

The Influence of Social Media Marketing, Brand Image, and Green Marketing on Brand Love and Consumer Loyalty of Kopi Tuku Simprug: A Study on Young Consumers in South Jakarta

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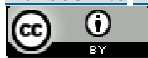
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ABSTRACT

This empirical investigation analyzes how *Social Media Marketing, Brand Image, and Green Marketing* impact *Brand Love and Consumer Loyalty*, focusing on a sample of 110 buyers at Kopi Tuku Simprug, South Jakarta. Applying a quantitative causal framework, information was gathered via purposive sampling and evaluated through PLS-SEM utilizing SmartPLS 4. The empirical outcomes indicate that *Social Media Marketing, Brand Image, and Green Marketing* exert positive and statistically meaningful influences on *Brand Love*. Furthermore, *Social Media Marketing, Brand Image, and Brand Love* demonstrate positive and significant effects on *Consumer Loyalty*, whereas *Green Marketing* yields a positive yet statistically insignificant outcome. These insights emphasize the critical need to intensify digital networking strategies, preserve a favorable reputation, and cultivate emotional bonds to elevate customer retention.

INTRODUCTION

A significant surge in the Nusantara coffee commodity sector over the past decade indicates progressive expansion reflected through the proliferation of domestic brands capturing the attention of urban society, one of which is Kopi Tuku. This brand represents a business entity integrating local wisdom, commodity innovation, digital transformation, and operational approaches directly aligned with the public's daily life. This underscores that the escalation of brand existence is no longer solely based on product quality superiority but is determined by the capacity to construct identity, formulate consumer experiences, and foster emotional affection, primarily targeting the young productive age group with high sensitivity to technology penetration, societal value orientation, and environmental sustainability discourse.

The simultaneous escalation of internet penetration and social media platforms further underscores the urgency of implementing digital marketing strategies. Research by We Are Social & Meltwater (2025) documented that the number of internet users in Indonesia has reached 212 million, representing 74.6% of the total population, with 143 million active social media participants, equivalent to 50.2% of the population. This positions digital channels as tactical corporate instruments to foster interaction, enhance brand awareness, solidify brand image, and stimulate emotional closeness with customers. This aligns with the findings of Nurhadi et al. (2025), which confirm that social media marketing activities have a significant impact on brand affection. The use of Instagram and TikTok by Kopi Tuku also serves as a means to disseminate local cultural narratives and reinforce brand identity.

In addition to digital marketing strategies, brand image dimensions play a crucial role in constructing consumer perception and loyalty, where Mansoor et al. (2025) state that a constructive brand image supported by proactive service and solid digital presence can accelerate customer engagement levels. This is in line with empirical findings by Cynthia and Arifiansyah (2023) at Kopi Tuku Grand Galaxy Bekasi, which indicate that brand image significantly affects customer satisfaction to reinforce consumer loyalty. On the other hand, the escalation of ecological awareness makes the implementation of green marketing approaches increasingly urgent, as Jave-Chire et al. (2025) identify that the application of green products, green promotions, and green distribution has proven to boost brand value and corporate credibility. This is further supported by Snapcart data (2024), which reports that the use of environmentally friendly packaging ranks highest as the most sought-after sustainable commodity among consumers in Indonesia, reaching 50%.

The development of consumer loyalty also demands an escalation of affective dimensions through essential brand love instruments. Nurhadi et al. (2025) explain that brand awareness and brand image serve as mediating variables for the influence of social media marketing on brand love and customer loyalty. This argument is supported by Weiger et al. (2025), who emphasize that engagement in the emotional and cognitive domains with a brand plays an essential role in accelerating the formation of long-term loyalty. Nevertheless, the empirical reality at Kopi Tuku represents a discrepancy between the

optimization of digital exposure and the level of consumer loyalty, where Kopi Tuku only managed to garner 18% preference in the mapping of favorite coffee shops, thus ranking sixth out of the ten brands studied, which simultaneously reflects the urgency of a crucial challenge in converting and maintaining the intensity of repeat purchases.

The situation is further confirmed by the existence of a fundamental research gap. Past empirical studies have mostly explored divergent sectors and commodity objects, while comprehensive investigations examining social media marketing variables, brand image, and green marketing simultaneously in relation to brand love and loyalty in the local coffee shop industry are still relatively rare. Previous explorations by Nurhadi et al. (2025), Mansoor et al. (2025), Jave-Chire et al. (2025), and Ahuvia et al. (2020) have indeed highlighted the urgency of each factor partially, but have not yet holistically mapped the integrated correlation within the demographic realm of young productive age consumers toward local coffee shop brands in Indonesia. Based on that argument, this research is formulated to test the significance of the influence of social media marketing, brand image, and green marketing on brand love and customer loyalty at Kopi Tuku Simprug South Jakarta, with the expectation of providing empirical contributions to the development of consumer behavior literature while also offering strategic tactical formulas to optimize digital penetration, strengthen brand image, and ensure the long-term sustainability of the domestic coffee industry.

