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# The Effects of Digital Marketing, Social Media Engagement, and Customer Trust on Customer Loyalty in an E-Commerce Context

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#### ABSTRACT

**Purpose of the study:** In the highly competitive e-commerce landscape, customer loyalty has become a critical factor for long-term business success. This study examines the influence of digital marketing, social media engagement, and customer trust on e-commerce customer loyalty at PT. Kopi Bintang Indonesia (Tomoro Coffee).

**Materials and methods:** The research aims to determine the individual and collective effects of digital marketing, social media engagement, and customer trust on e-commerce customer loyalty at PT. Kopi Bintang Indonesia.

**Results:** The multiple linear regression analysis yielded the equation  $Y = 35.540 + 0.130X_1 + 0.202X_2 + 0.284X_3 + e$ . Partial t-tests revealed that digital marketing ( $t = 3.310$ ,  $p < 0.05$ ), social media engagement ( $t = 5.270$ ,  $p < 0.05$ ), and customer trust ( $t = 6.748$ ,  $p < 0.05$ ) each had a positive and significant effect on customer loyalty. The simultaneous F-test ( $F = 50.223$ ,  $p < 0.05$ ) demonstrated that all three variables collectively exerted a significant influence on customer loyalty. The adjusted  $R^2$  value of 0.606 indicated that 60.6% of the variance in customer loyalty could be explained by these three independent variables, with the remaining 39.4% attributable to factors outside the model.

**Conclusions:** Digital marketing, social media engagement, and customer trust significantly influence e-commerce customer loyalty both individually and collectively. Companies should implement integrated strategies that enhance digital marketing quality, foster active social media interactions, and build customer trust through transparent communication and secure transactions to strengthen customer loyalty in the e-commerce environment.

#### Keywords

digital marketing, social media engagement, customer trust, customer loyalty, e-commerce.

## INTRODUCTION

The proliferation of digital technology has fundamentally transformed the landscape of commerce, with e-commerce emerging as a dominant force in contemporary retail environments (Kim & Peterson, 2017). E-commerce can be broadly defined as the buying and selling of products or services through electronic mediums, primarily the internet, facilitating transactions between companies, consumers, and broader society (Nagar, 2025). In Indonesia, the regulatory framework governing e-commerce has evolved to address the complexities of this rapidly expanding market, with key legislation including Law Number 19 of 2016 on Electronic Commerce and Government Regulation Number 80 of 2019 on Electronic System Trade (Kurniadi & Rana, 2023; Winarsasi et al., 2023).

Indonesia's e-commerce sector has witnessed exponential growth, driven by increasing internet penetration, smartphone adoption, and changing consumer behaviors, particularly accelerated by the COVID-19 pandemic. Platforms like Shopee, Tokopedia, and Lazada dominate the market, yet sustaining customer loyalty remains a persistent challenge amid fierce competition. Kristanto et al. (2022) and Juma & Munala (2020) In the food and beverage industry, especially coffee shops, digital channels play a pivotal role in reaching customers, with businesses leveraging online platforms for orders, promotions, and engagement (Salmiah et al., 2023).

In this highly competitive business environment, digital marketing has become a critical component of e-commerce success. Companies must not only attract new customers but also cultivate strong relationships with existing ones to secure repeat purchases and foster customer loyalty. Customer loyalty represents a crucial determinant of long-term business sustainability in the e-commerce sector. When customers experience satisfaction with their shopping experiences and feel connected to a brand, they tend to become loyal patrons who return for regular purchases (Kotler & Keller, 2016; Molinillo et al., 2017)

PT. Kopi Bintang Indonesia, operating under the brand name Tomoro Coffee, exemplifies a company navigating these challenges in the food and beverage sector. Founded in Jakarta on April 11, 2022, by Xing Wei Yuan and Fish Sun, Tomoro Coffee has experienced remarkable growth, expanding to over 600 outlets across Indonesia within two years and selling approximately 30 million cups of coffee annually. Viando et al. (2025) Despite this impressive expansion, the company faces persistent challenges in maintaining customer loyalty within its e-commerce platform, including issues related to service quality, promotional awareness, and trust-building (Evelina et al., 2023).

