brand Loyalty ($f^2 = 0.059$), but show a moderate effect on Perceived Quality ($f^2 = 0.166$). Experiential Marketing produces moderate effects on Brand Awareness ($f^2 = 0.223$), Brand Image ($f^2 = 0.287$), and Perceived Quality ($f^2 = 0.152$), while its effect on Brand Loyalty is large ($f^2 = 0.365$), indicating that direct customer experiences are particularly important in strengthening loyalty. Among the Customer-Based Brand Equity dimensions, Brand Awareness ($f^2 = 0.076$) and Brand Loyalty ($f^2 = 0.140$) have small effects on Customer Engagement, whereas Brand Image ($f^2 = 0.000$) and Perceived Quality ($f^2 = 0.006$) provide negligible explanatory contributions. Customer Engagement has a very large effect on Brand Evangelism ($f^2 = 0.943$), confirming that active customer involvement is the most influential driver of voluntary brand advocacy in the model.

Table 6. Inner Variance Inflation Factor (VIF)

Predictor	BA	BI	PQ	BL	CE	BE
SMMA	2.266	2.266	2.266	2.266	-	-
EM	2.266	2.266	2.266	2.266	-	-
BA	-	-	-	-	2.380	-
BI	-	-	-	-	2.944	-
PQ	-	-	-	-	2.104	-
BL	-	-	-	-	2.327	-
CE	-	-	-	-	-	1.000

Source: Processed data (2026)

The inner VIF values range from 1.000 to 2.944, indicating that multicollinearity does not pose a substantive concern in the structural model. The effects of Social Media Marketing Activities and Experiential Marketing on Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty each show VIF values of 2.266, while the predictors of Customer Engagement range from 2.104 to 2.944. Brand Image records the

highest value at 2.944, yet it remains below the conservative threshold of 3.3. Customer Engagement has a VIF of 1.000 in predicting Brand Evangelism, reflecting the absence of collinearity at this stage. Overall, the predictor constructs retain sufficient statistical independence, allowing the estimated path coefficients to be interpreted without material distortion from multicollinearity.

Table 7. PLS Predictive Performance

Indicator	Q ² _predict	PLS-SEM RMSE	LM RMSE	Difference (PLS-LM)	Predictive Comparison
BA1	0.332	0.904	0.800	0.104	LM performs better
BA2	0.374	0.869	0.834	0.035	LM performs better
BA3	0.392	0.819	0.819	0.000	Equal performance
BE1	0.295	0.827	0.785	0.042	LM performs better
BE2	0.383	0.829	0.729	0.100	LM performs better
BE3	0.388	0.801	0.723	0.078	LM performs better
BE4	0.214	1.044	1.025	0.019	LM performs better
BE5	0.180	1.191	1.154	0.037	LM performs better
BI1	0.529	0.776	0.781	-0.005	PLS-SEM performs better
BI2	0.450	0.798	0.771	0.027	LM performs better
BI3	0.536	0.707	0.695	0.012	LM performs better
BL1	0.399	0.746	0.738	0.008	LM performs better
BL2	0.522	0.728	0.718	0.010	LM performs better
BL3	0.449	0.795	0.811	-0.016	PLS-SEM performs better
CE1	0.196	0.869	0.878	-0.009	PLS-SEM performs better
CE2	0.365	0.775	0.773	0.002	LM performs better
CE3	0.259	0.865	0.843	0.022	LM performs better
PQ1	0.387	0.776	0.784	-0.008	PLS-SEM performs better
PQ2	0.388	0.758	0.773	-0.015	PLS-SEM performs better
PQ3	0.374	0.780	0.775	0.005	LM performs better

Source: Processed data (2026)

Table 7 presents a more nuanced picture of the model's predictive performance. All indicators recorded positive Q²_predict values, ranging from 0.180 to 0.536, indicating that the model provides relevant predictions when assessed against the naïve indicator-mean benchmark. The comparison with the more demanding linear model benchmark, however, shows a different pattern. PLS-SEM produced lower RMSE values for only five of the twenty indicators BI1, BL3, CE1, PQ1, and PQ2 while BA3 yielded the same RMSE value under both approaches. For the other fourteen indicators, the linear model generated lower prediction errors. Thus, although the model meets the basic criterion for predictive relevance, its ability to outperform the linear benchmark remains limited. The model is therefore more useful for explaining the relationships among the constructs than for making out-of-sample predictions, which should be interpreted cautiously.

