The Influence of Social Media Marketing and Perceived Quality on Brand Loyalty Mediated by Trust (An Empirical Study on Chatime Customers in Jabodetabek)

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KEYWORDS	ABSTRACT
Social Media Marketing, Perceived Quality, Trust, Brand Loyalty	The purpose of this research is to analyze the influence of social media marketing and quality perception on brand loyalty mediated by trust (empirical study on Chatime brand consumers in Jabodetabek). This research uses a quantitative approach and uses a structural equation model. The survey was conducted on respondents with the criteria of respondents being customers of Chatime. In this study, it was analyzed with the Structural Equation Model (SEM) using the AMOS program. The research results prove that social media marketing has a positive and significant effect on trust. Other results prove that quality perception has a positive and significant effect on trust, trust has a significant effect on brand loyalty, social media marketing has a positive and significant effect on brand loyalty, and quality perception has a positive and significant effect on brand loyalty, social media marketing does not have a positive and significant effect on brand loyalty mediated by trust, and quality perception does not have a positive and significant effect on brand loyalty mediated by trust.

1. Introduction

Along with human curiosity that continues to rise, many food and beverage sectors are applying variations in essential ingredients such as tea. Contemporary drinks are also increasingly famous and favoured by the Indonesian public, as a result of which contemporary tea shop brands continue to mushroom among residents with various brand alterations and flavours. So competition arises from various types of brands on brand the type of drink that has material under tea.

In observations made in 2022, it was found that seven contemporary boba taverns that use tea as the essential ingredient of several menu variants are offered and often consumed by Indonesian consumers. It is stated that the Chatime brand occupies the initial position as a contemporary boba beverage outlet brand that is very widely consumed by the Indonesian public with a percentage of 39.3% in 2022, followed by XiBoBa with a percentage of 24.3%, Haus with a percentage of 5.0%, then Dualapan at 4.4%, Xing Fu Tang at 4.1%, and Gulu Gulu 3.5% and 2.8% who consume Tiger Sugar.

Chatime is a Taiwanese brewed tea provider featuring more than 50 flavours. Looking at the development of Chatime, which has been quite long established in the *food & beverage* sector, Chatime

is able to survive and compete even though many new entrants with new brands always appear in the industrial sector, especially those that utilize tea as an essential ingredient.

This research intersects with consumer loyalty to a brand, aka Brand Loyalty. According to Tjiptono in Nasib et al. (2021)*, loyalty* can be referred to as a structure of consumer commitment to brands, outlets and distributors based on positive behaviour for repurchase in the future*.* According to Chandio et al. in Putra & Sulistyawati (2019), Brand Loyalty is a tool to decide the survival of an industry in competition. In other words, it can ensure that an industry or brand will increase and be able to compete with other industries or lag and conquer competing brands.

According to Tjiptono in Napitulu et al. (2022), marketing strategy is a form of marketing communication made to show information, impact and persuasion to increase the market that wants to be the target audience of the company and brand, allowing them to accept, buy and be loyal to the brand offered by the related company. Meanwhile, for Hidayah (2019), social media can increase *brand engagement* and loyalty because it allows companies to communicate directly, interactively, interestingly, and quickly with consumers in the form of two-way dialogue.

One of the marketing strategies used by Chatime is to carry out a social media marketing strategy. Chatime is one of the tea beverage companies that actively uses Instagram to circulate information and as a facility for carrying out marketing. All forms of activity will often be spread through Instagram, be it in the form of images or videos to attract the interest and attention of consumers.

The tight business competition makes Chatime use various types of features on Instagram to strengthen the brand and as a place to create relationships with followers. One fundamental way is when his followers mention Chati me's Instagram, Chatime will then upload (*repost*)) posts made by his followers. The feature offered by Instagram for users where Chatime can periodically carry out regular monitoring due to the response of consumer opinions on social media. It has a significant impact on adhering to the brand in the eyes of other consumers. (Fatmawati &; Zuliestiana, 2022). Social media has become an inevitable communication platform, and companies must familiarize themselves with the concept of their business to implement company marketing as a promotional medium. The importance of social media as a marketing strategy in Indonesia is because social media has a significant influence on marketing activities today (Tarihoran et al., 2020).

Social media marketing is a marketing method using social media facilities to offer brands or services more memorably. A good content display is able to make online brand website visitors interested in the brand we display. Tjiptono explained that advertising is all forms of short-term offers and incentives directed at consumers, retailers, or wholesalers and made to influence purchases (Mileva, 2019).

