

THE INFLUENCE OF BRAND IDENTITY AND INSTAGRAM SOCIAL MEDIA MARKETING ON CUSTOMER LOYALTY AT UNO UNO COFFEE AND RESTO

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Received: 30-06- 2026	Revised:20-07-2026	Approved: 26-07-2026
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ABSTRACT

This study evaluates the impact of Brand Identity and Instagram Social Media Marketing on Customer Loyalty at Uno Uno Coffee and Resto Jakarta, both separately and together. Although brand identity and social media marketing have each been examined as separate predictors of loyalty, limited empirical attention has been paid to their combined effect within Indonesia's local coffee shop sector—a gap this study addresses by testing both determinants concurrently in an emerging urban food-and-beverage context. A quantitative method with a causal descriptive design was applied, relying on a sample of 96 respondents taken via a purposive sampling technique based on the Cochran formula calculation. The sample criteria included active consumers who are followers of the company's Instagram with a transaction history of at least two times in the last quarter. The instrument in the form of a Likert scale questionnaire (1–5) was processed using multiple linear regression via SPSS, where all data were proven valid, reliable, and passed the classical assumption test (normality and freedom from multicollinearity). The results of the analysis showed that Brand Identity had a significant positive partial effect on Customer Loyalty, whereas Instagram Social Media Marketing did not show a significant partial contribution. Nevertheless, the two variables were proven to exert a significant simultaneous effect on Customer Loyalty. These findings confirm that strengthening brand identity is a key driver of consumer loyalty to local coffee shops, while marketing strategies via Instagram still require content reorientation for optimal impact. This study contributes theoretically by clarifying the relative weight of brand identity versus Instagram-based marketing activities in loyalty formation, and offers practical guidance for coffee shop managers on prioritizing brand-identity consistency alongside Instagram content strategy.

Keywords: Brand Identity, Instagram Social Media Marketing, Customer Loyalty, Brand Equity, Digital Marketing, Coffee Shop

INTRODUCTION

The global food and beverage (F&B) industry, particularly the coffee business, experienced tremendous growth over the previous decade. Based on (International Coffee Organization, 2024), Global coffee consumption reached 177.5 million bags in 2023/2024, when juxtaposed with the previous year's achievements, there was an increase in the range of 2.5%. In Asia, coffee consumption growth is even higher, with an estimated increase of 5-7% per year, making the region the fastest growing coffee market in the world.

As one of the major coffee marketers and consumers globally, Indonesia is witnessing a fundamental shift in the landscape and culture of coffee consumption among its people. The coffee shop business in Indonesia has grown rapidly from around 16,000 outlets in 2019 to more than 27,000 outlets in 2023, with an estimated market value of IDR 4.8 trillion (Euromonitor International, 2025). This increasingly fierce competition encourages every coffee shop business to optimize the digital ecosystem and form a unique brand identity, which no longer focuses solely on offering high-value products.

An interesting phenomenon that accompanies this growth is the massive role of social media, especially Instagram, in the F&B business marketing ecosystem. Instagram is now regularly accessed by more than 2 billion monthly active users around the world, with Indonesia occupying the fourth position with the highest market share of Instagram active users on a global scale, at around 106 million active users. This phenomenon creates opportunities as well as challenges for coffee shop business people to build a strong and consistent brand identity on digital platforms to maintain customer loyalty.

In the context of digital marketing, global research shows that 71% of consumers who get a positive experience from brand interactions on social media will recommend the brand to others (Sprout Social, 2023). On the other hand, 90% of Instagram users follow at least one business account, and 50% of them visit a business website after viewing content on Instagram. This fact confirms that Instagram is not just a photo-sharing platform, but a strategic marketing channel that is able to build brand identity and drive customer loyalty.

Metropolitan Jakarta has developed into one of the fast-paced and dynamic *coffee shop* industry acceleration nodes in Indonesia. Data from the West Java Industry and Trade Office in 2023 recorded that the growth of F&B businesses in Jakarta increased by an average of 18% per year in the last three years. This fierce competition forces every coffee shop not to be limited to selling superior products alone, but also to build *brand identity* differentiation through the massive use of digital channels.