## Critical Examination of Existing Literature

According to Kotler & Keller (2016), customer loyalty is defined as a deeply held commitment to repurchase or re-patronize preferred products or services consistently in the future, despite situational influences and marketing efforts that have the potential to cause switching behavior. This conceptualization emphasizes the enduring nature of loyalty as a behavioral and attitudinal construct that transcends mere satisfaction. Attaoui & Gaber (2024) Recent studies in e-commerce contexts, particularly in Indonesia, highlight that loyalty is influenced by satisfaction, trust, and engagement, with loyal customers contributing significantly to profitability as retaining them is five times more cost-effective than acquiring new ones (Kurniadi & Rana, 2023; Salmiah et al., 2023)

Digital marketing, as defined by Chaffey & Ellis-Chadwick (2016), represents the application of internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. In the context of customer loyalty, digital marketing encompasses strategies and tactics employed to build and maintain strong customer relationships through digital channels. Kotler et al. (2021) identifies several key indicators of effective digital marketing, including attraction level, optimization of curiosity, commitment level, and affinity level. Empirical research further demonstrates that digital marketing strategies, such as personalized promotions and social media campaigns, positively impact engagement and loyalty in sectors like coffee shops (Basimakopoulou et al., 2022; Zhang & Mun, 2025).

Social media engagement refers to the active participation and interaction of customers with brands through social media platforms. According to Trunfio & Rossi (2021), engagement has evolved to encompass various meanings, with academics viewing it positively as beneficial for both individuals and organizations, enabling better decision-making, serving greater goods, and building stronger relationships. Barger et al. (2016) specify that social media engagement activities include reading articles, clicking like buttons, providing comments, and sharing articles through social media platforms. Systematic reviews confirm that customer engagement in social commerce is driven by factors like social support, platform interactivity, and hedonic motivations, leading to enhanced trust and loyalty (Mubdir et al., 2025; Santini et al., 2020).

Customer trust, in the e-commerce context, refers to the confidence and belief customers hold toward a brand and company. As noted by Morgan & Hunt (1994), trust serves as the foundation of loyalty, with trusted customers being less susceptible to competitive influences. Trust encompasses multiple dimensions including satisfaction, interpersonal relationships, reliability, and trust outcomes. Studies in Indonesian e-commerce underscore that trust mediates the effects of digital marketing and social media on loyalty, with security, transparency, and responsiveness being key antecedent (Kurniadi & Rana, 2023; Wandoko et al., 2023).

## Identification of Research Gaps

Preliminary surveys conducted at Tomoro Coffee revealed several critical gaps in customer loyalty. The survey results, summarized below, highlight significant dissatisfaction across key dimensions:

Table 1. Identification of Research Gaps in Customer Loyalty (Tomoro Coffee)

Aspect	Agree (%)	Disagree (%)	Identified Research Gap
Satisfaction with shopping experience	41	59	Majority of customers are dissatisfied, indicating gaps in overall customer experience management.
Willingness to recommend	40	60	Low advocacy behavior suggests weak emotional attachment and brand engagement.
Intention for future purchases	33	67	High risk of customer churn, highlighting ineffective loyalty-building strategies.
Customer service responsiveness	40	60	Service quality and responsiveness do not meet customer expectations.
Brand fulfills promises	43	57	Perceived inconsistency between brand claims and actual service delivery.
Transaction security	40	60	Concerns over transaction safety reduce customer trust.
Transparent communication	47	53	Lack of clear and transparent communication weakens customer confidence.

## Research Objectives

This research aims to achieve the following objectives:

1. To determine the effect of digital marketing on e-commerce customer loyalty at PT. Kopi Bintang Indonesia.
2. To examine the effect of social media engagement on e-commerce customer loyalty at PT. Kopi Bintang Indonesia.
3. To analyze the effect of customer trust on e-commerce customer loyalty at PT. Kopi Bintang Indonesia.
4. To investigate the combined effects of digital marketing, social media engagement, and customer trust on e-commerce customer loyalty at PT. Kopi Bintang Indonesia.