LITERATURE REVIEW

The Influence of Social Media Marketing on Brand Love

Referring to the theoretical perspective of Tran et al. (2021), the dynamics of social media-based marketing activities play an essential role in weaving affective ties with customers through mechanisms of reciprocal communication, high levels of interactivity, and the presentation of contextual content. Empirical confirmation from Nguyen et al. (2024) and Nurhadi et al. (2025) further strengthens the argument that social media marketing can have a direct impact on brand love through personalization approaches and stimulation of emotional engagement. Based on that conceptual framework, the first hypothesis proposition is formulated as follows.

H1: Social Media Marketing has a positive and significant effect on Brand Love.

The Influence of Brand Image on Brand Love

The constructive construction of brand image has the potential to evoke pride and deep affective connections from customers toward a brand (Keller & Swaminathan, 2020). Empirical findings from Hafidz & Astuti (2023) and Mansoor et al. (2025) confirm that the strength of brand image has a tangible impact on the escalation of brand love, due to the brand's capacity to represent symbolic and emotional relevance for its users.

H2: Brand Image has a positive and significant effect on Brand Love.

The Influence of Green Marketing on Brand Love

The implementation of green marketing strategies can enhance positive perceptions of brand value orientation and ethics, which in turn has the potential to strengthen brand love affection (Papadas et al., 2024; Jave-Chire et al., 2025). Young consumers who have a high concern for environmental issues tend to have a greater affection for brands that consistently demonstrate sustainability responsibility.

H3: Green Marketing has a positive and significant impact on Brand Love.

The Influence of Social Media Marketing on Consumer Loyalty

Consistency, relevance, and responsiveness of activities in the digital realm have proven capable of boosting customer satisfaction and engagement levels, which subsequently serve as stimulants for driving consumer loyalty (BILGIN, 2018; Rai & Dahal, 2024). Especially in the landscape of the food and beverage industry, social media marketing acts as a vital channel for maintaining a young consumer base (Sikandar & Ahmed, 2019).

H4: Social Media Marketing has a positive and significant impact on Consumer Loyalty.

The Influence of Brand Image on Consumer Loyalty

The constructive construction of brand image gives rise to perceptions of value, trust, and a unique sense of pride for customers, which then becomes the main foundation in the formation of long-term loyalty (Cynthia & Arifiansyah, 2023). Empirical studies by Tran et al. (2021) and Mansoor et al. (2025) further affirm that brand image holds a crucial position as a predictor of consumer loyalty.

H5: Brand Image has a positive and significant effect on Consumer Loyalty.

The Influence of Green Marketing on Consumer Loyalty

The implementation of green marketing has the capacity to accelerate customer loyalty, as consumers naturally associate a brand with principles of sustainability and social responsibility (Ardiyanti & Nasir, 2024). The level of corporate transparency and ecological sensitivity demonstrated has proven capable of fostering deep respect and appreciation from consumers toward the brand.

H6: Green Marketing has a positive and significant impact on Consumer Loyalty.

The Influence of Brand Love on Consumer Loyalty

Brand love represents a form of intense emotional attachment that motivates customers to maintain their loyalty, even when faced with various alternative brand choices in the market (Batra et al., 2020; Eklund & Helme Falk, 2018). Furthermore, research conducted by Burhanudin & Febryanti (2023) reinforces the finding that brand love is a strong determinant that projects loyalty.

H7: Brand Love has a positive and significant effect on Consumer Loyalty.

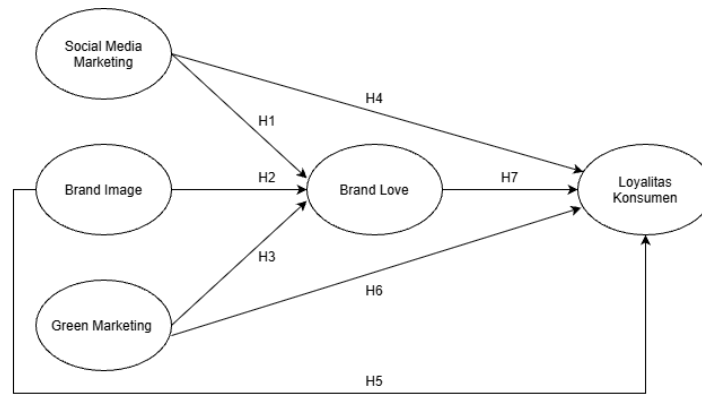


Figure 1. Conceptual Framework

METHODOLOGY

This study applies a quantitative paradigm through a causal design to investigate the patterns of association and determination among the variables being studied. The implementation of the research is scheduled for the period from April to June 2025, focusing on the demographic of young productive age consumers of Kopi Tuku Simprug in the South Jakarta area. The classification of the variables studied includes Social Media Marketing (X1), Brand Image (X2), and Green Marketing (X3) as exogenous constructs, Brand Love (Z) as the mediating variable, and Consumer Loyalty (Y) as the endogenous variable. The target population includes all individuals who have made a purchase transaction at Kopi Tuku Simprug, while the sample determination applies the purposive sampling method with the criteria that participants are aged 18–30 years and have a transaction history at that location. Referring to a total of 21 instrument indicators and sample size calculation parameters, a minimum of 105 respondents was determined, where the accumulated empirical data successfully gathered reached 110 respondents, all of whom were deemed suitable for the analysis process.

