The Influence of Implementing Digital Marketing and Experiential Marketing on Brand Loyalty Mediated by Brand Trust

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

This research aims to examine the effect of implementing digital marketing and experiential marketing on brand loyalty through brand trust in coffee shops in the city of Yogyakarta, Indonesia. In this research, the population used was coffee shop customers in the city of Yogyakarta, Indonesia. The number of samples taken was 266 respondents. This research data was obtained using an online survey questionnaire via Google Form with a measurement scale using a 5-point Likert scale. This research is descriptive research using quantitative methods. The analytical tool used is Structural Equation Modeling (SEM), with data analysis techniques using the AMOS application version 23.0 and Sobel Test. The results of the analysis show that the influence of digital marketing implementation has a significant effect on brand loyalty, brand trust has a significant effect on brand loyalty and experiential marketing has no significant effect on brand trust and brand loyalty and digital marketing have no significant effect on brand trust. The results of this research can help the coffee shop industry, especially in the Indonesian context, in understanding consumer behavior and the factors that contribute to customer trust in a brand.

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1. INTRODUCTION

The concept of loyalty is very important because of the high level of competition and the increasing number of institutions that saturate the market with similar products and services, and there are many ways for customers to get the products and services they want from anywhere and to retain their customers. This is the fastest way to increase sales and ensure the continuity of company facilities. Businesses need to conduct in-depth research on customer types, buying habits, and environments to create effective marketing plans that attract customers and ensure that they continue to do business with them until they reach a level of loyalty.

In conditions of increasingly fierce competition and the increasingly popular use of digital marketing in business today, maintaining brand loyalty is both a necessity and an opportunity. The development of digital communication technology has not only changed customer behavior, especially in seeking information, but has also made it easier for customers to provide various information in the form of reviews or people's comments on purchasing experiences, all of them. which works wonders in the minds of customers and shapes satisfaction. In a broader spectrum, developments in digital technology have changed the marketing management landscape through the application of digital marketing. Digital marketing not only sells products but also develops brand loyalty. When a brand is captured by customers in an exclusive, positive way and stands out in their minds, it becomes irreplaceable and will win customer loyalty. Social media marketing and brand loyalty are becoming very important dimensions in customer brand resonance.

The growth of the coffee industry in Yogyakarta has experienced rapid development in the last 10 years. This is marked by the increasing number of coffee shops in the Special Region of Yogyakarta (DIY). Chairman of the Jogja Coffee Week 2022 Committee, Rahadi Sapta Abra, even said that Yogya is the city with the most coffee shops in Indonesia. To date, data from the Nusantara Coffee Community shows that there are around 3,000 coffee shops spread throughout the DIY area. This number is much higher than several other big cities around Yogyakarta, such as Semarang, which has only around 700 coffee shops, and Solo, which has

400 coffee shops. With a relatively small area, according to Rahadi, Yogya is one of the cities with the most dense coffee shops in Indonesia. Because of the many coffee shops in Yogya, according to him, Yogya also deserves the title of coffee city. Even though Yogya actually only has two coffee production centers, namely in the Menoreh mountains and on the slopes of Merapi. However, according to him, the culture of drinking coffee in Yogya society is very strong. The term 'coffee drink' is very embedded in Yogyakarta society. For example, when inviting friends to chat, meet, discuss or just meet, the term 'coffee' is very commonly used. Even though in reality what you drink is sometimes not coffee. https://kumparan.com/tangan-jogja/ada-3-000-kedai-kopi-di-seluruh-yogya-terpadat-di-indonesia-1ympBAlgDYG/full

Furthermore, the growth of coffee shops in Yogyakarta cannot be separated from the large number of campuses and students in Yogya. Because, the current trend among students is making coffee shops a favorite place to gather, discuss and do assignments. Especially with the existence of online sales services which make it easier for business people from coffee shops. And the coffee shop business industry will continue to grow, considering that campus life returns to normal and students who previously lived outside the city begin to come to Yogyakarta.