Vernuccio said that in recent years, organizations think social media is one of the essential bases that can create the success of the organization, but for Ismail, most groups find it not easy to create brand loyalty that successfully passes through social media (Salem &; Salem, 2021). Therefore, social media marketing can affect customer loyalty, so Chatime needs to pay attention to the perception of the quality of its brand in order to attract consumer purchase intent and create Brand Loyalty.

Tjiptono also revealed that quality perception or quality perception is a consumer assessment of the superiority or superiority of the brand as a whole (Mileva, 2019). A business person needs to create a brand that has good value in the eyes of consumers. Because with information about a good brand, consumers will have a reasonable assumption of the brand. Consumers, in buying a brand, always want the brand to be as expected.

According to Laroche in Awali & Astuti (2021), the influence of social media marketing on brand trust can increase customer loyalty to a brand. In this case, trust (trust) acts as a mediation between social media marketing and quality perceptions of Brand Loyalty carried out by consumers. The trust variable here does not play a role in strengthening the relationship between social media marketing

and quality perception of Brand Loyalty but examines the indirect influence of the relationship that occurs between the independent variable and the dependent variable. Research that supports this statement is research (Cahyani, Welsa, & Aji, 2022), which is sourced from research results and discussions to know if *brand* trust has a positive and meaningful effect on Brand Loyalty. Trust in a brand is one of the factors that can affect customer loyalty to a brand. The higher the trust in a brand, the more it will increase customer loyalty. However, the results of research from Yuanta et al. (2022) stated different things where trust did not show significant results on Brand Loyalty.

According to research conducted by Awali & Astuti (2021), social media marketing is the use of social media as a tool to expand existing traditional marketing strategies into new marketing strategies. The results show that the influence of social media marketing on brand loyalty is positive and significant. However, it is different from the research by Yuanta et al. (2022), where brand loyalty is not affected by social media marketing.

According to Yuliansyah & Handoko (2019), the influence of quality perception on brand loyalty is direct, meaning that the better the quality perception, the customer loyalty to a brand will increase so that customer interest in a Brand Loyalty will bind customers not to move to another brand. However, the results of the research of Cahyani et al. (2022) state the opposite. Based on the results of the research conducted, it is known that quality perception has no effect and is not significant on brand loyalty. Quality perception is a consumer's assessment of the superiority or superiority of the brand as a whole. Quality perception is based on consumers' subjective evaluation of brand quality.

From the theory of previous research above, There are several opportunities for research to delve deeper into the dynamics of brand loyalty, the impact of marketing strategies, and the role of trust and quality perception in shaping customer loyalty within this specific industry and Understanding consumer behaviour, preferences, and decision-making processes in choosing contemporary tea brands could provide a more in-depth understanding of brand loyalty dynamic.

Based on the identification of problems and the limitations of the problems above, the formulation of problems for this study is as follows: 1. Is there an influence of Social Media Marketing on Trust in Chatime brand consumers in Jabodetabek? 2. Is there any influence of Quality Perception on Trust in Chatime brand consumers in Jabodetabek? 3. Is there an effect of Trust on Brand Loyalty on Chatime brand consumers in Jabodetabek? 4. Is there any influence of Social Media Marketing on Brand Loyalty in Chatime brand consumers in Jabodetabek? 5. Is there any influence of Quality Perception on Brand Loyalty in Chatime brand consumers in Jabodetabek?

The purpose of this study was to examine the influence of social media marketing and quality perception on Brand Loyalty mediated by trust. So the objectives of this study are as follows: 1. To analyze the influence of Social Media Marketing on Trust in Chatime brand consumers in Jabodetabek. 2. To analyze the effect of Quality Perception on Brand Trust on Chatime brand consumers in Jabodetabek. 3. To analyze the effect of Trust on Brand Loyalty on Chatime brand consumers in Jabodetabek. 4. To analyze the influence of Social Media Marketing on Brand Loyalty in Chatime brand consumers in Jabodetabek. 5. To analyze the effect of Quality Perception on Brand Loyalty on Chatime brand consumers in Jabodetabek.

Based on the discussion of several previous studies, it encourages research entitled "The Influence of Social Media Marketing and Quality of Perception on Brand Loyalty Mediated by Trust (Empirical Study on Chatime Consumers in Jabodetabek)".