Uno Uno Coffee and Resto is one of the coffee shops that is growing in the midst of this competition. As a local coffee shop that carries a modern concept with a local touch, Uno Uno Coffee and Resto faces stiff competition from large-scale to global local brands, which tests the stability and loyalty level of the company's customer base. The author's initial observations show that the Uno Uno Coffee and Resto Instagram account already has a significant number of followers, but the level of engagement and consistency of content still needs to be optimized compared to similar competitors.

The pressing point of the problem that is the focus of the search in this study is first, whether the brand identity built by Uno Uno Coffee and Resto is strong enough to differentiate itself from competitors and create a positive perception in the minds of consumers and second, the extent to which the management of Instagram Social Media Marketing is able to attract and maintain customer loyalty. The phenomenon of a decrease in repeated visits to several local coffee shops that are inconsistent in building brand identity and Instagram content is the background for the urgency of this research.

(Augustinah et al., 2022) In the study of online marketing strategies, it is emphasized that the consistency of brand identity and the strategic use of social media are the keys to business competitive advantage, especially in the post-COVID-19 pandemic era which encourages massive digitalization. Further, (Amalia et al., 2024) found that brand awareness and perceived quality built through various digital platforms have a significant effect on consumer decisions and loyalty in the context of business in Jakarta.

Various previous academic explorations have consistently tested the influence of interconnectedness between brand identity, marketing via social media, on customer engagement. (Bilgin, 2018) It was found that social media marketing activities have a positive and significant effect on brand awareness, brand image, and brand loyalty. This study serves as a theoretical pillar that underlies academic exploration related to the impact of social media on the formation of brand loyalty.

In the context of Instagram in particular, (Park & Namkung, 2022) conducted research on the coffee industry and found that the four sub-dimensions of Instagram marketing activities, namely interaction, entertainment, customization, and trend trends, have a significant effect on customer-based brand equity which in turn drives brand loyalty.

In Indonesia, (Kumar & Hsieh, 2024) shows that social media marketing activities affect brand loyalty with brand experience as mediation, with a stronger effect on visual platforms such as Instagram. Research by (Hidayat et al., 2025) coffee shops in Indonesia found that social media marketing and electronic word of mouth have a significant effect on purchase decisions through brand image mediation.

In terms of brand identity, research (Murnawan et al., 2023) shows that the development of brand identity in MSMEs significantly increases brand awareness and business competitiveness in the digital era. Research (Fauzy & Ahmadi, 2024) also unveils the role of social media marketing in building brand loyalty through a consistent and memorable brand experience. (Fajar et al., 2025) In a study on TikTok marketing in MSMEs in Indonesia, it is emphasized that visual-based social media platforms have a very strong ability to build brand recognition and consumer trust. (Bimantara et al., 2024) Examining the influence of web vendor reputation and website quality on consumer trust in social media, emphasizing the importance of digital display quality in building trust that correlates with loyalty.

Although academic explorations around *social media marketing* and consumer retention have been widely published, there are still gaps in the literature that require further study. First, most studies discuss social media marketing in general without focusing on the specific Instagram platform, even though the visual-based characteristics of Instagram have a different impact on brand identity formation than other platforms. Second, research that simultaneously examines brand identity as a separate construct and Instagram Social Media Marketing on customer loyalty in local coffee shops in Jakarta is still very limited.

Third, previous research was generally conducted on established national or international brands, while research on medium-scale local coffee shops such as Uno Uno Coffee and Resto Jakarta was still minimal. Fourth, in terms of methodology, some previous studies have used less representative sampling techniques, this requires more measurable treatment and being careful in generalizing the findings in different contexts

To bridge this literature gap, this study isolated the Instagram marketing study with more specific indicators, integrated *brand identity* as a discrete independent variable, explored the context of local *coffee shops* as an object of observation, and applied a more representative Cochran sampling technique based on 96 respondents. Based on this thought, this study is focused on estimating and analyzing the partial impact of *Brand Identity* and *Instagram Social Media Marketing* on Customer Loyalty at Uno Uno Coffee and Resto, as well as evaluating the influence of these two independent variables simultaneously on the level of consumer engagement.