The rapid growth of coffee shops in Yogyakarta has created opportunities for entrepreneurs. Entrepreneurs are required to be able to take advantage of changes in technology and the way we think about the world, entrepreneurs need to improve and bring changes in various marketing systems. Switching from traditional to digital marketing systems is one of the best and most effective decisions for businesses to promote their products and services. Supported by advanced technology, entrepreneurs, businesspeople and consumers can experience the ease and effectiveness of digital marketing. For entrepreneurs and business people, digital marketing is used as a powerful promotional tool and provides convenience, creates trust and brand loyalty for consumers.

This research is a modification of Ebrahim's research [1]; Kwon et al. [2]; Lee et al. [3]; Hanaysha [4] & Xu et al. [5] which consists of digital marketing, experiential marketing, brand

trust and brand loyalty variables. This research has several benefits for both academics and the coffee shop industry. First, contributing to existing knowledge by providing valuable insight into the impact of implementing digital marketing and experiential marketing on brand trust and brand loyalty. Second, this study highlights the relationship between brand trust and brand loyalty, explaining how customer trust in a positive customer brand can increase brand loyalty. This understanding is very important for coffee shops that want to build long-term relationships with customers and maintain customer loyalty. This research serves as a valuable literature reference for future research investigating the influence of digital marketing implementation and experiential marketing on Indonesian coffee shops. This provides a basis for researchers to expand and dig deeper into how to create trust and brand loyalty for companies, SMEs and businesses.

Finally, the findings of this research can help the coffee shop industry, especially in the Indonesian context, in understanding consumer behavior and the factors that contribute to customer trust in a brand. By gaining insight into these factors, coffee shops can make informed decisions and adapt their services via social media to meet customer expectations, ultimately creating memorable experiences and long-term customer loyalty.

2. LITERATURE REVIEW

2.1 Digital Marketing

Since the beginning of 2000, information technology has entered the mainstream market and developed further into what is called new wave technology. New wave technology is technology that enables connectivity and interactivity between individuals and groups. The new wave includes three main forces: cheap computers and mobile phones, cheap internet, and open source. In the new wave era, the economy that is considered is not only economic growth, interest rates and inflation but also digital economic factors. The existence of the digital economy is marked by the increasing proliferation of business or trade transactions that utilize the internet as a medium for corporate or individual communication. According to Khoirunnisa & Astini (2021) "social media marketing is a process that encourages individuals to communicate product promotions through websites, through online social channels,

by utilizing a much larger community than through traditional advertising channels".

According to Sembhodo et al. [6] "digital marketing is marketing activities that use internet-based digital media such as web, social media, email, databases, mobile/wireless, and digital TV to increase the number of customers or target consumers. and to identify their profile, behavior, product value and loyalty all intended to achieve marketing objectives". The aim of using digital marketing according to Bulan & Chandra [7] is to increase sales through various digital marketing techniques including promotional activities and building preferences by prioritizing communication between customers by providing a special space that accommodates complaints or suggestions from all consumers so that customers feel appreciated.

2.2 Experiental Marketing

"Experiential marketing is a process where operators convince customers to buy or recognize a brand by providing certain experiences to develop emotional stimulation. In contrast to traditional marketing which focuses on product functions, experiential marketing prefers to offer customers impressive experiences" [5]. Meanwhile, according to Rahman & Supriadi (2022) "experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, involving them through authentic two-way communication that brings brand personality to life and adds value to the target market. Experiential marketing is a new invention to overcome customer dissatisfaction with manufacturers, initially making promises, but in the end it was very disappointing, there was no satisfactory experience".

2.3 Brand Trust

"Brand trust is defined as a consumer's willingness to rely on a brand's ability to perform as intended. Therefore, this involves the virtue of a company to work in the best interests of its customers to improve aspects of trust including safety, reliability, and dependability" [1]. "Brand trust is an important determinant of brand loyalty. In particular, the relationship between brand trust and brand loyalty forms a valuable relationship between companies and consumers. For one-on-one marketing relationships, brand trust is a key determinant of brand loyalty and brand awareness. This is because trust drives brand

loyalty and commitment, thereby creating a high value exchange relationship. Because loyalty is a relationship created by trust, loyalty must be linked to the intention to trust. In trust, consumers must demonstrate commitment to valuable relational exchanges, leading to purchase determination. Ultimately, brand trust contributes to loyalty" [8]. "When social media users become emotionally and psychologically attached to a brand, they tend to engage in conveying information about the brand to other users. Their actions on social media can be strengthened as their loyalty increases" [9].