2. Materials and Methods

This research uses hypothesis testing this is done to determine precisely or accurately whether the null hypothesis is rejected, and the alternative hypothesis is supported. This research is quantitative survey research. The research time dimension is *cross-sectional* because the results of

the data were obtained only once, then collected only once and collected in monthly, weekly and daily periods to answer the research (Sekaran & Bougie, 2016). The unit of analysis of this study is consumers of the Chatime brand in Jabodetabek as respondents. Both primary and secondary sources are required to conduct this research. Data collected from primary sources used questionnaires, while secondary data was collected through a literature review (Priadana & Sunarsi, 2021) Pardede & Manurung (2015). The study consists of four variables, namely social media marketing, quality perception, brand loyalty and trust Sahir (2022).

This study used the ordinal scale and Likert scale to collect information Sugiyono (2019). This scale is used because it allows the evaluated variable to generate a rating of judgment or preference. The population of this study is Chatime consumers in Jabodetabek who are also Instagram users. Researchers used the simple random sampling method Priadana & Denok (2021), with sample criteria, namely people who use Instagram social media, who know Chatime accounts and who have purchased Chatime beverage products more than three times in the last six months, Hair et al. (2018). The minimum sample size is 160 respondents based on the formula used. The research instrument used was a questionnaire distributed through Google Form through internet media Priyatno (2018).

The validity of the instrument is tested by looking at the loading factor, and values above 0.7 are considered ideal. Reliability is measured with minimum values of 0.70 and 0.50 for build dependability and Variance Extracted. Data analysis using the Structural Equation Model (SEM) with AMOS software version 22 to test hypotheses, model stability, and assumptions (Ghozali, 2017). This research method was used to understand the influence of social media and quality perception on Chatime's brand loyalty among consumers in the Jabodetabek area who are also actively using Instagram as social media.

3. Result and Discussion

Descriptive Analysis Results

The survey data used in this research is the primary data in the form of questionnaires that have been filled out through *Google Forms,* which are disseminated *online*. Two hundred thirty-two respondents were obtained in the distributed survey, but 66 respondents did not meet the predetermined criteria. This is because respondents do not live in Jabodetabek, have never made Chatime purchase transactions more than three times and do not know the Instagram social media of the Chatime brand. So, this survey used a sample of 166 respondents and was processed using AMOS version 23 data.

Respondent Profile

In research from survey results, information that shares things about respondents' information is called respondent profiles consisting of gender, age, domicile and other things. One hundred sixty-six respondents have been obtained in this survey. Of the 166 respondents, 58 respondents were men (35%) and 108 respondents were women (65%). Furthermore, by age group, 44 respondents aged 15 to 20 years (27%), 109 respondents aged 21 to 30 years (66%), seven respondents aged 31 to 40 years (4%), two respondents aged 41 to 50 years (1%), and four respondents aged over 50 years (2%). The frequency of purchases of respondents on Chatime brand products from 166 respondents, 84 respondents have made 3 to 5 purchases (51%), 42 respondents have made 5-8 purchases (25%), 13 respondents have made 8 to 10 purchases (8%), and 27 respondents who have made more than ten purchases (16%).

Descriptive Statistics of Social Media Marketing Variables

In this research, social media marketing variables have ten indicators. The *mean value* of the social media marketing variable is 4.02 and the standard deviation is 0.887. The following are the results of descriptive data obtained from social media marketing variables:

Table 1 Descriptive Social Media Marketing Statistics

Code	Questions	Mean	SD
SMM1	Following Chati Me's Instagram makes me feel like part of the Chatime community	3.36	1.048
SMM2	Through Instagram chime, I always get the latest information about the products offered	3.77	1.033
SMM3	Chat Me's Instagram always uploads the latest variants offered	4.17	0.814
SMM4	Instagram chime makes it easier for me to get information on the variants of drinks offered	4.20	0.795
SMM5	Through Instagram chime, I can spread information about beverage products offered to other Instagram users	4.02	0.806
SMM6	Through Instagram chime, I can exchange information with other Instagram users	3.94	0.896
SMM7	Chat Me's Instagram posts are easy to understand to get the information offered	4.16	0.768
SMM8	I don't have to waste time getting information on Instagram chime	4.20	0.724
SMM9	I can clearly understand the information conveyed through Chati Me's Instagram	4.21	0.727
SMM10	I am interested in the Chatime drink offered through Chati Me's Instagram	4.20	0.793
Mean		4.02	0.887

Source: Data has been processed by researchers (2023)

Based on Table 1, social media marketing variables are categorized well by respondents by showing a mean value of 4.02. SMM9 indicator "I can clearly understand the information conveyed through Instagram chime" got the highest score, which is 4.21. The SMM1 indicator "Following chatime's Instagram makes me feel part of the chatime community" gets the lowest *mean* value, which is 3.36. This means that to get information on Instagram, Chatime does not have to be a community of Chatime.

