



## The effect of social media marketing activities on revisit intention at parewa coffee shop padang with brand trust and brand loyalty as mediating variables

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### ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing activities terhadap revisit intention dengan brand trust dan brand loyalty sebagai variabel mediasi di Parewa Coffee Shop Padang. Populasi dalam penelitian ini adalah masyarakat yang pernah mengunjungi Parewa Coffee, mengikuti Instagram Parewa Coffee, dan pernah melihat konten Instagram Parewa Coffee. Jumlah sampel dalam penelitian ini adalah 230 responden. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara online melalui Google Form dan pengolahan data dilakukan dengan menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) Social media marketing activities berpengaruh positif dan signifikan terhadap revisit intention, (2) Social media marketing activities berpengaruh positif dan signifikan terhadap brand trust, (3) Social media marketing activities berpengaruh positif dan signifikan terhadap brand loyalty, (4) Brand trust berpengaruh positif dan signifikan terhadap revisit intention, (5) Brand loyalty berpengaruh positif dan signifikan terhadap revisit intention, (6) Social media marketing activities berpengaruh positif dan signifikan terhadap revisit intention dengan brand trust sebagai mediasi, (7) Social media marketing activities berpengaruh positif dan signifikan terhadap revisit intention dengan brand loyalty sebagai mediasi.

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### ABSTRACT

#### Keywords:

Social media marketing activities; revisit intention; brand trust; brand loyalty.

This study aims to analyze the effect of social media marketing activities on revisit intention with brand trust and brand loyalty as a mediation variable at Parewa Coffee Shop Padang. The population in this study are people who have visited Parewa Coffee, followed Parewa Coffee's Instagram, and have seen Parewa Coffee's Instagram content. The number of samples in this study were 230 respondents. Data collection was carried out by distributing questionnaires online via Google Forms and data is processed using SmartPLS software. The study found that (1) Social media marketing activities has a positive and significant effect on revisit intention, (2) Social media marketing activities has a positive and significant effect on brand trust, (3) Social media marketing activities has a positive and significant effect on brand loyalty, (4) Brand trust has a positive and significant effect on revisit intention, (5) Brand loyalty has a positive and significant effect on revisit intention, (6) Social media marketing activities has a positive and significant effect on revisit intention with brand trust as a mediation, (7) Social media marketing activities has a positive and significant effect on revisit intention with brand loyalty as a mediation.

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## INTRODUCTION

In recent years, the culinary business industry is experiencing a very significant increase, namely the Coffee Shop business. This business is not only run by professional entrepreneurs, but many young people are starting to get involved in opening a coffee shop business. These business developments also led to changes in competitors' operations and practices. Therefore, every business person must be sensitive to changes in the competitive business environment in their environment and oriented to attracting back customers, so that they can succeed in their business.

Coffee is a very popular drink among Indonesian people. In ancient times, coffee was a cheap drink that was often found in roadside stalls, but now coffee is served in a modern coffee shop that provides drinks such as coffee, non-coffee and snacks as a complement. Drinking coffee at the Coffee Shop is also a destination for young people to adults to carry out certain activities, such as meeting clients, chatting with friends, or making assignments for students.

In the city of Padang, it is very easy to find a coffee shop. The rise of the latest Coffee Shops in the city of Padang, business people must be able to create strategies by providing unique value for their Coffee Shops, in order to be able to maintain long-term relationships with their customers and maintain customer interest in returning (revisit intention), this is much easier and it costs less than attracting new customers.

Revisit intention is the development of the same theoretical concept as repurchase intention. In essence, this concept examines consumer encouragement to make repeat purchases or in the context of tourists there is an intention to make a return visit as a direct response after their visit in the past (Prasetyo & Lukiastuti, 2022). Revisit intention is one of the problems for a company in the field of marketing in the product and service industry, because competition between companies, both service providers and product companies, is growing in the business world, one of which is the Coffee Shop business.

One of the factors that influence revisit intention is brand trust. An important factor in increasing the intention to revisit is to make consumers remember a brand or product again. From a marketing point of view, trust is described as a customer's desire to return to a brand. Brand trust as one of the factors that enhances relationships with brands and can be used to build relationships with consumers in the future. Building and maintaining brand trust is important, as it directly influences consumer willingness to return. (Rahanatha, 2017).

