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Customer-Based Brand Equity for Coffee-to-Go Industry: The Influence of Instagram Marketing Through Brand Experience

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A B S T R A C T

The development of information and communication technologies has shifted marketing strategies toward digital methods, one of which is Instagram marketing. Instagram marketing is believed to foster customer-based brand equity within the current coffee-to-go industry market conditions. This study aims to address gaps in past research, particularly the inconsistent findings and the limited investigation of brand experience as a mediator linking Instagram marketing with customer-based brand equity in the coffee-to-go sector.A quantitative research method with an explanatory survey was employed. The sample consisted of 125 respondents who were consumers of the coffee-to-go industry and had viewed content or Instagram accounts of a coffee-to-go brand. The sampling techniques used were purposive and incidental sampling. All instruments were valid and reliable, and all data met the Classical Assumption Test requirements. Hypothesis testing was conducted using Process Macro by Andrew F. Hayes in SPSS v27. The findings of this study reveal that Instagram marketing positively impacts brand experience; brand experience, in turn, positively affects customer-based brand equity. Additionally, Instagram marketing shows a significant influence on customer-based brand equity, with brand experience serving as a partial mediator in this relationship.

1. INTRODUCTION

The emergence of the internet has enabled real-time connections for everyone. The swift progress in information and communication technologies has notably transformed various fields, especially marketing. Digital marketing has become the focal point in the marketing world, not only because it attracts more customer attention but also due to its low cost and effectiveness in reaching a broader and more accessible audience (Simbolon & Law, 2022), especially through social media platforms (Koay et al., 2021).

Consumer behavior and business practices have shifted significantly with the impact of social media (Kotler et al., 2017). A survey by We Are Social (2023) reports that, as of 2023, global social media users numbered 4.76 billion, including 167 million users in Indonesia, with 64.5% seeking brand-related information on these platforms. This trend underscores the necessity for businesses to leverage social media marketing to build customer relationships (Khoirunnisa & Astini, 2021). As social media platforms gain popularity, companies increasingly use them to implement marketing strategies, broaden customer reach, drive business success, and enhance overall performance (Choi et al., 2016; Dolega et al., 2021). Consequently, this shift has given rise to the marketing approach known as social media marketing (Ibrahim et al., 2021).

According to Farhat et al., (2021) survey report, 92% of business owners believe that social media marketing is beneficial for their businesses. Instagram has become one of the most popular social media platforms (Simbolon & Law, 2022 ; Farhat et al., 2021). According to We Are Social (2023), it ranks as the second most used platform in Indonesia, following WhatsApp. Consequently, Instagram has become an innovative platform that can significantly aid in implementing social media marketing strategies (Park & Namkung, 2022). Instagram marketing as a marketing strategy is now commonly utilized across various industries, including the coffee industry.

Instagram marketing has become a widespread practice among brands in the coffee industry, especially in its highly competitive market (Park & Namkung, 2022). According to Research and Markets (2020), the global coffee industry is anticipated to reach a value of US$237.6 billion by 2025. This projected growth aligns with the rapid expansion of coffee shop outlets in Indonesia, which rose from 1,083 locations in 2016 to 2,937 in 2019 (Toffin & Majalah MIX, 2020). Additionally, the same source indicates that coffee-to-go outlets ranked as the most popular coffee shops in Indonesia in 2020, owing to their offering of high-quality coffee at affordable prices, making them highly favored across various segments of Indonesian society (Gumilang et al., 2021).

Coffee-to-go is a type of coffee outlet characterized by its minimalist concept, offering limited seating with sales primarily dominated by takeaway and online transactions. Some well-known brands within the coffee-to-go industry in Indonesia include Kopi Kenangan, Janji Jiwa, Kopi Kulo, Kopi Tuku, and Kopisoe, among others. The increasing sales and growing number of coffee-to-go outlets have intensified competition among these brands (Gumilang et al., 2021). As consumers now have a wide range of choices, there is a higher risk of brand switching, making it essential for a brand to develop effective strategies to remain competitive and retain customers. One such strategy is building strong brand equity in the minds of consumers (Ebrahim, 2020; Park & Namkung, 2022).

Customer-based brand equity is essential for companies, as it has a direct influence on customer loyalty, brand recognition, and perceived quality. Strong customer-based brand equity allows brands to command premium pricing and maintain customer retention. Additionally, brand equity provides value to companies by fostering customer loyalty and reducing marketing costs (Hazef, 2022). Without strong brand equity, consumers are more

likely to switch to competitors due to a perceived lack of added value, which can result in long-term profit loss (Gon, 2021).