2.4 Brand Loyalty

"Brand loyalty is a measure of a customer's relationship with a brand. This measure can provide an idea of the possibility of a customer switching to another product, especially to a brand where changes have occurred, both in terms of price and other attributes. The company hopes that as many customers as possible will have loyalty to its brand so that they will continue to buy and use what the Company offers" (Bismoaziiz et al., 2021). There is no doubt that brand loyalty must come from previous experience with a brand and customers will then have a preference for that brand and ultimately brand loyalty is formed. During the experience process, the more positive emotions, the greater the increase in brand loyalty to customers [3]. "When social media users become emotionally and psychologically attached to a brand, they tend to engage in conveying information about the brand to other users. Their actions on social media can be strengthened as their loyalty increases" [9].

3. METHODOLOGY

3.1 Measurement

This research investigates causal relationships proposed in the hypotheses using a quantitative approach. Primary data are gathered through an online questionnaire, employing a 5-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire focuses on digital marketing, experiental marketing, brand trust and brand loyalty

3.2 Sampling and Data Collection

The population in this research is all coffee shop consumers in the city of Yogyakarta. The sampling technique in this research is to use a non-probability sampling method with a convenience sample, namely that the researcher selects respondents based on convenience or coincidence when meeting consumers who are or have visited coffee shops in the city of Yogyakarta. Sample size guidelines depend on ({indicator x 2) x 5} + number of variables. Researchers use multiplication by 10 [10]. The maximum sample in this research is 316 samples. And the minimum number of samples required in this research is 250 samples. A pilot test is conducted as a questionnaire trial with 30 respondents to ensure that the indicators of variables on the questionnaire are valid and reliable for testing. The pilot test results show that the questionnaire is valid, reliable, and suitable for use with the respondents in this study. Finally, 266 sample respondents are successfully obtained for further analysis.

3.3 Data Analysis Techniques

The analytical method used in this research is descriptive and statistical analysis. Through the collected data, descriptive analysis explains the characteristics of certain events, people or situations. This research will use descriptive analysis to describe the characteristics of respondents based on gender, age and occupation. Meanwhile, the statistical analysis method involves SEM analysis using the AMOS version 23.0 statistical tool and the Sobel Test for mediation tests.

To test the validity and reliability of the measurements in this research, using this stage includes convergent and discriminant validity tests, as well as data reliability tests. The next AMOS steps include normality test, outliers test, goodness of fit model (GoF), mode measurement test, structural model test and hypothesis test. The hypothesis formulated in this research is:

H_1: Digital marketing has a significant effect on brand loyalty

H_2: Digital marketing has a significant effect on brand trust

H_3: Experiential marketing has a significant effect on brand loyalty

H_4: Experiential marketing has a significant effect on brand trust

H_5: Brand trust has a significant effect on brand loyalty

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

In this study, several characteristics of respondents were analyzed, namely gender, age, and profession. The following is an explanation of the characteristics of the respondents taken (Tabel 1).

Based on Table 1, the findings show the dominance of male respondents (52%) compared to female respondents (48%). In terms of age, the 21 - 30 year age group constitutes the majority (44%). In addition, most of the respondents in this study work as university students (26%).

4.2 Structural Equation Model (SEM) Analysis

According to Hair et al. [10] "the minimum figure for factor loading is ≥0.5 or ideally ≥0.7. If there is a value that is still below 0.5, it will be excluded from the analysis. Furthermore, in the confirmatory test, a reliability test is also carried out. The reliability coefficient ranges from 0-1, so

the higher the coefficient (closer to 1), the more reliable the measuring instrument. Construct reliability is good if the construct reliability value is > 0.7 and the variance extracted value is > 0.5" (Table 2).

The data does not meet the normal assumption on a multivariate basis because the value is 20.013. This non-normality of the data is not a problem because according to Hair et al. [11] "there is now a new perspective in non-parametric estimation relating to parameters and estimation of confidence levels for matrix variables. We do not need to assume that confidence levels for parameters follow a normal distribution".