In addition to brand trust, another factor that influences intention to revisit is brand loyalty. Once trust in the brand is formed, brand loyalty will be easily formed and the company will have a brand with strong customer loyalty. Brand loyalty is important for the company. According to Nezakati (2013) customer loyalty to a brand is a significant competitive advantage with a strong impact on business success. Customer loyalty to brands can increase company profits, this is because loyal customers have a willingness to buy products more often, loyal customers spend their money to try products and services, recommend products and services to others, and provide honest advice to companies (Khan et al., 2019).

Furthermore, revisit intention is directly influenced by social media marketing activities. Various social media have stolen everyone's attention. Almost all people know and use applications that are currently trending, such as Instagram, Facebook, Tiktok, Twitter, Youtube, and others. With a social media platform, the Coffee Shop business can innovate to promote its products according to current trends, because people have made social media their lifestyle and needs, so the Coffee Shop business will automatically get a wide range of consumers.

## LITERATURE REVIEW

### Social Media Marketing Activities

Social media marketing activities as an active communication tool, offer more possibilities for communication between customers and businesses. This two-way relationship provides extensive information about the brand that is easily accessible to users or customers. As a result, Social media

marketing activities provide good opportunities for marketers to have a wider reach and build effective long-term relationships with consumers (Godey et al., 2016). According to Ibrahim et al (2021) Social media marketing activities can be identified through 10 indicators, namely:

1. Social media content is entertaining and fun
2. Social media content is attractive
3. Social media allows sharing of information
4. Easy to argue or comment on social media
5. Convey the latest information
6. Following social media is a trend
7. Provide the required information
8. Provide the required service information
9. Sharing information about brands
10. Sharing brand content to personal social media accounts

### **Revisit Intention**

Revisit intention occurs because there is a desire from within the consumer after evaluating the previous visit. According to Mannan et al (2019), intention to revisit refers to the customer's intention to repurchase or consciously repurchase products or services in the near future, and are willing to recommend these products or services to others. According to Cakici et al (2019) revisit intention can be identified through 5 indicators, namely:

1. Willingness to visit again
2. Willingness to recommend
3. Willingness to positive tale
4. Willingness to come more often
5. Willingness to pay more

### **Brand Trust**

Brand trust can be an important factor in building a strong and long-lasting relationship between a customer and a brand or company (Ibrahim et al., 2021). Brand trust arises because of the comfort and compatibility between expectations and desires that consumers have after using a brand, So that the fulfillment of expectations will be able to foster a sense of trust in a brand that can form brand loyalty. Brand trust is part of the brand value that connects consumers with the brand and is defined as the feeling of security that arises in their interactions with the brand and that the brand can be trusted and responsible (Shin et al., 2016). According to Ibrahim et al (2021) brand trust can be identified through 4 indicators, namely:

1. Expectation
2. Trust
3. Reliability
4. Honest

### **Brand Loyalty**

Brand loyalty is a positive feeling from customers towards a brand, a condition where customers have a willingness to continuously buy products from a brand, use the brand in the long term and there are actions to ignore the existence of other product brands. As well as customers willing to provide suggestions and recommend the brand to others (Khan et al., 2019). According to Pappu & Quester (2016) brand loyalty is considered as the extent to which a consumer is attached and committed to a particular brand, so that he will consistently purchase products from that brand in the future. According to Ibrahim et al (2021) brand loyalty can be identified through 4 indicators, namely:

1. Prefer certain brands over other brands
2. Having a type of product on a brand
3. Loyal to the brand
4. Sure on the brand

## RESEARCH MODELS AND HYPOTHESES

H1: Social Media Marketing Activities has a positive and significant effect on Revisit Intention

H2: Social Media Marketing Activities has a positive and significant effect on Brand Trust

H3: Social Media Marketing Activities has a positive and significant effect on Brand Loyalty

H4: Brand Trust has a positive and significant effect on Revisit Intention

H5: Brand Loyalty has a positive and significant effect on Revisit Intention

H6: Social Media Marketing Activities has a positive and significant effect on through Brand Trust as a mediating variable

H7: Social Media Marketing Activities has a positive and significant effect on through Brand Loyalty as a mediating variable