Instagram marketing strategies employed by coffee-to-go brands have been shown to contribute to developing customer-based brand equity. Studies indicate that social media marketing can enhance brand equity in various sectors, including airlines (Niseir & Elrefae, 2022), luxury fashion (Kim & Ko, 2012), and the coffee industry overall (Park & Namkung, 2022). However, Ebrahim (2020) observed differing outcomes in the telecommunications field, pointing to inconsistencies in the impact of social media marketing on customer-based brand equity.

Customer-based brand equity is shaped by consumers' perceptions and is greatly influenced by brand experience, which creates emotional connections with the brand. Positive brand experiences can strengthen associations, foster loyalty, and boost brand equity (Park & Namkung, 2022) Although past research has examined the impact of social media marketing on customer-based brand equity, the mediating effect of brand experience has received less attention. This study seeks to fill that research gap (Damavandi et al., 2022; Kim & Ko, 2012).

In light of previous research inconsistencies and the identified research gap, this study seeks to explore and clarify (1) the impact of Instagram marketing on brand experience within the coffee-to-go sector; (2) the effect of brand experience on customer-based brand equity in this industry; (3) the role of Instagram marketing in shaping customer-based brand equity; and (4) the mediating role of brand experience in the relationship between Instagram marketing and customer-based brand equity in the coffee-to-go setting.

This study aims to enrich management knowledge, specifically in marketing, by examining Instagram marketing, brand experience, and customer-based brand equity. It also seeks to offer practical insights for coffee-to-go brands and the broader industry, providing guidance on leveraging Instagram marketing to strengthen customer-based brand equity through brand experience. Additionally, this study is intended as a valuable resource for future researchers who wish to delve deeper into this topic.

2. LITERATURE REVIEW AND HYPOTESES

In this study, social media marketing—focusing on Instagram marketing—is described as the strategy businesses use to communicate and carry out their marketing activities through Instagram, creating opportunities to foster customer relationships and increase profitability (Kim & Ko, 2012; Koay et al., 2021; Park & Namkung, 2022). Previous studies have examined various aspects of social media marketing across different industries. For example, Kim & Ko (2012) identified five key characteristics of social media marketing for luxury brands—entertainment, interaction, trendiness, word-of-mouth, and customization—a model later utilized by Fazrin et al., (2022) in their e-commerce research. Similarly, Nuseir & Elrefae (2022) investigated social media marketing in the airline industry, focusing on factors such as entertainment, interaction, trendiness, customization, and perceived risk.

This study defines the components of Instagram marketing as interaction, entertainment, customization, and trendiness, which were previously identified as dimensions of Instagram marketing in the research by Park & Namkung (2022) on the coffee industry. Interaction on Instagram occurs when users can easily communicate and exchange opinions and information with other users (Aji et al., 2020) about a specific product and/or brand (Park & Namkung, 2022; Nuseir & Elrefae, 2022). Entertainment refers to the social media experience that brings users pleasure and enjoyment (Park & Namkung, 2022), encouraging participatory behaviors and fostering a strong emotional connection between consumers and the brand (Aji et al.,

2020). Customization, on the other hand, denotes the extent to which social media provides personalized services that cater to the specific preferences of each customer (Park & Namkung, 2022). Trendiness involves delivering the latest information about a brand's products or services (Nuseir & Elrefae, 2022), offering content that aligns with current trends or popular news (Park & Namkung, 2022; Fazrin et al., 2021).

Brand experience encompasses the full range of experiences generated through interactions with a brand (Althuwaini, 2022), driven by elements such as design, identity, communication, and environment (Park & Namkung, 2022). Althuwaini, (2022) breaks down brand experience into five components: sense, feel, think, act, and relate, while Park & Namkung (2021) define its dimensions as sensory, affective, behavioral, and intellectual.

In this study, brand experience is described using the elements identified by Park & Namkung (2021). Sensory experience engages consumers' five senses. Affective experience involves emotional responses that stir feelings. Behavioral experience promotes consumer actions by encouraging physical experiences, lifestyle choices, enduring behavior patterns, and social interactions. Lastly, intellectual experience refers to cognitive engagement that inspires thinking, curiosity, and problem-solving.

Brand equity is defined as both an asset and a liability associated with a brand, including its name and symbol, which are critical assets for maintaining a company's competitive advantage (Hafez, 2022). It is also viewed as a subjective, intangible evaluation made by customers (Park & Namkung, 2022). Scholars hold varying views on the dimensions that constitute customer-based brand equity. Hafez (2022) identifies five key dimensions: brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets. In contrast, Gon (2021) focuses on brand knowledge, encompassing brand awareness and brand image, as foundational to developing customer-based brand equity. Many studies combine these perspectives in various frameworks, such as in the restaurant industry (Kim & Kim, 2004), grocerants (Jeon & Yoo, 2021), and the airline sector (Nuseir & Elrefae, 2022).