Mahalanobis Distance is calculated using the chi-square value at a degree of freedom of 28 indicators at the $p < 0.01$ level by referring to the chi-square table, it is found that the chi-square value is 61.098. It is known that the highest mahalanobis d Square value is 59.935 so it does not exceed the c-square value, namely 61.089. From these results, it can be concluded that there are no outliers in the data.

Table 1. Respondents' characteristics

Category	F	%
Gender		
Male	146	52
Female	120	48
Age		
17 – 20 years	60	24
21 – 30 years	126	44
31 – 40 years	51	20,4
41 – 50 years	15	6
>50 years	14	5,6
Profession		
Student	53	21,3
Student/university student	81	26
Self-employed	59	23,6
ABRI/Police	23	9,2
Housewife	17	6,8
Etc	33	13,2

Source: Primary data (2023)

Table 2. Validity and reliability test

Variables	Item	Factor Loading	Convergent Validity	
			CR	AVE
Digital Marketing (DM)	14	0,511 – 0,783	0,723	0,646
Experiential Marketing (EM)	5	0,660 – 0,853	0,773	0,719
Brand Trust (BT)	2	0,736 – 0,754	0,753	0,693
Brand Loyalty (BL)	7	0,588 – 0,752	0,710	0,628

Source: Primary data (2023)

4.3 Measurement Model Test

From the goodness of fit test results in Table 3, it can be seen that there are still 4 criteria that are not fit. Therefore, to increase the GOF value, it is necessary to modify the model referring to the modification index table by providing a covariance relationship or eliminating indicators that have high MI (Modification Index) values.

Modifications are made by referring to the modification index table by providing covariance relationships or eliminating indicators that have high MI (Modification Index) values. There are 3 indicators that were removed because they have a high modification index, namely DM3, DM8 and EM2.

4.4 Structural Model Test

Table 4 shows that after modification the results show that the Goodness of Fit value meets all the criteria so that the model in this study can be said to be Fit. The results of hypothesis testing can be seen by looking at the Critical Ratio (CR) value and probability value (P) from the data processing results. The direction of the relationship between variables can be seen from the estimate value, if the estimate value is positive then the relationship between the variables is positive, whereas if the estimate value is negative then the relationship is negative. Furthermore, if the test results show a CR value above 1.96 and a probability (P) value below 0.05/5% then the relationship between exogenous and endogenous variables is significant. In detail, research hypothesis testing will be discussed in stages according to the hypothesis that has been proposed.

In Table 5 it can be seen that of the 5 hypotheses, there are 2 hypotheses that are significant and supported, namely H1 and H5. However, H2, H3 and H4 are not significant and are not supported because they have a critical ratio value lower than 1.96 so they do not meet the criteria.

Table 3. Goodness of fit test result

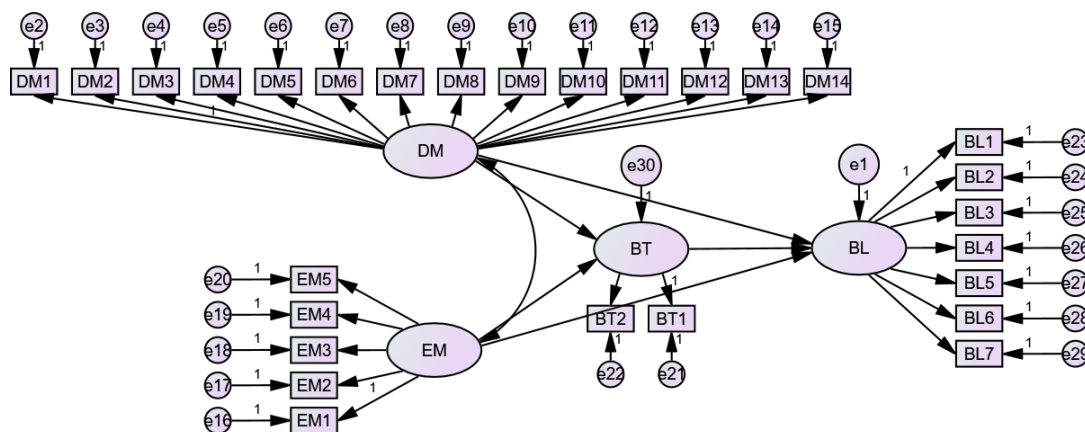| Index	Criteria Goodness of Fit	Value	Result
Probability	Low	0,000	Not fit
CMIN/DF	≥ 0,05	865,663	Not fit
GFI	≤ 0,90	0,819	Not fit
CFI	≥ 0,90	0,906	Fit
TLI	≥ 0,90	0,897	Not fit
PGFI	≥ 0,60	0,700	Fit
PNFI	≥ 0,60	0,759	Fit