From a theoretical point of view, this study is oriented to enrich the treasure of digital marketing management literature, especially regarding the contribution of *brand identity* and Instagram marketing activation to the formation of consumer retention in the food and beverage (*F&B*) industry. Meanwhile, in the practical realm, the findings of this research are intended as a strategic foothold for the management of Uno Uno Coffee and Resto in reformulating *brand identity governance* and the effectiveness of

Instagram content materials in order to strengthen customer loyalty in a sustainable manner.

LITERATURE REVIEW

Brand Identity

Brand identity is a fundamental concept in brand management that refers to a set of visual, verbal, and conceptual elements that distinguish a brand from competitors and reflect the brand's core values, personality, and promise to consumers. According to (Aaker, 2010), A set of unique perceptions that marketers deliberately design and maintain to represent a brand's core values, promises, and offerings to its consumers.

(Wheeler & Millman, 2018) Define brand identity as a tangible expression of a brand, including the name, logo, typography, color, and all the visual elements that create the first impression and shape consumer perception in a sustainable way. Meanwhile, (Kapferer, 2020) In Brand Identity Prism explains that brand identity has six dimensions, namely physique, personality, culture, relationship, reflection, and self-image, which collectively form a holistic brand identity.

In the context of a modern coffee shop business, brand identity not only includes logos and colors, but also includes the ambiance, visual style of social media content, tone of voice in communication, and the overall experience offered to customers. (Murnawan et al., 2023) emphasized that a strong and consistent brand identity can significantly increase brand awareness and the competitiveness of MSMEs in the digital era.

Brand Identity Indicator

Based on the study of various previous studies, the Brand Identity indicator used in this study refers to (Wheeler & Millman, 2018) and (Keller & Swaminathan, 2020) Includes:

1. Ease of remember, uniqueness, and relevance of the brand name to the product/service offered.
2. Logo and Visual: Clarity, uniqueness, and consistency of the use of the logo and visual elements of the brand.
3. Brand Color: The consistency of color use that represents the brand's personality and values.
4. Brand Personality: The human characteristics associated with the brand, reflecting the values and culture of the organization.
5. Identity Consistency: Uniformity of message delivery, visuals, and brand values across touchpoints.

Powered by Social Media Marketing

Instagram Social Media Marketing (ISMM) is an effort to foster customer attachment, strengthen brand awareness, and encourage loyalty can be realized through *Instagram marketing*, which is the optimization of various integrated promotional strategies within the Instagram platform. (Tuten & Solomon, 2021) Formulating social media marketing as the use of digital technology, social networks, and online community ecosystems in order to actualize marketing communication goals.

Specifically in the context of Instagram, (Park & Namkung, 2022) defines Instagram marketing activities as activities carried out by brands on the Instagram platform to communicate with consumers through engaging visual content, direct

interaction, and consistent delivery of brand messages. (Bilgin, 2018) emphasizing that effective social media marketing activities on visual platforms such as Instagram are able to increase brand awareness, strengthen brand image, and ultimately encourage brand loyalty.

(Fajar et al., 2025) In their study on TikTok marketing in MSMEs in Indonesia, they emphasized that visual-based social media platforms have a very strong ability to build brand recognition and consumer trust, especially when the content presented is relevant, consistent, and interactive. This principle also applies to Instagram, which has similar characteristics as a dominant visual platform.

Instagram Social Media Marketing Indicators

The Instagram Social Media Marketing indicator in this study refers to (Kim & Ko, 2021) Includes:

1. Interaction: The ability for brands to interact two-way with followers through comments, direct messages, and Instagram's interactive features (polls, Q&A, stickers).
2. Entertainment: Instagram's content ability to entertain, attract attention, and provide added value for followers.
3. Customization: The ability of brands to present content that is personalized and relevant to the needs and preferences of the target audience.
4. Trendiness: The ability of brands to respond and leverage the latest trends on Instagram for viral and relevant content.
5. Visual Content Quality: The aesthetics, creativity, and quality of the photos/videos displayed on Instagram feeds, stories, and reels.