The direct-effect results show that 11 of the 13 proposed relationships are supported. Social Media Marketing Activities significantly strengthen Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty, with the strongest effect observed on Perceived Quality ($\beta = 0.408$). Experiential Marketing also has significant positive effects on all four Customer-Based Brand Equity dimensions and exerts its strongest influence on Brand Loyalty ($\beta = 0.580$). Brand Awareness ($\beta = 0.304$) and Brand Loyalty ($\beta = 0.408$) significantly increase Customer Engagement because their 90% confidence

intervals do not include zero. In contrast, Brand Image ($\beta = -0.005$; 90% CI $[-0.119, 0.114]$) and Perceived Quality ($\beta = 0.077$; 90% CI $[-0.009, 0.167]$) do not significantly affect Customer Engagement because both intervals include zero. Customer Engagement has the strongest direct effect in the model on Brand Evangelism ($\beta = 0.697$; 90% CI $[0.639, 0.746]$), confirming that active customer involvement is the principal driver of voluntary brand recommendation, promotion, and defence.

Table 8. Direct Effect and Hypothesis Testing Results

Relationship	β	t-value	p-value	90% BC CI Lower	90% BC CI Upper	Decision
SMMA $\rightarrow$ BA	0.300	5.350	<0.001	0.214	0.400	Supported
SMMA $\rightarrow$ BI	0.322	6.039	<0.001	0.238	0.413	Supported
SMMA $\rightarrow$ PQ	0.408	7.070	<0.001	0.314	0.504	Supported
SMMA $\rightarrow$ BL	0.234	4.059	<0.001	0.136	0.325	Supported
EM $\rightarrow$ BA	0.482	8.361	<0.001	0.382	0.571	Supported
EM $\rightarrow$ BI	0.507	8.973	<0.001	0.407	0.592	Supported
EM $\rightarrow$ PQ	0.390	6.675	<0.001	0.290	0.480	Supported
EM $\rightarrow$ BL	0.580	10.921	<0.001	0.491	0.663	Supported
BA $\rightarrow$ CE	0.304	5.028	<0.001	0.200	0.399	Supported
BI $\rightarrow$ CE	-0.005	0.072	0.471	-0.119	0.114	Not supported
PQ $\rightarrow$ CE	0.077	1.441	0.075	-0.009	0.167	Not supported
BL $\rightarrow$ CE	0.408	7.242	<0.001	0.310	0.496	Supported
CE $\rightarrow$ BE	0.697	21.464	<0.001	0.639	0.746	Supported

Source: Processed data (2026)

Table 9. Sequential Indirect Effects

Indirect Relationship	β	t-value	p-value	Conclusion
SMMA $\rightarrow$ Brand Awareness $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.064	3.599	<0.001	Significant
SMMA $\rightarrow$ Brand Image $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	-0.001	0.071	0.472	Not significant
SMMA $\rightarrow$ Perceived Quality $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.022	1.385	0.083	Not significant
SMMA $\rightarrow$ Brand Loyalty $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.066	3.442	<0.001	Significant
Experiential Marketing $\rightarrow$ Brand Awareness $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.102	3.960	<0.001	Significant
Experiential Marketing $\rightarrow$ Brand Image $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	-0.002	0.072	0.471	Not significant
Experiential Marketing $\rightarrow$ Perceived Quality $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.021	1.369	0.085	Not significant
Experiential Marketing $\rightarrow$ Brand Loyalty $\rightarrow$ Customer Engagement $\rightarrow$ Brand Evangelism	0.165	5.482	<0.001	Significant

Source: Processed data (2026)