Source: Primary data (2023)

Fig. 1. SEM amos model

4.4.1 Effect of digital marketing on brand loyalty

The results of testing the first hypothesis (H1) show a significant relationship between digital marketing and brand loyalty. These results are proven by the t-statistic value < 1.96, namely 2.442 and the P-Value value > 0.05, namely 0.015. So H1 is accepted. This is in line with the results of previous research conducted by Ebrahim [1] and Awali & Astuti [12] which also supports the first hypothesis. This shows that coffee shops utilize social media platforms to communicate, interact and engage with customers, providing value and experience, thereby increasing customer behavioral responses to the brand. This online practice is a brand stimulus that shapes the experience for some coffee shop customers in Yogyakarta and increases their relationship with the brand which in turn influences their responses as describe by brand preferences, intentions and loyalty.

4.4.2 Effect of digital marketing on brand trust

The results of testing the second hypothesis (H2) show an insignificant relationship between digital marketing and brand trust. These results are proven by the t-statistic value < 1.96, namely -2.118 and the P-Value value > 0.05, namely 0.034. So H2 is rejected. This is inversely proportional to the results of research conducted by Hanaysha [4]; Awali & Astuti [12]; Digdowiseiso et al. [13] and Khoirunnisa & Astini [14]. On social media, coffee shops in Yogyakarta have not been able to reach and inform their customers about the latest news and latest product offers, so some customers have not been able to search for the products they want. The lack of effective use of social media has resulted in the lack of brand trust among customers towards coffee shops.

4.4.3 Effect of experiential marketing on brand loyalty

The results of testing the third hypothesis (H3) show an insignificant relationship between experiential marketing and brand loyalty. These results are proven by the t-statistic value < 1.96, namely -2.240 and the P-Value value > 0.05, namely 0.025. So H3 is rejected. This is inversely proportional to the results of research conducted by Lee et al. [3] and Khoirunnisa & Astini [14]. The strategy used by coffee shops in Yogyakarta to ensure the products offered to customers has not been able to create an impressive customer experience when making a purchase. So it has not been able to create customers who make repeat purchases.

Table 4. Structural model test result

Index	Criteria Goodness of Fit	Value	Result
Probability	Low	0,008	Fit
CMIN/DF	≥ 0,05	262,623	Fit
GFI	≤ 0,90	0,924	Fit
CFI	≥ 0,90	0,982	Fit
TLI	≥ 0,90	0,979	Fit
PGFI	≥ 0,60	0,703	Fit
PNFI	≥ 0,60	0,762	Fit

Source: Primary data (2023)

Table 5. Hypothesis test result

Hypothesis	Effect	Estimate	Std. Estimate	C.R	P-Value	Result
H1	DM → BL	0,716	0,396	2,442	0,015	Significant
H2	DM → BT	-0,839	0,293	-2,118	0,034	Not significant
H3	EM → BL	-0,600	0,268	-2,240	0,025	Not significant
H4	EM → BT	0,525	0,380	1,381	0,167	Not significant
H5	BT → BL	0,738	0,102	7,213	***	Significant

4.4.4 Effect of experiential marketing on brand trust

The results of testing the fourth hypothesis (H4) show an insignificant relationship between experimental marketing and brand trust. These results are proven by the t-statistic value < 1.96, namely 1.381 and the P-Value value > 0.05, namely 0.167. So H4 is rejected. This is inversely proportional to the results of research conducted by Xu et al. [5]; Khoirunnisa & Astini [14] and Suliyo & Ekasari [15]. The interactions and information provided by coffee shops to customers have not been able to gain brand trust for customers. In contrast to traditional marketing which focuses on product function, experiential marketing prefers to offer customers an impressive experience.