Customer Loyalty

In marketing management, customer loyalty is understood as the resilience of an individual's commitment to continue to use a *brand's products or services* consistently, without being easily shaken by the pressure of the situation or promotional strategies from competitors. (Griffin, 2015) Formulating consumer loyalty as a form of transaction action that is patterned and does not occur by chance, which is periodically demonstrated by the entity or individual making the purchase decision.

(Oliver, 1999) Classify customer loyalty into four stages, namely: cognitive loyalty (cognitive loyalty based on brand information), affective loyalty (affective loyalty based on positive feelings towards the brand), conative loyalty (conative loyalty based on behavioral intentions), and action loyalty (loyalty in the form of consistent repeated purchases).

In the context of the coffee shop business, (Indrasari, 2019) underlining that customer loyalty is not only measured by the frequency of arrivals, but also measured by consumers' willingness to recommend *coffee shops* to others and the resilience of competitor brands. This idea is consistent with the view (Kotler & Armstrong, 2018) that loyal customers are a company's greatest asset that provides long-term value through high lifetime value.

Customer Loyalty Indicators

The Customer Loyalty Indicator in this study refers to (Griffin, 2015) Griffin Includes:

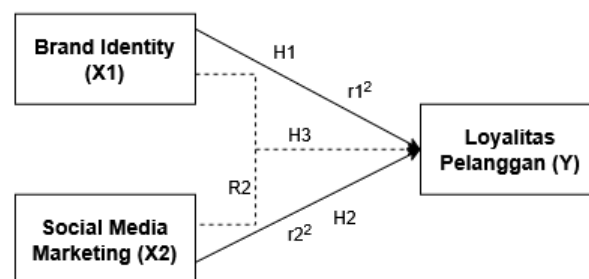
1. Repeat Purchase: The frequency of visits and repeated purchases of products at Uno Uno Coffee and Resto over a certain period.

2. Recommendation (Word of Mouth): The willingness of consumers to recommend Uno Uno Coffee and Resto to family, friends, or colleagues.
3. Resistance to Competitors: Consumers' disinterest in moving to another coffee shop despite receiving attractive offers.
4. Emotional Attachment: Feeling positive, proud, and emotionally attached to the Uno Uno Coffee and Resto brand.
5. Content Sharing: Consumers' willingness to share content related to Uno Uno Coffee and Resto on personal social media accounts.

Conceptual Framework

Based on the synthesis of the theoretical foundation and tracing the results of previous studies that have been presented, the flow of the framework in this study can be visualized through the following chart:

Figure 2.1 Conceptual Framework of Research



Source: Processed researcher (2026)

Information

-→ : the influence of the variables X1 and X2 on partial Y
 —————→ : the influence of the variables X1 and X2 on simultaneous Y

Research Hypothesis

Based on the conceptual framework and theoretical studies that have been described, the hypotheses in this study are:

H1: Brand Identity has a positive and significant effect on Customer Loyalty at Uno Uno Coffee and Resto Jakarta.

H2: Instagram Social Media Marketing has a positive and significant effect on Customer Loyalty at Uno Uno Coffee and Resto Jakarta.

H3: Brand Identity and Instagram Social Media Marketing simultaneously have a positive and significant effect on Customer Loyalty at Uno Uno Coffee and Resto Jakarta.

RESEARCH METHODS

Types and Approaches to Research

This research applies a quantitative approach of descriptive causality type. The choice of a quantitative approach was based on the urgency to quantify and test the causal relationship between Brand Identity (X1) and Instagram Social Media Marketing (X2) on Customer Loyalty (Y) through statistical procedures. Fundamentally, the quantitative paradigm is rooted in the philosophy of positivism which is used to test specific populations or samples using standardized instruments, followed by data analysis based on quantitative calculations.

Research Location and Time

This research was carried out at Uno Uno Coffee and Resto which is located on Jalan Raya Tengah Number 67, Central Village, Kramat Jati District, East Jakarta. The research time is planned for 4 (four) months from March – June 2026, starting from initial data collection, questionnaire distribution, data analysis, to writing the final report.