The process of obtaining primary data was carried out through a structured questionnaire instrument distributed to respondents according to the sample criteria. This data collection instrument is designed to measure the five research variables based on the previously established operational indicators. The assessment of subject responses uses a five-point Likert scale, ranging from a score of 1 representing the category "Strongly Disagree" to a score of 5 for the category "Strongly Agree." Before proceeding to the main hypothesis testing, the primary data first undergoes a descriptive analysis stage to map the sociodemographic profile of the respondents along with the distribution of response tendencies for each indicator. The evaluation of the quality of the testing instrument involves validity and reliability tests, where the internal reliability coefficient of the questionnaire is measured using the Cronbach's Alpha parameter.

Data processing activities and research hypothesis testing utilize variance-based structural equation modeling, namely Structural Equation Modeling–Partial Least Square (SEM-PLS) with the help of the SmartPLS 4.0 computational application. The series of analysis stages is divided into the evaluation of the

outer model to assess convergent validity, discriminant validity, and composite reliability of the instrument. The next stage continues with the evaluation of the inner model through the R-square determination coefficient parameter, the f-square effect size, and the model fit test using supporting indicators such as the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). The significance testing of the structural relationships between variables is executed through the bootstrapping procedure to validate the path coefficient magnitudes and test statistics, with a t-statistic value exceeding 1.96 as the threshold for the statistical acceptance of the hypothesis.

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Category	Total	Percentage
Gender	Male	46	41.82%
	Female	64	58.18%
Age	18 Years - 20 Years	26	23.64%
	21 Years - 23 Years	47	42.73%
	24 Years - 26 Years	24	21.82%
	27 Years - 30 Years	13	11.82%
Education	High School / Vocational High School (Equivalent)	44	40%
	Bachelor's Degree (S1)	61	55.45%
	Master's / Doctoral Degree (S2/S3)	5	4.55%
Monthly Income	< Rp 1,000,000	36	32.73%
	Rp 1,000,000 - Rp 3,000,000	47	42.73%
	Rp 3,000,000 - Rp 5,000,000	22	20%
	> Rp 5,000,000	5	4.55%
Residential Area	Central Jakarta	0	0%
	West Jakarta	0	0%
	North Jakarta	0	0%
	South Jakarta	110	100%
	East Jakarta	0	0%
Total		110	100%

Source: Data from the Questionnaire (2026)

Based on the sociodemographic profile of the subjects, this research involved 110 consumers of Kopi Tuku Simprug, predominantly female, with 64 individuals or 58.18%. The largest age group was between 21–23 years, with 47 individuals or 42.73%. In terms of educational background, most respondents were bachelor's degree holders (S1), with 61 individuals or 55.45%. Regarding monthly financial aspects, the majority of participants had an income ranging from Rp1,000,000–Rp3,000,000 per month, with 47 individuals or 42.73%. All subjects (100%) were recorded as residing in South Jakarta, thus fully meeting the

sample selection criteria as consumers with direct transaction experience with Kopi Tuku Simprug products.

Data Analysis

Measurement Model Testing Results (Outer Model)

a. Convergent Validity

Table 2. Loading Factor Testing Results

Variable	Indicator	Outer Loading	Description
Social Media Marketing	SMM 1	0.904	VALID
	SMM 2	0.896	VALID
	SMM 3	0.898	VALID
	SMM 4	0.913	VALID
Brand Image	BI 1	0.921	VALID
	BI 2	0.908	VALID
	BI 3	0.922	VALID
Green Marketing	GM 1	0.907	VALID
	GM 2	0.921	VALID
	GM 3	0.912	VALID
	GM 4	0.921	VALID
Brand Love	BL 1	0.928	VALID
	BL 2	0.923	VALID
	BL 3	0.928	VALID
	BL 4	0.918	VALID
	BL 5	0.905	VALID
Consumer Loyalty	LK 1	0.904	VALID
	LK 2	0.896	VALID
	LK 3	0.898	VALID
	LK 4	0.913	VALID
	LK 5	0.921	VALID

Source: Data processed using SmartPLS 4 (2026)