## MATERIALS AND METHODS

### Participants

The study population comprised e-commerce customers of PT. Kopi Bintang Indonesia. Using the Slovin formula with a 10% margin of error, a sample of 97 respondents was determined from the customer base. Participants were selected through random sampling to ensure representative coverage of the customer population. Demographic analysis revealed the following participant characteristics: Gender distribution showed 51 males (52.6%) and 46 females (47.4%). Educational background included 5 elementary school graduates (5.1%), 15 junior high school graduates (15.5%), 49 senior high school graduates (50.5%), and 28 university graduates (28.9%). Age distribution comprised 5 participants under 10 years (5.1%), 10 participants aged 11-20 years (10.3%), 40 participants aged 21-30 years (41.2%), and 42 participants aged 40 years or above (43.4%). Occupational distribution included 45 students (46.3%), 32 private sector employees (32.9%), 11 entrepreneurs (11.3%), 5 civil servants (5.1%), and 4 in other categories including homemakers (5.1%).

## Study Organization

This quantitative research employed a cross-sectional survey design. The study was conducted at the Tomoro Coffee outlet located at Jalan H. Adam Malik No. 11, Sekip, Medan Petisah District, Medan City, Indonesia, during 2024. The research received approval from PT. Kopi Bintang Indonesia management before commencement. The research utilized primary data obtained directly from respondents through structured questionnaires and secondary data from company documentation, previous studies, books, journals, and internet sources. Data collection methods included interviews with customers, direct observation of e-commerce platform usage, structured questionnaires, and documentation review.

## Test and Measurement Procedures

Table 1. Test and Measurement Procedures

Variable	Code	Number of Items	Measurement Indicators	Scale	Validity Test (r-value range)	Reliability (Cronbach's $\alpha$ )
Digital Marketing	X1	8	Attraction level, optimization of curiosity, commitment level, affinity level	Likert 1–5	0.768 – 0.856	0.931
Social Media Engagement	X2	20	Likes, comments, shares, views, clicks, mentions, sentiment, hashtags, follower growth, video views	Likert 1–5	0.675 – 0.772	0.960
Customer Trust	X3	8	Satisfaction, interpersonal scale, trustworthiness, trust outcomes	Likert 1–5	0.685 – 0.767	0.889
Customer Loyalty	Y	6	Repurchase behavior, retention, referrals	Likert 1–5	0.690 – 0.755	0.874

## Test and Measurement Procedures

Data analysis was performed using IBM SPSS Statistics version 25. Descriptive statistics were calculated for all variables, including frequency distributions, means, and percentages. Prior to hypothesis testing, classical assumption tests were conducted to ensure model validity.

Normality testing was performed using the Kolmogorov-Smirnov test (Asymp. Sig. = 0.200 > 0.05) and P-P Plot visualization, confirming normal data distribution. Multicollinearity testing examined Variance Inflation Factor (VIF) values and tolerance levels. All variables showed VIF values below 10 (digital marketing: 1.203, social media engagement: 1.199, customer trust: 1.129) and tolerance values above 0.1 (0.832, 0.834, 0.886 respectively), indicating absence of multicollinearity. Heteroscedasticity testing using scatterplot analysis revealed random point distribution without specific patterns, confirming homoscedastic residuals.

Multiple linear regression analysis was employed to examine the relationship between independent variables (digital marketing, social media engagement, customer trust) and the dependent variable (customer loyalty). The regression equation took the form:  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ , where Y represents customer loyalty, a is the constant, b<sub>1</sub>-b<sub>3</sub> are regression coefficients, X<sub>1</sub>-X<sub>3</sub> are the independent variables, and e is the error term.

Hypothesis testing included partial t-tests to examine individual variable effects (significance level  $\alpha = 0.05$ , degrees of freedom n-k = 93, t-table = 1.661), simultaneous F-test to assess combined effects (F-table = 2.70), and coefficient of determination (adjusted R<sup>2</sup>) to measure explained variance in customer loyalty.