Population and Sample

The determination of the minimum sample in this research relies on Cochran's formula calculations, considering that the customer population of Uno Uno Coffee and Resto Jakarta is classified as an *unknown population*. The subject criteria for this population are active customers who follow the official Instagram account and make repeat purchases at least twice in the last three months. The use of the Cochran instrument is seen as most relevant for extracting a representative sample count from a large population through the following mathematical equations:

$$n = Z^2 \times p \times q / e^2$$

Description:

n = Required sample size

Z = Z value at 95% confidence level = 1.96

p = Proportion of the estimated population = 0.5 (maximum variability)

q = 1 - p = 0.5

e = Tolerated margin of error = 10% = 0.1

Sample calculation:

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.1)^2$$

$$n = 3.8416 \times 0.25 / 0.01$$

$$n = 0.9604 / 0.01$$

$$n = 96.04 \approx 96 \text{ respond}$$

Through the application of the Cochran formula, the determination of the sample threshold was calculated as many as 96 respondents who were netted using *the purposive sampling* strategy. The inclusion criteria that must be met by participants include demographic aspects in the form of at least 17 years old, activeness in operating Instagram, digital attachment as followers of the Uno Uno Coffee and Resto Instagram account, and consumption intensity shown by purchases at least twice in the last three months.

Purposive sampling was adopted rather than probability sampling because the exact population frame of Uno Uno Coffee and Resto's Instagram followers who are also repeat customers cannot be fully enumerated. This technique allows the researcher to deliberately target respondents who meet the specific engagement and purchase criteria relevant to the study's variables, which is appropriate for theory-testing research with a clearly defined respondent profile.

Data Collection Techniques

This study utilizes primary data as the main source of information obtained through a measured questionnaire to 96 participants according to inclusion criteria, with response weighting based on a 5-point Likert Scale (score 1 represents Strongly Disagree to a score of 5 for Strongly Agree). The supporting information was then enriched by secondary data extracted from literature study materials, reputable journal articles, academic reference books, industry statistics review, and internal operational

data of Uno Uno Coffee and Resto Jakarta which was in line with the focus of the study.

The questionnaire was distributed online through a Google Form link shared via Uno Uno Coffee and Resto's official Instagram direct messages and story features to followers who met the inclusion criteria, allowing the researcher to reach active, geographically dispersed followers efficiently while maintaining control over respondent eligibility screening before submission.

Research Instrument

Testing Empirical data processing began with instrument adequacy testing using the Pearson Product Moment Validity Test and Cronbach's Alpha Reliability Test to ensure the research indicators were valid and consistent. Next, to ensure the feasibility of the multiple linear regression model analyzing the influence of Brand Identity and Instagram Social Media Marketing on Customer Loyalty, classical assumption tests were conducted, including the Kolmogorov-Smirnov normality test, multicollinearity via VIF values, and heteroscedasticity using the Scatterplot and Glejser tests. Hypothesis verification was then completed using a partial t-test ($\alpha=5\%$), a simultaneous F-test, and an estimation of the coefficient of determination (R^2) to measure the extent to which the independent variables explain the variance in the dependent variable.

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

Variable	Question Items	rcount	rtable	Information
Brand Identity (X_1)	X1.1	1,000	0,2006	Valid
	X1.2	0,832	0,2006	Valid
	X1.3	0,570	0,2006	Valid
	X1.4	0,725	0,2006	Valid
	X1.5	0,746	0,2006	Valid
Social Media Marketing (X_2)	X2.1	0,259	0,2006	Valid
	X2.2	0,291	0,2006	Valid
	X2.3	0,264	0,2006	Valid
	X2.4	0,323	0,2006	Valid
	X2.5	0,232	0,2006	Valid
Customer Loyalty (Y)	Y.1	0,459	0,2006	Valid
	Y.2	0,325	0,2006	Valid
	Y.3	0,264	0,2006	Valid
	Y.4	0,494	0,2006	Valid
	Y.5	0,570	0,2006	Valid

Source: Primary data processed with SPSS (2026)

Based on the feasibility evaluation of quantitative instruments, 15 question items measuring the variables Brand Identity (X_1), Social Media Marketing (X_2), and Customer Loyalty (Y) were declared fully valid because all $r_{\text{calculated}}$ scores successfully exceeded the r_{table} limit value of 0.2006. In detail, the indicators on variable X_1 obtained validity values of 1.000 (X1.1); 0.832 (X1.2); 0.570 (X1.3); 0.725 (X1.4); and 0.746 (X1.5). On variable X_2 , the values obtained were 0.259 (X2.1); 0.291 (X2.2); 0.264 (X2.3); 0.323 (X2.4); and 0.232 (X2.5). Meanwhile, variable Y recorded a correlation value of 0.459 (Y.1); 0.325 (Y.2); 0.264 (Y.3); 0.494 (Y.4); and 0.570 (Y.5).