Descriptive Statistics of Quality Perception Variables

In this study, the quality perception variable has ten indicators. The *mean value* of the quality perception variable is 4.22, and the standard deviation is 0.721. The following are the results of descriptive data obtained from quality perception variables:

Tabel 2 Statistik Deskriptif Variabel Persepsi Kualitas

Code	Questions	Mean	SD
PQ1	I believe chime drinks use quality raw materials	4.19	0.691
PQ2	I believe the process of making chime drinks is guaranteed to be clean and safe	4.27	0.671
PQ3	Chatime drink has a quality that can compete in the market	4.25	0.7
PQ4	The quality of cha time drinks can compete in the market	4.05	0.809

PQ5	Chatime drinks at each outlet have a consistent taste and way of serving	4.28	0.619
PQ6	The quality of cha time drink over time does not change	4.17	0.776
PQ7	The taste and way of presenting the overall quality of the chime go well with it	4.30	0.652
PQ8	The taste of the drinks served chime never disappointed me	4.16	0.784
PQ9	Chatime staff are people who are trained to mix chime drinks	4.14	0.727
PQ10	Chatime offers a wide variety of drink menus	4.42	0.688
Mean		4.22	0.721

Source: Data has been processed by researchers (2023)

Based on Table 2, the quality perception variable is categorized well by respondents by showing a mean value of 4.22. The PQ10 indicator "Chatime offers a variety of drink menus" received the highest score, which is 4.42. While the PQ4 indicator "The quality of chime drinks can compete in the market" gets the lowest *mean* value, which is 4.05. This means that even though Chatime offers a variety of drinks, the quality offered is still competitive with other brands.

Descriptive Trust Statistics

In this study, the trust variable has six indicators. The *mean value* of the confidence variable is 3, and the standard deviation is 0.739. Here are the results of descriptive data obtained from trust variables:

Table 3 Descriptive Statistics of Trust Variables

Code	Questions	Mean	SD
T1	Chatime provides the best quality drinks to its customers	4.22	0.704
T2	Chat Me's promotion made me confident to buy the drink	4.12	0.751
T3	Chatime strives to hear criticism and suggestions from customers	3.92	0.779
T4	Chatime always provides the best possible quality for satisfaction	4.22	0.689
T5	The quality and taste of the chime is reliable compared to other similar brands	4.11	0.761
T6	Chatime has a good reputation compared to other brands	4.13	0.704
Mean		4.12	0.739

Source: Data has been processed by researchers (2023)

Based on Table 3, the confidence variable is categorized well by respondents by showing a mean value of 4.12. The T1 indicator "Chatime provides the best quality of drinks to its customers" received the highest score, which is 4.22. In addition, the T4 indicator "Chatime always provides the best possible quality for satisfaction" also got the highest value of 4.22. While the T3 indicator "Chatime strives to hear criticism and suggestions from customers" gets the lowest *mean* value, which is 3.92. This means that even though Chatime provides the best quality drinks and for customer satisfaction, customer criticism and suggestions given to Chatime are still lacking.

Descriptive Statistics of Brand Loyalty Variables

In this research, the brand loyalty variable has six indicators. The *mean value* of the brand loyalty variable is 4.09, and the standard deviation is 0.784. The following are the results of descriptive data obtained from brand loyalty variables:

Table 4 Descriptive Statistics of Brand Loyalty Variables

Code	Questions	Mean	SD
BL1	Chatime provides the best quality drinks to its customers	4.27	0.738
BL2	Chat Me's promotion made me confident to buy the drink	4.29	0.745
BL3	Chatime strives to hear criticism and suggestions from customers	3.93	0.757
BL4	Chatime always provides the best possible quality for satisfaction	3.99	0.724
BL5	The quality and taste of the chime is reliable compared to other similar brands	4.19	0.725
BL6	Chatime has a good reputation compared to other brands	3.88	0.897
Mean		4.09	0.784

Source: Data has been processed by researchers (2023)

Based on Table 4, the confidence variable is categorized well by respondents by showing a mean value of 4.09. BL2 indicator "Chatime's promotion convinced me to buy the drink" received the highest score, which was 4.29. While the BL6 indicator "Chatime has a good reputation compared to other brands" gets the lowest *mean* value, which is 3.88. This means that Chatime provides promotions that can make customers buy their drinks, but Chatime has not become a reputable brand compared to other brands.