The sequential indirect-effect analysis shows that Social Media Marketing Activities and Experiential Marketing influence Brand Evangelism through different dimensions of Customer-Based Brand Equity and Customer Engagement. The indirect pathways involving Brand Awareness and Brand Loyalty were statistically significant. Specifically, Social Media Marketing Activities influenced Brand Evangelism through Brand Awareness and Customer Engagement ($\beta = 0.064$, $t = 3.599$, $p < 0.001$) and through Brand Loyalty and Customer Engagement ($\beta = 0.066$, $t = 3.442$, $p < 0.001$). Experiential Marketing also generated significant indirect effects through Brand Awareness and Customer Engagement ($\beta = 0.102$, $t = 3.960$, $p < 0.001$) and through

Brand Loyalty and Customer Engagement ($\beta = 0.165$, $t = 5.482$, $p < 0.001$). In contrast, the sequential pathways involving Brand Image and Perceived Quality were not significant. The strongest sequential indirect effect was found in the pathway from Experiential Marketing through Brand Loyalty and Customer Engagement to Brand Evangelism. These findings demonstrate that brand familiarity and sustained brand preference are more effective than brand image and perceived quality in transforming marketing activities into voluntary brand advocacy.

DISCUSSION

Social Media Marketing Activities and Customer-Based Brand Equity

The findings show that Social Media Marketing Activities significantly strengthen Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty, although their effects differ across the four dimensions. The strongest influence was found on Perceived Quality ($\beta = 0.408$), indicating that social media content helps Generation Z consumers assess the reliability and consistency of coffee shop products and services. Clear product information, customer reviews, responsive communication, and professional visual presentation can provide useful quality cues before consumers visit the coffee shop. Social media also improves Brand Awareness and Brand Image by maintaining visibility and communicating a recognizable brand identity. However, its weaker effect on Brand Loyalty ($\beta = 0.234$) suggests that frequent digital interaction does not automatically create enduring preference. In the competitive Jabodetabek market, consumers may follow and positively evaluate several coffee shop brands simultaneously. Loyalty is therefore more likely to emerge when digital promises are supported by consistent experiences during actual visits. These findings support Ibrahim et al. (2021), Jamil et al. (2022) and Seo and Park (2018), who emphasize that relevant and interactive social media communication contributes to stronger customer-based brand equity.

Experiential Marketing and Customer-Based Brand Equity

The findings show that Experiential Marketing significantly strengthens Brand Awareness, Brand Image, Perceived Quality, and Brand Loyalty, with the strongest effect observed on Brand Loyalty ($\beta = 0.580$). This pattern suggests that coffee shop experiences shape not only how consumers remember and evaluate a brand, but also whether they develop a lasting preference for it. Among Generation Z consumers in Jabodetabek, store atmosphere, product presentation, employee interaction, and opportunities for social participation can make the brand more distinctive and personally meaningful. These experiences also provide tangible cues of service reliability and product consistency, thereby supporting favorable quality evaluations. However, the comparatively stronger effect on Brand Loyalty indicates that experiential value contributes more to relational commitment than to functional assessment alone. In a market where many coffee shops offer similar menus and visual concepts, loyalty is more likely to emerge when customers repeatedly receive an experience that is enjoyable, consistent, and difficult to replace. This finding supports Chang (2020), and Maduretno and Junaedi (2022), who emphasize that memorable customer experiences strengthen brand evaluations and sustained brand preference.

Customer-Based Brand Equity and Customer Engagement

The uneven effects of the four Customer-Based Brand Equity dimensions provide an important insight into how engagement develops. Brand Loyalty showed the strongest relationship with Customer Engagement ($\beta = 0.408$), followed by Brand Awareness ($\beta = 0.304$), whereas Brand Image and Perceived Quality were not significant. This suggests that active involvement is not created simply because consumers consider a coffee shop attractive or judge its products to be of good quality. In Jabodetabek, where many coffee shops offer similar menus, store concepts, and digital identities, image and quality may be viewed as basic expectations rather than compelling reasons to participate. Familiarity and commitment appear to matter more. Consumers who readily recognize a brand are more likely to notice its content and activities, while loyal customers have a stronger relational stake that encourages them to attend events, respond to posts, and share their experiences. Customer Engagement therefore develops when favorable brand evaluations are reinforced by repeated interaction and sustained preference. This interpretation is consistent with Bapat and Hollebeek (2023), who emphasize that engagement requires an ongoing investment of cognitive, emotional, and behavioral resources.