The fulfillment of the condition $r_{\text{"hitung"}} > 0.2006$ confirms that all questionnaire items have been empirically tested and are ready to be used for the next stage of statistical testing.

Reliability Test

Table 2 Reliability Test Results

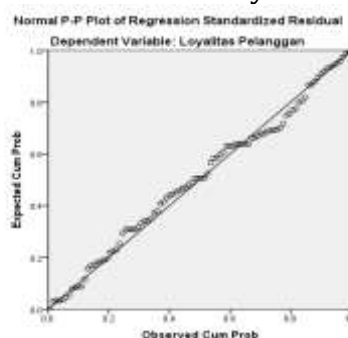
Variable	Cronbach's Alpha	Information
Brand Identity (X_1)	0,922	Reliable
Social Media Marketing (X_2)	0,905	Reliable
Customer Loyalty (Y)	0,742	Reliable

Source: Primary data processed with SPSS (2026)

The reliability test results in Table 2 show that the variables Brand Identity (X_1), Social Media Marketing (X_2), and Customer Loyalty (Y) all achieved Cronbach's Alpha coefficients exceeding the minimum threshold of 0.60. This confirms that the instrument used is reliable and has good internal consistency, making it safe to proceed to the next stage of data analysis.

Normality Test (P-Plot)

Figure 2 P-Plot Normality Test Results

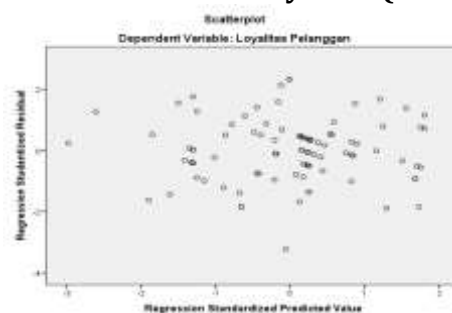


Source: Primary data processed with SPSS (2026)

Based on the analysis of the *Normal P-P Plot graph*, the residual value of the Customer Loyalty variable is distributed NORMAL. Therefore, the assumption of normality tests in linear regression analysis has been met, and the data are ready to be used for hypothesis testing (such as t-test, F-test, and Coefficient of Determination).

Heteroscedasticity Test (Scatterplot)

Figure 2 Heteroscedasticity Test (Scatterplot)



Source: Primary data processed with SPSS (2026)

Based on the results of the heteroscedasticity test using the Scatterplot method, it can be seen that the residual points are randomly distributed above and below zero on the Y-axis and do not form a specific pattern, such as a wavy, tapered, or widened pattern. This random distribution of points indicates that the residual variance is constant (homoscedasticity). Therefore, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, thus fulfilling one of the classical assumptions required in multiple linear regression analysis.

Multicollinearity Test

Figure 4 Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Identity	.846	1.182
	Social Media Marketing	.846	1.182

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed with SPSS (2026)

Evaluation of the coefficients table shows that the tolerance value for the Brand Identity (X1) and Social Media Marketing (X2) variables is 0.846 (>0.10), while the VIF value is 1.182 (<10). These figures demonstrate that this research model is free from multicollinearity and meets the requirements for testing the classical assumptions of multiple regression.

Multiple Linear Regression Test

Figure 5 Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.318	1.528		4.134	.000
	Brand Identity	.592	.078	.638	7.581	.000
	Social Media Marketing	.051	.066	.065	.773	.442

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed with SPSS (2026)

The table above shows the estimated parameters for multiple linear regression models. Based on the coefficients obtained, the regression equations formed are:

$$Y = 6,318 + 0,592X_1 + 0,051X_2$$

The results of partial statistical analysis (t-test) show that the Brand Identity variable (X1) produces a t_"count" value of 7.581 with a significance value of 0.000 ($p < 0.05$). This proves that Brand Identity has a partial positive and significant effect on Customer Loyalty (Y). Conversely, the Social Media Marketing variable (X2) recorded a t_"count" value of 0.773 with a significance level of 0.442 ($p > 0.05$). Because the significance value exceeds the threshold of 0.05, it can be concluded that Social Media Marketing does not have a significant influence individually on Customer Loyalty (Y).