Test Instruments

In testing instruments, three criteria must be passed, namely validity tests, reality tests, and *goodness of fit tests*.

Data Validity Test

According to Pardede & Manurung (2015), validity tests can show the accuracy of a measuring instrument where the measuring instrument will be said to be valid if it is able to measure what should be measured to test. An indicator can be declared feasible as a constituent of variable constructs if it has a loading factor of 0.50 (Hair in Pardede & Manurung, 2015), ideally above 0.7.

Table 5 Data Validity Test

Variable	Indicator	Loading Factor	Conclusion
Social Media Marketing	SMM1	0,622	*Valid*
	SMM2	0,664	*Valid*
	SMM3	0,854	*Valid*
	SMM4	0,801	*Valid*
	SMM5	0,689	*Valid*
	SMM6	0,660	*Valid*
	SMM7	0,804	*Valid*
	SMM8	0,752	*Valid*
	SMM9	0,796	*Valid*
	SMM10	0,762	*Valid*
Quality Perception	PQ1	0,719	*Valid*

	PQ2	0,678	*Valid*
	PQ3	0,704	*Valid*
	PQ4	0,658	*Valid*
	PQ5	0,781	*Valid*
	PQ6	0,699	*Valid*
	PQ7	0,772	*Valid*
	PQ8	0,767	*Valid*
	PQ9	0,699	*Valid*
	PQ10	0,758	*Valid*
	T1	0,835	*Valid*
	T2	0,772	*Valid*
Trust	T3	0,726	*Valid*
	T4	0,716	*Valid*
	T5	0,746	*Valid*
	T6	0,641	*Valid*
	BL1	0,829	*Valid*
	BL2	0,760	*Valid*
Brand Loyalty	BL3	0,710	*Valid*
	BL4	0,806	*Valid*
	BL5	0,820	*Valid*
	BL6	0,632	*Valid*

Source: Data has been processed by researchers (2023)

Based on Table 5, each indicator is considered valid for this study because its value is greater than 0.5.

Data Reliability Test

The reliability Test is a measure of the internal consistency of indicators of a variable that shows the degree to which each indicator indicates a variable of general form (Pardede &; Manurung, 2015). Two methods can be used to measure reality, namely, *Construct Reality* and *Variance Extracted*. *The cut-off value of* construct reliability *is at least 0.70, while the cut-off value of Variance Extracted* is at least 0.50 *(Ghozali in Pardede & Manurung, 2015)*. According to Sekaran in Priyatno (2018), if the reliability result is less than 0.6, then it is not good. The reliability rate received is above 0.6, which is ideal if it is above 0.8.

Table 6 Data Reliability Test

Variable	Cronbach's Alpha	Conclusion
Social Media Marketing	0,925	Reliable
Quality Perception	0,917	Reliable
Trust	0,879	Reliable
Brand Loyalty	0,892	Reliable

Source: Data has been processed by researchers (2023)

Based on the results in Table 6, *Cronbach's Alpha* value generated by social media marketing variables is 0.925, quality perception is 0.917, trust is 0.879, and brand loyalty is 0.892. The four variables are said to be reliable because they meet the requirements for *Cronbach's Alpha value* ≥ 0.70.

Goodness of Fit Test

The goodness of fit test is used to determine how precisely the manifest variables (indicator variables) can explain the latent variables (constructs) present. Before processing data, it is recommended to conduct a multivariate test for the presence or absence of outliers in the data and

data distribution. The following Figure 7 is the result of model measurement before the removal of the indicator.

Table 7 Goodness of Fit Test Results

Goodness of Fit Index	Cut off Value	Result	Model Evaluation
Chi-Square Probability	The smaller, the better ≥ 0,05	461.575 0.053	*Good Fit*
RMSEA	≤ 0,08	0.026	*Good Fit*
GFI	≥ 0,90	0.857	*Marginal Fit*
AGFI	≥ 0,90	0.818	*Marginal Fit*
CMN/DF	≤ 2	1.115	*Good Fit*
TAG	≥ 0,90	0.984	*Good Fit*
CFI	≥ 0,95	0.986	*Good Fit*

Source: Data has been processed by researchers (2023)

Based on Table 7, the results of the research model are declared *good* fit by looking at the value of *the chi-square* with a value of 461.575, *probability* with a value of 0.053, RMSEA with a value of 0.026, CMN / DF with a value of 1.115, TLI with a value of 0.984, CFI with a value of 0.986 and declared marginal fit for AGFI with a value of 0.818 and GFI with a value of 0.857.