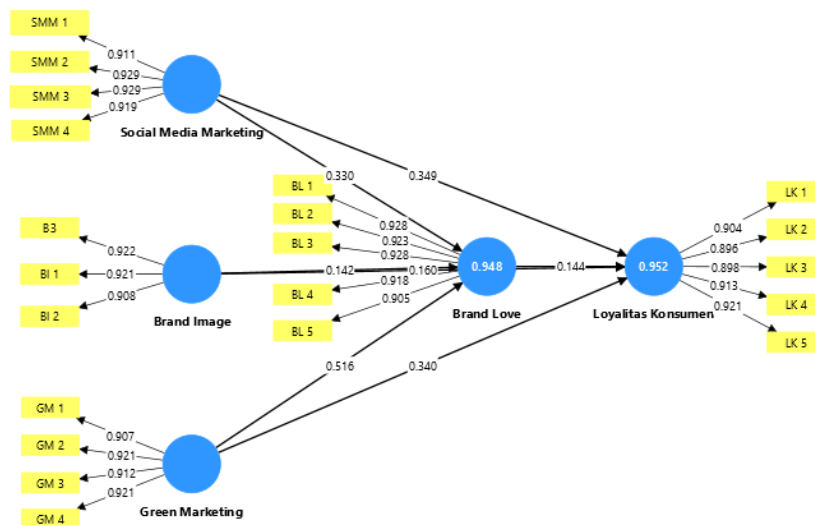


Figure 1. PLS Algorithm Results

Source: Data processed using SmartPLS 4 (2026)

Referring to the statistical estimation results presented in Table 1, all indicators forming the variables of Social Media Marketing, Brand Image, Green Marketing, Brand Love, and Consumer Loyalty have outer loading coefficients above the minimum threshold of 0.70, thus all are declared valid based on the loading factor parameter. The highest outer loading values are held by indicators BL1 and BL3 with respective values of 0.928, while the lowest values are recorded by indicators SMM2 and LK2 with respective values of 0.896.

Although all indicators have passed the convergent validity test, further evaluation of discriminant validity using the Fornell-Larcker criterion approach indicates that the research model structure has not fully accommodated all the required prerequisites. This condition is triggered by the existence of several indicators that show a relatively high linear association with constructs outside their group, causing the square root of the Average Variance Extracted (AVE) value in several variables to not exceed the magnitude of the correlation coefficients between the related constructs.

Table 3. Results of the Average Variance Extracted (AVE) Test

Variable	<i>Average variance extracted (AVE)</i>
<i>Social Media Marketing</i>	0.894
<i>Brand Image</i>	0.865
<i>Green Marketing</i>	0.924
<i>Brand Love</i>	0.871
<i>Consumer loyalty</i>	0.876

Based on the data presented in Table 3, all research constructs recorded Average Variance Extracted (AVE) values exceeding the minimum threshold of 0.50. The details of the empirical achievements show that the Social Media Marketing variable has an AVE value of 0.894, Brand Image 0.865, Green Marketing 0.924, Brand Love 0.871, and Consumer Loyalty 0.876.

The empirical confirmation indicates that all constructs have successfully met the prerequisites for convergent validity optimally. Thus, each variable is declared valid and has an adequate level of construct reliability to be operated in the subsequent stages of structural testing.

b. Discriminant Validity

Table 4. Cross Loading Test Results

	<i>Brand Image</i>	<i>Brand Love</i>	<i>Green Marketing</i>	Consumer loyalty	<i>Social Media Marketing</i>
BI 1	0.946	0.843	0.808	0.860	0.860
BI 3	0.944	0.843	0.840	0.833	0.851
BL 1	0.846	0.929	0.867	0.872	0.879
BL 2	0.847	0.929	0.831	0.850	0.863
BL 3	0.834	0.936	0.904	0.856	0.871
BL 4	0.788	0.927	0.833	0.842	0.849

GM 2	0.851	0.902	0.962	0.841	0.863
GM 4	0.823	0.873	0.961	0.854	0.863
LK 1	0.810	0.844	0.820	0.931	0.863
LK 4	0.835	0.862	0.811	0.927	0.875
LK 5	0.863	0.868	0.838	0.943	0.877
SMM 2	0.865	0.894	0.869	0.902	0.940
SMM 3	0.816	0.882	0.819	0.849	0.939
SMM 4	0.860	0.835	0.833	0.869	0.929

Source: Data processed using SmartPLS 4 (2026)

Referring to the presentation in Table 3, all empirical indicators recorded the highest cross-loading values for each of the constructs they measured when compared to other alternative constructs. For illustration, indicators BI1 and BI3 demonstrate the highest loadings on the Brand Image variable, indicators BL1, BL2, BL3, and BL4 have the strongest associations with the Brand Love variable, while indicators GM2 and GM4 show optimal values on the Green Marketing variable. Furthermore, indicators LK1, LK4, and LK5 achieve the highest cross-loading values on the Consumer Loyalty variable, whereas indicators SMM2, SMM3, and SMM4 reach peak values on the Social Media Marketing variable.

These findings confirm that all indicators have successfully met the standards of discriminant validity based on the evaluation of cross-loading values. Thus, each construct in this research has adequate divergent capacity to reflect its uniqueness independently without distortion with other constructs.