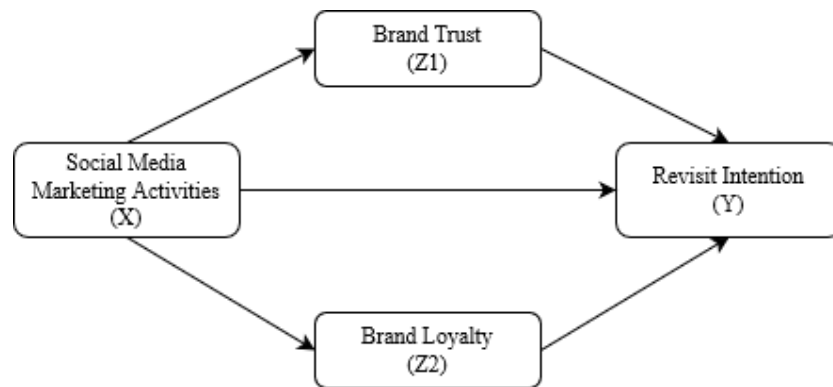


Figure 1. Conceptual Framework

## METHOD

Quantitative research method used in this study. The object of this study is Parewa Coffee Shop which is located in Padang City, West Sumatra. The sample that the researcher used in this study was 230 respondents, with purposive sampling technique. To obtain the data needed in this study, online questionnaires were distributed to respondents regarding social media marketing activities, revisit intention, brand trust, and brand loyalty using Google Forms. To test and analyze data, this study uses Structural Equivalence Modification (SEM) using SmartPLS 4.0 software. In this study there were 4 variables including the independent variable (X = Social Media Marketing Activities) with two mediating variables (Z1 = Brand Trust, Z2 = Brand Loyalty) and the dependent variable (Y = Revisit Intention).

Table 1. Table of Operational Variable

Variable	Indicator	Scale	Source
Revisit Intention (Y)	<ol style="list-style-type: none"> <li>1. Willingness to visit again</li> <li>2. Willingness to recommend</li> <li>3. Willingness to positive tale</li> <li>4. Willingness to come more often</li> <li>5. Willingness to pay more</li> </ol>	Likert	(Cakici et al., 2019)
Social Media Marketing Activities (X)	<ol style="list-style-type: none"> <li>1. Social media content is entertaining and fun</li> <li>2. Social media content is attractive</li> <li>3. Social media allows sharing of</li> </ol>	Likert	(Ibrahim et al., 2021)

Variable	Indicator	Scale	Source
	information		
	4. Easy to argue or comment on social media		
	5. Convey the latest information		
	6. Following social media is a trend		
	7. Provide the required information		
	8. Provide the required service information		
	9. Sharing information about brands		
	10. Sharing brand content to personal social media accounts		
Brand Trust (Z1)	1. Expectation 2. Trust 3. Reliability 4. Honest	Likert	(Ibrahim et al., 2021)
Brand Loyalty (Z2)	1. Prefer certain brands over other brands 2. Having a type of product on a brand 3. Loyal to the brand 4. Believe in the brand	Likert	(Ibrahim et al., 2021)

## RESULTS AND DISCUSSION

### Characteristics of Respondents

Questionnaires were distributed via Google forms with a total of 230 respondents. With the criteria of consumers who have visited Parewa Coffee, followed Parewa Coffee's Instagram and have seen Parewa Coffee's Instagram content. The characteristics of the respondents can be seen in Table 2:

**Table 2. Characteristic of Respondent**

Characteristics	Category	Amount	Percentage
Gender	Male	106	46.1%
	Female	124	53.9%
Age	<20 years old	18	7.8%
	21-30 years old	211	91.7%
	31-40 years old	1	0.4%
Level of Education	SMA	57	24.8%
	Diploma	19	8.3%
	S1	154	67%
Job	Student	156	67.8%
	Private employees	6	2.6%
	PNS	12	5.2%
	BUMN employee	2	0.9%
	Entrepreneur	41	17.8%
	Housewife	1	0.4%
	Other	12	5.3%

Characteristics	Category	Amount	Percentage
Income per month	< Rp1.000.000	137	59.6%
	Rp1.000.000 – Rp2.500.000	48	20.9%
	Rp2.500.000 – Rp5.000.000	32	13.9%
	Rp5.000.000		
	> Rp5.000.000	13	5.7%
Frequency of visits in 3 months	1 time	69	30%
	2-4 times	124	53.9%
	>4 times	37	16.1%