Hypothesis Testing Results

In conducting a hypothesis experiment, CR (*critical ratio)* and *P-value* are needed to see how much influence one variable has on other variables. The required value of CR is ≥ 1.967, and *the P-value* is ≤ 0.05. In Table 4.9, there are estimated results, CR (*critical ratio*), and *P-values* taken based on *standardized regression weights*.
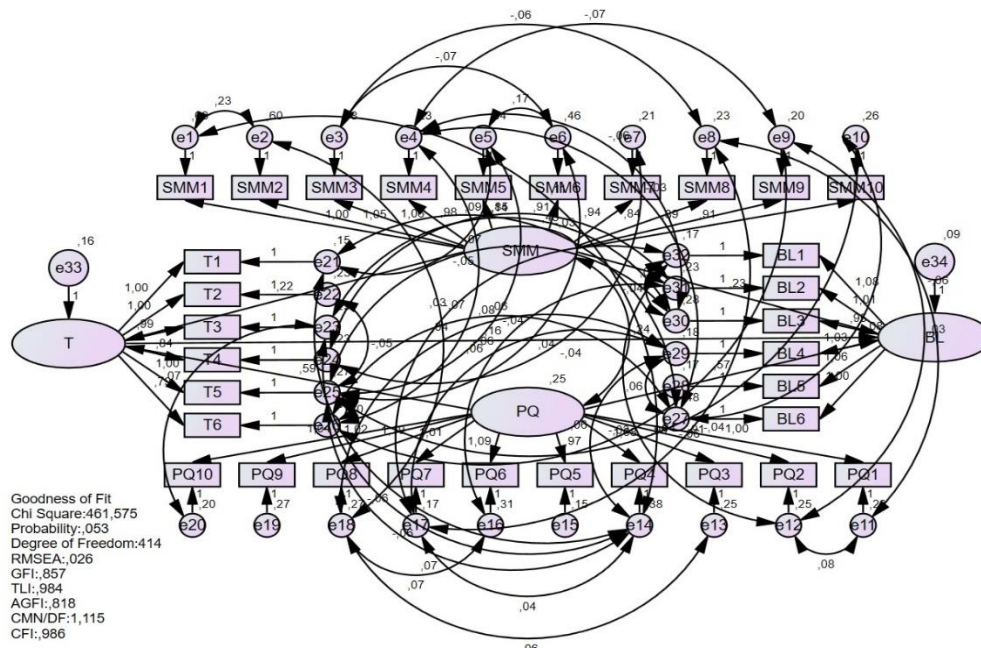

Figure 1 Model Measurement Results
Source: Data Processing Results (2023)

Table 8 Direct Hypothesis Testing

Variable	Estimate	CR	P-Value
T ← SMM	0,228	2,377	0,017
T ← PQ	0,543	4,121	***
BL ← T	0,234	2,526	0,012
BL ← SMM	0,240	2,909	0,004
BL ← PQ	0,591	4,695	***

*** *close to 0*

Source: Data Processing Results (2023)

Based on Table 8, it can be stated that the results of the hypotheses studied are as follows:
H1: Social media marketing has a positive and significant effect on trust

Table 8 shows the *p-value* of the social media marketing variable is 0.017 ≤ 0.05, and the CR value of 2.377 ≥ 1.96 shows a significant value, so H0 is rejected, and H1 is accepted. This indicates that social media marketing variables have a positive influence on trust. The higher the social media marketing, the higher the positive trust.
H2: Quality perception has a positive and significant effect on trust

Table 4.9 shows that the *p-value* of the quality perception variable is *** ≤ 0.05, and the CR value of 4.121 ≥ 1.96 shows a significant value, so H0 is rejected, and H1 is accepted. This indicates that quality perception variables have a positive influence on trust. The higher the perception of quality, the higher the positive trust.
H3: Trust has a positive and significant effect on Brand Loyalty