## RESULTS

### Multiple Linear Regression Analysis

The multiple linear regression analysis yielded the following equation:  $Y = 35.540 + 0.130X_1 + 0.202X_2 + 0.284X_3 + e$

The constant value of 35.540 indicates that when all independent variables equal zero, customer loyalty maintains a baseline level of 35.540 units. The regression coefficient for digital marketing ( $\beta_1 = 0.130$ ) demonstrates that each one-unit increase in digital marketing effectiveness corresponds to a 0.130-unit increase in customer loyalty, holding other variables constant. The social media engagement coefficient ( $\beta_2 = 0.202$ ) indicates that each one-unit increase in social media engagement produces a 0.202-unit increase in customer loyalty. The customer trust coefficient ( $\beta_3 = 0.284$ ) shows the strongest effect, with each one-unit increase in customer trust resulting in a 0.284-unit increase in customer loyalty.

Table 2 presents the complete regression analysis results including standardized coefficients, t-values, significance levels, and collinearity statistics for all variables in the model.

Table 2. Multiple Linear Regression Analysis Results

Model	B	Std. Error	Beta	t	Sig.	VIF
Constant	35.540	1.468	-	24.212	.000	-
Digital Marketing	0.130	0.039	0.233	3.310	.001	1.203
Social Media Engagement	0.202	0.038	0.370	5.270	.000	1.199
Customer Trust	0.284	0.042	0.459	6.748	.000	1.129

### Partial t-Test Results

The partial t-test examined the individual effects of each independent variable on customer loyalty. For digital marketing, the calculated t-value (3.310) exceeded the t-table value (1.661) with a significance level of 0.001 ( $p < 0.05$ ), indicating a positive and significant effect on customer loyalty. This finding supports the hypothesis that digital marketing significantly influences e-commerce customer loyalty. Social media engagement demonstrated the second strongest individual effect, with a t-calculated value of 5.270 ( $p < 0.05$ ), significantly exceeding the t-table threshold. This result confirms that social media engagement exerts a substantial positive influence on customer loyalty, validating the importance of active customer interaction through social media.

platforms.

Customer trust exhibited the most pronounced individual effect among all variables, with a t-calculated value of 6.748 ( $p < 0.05$ ), substantially exceeding the critical value. This finding underscores the paramount importance of building and maintaining customer trust in fostering e-commerce loyalty.

### Simultaneous F-Test Results

The simultaneous F-test evaluated the collective effect of all independent variables on customer loyalty. The analysis yielded an F-calculated value of 50.223, substantially exceeding the F-table value of 2.70, with a significance level of 0.000 ( $p < 0.05$ ). This result demonstrates that digital marketing, social media engagement, and customer trust collectively exert a significant positive influence on e-commerce customer loyalty. Table 3 presents the complete ANOVA results for the F-test analysis, including sum of squares, degrees of freedom, mean squares, F-value, and significance level.

Table 3. ANOVA Results for Simultaneous F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	581.249	3	193.750	50.223	.000
Residual	358.772	93	3.858		
Total	940.021	96			

### Coefficient of Determination

The model summary revealed a multiple correlation coefficient (R) of 0.786, indicating a strong positive relationship between the independent variables collectively and customer loyalty. The R Square value of 0.618 suggested that 61.8% of the total variance in customer loyalty could be explained by the three independent variables combined.

The adjusted R Square value of 0.606, which accounts for the number of predictors in the model, indicated that 60.6% of the variation in customer loyalty could be attributed to digital marketing, social media engagement, and customer trust. The remaining 39.4% of variance was attributable to factors not included in the model. The standard error of estimate (1.964) represented the average prediction error, suggesting acceptable model accuracy in predicting customer loyalty values. Table 4 presents the complete model summary statistics, including correlation coefficient, R Square, adjusted R Square, and standard error of estimate.