Table 5. Results of the Fornell-Larcker Criterion Test

	Brand Image	Brand Love	Green Marketing	Consumer loyalty	Social Media Marketing
Brand Image	0.945				
Brand Love	0.891	0.930			
Green Marketing	0.871	0.923	0.961		
Consumer loyalty	0.896	0.919	0.882	0.933	
Social Media Marketing	0.905	0.930	0.898	0.933	0.936

Source: Data processed using SmartPLS 4 (2026)

Based on the data presented in Table 4, the square root of the Average Variance Extracted (AVE) for the Brand Image variable is recorded at 0.945, Brand Love at 0.930, Green Marketing at 0.961, Consumer Loyalty at 0.933, and Social Media Marketing at 0.936. All of these parameter values are proven to be

higher when compared to the correlation coefficients between other constructs within the research model structure.

Thus, through the model adjustment phase by eliminating several indicators that did not meet the criteria, all research variables have successfully met the Fornell-Larcker Criteria evaluation standards. This empirical achievement confirms that each construct has an optimal discriminant capacity in reflecting its uniqueness independently, thus the model is declared to have met the prerequisites for discriminant validity and is eligible to proceed to the next stage of structural testing.

c. Construct Reliability and Validity

Table 6. Results of Construct Reliability and Validity Testing

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>	information
Social Media Marketing	0.881	0.944	<i>Reliable</i>
Brand Image	0.948	0.963	<i>Reliable</i>
Green Marketing	0.918	0.960	<i>Reliable</i>
Brand Love	0.926	0.953	<i>Reliable</i>
Consumer loyalty	0.929	0.955	<i>Reliable</i>

Source: Data processed using SmartPLS 4 (2026)

Based on the data presented in Table 5, all variables in this research have obtained Cronbach's Alpha and Composite Reliability values exceeding the threshold of 0.70, thus meeting the required reliability criteria standards. The range of Cronbach's Alpha values is between 0.881 and 0.948, while the Composite Reliability parameters range from 0.944 to 0.963. The Brand Image variable recorded the highest Cronbach's Alpha value at 0.948, while the lowest value was held by the Social Media Marketing variable at 0.881. In the Composite Reliability evaluation, the highest value was again recorded by the Brand Image variable at 0.963, while the lowest value was similarly found in the Social Media Marketing variable at 0.944. These empirical findings demonstrate that all constructs have a very good level of internal consistency. Thus, each research variable is confirmed to be reliable and fully suitable for operation in the advanced structural testing phase.

Results of Structural Model Testing (Inner Model)

a. R-Square (R^2)

Table 7. Results of R-Square (R^2) Testing

	R-square	R-square adjusted
Brand Love	0.909	0.906
Consumer loyalty	0.897	0.893

Source: Data processed using SmartPLS 4 (2026)

Based on the data presented in Table 6, the Brand Love variable has an R-Square value of 0.909 accompanied by an Adjusted R-Square value of 0.906. These empirical findings indicate that the variation in the Brand Love variable

can be simultaneously explained by the contributions of the Social Media Marketing, Brand Image, and Green Marketing variables by 90.9%, while the remaining 9.1% is influenced by other exogenous factors outside the research model framework.

Furthermore, for the Consumer Loyalty variable, an R-Square value of 0.897 with an Adjusted R-Square value of 0.893 was recorded. This finding shows that the variation in Consumer Loyalty can be collectively represented by the Social Media Marketing, Brand Image, Green Marketing, and Brand Love variables by 89.7%, while the remaining 10.3% is explained by other constructs not included in the research model.

Through the acquisition of an overall R-Square value exceeding the threshold of 0.75, both endogenous variables in this research are classified as having substantial predictive capacity. This condition proves that the research model structure has a very good level of fit and capability in elucidating the dynamics of the structural relationships between the tested variables.

b. F-Square (F^2)

Table 8. F-Square (F^2) Test Results

	Brand Love	Consumer loyalty
Social Media Marketing	0.271	0.216
Brand Image	0.035	0.057
Green Marketing	0.324	0.002
Brand Love		0.071
Consumer loyalty		

Source: Data processed using SmartPLS 4 (2026)

Based on the information in Table 7, the effect size of social media marketing on brand love falls into the moderate category with an F^2 value of 0.271, and it also has a moderate impact on consumer loyalty with an F^2 value of 0.216. On the other hand, the contribution of brand image is classified as low toward brand love with an F^2 value of 0.035 and toward consumer loyalty with an F^2 value of 0.057.

Green marketing produces a moderate influence on brand love with an F^2 value of 0.324, but has a very small impact on consumer loyalty with an F^2 value of 0.002. In addition, the brand love variable shows a minor influence on consumer loyalty with an F^2 value of 0.071.

Overall, green marketing has proven to have the most dominant impact on brand love, while social media marketing acts as the factor with the strongest influence on consumer loyalty in this research design.

c. Model Fit

Table 9. Model Fit Test Results

	Saturated model	Estimated model
SRMR	0.030	0.030
NFI	0.878	0.878

Source: Data processed using SmartPLS 4 (2026)

Based on the data in Table 7, the SRMR values for both the saturated model and the estimated model are recorded as equal, which is 0.030. The figure is below the recommended maximum threshold of 0.08, thus reflecting a good fit of the research model to the empirical data.