F Test (Simultaneous)

Figure 6 F Test Results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	406.845	2	203.422	37.036	.000 ^b
	Residual	510.812	93	5.493		
	Total	917.656	95			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Social Media Marketing, Brand Identity

Source: Primary data processed with SPSS (2026)

The results of simultaneous testing using the F-test yielded a calculated F-value of 37.036 with a significance level of 0.000. Since the significance level is well below the 0.05 threshold ($0.000 < 0.05$), and the calculated F-value exceeds the F-value, this proves that Brand Identity (X₁) and Instagram Social Media Marketing (X₂) simultaneously have a positive and significant influence on Customer Loyalty (Y) at Uno Uno Coffee and Resto Jakarta.

Hypothesis Testing Decision: Therefore, the Third Hypothesis (H3), which states that Brand Identity and Instagram Social Media Marketing simultaneously have a positive and significant influence on Customer Loyalty at Uno Uno Coffee and Resto Jakarta, is declared ACCEPTED.

T test (Partial)

Figure 7 t-test results (partial)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.318	1.528		4.134
	Brand Identity	.592	.078	.638	7.581
	Social Media Marketing	.051	.066	.065	.773

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed with SPSS (2026)

Based on the results of the t-test analysis, the summary of the partial hypothesis proof is as follows:

1. Hypothesis 1 (H1 - ACCEPTED): Brand Identity (X₁) is proven to have a positive and significant effect on Customer Loyalty (Y) at Uno Uno Coffee and Resto Jakarta ($t_{\text{count}} = 7.581$; $p = 0.000 < 0.05$).
2. Hypothesis 2 (H2 - REJECTED): Instagram Social Media Marketing (X₂) does not have a significant effect on Customer Loyalty (Y) at Uno Uno Coffee and Resto Jakarta ($t_{\text{count}} = 0.773$; $p = 0.442 > 0.05$).

Coefficient of Determination Test (R²)

Figure 8 Determination Coefficient Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.443	.431	2.344

a. Predictors: (Constant), Social Media Marketing, Brand Identity

b. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed with SPSS (2026)

As shown in the Model Summary table, the R value of 0.666 reflects a strong correlation between the variables. Meanwhile, the Adjusted R Square value of 0.431 indicates that 43.1% of the variation in Customer Loyalty (Y) of Uno Uno Coffee and Resto Jakarta can be explained simultaneously by Brand Identity (X₁) and Instagram Social Media Marketing (X₂). The remaining 56.9% is influenced by other external factors not examined in this model.

DISCUSSION

The Influence of Brand Identity on Customer Loyalty

The results of the first hypothesis test (H1) proved that Brand Identity had a positive and significant effect on Customer Loyalty at Uno Uno Coffee and Resto Jakarta,

with a t-value of 7.581 and a significance of 0.000 (<0.05) and a positive regression coefficient of 0.592. These findings strengthen the view of (Wheeler & Millman, 2018) that brand identity reflected through names, logos, colors, and consistency of message delivery is able to shape consumer perception in a sustainable manner, and is in line with the findings of (Wheeler & Millman, 2018) that a strong and consistent brand identity increases brand awareness and the competitiveness of MSMEs in the digital era. This indicates that Uno Uno Coffee and Resto customers view the uniqueness of the name, consistency of logo and color, brand personality, and uniformity of identity across touchpoints as the main factors that encourage them to remain loyal, recommend, and persist in the midst of the onslaught of national and international brands.