Table 4. Model Summary and Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error
0.786	0.618	0.606	1.964

### Summary of Significant Discoveries

The study yielded several significant discoveries. First, customer trust emerged as the strongest individual predictor of customer loyalty ( $\beta = 0.284$ ,  $t = 6.748$ ), suggesting that building trust should be prioritized in customer relationship strategies. Second, social media engagement demonstrated a substantial effect ( $\beta = 0.202$ ,  $t = 5.270$ ), highlighting the critical role of active customer interaction through social media platforms. Third, digital marketing showed a positive significant effect ( $\beta = 0.130$ ,  $t = 3.310$ ), confirming its importance in loyalty building, though with a relatively smaller coefficient compared to the other variables. Fourth, the collective influence of all three variables ( $F = 50.223$ ,  $p < 0.05$ ) was substantially stronger than any individual effect, indicating synergistic relationships among digital marketing, social media engagement, and customer trust in fostering loyalty. Finally, the model's explanatory power (adjusted  $R^2 = 0.606$ ) demonstrated that these three variables account for a substantial proportion of customer loyalty variance, while acknowledging that other factors contribute to the remaining 39.4% of unexplained variance.

## DISCUSSION

### Effect of Digital Marketing on E-commerce Customer Loyalty

The finding that digital marketing exerts a positive and significant effect on customer loyalty ( $t = 3.310$ ,  $p < 0.05$ ) aligns with contemporary marketing theory and empirical evidence. This result corroborates the work of (Kurniawan et al., 2024; Wongkar et al., 2024), who similarly documented significant positive relationships between digital marketing and e-commerce customer loyalty. The standardized coefficient ( $\beta = 0.233$ ) suggests that digital marketing contributes meaningfully to loyalty formation, though its relative influence is smaller compared to social media engagement and customer trust.

This finding supports the theoretical framework of Marketing 4.0, which emphasizes that in the digital era, marketing must focus on engagement and reciprocal relationships between brands and customers rather than unidirectional communication (Adwan & Altrjman, 2023; Santini et al., 2020). By implementing effective digital marketing strategies—including innovative and relevant content, personalized messaging, and creative digital technologies—e-commerce platforms can enhance customer loyalty, ultimately driving sales growth and business sustainability.

For PT. Kopi Bintang Indonesia, this finding suggests that continued investment in digital marketing quality should yield tangible returns in customer loyalty. Specific improvements could include developing more engaging content across digital channels, implementing sophisticated personalization algorithms, streamlining user interfaces across e-commerce platforms (GrabFood, GoFood, ShopeeFood, and the Tomoro app), and enhancing the visibility and attractiveness of promotional programs through more effective digital communication strategies.

#### Effect of Social Media Engagement on E-commerce Customer Loyalty

The research demonstrated that social media engagement significantly and positively influences customer loyalty ( $t = 5.270$ ,  $p < 0.05$ ), with a standardized coefficient ( $\beta = 0.370$ ) indicating substantial predictive power. This finding substantiates the work of (Utami & Saputri, 2020), who identified social media engagement as a crucial factor in building customer involvement and brand loyalty.

The theoretical foundation for this relationship is provided by (Kietzmann et al., 2011; Ningthoujam et al., 2020), who

posited that social media engagement forms through active user interactions including comments, likes, shares, and participation in brand conversations. The relatively high t-value observed in this study suggests that social media engagement serves as a powerful mechanism for loyalty formation, operating through multiple pathways including like/thumbs up, comments, shares, views, clicks, mentions, positive sentiment, hashtag engagement, follower growth, and video views (Chan, 2024; Ozuem & Willis, 2022).

For Tomoro Coffee, these findings point to specific areas for improvement. The company should prioritize developing more engaging content that encourages active participation rather than passive consumption, implementing responsive communication strategies that address customer comments and questions promptly, utilizing interactive features such as live streaming, Q&A sessions, polls, and Instagram stickers more extensively, fostering two-way dialogue rather than one-directional information dissemination, and creating campaigns that incentivize user-generated content and social sharing (Pitafi & Awan, 2024; Sudiwijaya & Sofyan, 2022).