Table 8 shows that the *p-value* of the trust variable is 0.012 ≤ 0.05, and the CR value of 2.526 ≥ 1.96 shows a significant value, so H0 is rejected, and H1 is accepted. This indicates that social media marketing variables have a positive influence on brand loyalty. The higher the trust, the higher the positive in brand loyalty.
H4: Social media marketing has a positive and significant effect on Brand Loyalty

Table 8 shows that the *p-value* of the social media marketing variable is 0.004 ≤ 0.05, and the CR value of 2.909 ≥ 1.96 shows a significant value, so H0 is rejected and H1 is accepted. This indicates that social media marketing variables have a positive influence on brand loyalty. The higher the social media marketing, the higher the positive in brand loyalty.
H5: Quality perception has a positive and significant effect on Brand Loyalty

Table 8 shows that the *p-value* of the quality perception variable is *** ≤ 0.05, and the CR value of 4.695 ≥ 1.96 shows a significant value, so H0 is rejected, and H1 is accepted. This indicates that quality perception variables have a positive influence on brand loyalty. The higher the perception of quality, the higher the positive in brand loyalty.

Table 9 Effects of Mediation Variables

Parameter	Estimate	P	Hasil
SMM – T – BL	0,036	0,123	Ditolak
PQ – T – BL	0,095	0,089	Ditolak

Source: Data Processing Results (2023)

Based on Table 9, it can be stated that trust mediation variables cannot mediate social media marketing variables against brand loyalty. The results can be seen from the estimate column, which shows a value of 0.036, and *the p-value*, which shows a value of 0.123, while mediation can be accepted if it shows a result of ≤ 0.05. In addition, it is also stated that the variables of trust mediation cannot mediate the variables of quality perception of brand loyalty. The results can be seen from the estimate column, which shows a value of 0.095, and *the p-value*, which shows a value of 0.089, while mediation can be accepted if it shows a result of ≤ 0.05. Therefore, this proves that trust mediation

variables cannot mediate social media marketing variables and quality perceptions of brand loyalty even though hypothesis tests 1-5 give acceptable results.

Discussion

Social Media Marketing has a positive and significant effect on trust

The results of research that has been conducted show that social media marketing has a positive and significant effect on trust. This is reflected in the results of the *p-value* of social media marketing variables of 0.017 ≤ 0.05 and the CR value of 2.377 ≥ 1.96. In addition, Chatime uses social media marketing on Instagram accounts to build consumer engagement so that it will have an impact on brand loyalty. This shows that Instagram social media @chatimeindo constantly updates the content uploaded via Instagram by following ongoing trends until Chatime uses various types of Instagram features with the aim of strengthening the brand and creating a relationship between the Chatime brand and its followers. One fundamental way is when followers mention Chatime's Instagram, Chatime will then upload (*repost*) posts made by his followers. Me- Repost activity is one form of response in the form of free promotion found by the company because, through this, it wants to create a positive perception in the eyes of other consumers of the Chatime brand so that it can increase the trust of other customers in purchasing beverages because potential customers have received testimonials shared by previous customers. This research is in line with research conducted by Awali & Astuti (2021), with research results showing that social media marketing has a positive and significant effect on trust. Similarly, research conducted by Haudi et al. (2022) shows that social media marketing affects trust and states that communication on social media can build solid connections and obtain value from the occurrence of an interaction so that it can make the *brand* trusted by its customers.

Quality Perception has a positive and significant effect on trust

The results of research that has been conducted show that the perception of quality has a positive and significant influence on trust. This is reflected in the results of the *p-value of the* quality perception variable, which is *** ≤ 0.05, and the CR value of 4.121 ≥ 1.96. In addition, Chatime always maintains the quality of its beverage raw materials, which is carried out with *quality control, supported by SOPs and unique systems to maintain excellent service so that Chatime is not only a top-of-mind* brand, but also a *trusted* brand and by creating high quality, consistent and reliable quality can make quality perceptions positively related to brand loyalty. This research is in line with research conducted by Enjela et al. (2022), which shows that the results of quality perception have a significant effect on trust. Customer perception of product quality as expected thus creates a sense of trust in customers towards the product. Similarly, research conducted by Cahyani et al. (2022) in their research obtained the results that quality perception has a positive and significant effect on trust. That is, the better the image of consumers towards a quality and a brand, the higher the level of consumer trust in the brand.