Source: Primary Data 2023

### Validity Test

This test is done to show how well the measuring instrument measures the desired quantity. The purpose of validity tests is to assess the quality of the instrument and show its validity, as well as how well the measure can define a concept. The results of SmartPLS 4.0 processing are shown in the following table, the value of the outer model or the correlation between constructs and variables shows a total loading factor value greater than 0.70, so that the constructs for all variables are valid. Table 3 below explains the outer loading values:

**Table 3. Outer Loading**

Variable	Social Media Marketing Activities (X)	Revisit Intention (Y)	Brand Trust (Z1)	Brand Loyalty (Z2)
SMMA 1	0.803			
SMMA 2	0.803			
SMMA 3	0.782			
SMMA 4	0.739			
SMMA 5	0.827			
SMMA 6	0.749			
SMMA 7	0.786			
SMMA 8	0.784			
SMMA 9	0.778			
SMMA 10	0.735			
RI 1		0.729		
RI 2		0.835		
RI 3		0.803		
RI 4		0.747		
RI 5		0.771		
BT 1			0.724	
BT 2			0.777	
BT 3			0.809	
BT 4			0.743	
BL 1				0.719
BL 2				0.711
BL 3				0.786
BL 4				0.809

Source: Primary Data 2023

Another way to assess convergent validity is to look at the AVE (average variance extracted) value. If the AVE value is greater than 0.50, then this research indicator can be said to be valid. Table

4 below explains the AVE value:

**Table 4. Output AVE**

	<i>Average Variance Extracted</i>
Social Media Marketing Activities (X)	0.607
Revisit Intention (Y)	0.605
Brand Trust (Z1)	0.583
Brand Loyalty (Z2)	0.574

Source: Primary Data 2023

**Table 5. Cross Loading Value**

Indicator	Social Media Marketing Activities (X)	Revisit Intention (Y)	Brand Trust (Z1)	Brand Loyalty (Z2)
SMMA 1	<b>0.803</b>	0.554	0.575	0.561
SMMA 2	<b>0.803</b>	0.500	0.613	0.569
SMMA 3	<b>0.782</b>	0.692	0.528	0.565
SMMA 4	<b>0.739</b>	0.440	0.579	0.464
SMMA 5	<b>0.827</b>	0.587	0.620	0.569
SMMA 6	<b>0.749</b>	0.577	0.521	0.611
SMMA 7	<b>0.786</b>	0.535	0.550	0.552
SMMA 8	<b>0.784</b>	0.421	0.571	0.456
SMMA 9	<b>0.778</b>	0.586	0.477	0.498
SMMA 10	<b>0.735</b>	0.602	0.479	0.585
RI 1	0.533	<b>0.729</b>	0.484	0.412
RI 2	0.533	<b>0.835</b>	0.491	0.500
RI 3	0.603	<b>0.803</b>	0.529	0.508
RI 4	0.491	<b>0.747</b>	0.422	0.546
RI 5	0.591	<b>0.771</b>	0.476	0.542
BT 1	0.410	0.473	<b>0.724</b>	0.480
BT 2	0.596	0.473	<b>0.777</b>	0.418
BT 3	0.584	0.563	<b>0.809</b>	0.516
BT 4	0.555	0.368	<b>0.743</b>	0.461
BL 1	0.474	0.407	0.485	<b>0.719</b>
BL 2	0.439	0.450	0.347	<b>0.711</b>
BL 3	0.561	0.521	0.485	<b>0.786</b>
BL 4	0.623	0.561	0.524	<b>0.809</b>

Source: Primary Data 2023

As can be seen from table 5, above all indicators can be said to be valid because the correlation value between indicators and variables is greater than that of other structures.

### Reliability Test

Composite reliability values and Cronbachs alpha values show the reliability test that measures both indicator block constructs in the SmartPLS program. A variable is considered to have good variability if its composite reliability value is greater than 0.70 and Cronbachs alpha value is greater than 0.60. Cronbachs alpha and composite reliability values are shown in the table 6 below:

**Table 6. Cronbach's Alpha and Composite Reliability**

	Cronbach's Alpha	Composite Reliability
Social Media Marketing Activities (X)	0.928	0.939
Revisit Intention (Y)	0.836	0.884
Brand Trust (Z1)	0.762	0.848
Brand Loyalty (Z2)	0.753	0.843

Source: Primary Data 2023

As can be seen from table 6 above, the value of Cronbach's alpha  $> 0.6$  and composite reliability  $> 0.7$ . This proves that the variables used meet the requirements and are declared reliable.