4.4.5 Effect of brand trust on brand loyalty

The results of testing the fifth hypothesis (H5) show a significant relationship between brand trust and brand loyalty. These results are proven by the t-statistic value < 1.96, namely 7.213 and the P-Value value > 0.05, namely 0.000. So H5 is accepted. This is inversely proportional to the results of research conducted by Kwon et al. [2]. This indicates that brand trust is an important determinant of brand loyalty. In particular, the relationship between brand trust and brand loyalty forms a valuable relationship between coffee shops in Yogyakarta and customers. For one-on-one marketing relationships, brand trust is a key determinant of brand loyalty and brand awareness. This is because trust drives brand loyalty and commitment, thereby creating a high value exchange relationship

4.5 Mediation Test Result

Hypothesis testing of intervening variables is carried out using the Sobel test. The Sobel test is carried out by testing the strength of the indirect influence of variables X to variable Y through I. The value of t count will be compared with the t table value, if the value of t count> t table value then it can be concluded to have the effect of mediation [16].

4.5.1 The influence of digital marketing on brand loyalty is mediated by brand trust

The results of the Sobel test calculation above get a p-value of 0.04202179 <0.05, so brand trust can mediate digital marketing on brand loyalty. Customers who are loyal, positive, and want to revisit online platforms, are influenced by continuously updated media, the latest trends, and relevant information. According to customers' views, engaging in online platforms to get customized services and get the latest information as they share their experiences and other recommendations is an important factor. Therefore, trust is a key element in forming a positive relationship with a brand and maintaining a long-term relationship.

4.5.2 The influence of experiential marketing on brand loyalty is mediated by brand trust

The results of the Sobel test calculation above obtained a p-value of 0.54733271 > 0.05, so brand trust cannot mediate experiential marketing on brand loyalty. Individuals prefer to trust information obtained through direct personal experience rather than advertising. Through continuous interactive experiences with a brand, customers will build positive perceptions and develop trust in the brand and increase the customer's desire to make repeat purchases from the brand [17,18].

5. CONCLUSION

Digital marketing has a positive and significant effect on brand loyalty. However, it is not significant for brand trust. Coffee shops in Yogyakarta have not been able to reach and inform their customers about the latest news and latest product offers, so some customers have not been able to find the products they want. The lack of effective use of social media has resulted in the lack of brand trust among customers towards coffee shops. Experiential marketing has a negative and not significant effect on brand trust and bran loyalty. The interactions and information provided by coffee shops to customers have not been able to gain brand trust for customers. In contrast to traditional marketing which focuses on product function, experiential marketing prefers to offer customers an impressive experience. Individuals prefer to trust information obtained through direct personal experience rather than advertising. Through ongoing interactive experiences with a brand, customers will build positive perceptions and develop trust in the brand. And the emergence of trust will create customers who make repeat purchases.

For theoretical implications, these two research findings are in line with previous research

conducted by Ebrahim [1] and Kwon et al. [2], which shows that digital marketing and brand trust have a positive and significant impact on brand loyalty. And the difference with previous research is found in three findings in this research. Where digital marketing and experiential marketing have no significant effect on brand trust and experiential marketing has no effect on brand loyalty. Compared to advertising and sales promotion programs and providing a memorable experience, customers tend to develop greater trust in information shared on social media networks, especially when online reviews are provided. The more positive and numerous reviews from other customers, the more trust customers will have in a brand and will create customers who make repeat purchases from that brand.

For general implications, this research provides recommendations for coffee shops in Yogyakarta to continue to communicate, interact and provide interesting social media content to customers to maintain customer loyalty. These online practices are brand stimuli that form trust and enhance their relationship with the brand which in turn influences their responses described by preference, intention and loyalty. Experiential marketing does not have a direct effect on brand trust and brand loyalty. In this context, coffee shops in Yogayakrta can intensively carry out promotions and collaborate with several influencers to create memorable experiences for customers. Through memorable experiences, coffee shops in Yogyakarta will get positive statements and reviews from customers, which will attract other customers to make purchases. The emergence of customer experience and customer trust in a brand will create customers who always visit or make repeat purchases at coffee shops in Yogyakarta.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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