Furthermore, the NFI values for the saturated model and the estimated model are each 0.878. Although it has not yet reached the optimum number, the achievement has approached the number 1, indicating that the model framework has a sufficient level of compatibility with the real-world data.

Based on the overall assessment using the SRMR and NFI parameters, the design of this research model has been confirmed to meet the model fit prerequisites and is ready to be applied in the next hypothesis testing stage.

d. Hypothesis Testing Results

Table 10. Hypothesis Testing Results

	Original sample (O)	T statistics	P values	Result
Brand Image -> Brand Love	0.140	2.124	0.034	Positive and Significant
Brand Image -> Consumer loyalty	0.192	2.595	0.009	Positive and Significant
Brand Love -> Consumer loyalty	0.283	2.987	0.003	Positive and Significant
Green Marketing -> Brand Love	0.412	6.758	0.000	Positive and Significant
Green Marketing -> Consumer loyalty	0.037	0.445	0.656	Not Significant
Social Media Marketing -> Brand Love	0.434	5.562	0.000	Positive and Significant
Social Media Marketing -> Consumer loyalty	0.463	4.838	0.000	Positive and Significant

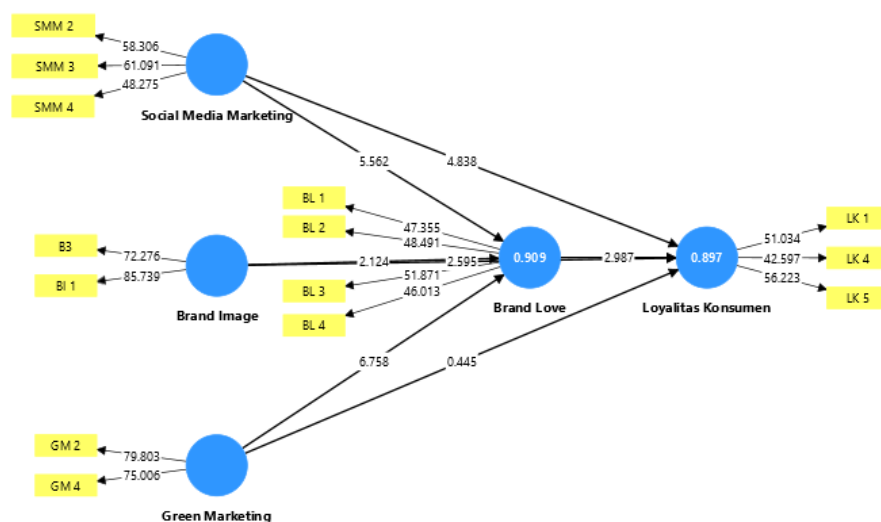


Figure 2. Bootstrapping Test Results
Source: Data processed using SmartPLS 4 (2026)

DISCUSSION

The Influence of Social Media Marketing on Brand Love among Tuku Simprug Coffee Consumers in South Jakarta

Based on the hypothesis testing estimation, the Social Media Marketing variable produced a t-statistics value of 5.562, a significance level p-value of 0.000, and a path coefficient of 0.434. The figure confirms that Social Media Marketing has a positive and significant impact on Brand Love. Therefore, the first hypothesis (H1) in this research is statistically accepted.

These empirical findings reflect that the more optimal the execution of digital marketing campaigns through social media by Kopi Tuku, the higher the degree of customer love for the brand will increase. The presentation of captivating product content, continuous execution of digital promotions, strategic partnerships with influencers, and interactive communication with consumers play a key role in fostering interest, emotional attachment, and a strong sense of ownership toward the Kopi Tuku brand.

The results of this investigation reinforce the theoretical perspective proposed by Tran et al. (2021), where social media marketing activities play an essential role in weaving affective relationships with customers through two-way communication patterns, high levels of interactivity, and the distribution of information content that aligns with market preferences. In addition, this empirical confirmation is also in line with previous research conducted by Nguyen et al. (2024), Nurhadi et al. (2025), and Sikandar & Ahmed (2019), which affirm that Social Media Marketing consistently has a positive and significant impact on strengthening Brand Love among consumers.

The Influence of Brand Image on Brand Love among Tuku Simprug Coffee Consumers in South Jakarta

Based on the hypothesis testing calculations, the Brand Image variable recorded a t-statistics value of 2.124, a significance level of p-values at 0.034, and a path coefficient of 0.140. The figure proves that Brand Image has a positive and significant impact on Brand Love. Thus, the formulation of the second hypothesis (H2) in this research is confirmed to be accepted.

The findings reflect that the improving brand image quality of Kopi Tuku will linearly boost customer loyalty. The brand's capacity to respond to customer needs, the credibility of information dissemination, and the differentiation of characteristics from competing coffee shops act as the main drivers in fostering interest, affective attachment, and consumer ownership toward Kopi Tuku.