### Effect of Customer Trust on E-commerce Customer Loyalty

Customer trust emerged as the most influential predictor of customer loyalty in the model ( $t = 6.748$ ,  $p < 0.05$ ), with the highest standardized coefficient ( $\beta = 0.459$ ). This finding strongly corroborates (Sudirjo et al., 2024) research, which demonstrated that elevated customer trust levels significantly enhance purchase decisions through increased purchase confidence, brand preference alignment, needs satisfaction, and peer recommendations.

The theoretical rationale for trust's primacy in loyalty formation is articulated by , who argue that trust serves as the foundation of loyalty, making trusted customers substantially less susceptible to competitive influences (Hassan et al., 2025; Morgan & Hunt, 1994). In the e-commerce context, where transactions occur in virtual environments without direct physical interaction or immediate product inspection, trust assumes even greater importance as a risk-reduction mechanism and relationship-building foundation.

The high t-value and standardized coefficient for customer trust in this study suggest that trust-building should constitute a central strategic priority for e-commerce platforms. For PT. Kopi Bintang Indonesia, preliminary survey data revealed concerning trust deficits: only 43% of customers believed the brand fulfilled its promises, 40% felt secure in transactions, 47% found customer service responsive, 37% would recommend the brand, 33% planned future purchases, and 47% perceived transparent communication.

Addressing these trust deficits requires comprehensive interventions across multiple dimensions: ensuring consistent fulfillment of promotional promises and service commitments, implementing robust security measures for transaction processing and data protection, enhancing customer service responsiveness and problem resolution capabilities, maintaining transparent communication regarding products, pricing, and policies, building interpersonal connections through personalized interactions and authentic brand voice, and demonstrating reliability through consistent quality and service delivery (Chan, 2024; Rane et al., 2023).

### Combined Effects of Digital Marketing, Social Media Engagement, and Customer Trust

The simultaneous F-test results ( $F = 50.223$ ,  $p < 0.05$ ) demonstrated that digital marketing, social media engagement, and customer trust collectively exert a substantial and statistically significant influence on customer loyalty. This finding supports an integrated theoretical framework where these three constructs operate synergistically rather than independently to foster loyalty.

The high F-value suggests strong collective explanatory power, indicating that these variables work together in complementary ways. Digital marketing attracts customer attention and stimulates initial interest through innovative and relevant content. Social media engagement transforms this interest into active participation through mechanisms such as likes, shares, comments, hashtag usage, clicks, mentions, follower growth, and video views, creating reciprocal brand-customer relationships (Olanrewaju et al., 2019; Santini et al., 2020). Customer trust, built through satisfaction, interpersonal connections, reliability, and positive outcomes, consolidates these relationships into enduring loyalty patterns resistant to competitive pressures.

This finding aligns with research by (Kurniawan et al., 2024), who similarly identified significant collective effects of these three variables on e-commerce customer loyalty. It also supports the theoretical framework of Daryanto and Setyobudi (2014), who conceptualized customer loyalty as a strong commitment to repurchase preferred products or services consistently in the future despite situational influences and marketing efforts that might cause switching behavior.

The adjusted  $R^2$  value of 0.606 indicates that 60.6% of customer loyalty variance can be explained by these three variables collectively, representing substantial explanatory power while acknowledging that other factors contribute to the remaining 39.4%. These unmeasured influences might include product quality perceptions, price competitiveness, delivery performance, website usability, customer service excellence, competitive positioning, and individual customer characteristics such as shopping motivations, risk aversion, brand consciousness, and loyalty predispositions (Gazi et al., 2024; Mittameedi et al., 2025).

### Practical Implications

For PT. Kopi Bintang Indonesia and similar e-commerce operations, these findings suggest several strategic priorities. First, companies should adopt integrated approaches that simultaneously enhance digital marketing quality, foster active social media engagement, and build customer trust rather than focusing on these dimensions in isolation. The synergistic effects demonstrated in this study indicate that holistic strategies yield superior results compared to fragmented initiatives. Second, given trust's paramount importance (highest  $\beta$  and t-values), trust-building should receive strategic priority. This requires comprehensive attention to promise fulfillment, transaction security, service responsiveness, communication transparency, and consistent quality delivery. Third, social media engagement strategies should emphasize creating genuine interactions and fostering active participation rather than merely broadcasting promotional messages. Fourth, digital marketing initiatives should focus on personalization, relevance, creativity, and user experience optimization across all platforms.