trust has a positive and significant effect on Brand Loyalty

The results of research that has been conducted show that trust has a positive and significant influence on brand loyalty. This is reflected in the results of the *p-value* of the confidence variable is 0.012 ≤ 0.05, and the CR value is 2.526 ≥ 1.96. In addition, Chatime managed to make its customers trust Chatime by maintaining the variants of drinks offered in terms of quality and quantity. Chatime listens to criticism and suggestions given by customers through any *platform* and strives to continue to innovate as it does now with the paper cup for serving Chatime drinks. This research is in line with research conducted by Awali & Astuti (2021) in the results of their research showing that trust has a positive and significant effect on brand loyalty. According to research from Arief et al. (2017), Trust has a positive and significant effect on Brand Loyalty. This is because trust includes brand characteristics, company characteristics, and consumer characters in brands that are obtained late, which affects the level of consumer trust.

Social Media Marketing has a positive and significant effect on Brand Loyalty

The results of research that has been conducted show that social media marketing has a positive and significant effect on brand loyalty. This is reflected in the results of the *p-value* of social media marketing variables, which are 0.004 ≤ 0.05, and the CR value of 2.909 ≥ 1.96. In addition, Chatime utilizes social media marketing to provide promotions and information about Chatime itself so that there is a relationship between customers and brands characterized by purchases from customers. It is known that brand loyalty formed among them already has good online communities, such as posts on Instagram that provide information about the variants of drinks offered. Chatime also has good credibility as the medium of information exchange offered. This research is in line with research conducted by Cahyani et al. (2022), showing that social media marketing has a positive and significant effect on brand loyalty. Loyal customers with a positive attitude who have the intention to visit again will get *updates* from *social media*. Awali & Astuti (2021), in the results of their research, show that social media marketing has a positive and significant effect on Brand Loyalty. According to research by Haudi et al. (2022), social media marketing has a positive and significant effect on Brand Loyalty. Loyal customers with a positive attitude and the intention to revisit to see the online platform use a medium that makes customers feel updated, trendy, and informed.

Quality Perception has a positive and significant effect on Brand Loyalty

The results of research that has been conducted show that social media marketing has a positive and significant effect on brand loyalty. This is reflected in the results of the *p-value* of the quality perception variable, which is *** ≤ 0.05, and the CR value of 4.695 ≥ 1.96. In addition, Chatime continues to strive to provide good quality and can satisfy customer desires by using a high-quality ingredient strategy in every drink it serves with the aim of providing a premium drinking experience to customers, so Chatime is very selective in choosing the ingredients used. One example of an ingredient is high-quality tea as the base ingredient of Chatime drinks. Chatime also pays attention to toppings and other additives, carefully prepared and processed to strict quality standards to ensure consistency and customer satisfaction. So, when customers are satisfied with consistent, authentic and high-quality flavoured drinks, it can create loyalty to the Chatime brand. This research is in line with research conducted by Cahyani et al. (2022), showing that quality perception has no influence and is not significant on Brand Loyalty. This is because quality perception is a consumer assessment of the superiority of a product as a whole and feels quality and is based on consumers' subjective evaluation of the quality of the product. Enjela et al. (2022), in their research results, show that quality perception has a significant positive effect on trust. According to Gunawan's research (2019), quality perception has a significant influence on brand loyalty, where the better a brand is, the more consumer loyalty to a brand will increase.

4. Conclusion

Based on the results of research that has been obtained regarding social media marketing and quality perceptions of brand loyalty mediated by trust, it can be concluded as follows: 1. The results in this study show that the first hypothesis, namely the variable social media marketing has a positive and significant effect on trust, which means that the better the marketing in social media carried out, the higher the level of customer trust in the Chatime brand. 2. The results in this study show that the second hypothesis, namely the quality perception variable, has a positive and significant effect on trust, which means that the better the customer's perception of Chatime's quality, the higher the level of customer trust in the Chatime brand. 3. The results in this study show that the third hypothesis, namely the trust variable, has a positive and significant effect on the loyalty of the driver, which means that the higher the customer trust, the higher the customer loyalty to the Chatime brand. 4. The results in this study show that the fourth hypothesis, namely the variable of social media marketing, has a

positive and significant effect on brand loyalty, which means that the better the marketing in social media carried out, the higher the level of customer loyalty to the Chatime brand. 5. The results of this study show that the fifth hypothesis, namely the quality perception variable, has a positive and significant effect on brand loyalty, meaning that the better the customer's perception of Chatime's quality, the higher the level of customer loyalty to the Chatime brand.

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