Referring to the descriptive analysis exposure, the indicator "I am confident in the information I know about Kopi Tuku" recorded the highest average or mean score within the scope of the Brand Image variable. This achievement indicates that consumer confidence in the reputation and clarity of information about Kopi Tuku plays a crucial role in weaving a harmonious emotional relationship between buyers and the brand.

The results of this investigation strengthen the theoretical foundation that states that a positive brand image significantly contributes to shaping perceptions, beliefs, and memorable experiences in the minds of consumers, thereby triggering the emergence of an emotional bond with the brand. In

addition, this empirical confirmation is also in line with various previous literatures that show Brand Image has a positive and significant impact on consumer Brand Love.

The Influence of Green Marketing on Brand Love among Tuku Simprug Coffee Consumers in South Jakarta

Based on the hypothesis testing calculations, the Green Marketing variable recorded a t-statistics value of 6.758, a significance level p-value of 0.000, and a path coefficient of 0.412. The figure proves that Green Marketing has a positive and significant impact on Brand Love. Thus, the formulation of the third hypothesis (H3) in this research is confirmed to be accepted.

The findings confirm that the intensity of implementing environmentally conscious business strategies by Kopi Tuku will be directly proportional to the increase in customer loyalty. The use of more environmentally friendly packaging, sustainable business operations, and transparency regarding the company's commitment to nature conservation are driving factors in fostering consumer interest, emotional bonds, and a sense of ownership toward Kopi Tuku.

Referring to the descriptive analysis presentation, the indicator stating "Kopi Tuku implements environmentally friendly practices in its operations" received the highest average or mean score within the scope of the Green Marketing variable. This achievement indicates that buyers give positive evaluations of the company's seriousness in integrating ecological sustainability aspects into daily activities, which ultimately strengthens the emotional bond between consumers and the brand.

The results of this investigation strengthen the theoretical foundation that states that an environmentally sustainable marketing approach can build a positive public perception while also strengthening the emotional bond with the brand. In addition, this empirical confirmation is also in line with various previous literature that shows Green Marketing has a positive and significant impact on consumer Brand Love.

The Influence of Social Media Marketing on Consumer Loyalty among Coffee Tuku Simprug Customers in South Jakarta

Based on the hypothesis testing calculations, the Social Media Marketing variable recorded a t-statistics value of 4.838, a significance level p-value of 0.000, and a path coefficient of 0.463. The figure proves that Social Media Marketing has a positive and significant impact on Consumer Loyalty. Thus, the formulation of the fourth hypothesis (H4) in this research is confirmed to be accepted.

The findings indicate that the effectiveness of the digital marketing campaign through social media run by Kopi Tuku will further strengthen customer loyalty. The creativity in presenting product information, the consistency of digital promotion programs, collaboration with influencers, and interactive communication with buyers serve as stimuli that encourage consumers to make repeat purchases, recommend the product to others, and continue choosing Kopi Tuku over alternative brands.

The results of this investigation strengthen the theoretical foundation that explains that social media does not merely function as a conventional promotional tool, but rather plays an essential role in fostering long-term

relationships between businesses and consumers through interactive and sustainable communication patterns. The active involvement of buyers in various digital spaces of the company has proven to strengthen relationships with the brand and lead to increased consumer loyalty.

In addition, this empirical confirmation is also in line with various previous literature that shows Social Media Marketing has a positive and significant impact on Consumer Loyalty.

The Influence of Brand Image on Consumer Loyalty among Tuku Simprug Coffee Consumers in South Jakarta

Based on the hypothesis testing calculations, the Brand Image variable recorded a t-statistics value of 2.595, a significance level of p-values at 0.009, and a path coefficient of 0.192. The figure proves that Brand Image has a positive and significant impact on Consumer Loyalty. Thus, the formulation of the fifth hypothesis (H5) in this research is confirmed to be accepted.

The findings reflect that the improving brand image quality of Kopi Tuku will linearly boost customer loyalty levels. The brand's capacity to meet customer expectations, the credibility of information dissemination, and the differentiation of characteristics that set Kopi Tuku apart from competing coffee shops act as the main drivers in fostering sustainable consumer loyalty.

The results of this investigation reinforce the theoretical foundation that a positive brand image significantly contributes to shaping consumer perception, belief, and trust toward a product. This psychological condition can encourage buyers to make repeat transactions, recommend the product to others, and maintain their choice of that brand. In short, the better the brand reputation built by the company, the stronger the level of consumer loyalty to that brand.

In addition, this empirical confirmation is also in line with various previous literatures that show Brand Image has a positive and significant impact on Consumer Loyalty.

The Influence of Green Marketing on Consumer Loyalty among Coffee Tuku Simprug Customers in South Jakarta

Based on the hypothesis testing calculations, the Green Marketing variable recorded a t-statistics value of 0.445, a significance level p-value of 0.656, and a path coefficient of 0.037. These figures indicate that Green Marketing has a positive but not significant impact on Consumer Loyalty. Thus, the sixth hypothesis (H6) in this research is rejected.