Customer Engagement and Brand Evangelism

Customer Engagement emerged as the strongest direct predictor of Brand Evangelism ($\beta = 0.697$), showing that advocacy is more likely to develop when consumers are actively involved with the brand rather than simply satisfied with its products. For Generation Z coffee shop consumers, engagement may take the form of following brand updates, participating in events, responding to digital content, sharing personal experiences, and interacting with other customers. These activities give consumers repeated opportunities to express their connection with the brand and to communicate that connection within their social networks. In the Jabodetabek context, where recommendations, reviews, and user-generated content can quickly influence peer choices, engaged customers may become credible sources of brand information. This pattern is consistent with Social Contagion Theory, which explains how visible attitudes and behaviors can spread through interpersonal interaction and observation. The finding also supports Harrigan et al. (2021), and Sharma et al. (2022), who show that sustained participation and community involvement can encourage consumers to recommend, promote, and defend a brand voluntarily.

Sequential Indirect Effects on Brand Evangelism

The sequential indirect-effect results clarify how marketing activities are translated into Brand Evangelism. The significant pathways through Brand Awareness and Brand Loyalty show that Social Media Marketing Activities and Experiential Marketing are more likely to generate advocacy when they first create familiarity or sustained brand preference, which then encourages Customer Engagement (Amegbe et al., 2025). By contrast, the pathways through Brand Image and Perceived Quality were not significant, indicating that favorable impressions and quality judgments alone do not automatically lead consumers to recommend or defend a coffee shop brand. In the Jabodetabek market, attractive branding and acceptable quality may already be viewed as standard expectations across competing coffee shops. Familiarity and loyalty provide a stronger basis for participation because consumers are more willing to engage with brands they recognize, repeatedly choose, and regard as part of their consumption

routines. The strongest indirect pathway emerged from Experiential Marketing through Brand Loyalty and Customer Engagement, highlighting the importance of memorable and consistent experiences in developing voluntary advocacy (Afyani et al., 2023). Overall, these results show that the dimensions of Customer-Based Brand Equity perform different roles in the process leading to Brand Evangelism.

CONCLUSION

This study demonstrates that Social Media Marketing Activities and Experiential Marketing strengthen all four dimensions of Customer-Based Brand Equity among Generation Z coffee shop consumers in Jabodetabek, although these dimensions do not contribute equally to subsequent engagement. Brand Awareness and Brand Loyalty significantly encourage Customer Engagement, whereas Brand Image and Perceived Quality do not provide meaningful independent effects, suggesting that familiarity and sustained preference are more important than favorable impressions or quality evaluations alone. Customer Engagement, in turn, strongly promotes Brand Evangelism by encouraging consumers to recommend, promote, and defend the brand voluntarily. The sequential indirect-effect results further show that the pathways through Brand Awareness and Brand Loyalty are significant, with the strongest pathway originating from Experiential Marketing through Brand Loyalty and Customer Engagement, while the pathways involving Brand Image and Perceived Quality remain nonsignificant. These findings imply that coffee shop managers should combine responsive social media communication with loyalty-building experiences, such as community events, coffee-tasting sessions, personalized service, consistent product delivery, and visually shareable store environments. Nevertheless, the cross-sectional design, purposive sampling, focus on Generation Z consumers in Jabodetabek, and reliance on self-reported data limit causal interpretation and broader generalization. Future studies should therefore employ longitudinal or experimental designs, involve consumers from different generations and regions, use multiple data sources, and examine additional psychological or relational mechanisms that may explain how Customer Engagement develops into Brand Evangelism.

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