**Table 7. R Square**

	R Square
Revisit Intention (Y)	0.562
Brand Trust (Z1)	0.501
Brand Loyalty (Z2)	0.491

Source: Primary Data 2023

As can be seen from table 7 above, the R-square value for the revisit intention variable is 0.562, this result indicates that 56.2% of social media marketing activities, brand trust and brand loyalty variables contribute to the revisit intention variable, while the rest is influenced by variables outside this study. The R-square value for the brand trust variable is 0.501, this result indicates that 50.1% of the social media marketing activities variable contributes to the brand trust variable, while the rest is influenced by variables outside this study. The R-square value for the brand loyalty variable is 0.491, this result indicates that 49.1% of social media marketing activities variables contribute to brand loyalty variables while the rest are influenced by variables outside of this study.

### Hypothesis test

Hypothesis testing is done to find out whether the independent variable has any effect on the dependent variable. In this study the significance level was 5% or 0.05, with a t-statistic value  $> 1.96$ . Table 8 below explains the direct and indirect effects:

**Table 8. Path Coefficient**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P Values	Hypothesis
Social Media Marketing Activities (X) → Revisit Intention (Y)	0.410	0.413	0.074	5.525	0.000	Accepted
Social Media Marketing Activities (X) → Brand Trust (Z1)	0.708	0.711	0.039	17.965	0.000	Accepted
Social Media Marketing Activities (X) → Brand Loyalty (Z2)	0.701	0.703	0.035	19.785	0.000	Accepted
Brand Trust (Z1) → Revisit Intention (Y)	0.174	0.171	0.072	2.413	0.016	Accepted
Brand Loyalty (Z2) → Revisit Intention (Y)	0.252	0.254	0.069	3.663	0.000	Accepted

Source: Primary Data 2023



**Table 9. Indirect Effect**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P Values	Hypothesis
Social Media Marketing Activities (X) → Brand Trust (Z1) → Revisit Intention (Y)	0.123	0.121	0.051	2.434	0.015	Accepted
Social Media Marketing Activities (X) → Brand Loyalty (Z2) → Revisit Intention (Y)	0.177	0.178	0.047	3.787	0.000	Accepted

Source: Primary Data 2023

From table 8 and table 9, it can be seen statistical analysis using SmartPLS, it is concluded that:

- Hypothesis 1:** Based on table 8, the original sample values show that social media marketing activities have a positive and significant effect on revisit intention with a value of 0.410 and a p value of 0.000 less than 0.05 ( $0.000 < 0.05$ ). This can be proven by looking at the t statistic of 5,525 which has a greater value than the t table value ( $t \text{ count } 5,525 > t \text{ table } 1.96$ ). Thus the first hypothesis is accepted.
- Hypothesis 2:** Based on table 8, the original sample value shows that social media marketing activities have a positive and significant effect on brand trust with a value of 0.708 and a p value of 0.000, less than 0.05 ( $0.000 < 0.05$ ). This can be proven by looking at the t statistic of 17,965 which has a greater value than the t table value ( $t \text{ count } 17,965 > t \text{ table } 1.96$ ). Thus the second hypothesis is accepted.
- Hypothesis 3:** Based on table 8, the original sample value shows that social media marketing activities have a positive and significant effect on brand loyalty with a value of 0.701 and a p-value of 0.000, less than 0.05 ( $0.000 < 0.05$ ). This can be proven by looking at the t statistic of 19,785 which has a greater value than the t table value ( $t \text{ count } 19,785 > t \text{ table } 1.96$ ). Thus the third hypothesis is accepted.
- Hypothesis 4:** Based on table 8, the original sample value indicates that brand trust has a positive and significant effect on revisit intention with a value of 0.174 and a p value of 0.016 less than 0.05 ( $0.016 < 0.05$ ). This can be proven by looking at the t statistic of 2,413 which has a greater value than the t table value ( $t \text{ count } 2,413 > t \text{ table } 1.96$ ). Thus the fourth hypothesis is accepted.
- Hypothesis 5:** Based on table 8, the original sample value indicates that brand loyalty has a positive and significant effect on revisit intention with a value of 0.252 and a p value of 0.000 less than 0.05 ( $0.000 < 0.05$ ). This can be proven by looking at the t statistic of 3,663 which has a greater value than the t table value ( $t \text{ count } 3,663 > t \text{ table } 1.96$ ). Thus the fifth hypothesis is accepted.
- Hypothesis 6:** Based on table 9, the original sample value shows that social media marketing activities have a positive and significant effect on revisit intention through brand trust with a value of 0.123 and a p-value of 0.015 less than 0.05 ( $0.015 < 0.05$ ). This can be proven by looking at the t statistic of 2,434 which has a greater value than the t table value ( $t \text{ count } 2,434 > t \text{ table } 1.96$ ). Thus the sixth hypothesis is accepted.
- Hypothesis 7:** Based on table 9, the original sample value shows that social media marketing activities have a positive and significant effect on revisit intention through brand loyalty with a value of 0.177 and a p-value of 0.000 less than 0.05 ( $0.000 < 0.05$ ). This can be proven by looking at the t statistic of 3,787 which has a greater value than the t table value ( $t \text{ count } 3,787 > t \text{ table } 1.96$ ). Thus hypothesis seven is accepted.