The findings reflect that the intensity of implementing environmentally friendly business strategies by Kopi Tuku has not yet been able to directly boost customer loyalty levels. The use of sustainable packaging, environmentally conscious business operations, and ecological awareness campaigns have not yet become primary considerations that motivate customers to make repeat transactions, recommend the product to others, or maintain their preference for Kopi Tuku.

The results of this investigation show that Kopi Tuku Simprug consumers tend to prioritize other alternative variables, such as product quality, pricing, direct purchasing experience, and brand reputation, in forming loyalty toward a coffee product. Therefore, even though buyers give positive appreciation to

various environmental preservation initiatives from the company, these elements do not yet have sufficient driving force to directly increase consumer loyalty.

This empirical achievement proves that the application of Green Marketing does not automatically generate customer loyalty without support from other factors that directly touch on consumer experience and satisfaction. In addition, the findings of this research also confirm that the relationship between Green Marketing and Consumer Loyalty in the segment of Coffee Tuku Simprug South Jakarta buyers has not been proven significantly.

The Influence of Brand Love on Consumer Loyalty among Tuku Simprug Coffee Consumers in South Jakarta

Based on the hypothesis testing calculations, the Brand Love variable recorded a t-statistics value of 2.987, a significance level p-value of 0.003, and a path coefficient of 0.283. The figure proves that Brand Love has a positive and significant impact on Consumer Loyalty. Thus, the formulation of the seventh hypothesis (H7) in this research is confirmed to be accepted.

The findings reflect that the greater the degree of customer affection toward Kopi Tuku, the higher the level of loyalty shown by consumers toward the brand will increase. The manifestation of positive feelings, affective closeness, and emotional attachment that develop between buyers and the brand has proven capable of encouraging consumers to make repeat purchases, spread recommendations to others, and continue choosing Kopi Tuku over alternative brands.

The results of this investigation strengthen the theoretical foundation that states that Brand Love represents a form of close emotional relationship between the buyer and the brand, thereby capable of generating long-term loyalty. The higher the level of consumer love for a brand, the greater the tendency for individuals to maintain that relationship and avoid switching to competing products.

Furthermore, this empirical confirmation is also in line with various previous literatures that show Brand Love has a positive and significant impact on Consumer Loyalty. Therefore, the high level of Brand Love that consumers have for Kopi Tuku will be directly proportional to the strengthening of Consumer Loyalty at Kopi Tuku Simprug South Jakarta.

CONCLUSIONS AND RECOMMENDATIONS

Based on a series of research investigation results, it can be concluded that Social Media Marketing, Brand Image, and Green Marketing have been proven to have a positive and significant impact on Brand Love among Kopi Tuku consumers. This condition indicates that optimizing digital marketing campaigns through social media, strengthening brand reputation, and implementing environmentally conscious business strategies can effectively boost the emotional attachment level of customers.

Furthermore, Social Media Marketing, Brand Image, and Brand Love have been confirmed to have a positive and significant impact on Consumer Loyalty. Thus, the management of interactive social media activities, a good brand image, and a high level of brand love can encourage repeat purchase behavior, maintain

preference, and increase consumers' willingness to recommend Kopi Tuku to others.

Meanwhile, Green Marketing shows a positive but not significant influence on Consumer Loyalty. These findings conclude that the environmental preservation initiatives undertaken by the company have not yet become the main determining factor capable of directly shaping customer loyalty without the support of other consumer experience or satisfaction variables.

ADVANCED RESEARCH

Based on a series of research findings, an Adjusted R-Square value of 0.906 was recorded for the Brand Love variable and 0.893 for the Consumer Loyalty variable. The achievement of these figures shows that the variation in changes in both endogenous variables can be substantially explained by the combined contributions of the variables Social Media Marketing, Brand Image, and Green Marketing. Nevertheless, there remains a percentage of variance outside the model framework that has the potential to exert further influence.

Therefore, for future research agendas, it is recommended that subsequent researchers include new variables that have not been accommodated in this study, such as customer satisfaction, brand trust, customer experience, product quality, service quality, or customer engagement. The extension of these variables is anticipated to provide a much more comprehensive perspective on the determinants of Brand Love formation and customer loyalty in the coffee industry sector.

In addition, subsequent investigations are also recommended to conduct indirect effect testing to explore the function of Brand Love as a mediating variable within the constellation of the effects of Social Media Marketing, Brand Image, and Green Marketing on Consumer Loyalty.

In addition to adding constructs, the scope of the research objects is recommended to be expanded in the future. The research should not only stop at a single sample point at Kopi Tuku but can also extend to alternative local coffee brands or companies within the broader landscape of the food and beverage industry. The application of different research approach methods, such as qualitative or mixed methods, is also worth considering to delve deeper into understanding the psychological dynamics of consumers in weaving Brand Love and maintaining loyalty to a brand.

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