The Influence of Instagram Social Media Marketing on Customer Loyalty

The results of the second hypothesis test (H2) showed that Instagram Social Media Marketing partially had no significant effect on Customer Loyalty, with a calculated t-value of 0.773 and a significance of 0.442 (>0.05). These findings are different from the results of research by (Park & Namkung, 2022) and (Kumar & Hsieh, 2024) which found that Instagram marketing activities have a significant effect on brand loyalty, especially through brand experience mediation. This difference indicates that the influence of Instagram Social Media Marketing on customer loyalty is likely indirect, in line with the findings of (Kumar & Hsieh, 2024) that the effect of social media activity on loyalty is stronger when mediated by connecting variables such as brand experience or brand image. As mentioned in the background of the research, the level of engagement and consistency of Uno Uno Coffee and Resto's Instagram content still needs to be optimized compared to competitors, so that the interaction activities, entertainment, customization, trend trends, and quality of visual content are not strong enough to directly form customer loyalty without being supported by the strengthening of the brand identity that was formed earlier.

The Simultaneous Influence of Brand Identity and Instagram Social Media Marketing on Customer Loyalty

The results of the third hypothesis test (H3) prove that Brand Identity and Instagram Social Media Marketing simultaneously have a positive and significant effect on Customer Loyalty, with an F value of 37.036 and a significance of 0.000 (<0.05). These findings are in line with the results of (Bilgin, 2021) research which confirms that social media marketing activities supported by strong brand awareness and brand image are able to encourage brand loyalty, as well as with the findings of (Fauzy & Ahmadi, 2024) that social media marketing contributes to brand loyalty when it goes hand in hand with a consistent brand experience. Thus, even though Instagram Social Media Marketing has not had a significant influence, its combination with a strong Brand Identity still makes a significant contribution to the loyalty of Uno Uno Coffee and Resto Jakarta customers.

CONCLUSION

Based on the findings of the research and the discussion in the previous chapter, the conclusions that can be drawn are as follows:

1. *Brand Identity* has been proven to have a positive and significant influence on the level of Customer Loyalty at Uno Uno Coffee and Resto Jakarta. This confirms that H1 is accepted.

2. *Instagram Social Media Marketing* partially did not show a significant influence on Customer Loyalty at Uno Uno Coffee and Resto Jakarta, which means H2 was rejected.
3. Together (simultaneously), *Brand Identity* and *Instagram Social Media Marketing* have a positive and significant contribution in influencing Customer Loyalty at Uno Uno Coffee and Resto Jakarta, so that H3 is accepted.

Overall, these findings confirm that strengthening brand identity is a more dominant factor than Instagram marketing activities in building customer loyalty at local coffee shops. Therefore, it is recommended that the management of Uno Uno Coffee and Resto prioritize the consistency of brand identity elements including name, logo, color, brand personality, and uniformity of identity at all contact points while improving the quality of interaction, entertainment, customization, and visual content on the Instagram account so that Instagram Social Media Marketing activities can make a more optimal contribution to customer loyalty in the future. The next study is suggested to add mediating variables such as brand experience or brand image to clarify the mechanism of influence of Instagram Social Media Marketing on customer loyalty.

Theoretical Contribution

Theoretically, this study contributes to the digital marketing and brand management literature by empirically demonstrating that, in the context of an independent local coffee shop, brand identity outweighs Instagram Social Media Marketing as a direct driver of customer loyalty nuancing prior findings from luxury and globally franchised brand contexts (Park & Namkung, 2022) and suggesting that the loyalty-building power of Instagram marketing activities may be brand-scale and market-context dependent rather than universal.

Limitations

This study has several limitations. First, the sample was limited to 96 respondents from a single coffee shop in East Jakarta, which constrains the generalizability of the findings to other local coffee brands or regions. Second, the cross-sectional design captures loyalty at a single point in time and cannot account for the cumulative, longer-term effect of Instagram marketing activities. Third, the model did not include potential mediating variables such as brand experience or brand image, which prior studies suggest may channel the effect of social media marketing on loyalty.

Practical Implications

In practical terms, Uno Uno Coffee and Resto's management is advised to prioritize the consistency of its brand-identity elements name, logo, color palette, personality, and cross-touchpoint uniformity as the primary lever for customer retention, while restructuring its Instagram content calendar toward more interactive and trend-responsive formats so that the platform reinforces, rather than substitutes for, the brand identity customers already respond to.

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