### Research Limitations

Several limitations warrant acknowledgment. First, the cross-sectional design precludes causal inference, as data

collection occurred at a single time point. Longitudinal research would better establish temporal sequences and causal relationships among variables. Second, the study focused exclusively on PT. Kopi Bintang Indonesia, limiting generalizability to other e-commerce contexts, industries, or geographic locations. Future research should examine these relationships across diverse organizational and cultural settings. Third, self-reported questionnaire data introduce potential response biases including social desirability, acquiescence, and common method variance. Incorporating behavioral measures (actual purchase frequency, social media interaction metrics, customer service contact records) would complement self-reported perceptions. Fourth, the adjusted  $R^2$  of 0.606, while substantial, indicates that 39.4% of loyalty variance remains unexplained by the model. Future research should investigate additional determinants such as product quality, pricing strategies, delivery performance, competitive positioning, and individual difference variables. Fifth, the study employed random sampling within a single outlet location. Future investigations might benefit from stratified sampling across multiple locations, systematic inclusion of diverse customer segments, and comparative analyses between e-commerce platforms. Finally, the research did not examine potential moderating variables (e.g., customer demographics, prior experience, competitive intensity) or mediating mechanisms (e.g., satisfaction, perceived value, emotional attachment) that might clarify the pathways through which digital marketing, social media engagement, and customer trust influence loyalty.

## CONCLUSION

This investigation examined the effects of digital marketing, social media engagement, and customer trust on e-commerce customer loyalty at PT. Kopi Bintang Indonesia. The research employed a quantitative cross-sectional survey design with 97 customers selected through random sampling, utilizing multiple linear regression analysis to test hypothesized relationships.

The findings revealed that all three independent variables exerted positive and significant effects on customer loyalty, both individually and collectively. Partial t-tests demonstrated that digital marketing ( $t = 3.310, p < 0.05$ ), social media engagement ( $t = 5.270, p < 0.05$ ), and customer trust ( $t = 6.748, p < 0.05$ ) each significantly influenced loyalty when controlling for the other variables. The simultaneous F-test ( $F = 50.223, p < 0.05$ ) confirmed that these variables collectively exerted substantial influence on customer loyalty. The model explained 60.6% of loyalty variance (adjusted  $R^2 = 0.606$ ), with customer trust emerging as the strongest individual predictor ( $\beta = 0.459$ ), followed by social media engagement ( $\beta = 0.370$ ) and digital marketing ( $\beta = 0.233$ ).

These findings underscore the importance of integrated strategies that simultaneously enhance digital marketing effectiveness, foster active social media interactions, and build customer trust. The paramount influence of customer trust suggests that e-commerce platforms should prioritize trust-building initiatives including consistent promise fulfillment, robust transaction security, responsive customer service, transparent communication, and reliable quality delivery. Social media strategies should emphasize genuine two-way engagement rather than unidirectional broadcasting, while digital marketing should focus on personalization, relevance, and user experience optimization.

For PT. Kopi Bintang Indonesia specifically, addressing the identified deficits in customer trust, social media engagement quality, and digital marketing effectiveness should yield substantial improvements in customer loyalty. Practical recommendations include: (1) enhancing digital marketing through more relevant content, personalized messaging, improved platform interfaces, and better promotional visibility; (2) strengthening social media engagement through interactive content, responsive communication, utilization of engagement features, and fostering authentic dialogues; and (3) building customer trust through promise fulfillment, transaction security, service responsiveness, communication transparency, and consistent quality.

Future research should address the limitations of this cross-sectional, single-organization study through longitudinal designs, multi-organizational comparisons, inclusion of behavioral measures alongside self-reports, investigation of moderating and mediating mechanisms, and examination of additional loyalty determinants. Such research would advance theoretical understanding of loyalty formation in e-commerce environments and provide more comprehensive practical guidance for relationship management strategies.

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