## **DISCUSSION**

### **The Effect of Social Media Marketing Activities on Revisit Intention**

The study found that social media marketing activities have a significant positive effect on revisit intention. If the use of social media by Parewa Coffee customers is getting better and higher, this will have an impact on the high interest of consumers to come back to Parewa Coffee. This finding is also reinforced by research (Ibrahim et al., 2021) and (Primananda et al., 2022) which state that social media marketing activities have a positive and significant effect on revisit intention. The more customers search for information online on the internet or social media, the greater their tendency to buy a product or return to a place. This is because consumers use social media to find and share information about places they want to visit, namely before making a visit, during a visit and after making a visit.

### **The Effect of Social Media Marketing Activities on Brand Trust**

The study found that social media marketing activities have a significant positive effect on brand trust. The better the social media marketing activities carried out by Parewa Coffee, the consumer's trust in the Parewa Coffee brand will increase. The use of social media which is trending by Parewa Coffee and product information that is easy for consumers to obtain, makes consumers trust the Parewa Coffee brand through interesting content that is displayed and that matches consumer expectations. These findings are corroborated by research (Ibrahim et al., 2021) which states that social media marketing activities will increase brand trust. Trust as one of the factors that enhance the relationship between a consumers and a particular brand.

### **The Effect of Social Media Marketing Activities on Brand Loyalty**

The study found that social media marketing activities have a significant positive effect on brand loyalty. If social media marketing activities are better managed, then brand loyalty will increase. This explains that the better the management of social media as a marketing medium, the more loyal consumers will be to the brand. These findings are corroborated by research (Ibrahim et al., 2021) and (Jatyananda et al., 2021) stating that SMMA have a positive effect on brand loyalty. Research from (Ismail, 2017) and (Bilgin, 2018) which show the same results.

### **The Effect of Brand Trust on Revisit Intention**

The study found that brand trust has a significant positive effect on revisit intention. Research (Ibrahim et al., 2021) states that there is a positive relationship between brand trust and revisit intention at coffee shops. Brand trust can be an important factor in building a strong and long-lasting relationship between a customer and a brand or company. Research (Mannan et al., 2019) confirms that trust has a significant effect on revisit intention at dining restaurants. When customers believe in a brand, they tend to have a positive attitude towards the brand. In research (Abubakar et al., 2017), (Jatyananda et al., 2021), (Primananda et al., 2022) there is also a relationship between brand trust and revisit intention. Trust is an important element of business that can encourage consumers to buy or revisit.

### **The Effect of Brand Loyalty on Revisit Intention**

The study found that brand loyalty has a significant positive effect on revisit intention. Research (Ibrahim et al., 2021) states that there is a positive relationship between brand loyalty and revisit intention. In research (Jatyananda et al., 2021) there is also a relationship between brand loyalty and revisit intention. The customer's intention to return indicates that they want a brand that is trustworthy and reliable. Customers who are confident and believe in a brand for a product will grow long-term loyalty and increase revisit intention.

### **The Effect of Social Media Marketing Activities on Revisit Intention through Brand Trust as a mediating variable**

The study found that SMMA have a significant positive effect on revisit intention through brand trust as a mediating variable. Research (Ibrahim et al., 2021) shows that social media marketing activities in social media communities encourage the creation of brand trust, which in turn increases brand loyalty, and ultimately leads to revisit intentions. According to (Jatiyananda et al., 2021) social media marketing activities also influence revisit intention through the mediating effect of brand trust. Social media influences customer feelings of trust and return visits beyond facilitating contact between consumers.

### **The Effect of Social Media Marketing Activities on Revisit Intention through Brand Loyalty as a mediating variable**

The results of the study show that social media marketing activities have a significant positive effect on revisit intention through brand loyalty as a mediating variable. Based on research (Ibrahim et al., 2021) social media marketing activities as the utilization of mediated effects on revisit intention through brand loyalty. Social media marketing activities are active tools that strengthen interactions with consumers and build brand loyalty on social media. Research of (Jatiyananda et al., 2021) social media marketing activities encourage revisit intention both directly and indirectly through increasing brand loyalty. Social media marketing activities are dynamic marketing communication tactics that relate to customers who have influence over the company.

## **CONCLUSION**

Based on the results of the discussion regarding the effect of SMMA on revisit intention at Parewa Coffee Shop Padang with brand trust and brand loyalty as a mediating variables, it can be concluded:

1. The results of the study show that SMMA have a positive and significant effect on revisit intention. The more consumers search for information about Parewa Coffee on their social media, the greater the tendency for consumers to return to Parewa Coffee. Therefore, social media is an important source of information in the business world.
2. The results of the study show that SMMA have a positive and significant effect on brand trust. The better the social media marketing activities carried out by Parewa Coffee so that consumers feel entertained by it, the consumer's trust in Parewa Coffee will grow and increase.
3. The results of the study show that SMMA have a positive and significant effect on brand loyalty. SMMA are important to increase consumer loyalty to brands. When brand communication is strengthened by maximizing social media, consumer loyalty to the brand will also get stronger.
4. The results of the study show that brand trust has a positive and significant effect on revisit intention. When customers believe in a brand, they tend to have a positive attitude towards the brand. Therefore, the higher the customer's trust in the brand, the more the customer's intention to return to the brand.
5. The results of the study show that brand loyalty has a positive and significant effect on revisit intention. The customer's intention to return indicates that they want a brand that is trustworthy and reliable. Customers who are confident and believe in a brand for a product will grow long-term loyalty and increase revisit intention.
6. The results of the study show that SMMA have a positive and significant effect on revisit intention through brand trust as mediation. This means that customers get information about products or brands from social media, so customers feel more confident about continuing to buy products or visit these brands. Social media influences consumers' feelings of trust and return visits beyond facilitating contact between consumers.

7. The results of the study show that SMMA have a positive and significant effect on revisit intention through brand loyalty as mediation. The more effective the interaction and connection between the customer and the brand on social media, the stronger the relationship between the customer and the brand which can strengthen brand loyalty and create greater intention to return.

## SUGGESTION

Based on the research results, to increase revisit intention at Parewa Coffee, it is suggested to the manager to pay attention to several things as follows:

1. Increasing social media marketing activities by:
  - a) Making consumers entertained when they see content created by Parewa Coffee on their social media, such as interesting photos or videos
  - b) Making it easy for consumers to have opinions, comment and provide reviews on Parewa Coffee's social media
  - c) Making consumers aware of the latest trending/hits information, and providing information regarding events, discounts or give away on Parewa Coffee's social media.
2. Increase brand trust by:
  - a) Upload product photos (food or drinks) on social media in accordance with the original, meaning not overdoing it in editing the product photos posted. Parewa Coffee must provide food or drinks that match what consumers see in their social media posts, so that consumers trust the brand or product from Parewa Coffee and always rely on the Parewa Coffee brand when they want to go to the Coffee Shop
3. Increase brand loyalty by:
  - a) Building communication with consumers on social media, such as responding to consumer comments on Parewa Coffee's social media and being able to repost Instagram stories of consumers who are visiting Parewa Coffee, with that consumers will feel prioritized. In addition, giving rewards will also encourage consumers to come to Parewa Coffee more often.

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