This study includes the dimensions of brand awareness, brand image, perceived quality, and brand loyalty (Kim & Kim, 2004; Park & Namkung, 2022). Brand awareness is described as the capacity of consumers to recognize and recall information about a brand (Gon, 2021), which goes beyond name recognition and fosters connections between the brand and its audience (Park & Namkung, 2022). Brand image encompasses the associations that consumers form, including attributes, benefits, and attitudes, all of which support sustainable brand growth (Park & Namkung, 2022; Nuseir & Elrefae, 2022). Perceived quality reflects a consumer's personal assessment of the quality of a brand's products and services in comparison to competitors (Hafez, 2022). Brand loyalty, on the other hand, is defined as the cognitive, emotional, and behavioral commitment customers have toward a brand, which encourages repeat purchases and reduces the likelihood of switching to alternatives (Algharabat et al., 2020; Haudi et al., 2022).

2.1. Instagram Marketing and Brand Experience

Numerous studies have explored the link between social media marketing and brand experience. For instance, research by Chen & Qasim (2021) on the apparel sector, Chen & Qasim (2021) on Chinese e-brands, and Rahmawati & Hidayati (2023) on the fashion industry all identified a positive, significant effect of social media marketing on brand experience. In contrast, a systematic review by Bryła et al. (2022) suggested that not all social media marketing activities significantly impact brand experience.

Considering the relationship between social media marketing and brand experience, this study proposes the following hypothesis:

H1: Instagram Marketing (IM) has a significant positive effect on Brand Experience (CBBE).

2.2. Brand Experience and Customer-Based Brand Equity

Several previous studies have examined the link between brand experience and customer-based brand equity. For example, research on McDonald's customers by Haudi (2022), on e-brands in China by Chen & Qasim (2021), in the fashion sector by Rahmawati & Hidayati (2023), within the coffee industry by Pina & Dias (2021), and in the grocerant sector by Jeon & Yoo (2021) all demonstrated that brand experience positively and significantly aids in building customer-based brand equity. Conversely, Sohaib et al. (2023) found that for Apple's brand, brand experience did not have a significant direct effect on customer-based brand equity. Similarly, Enes et al. (2024), in a literature review, indicated that brand experience does not significantly affect every aspect of digital brand equity.

Based on these findings, the following hypothesis is proposed for this study:

H2: Brand Experience (BE) has a significant positive effect on Customer-Based Brand Equity (CBBE).

2.3. Instagram Marketing and Customer-Based Brand Equity

The connection between social media marketing and customer-based brand equity has been investigated in multiple studies. For example, research by Kim & Ko (2012) on luxury fashion brands, Park & Namkung (2022) in the coffee sector, Fazrin et al., (2022) in e-commerce, Nuseir & Elrefae (2022) in the airline industry, Aji et al. (2020) in Indonesia's ready-to-drink tea market, and Koay et al. (2021) all reported a positive and significant impact of social media marketing on customer-based brand equity. On the other hand, Ebrahim (2020) found in the telecommunications industry that there was no significant direct effect of social media marketing activities on brand equity. Zollo et al. (2020) further emphasized that social media marketing is most effective when companies provide consumers with valuable benefits and positive experiences.

Based on the findings of these studies, the third hypothesis proposed for this research is as follows:

H3: Instagram Marketing (IM) has a significant positive effect on Customer-Based Brand Equity (CBBE).

2.4. Instagram Marketing, Brand Experience, and Customer-Based Brand Equity

Several studies have examined the relationship between social media marketing and customer-based brand equity. For instance, Kim & Ko (2012) found a positive and significant effect in luxury fashion brands, Park & Namkung (2022) in the coffee industry, Fazrin et al., (2022) in e-commerce, Nuseir & Elrefae (2022) in the airline industry, Aji et al. (2020) in Indonesia's ready-to-drink tea sector, and Koay et al. (2021) in general. However, Ebrahim (2020) observed that in the telecommunications sector, social media marketing activities did not significantly impact brand equity. Zollo et al. (2020) further noted that social media marketing yields the best results when companies offer consumers meaningful benefits and positive experiences.

Based on these prior studies, the fourth hypothesis proposed for this research is as follows:

H4: Brand Experience (BE) mediates the relationship between Instagram Marketing (IM) and Customer-Based Brand Equity (CBBE).

3. METHOD

This research employs a descriptive qualitative method while incorporating numerical data throughout the process to provide an overview of the research object. It also uses verificative analysis to test the research hypotheses. Scientific data collection was conducted in the field using a cross-sectional explanatory survey, aimed at identifying cause-and-effect relationships between variables through hypothesis testing. The data collection technique involved distributing a self-administered questionnaire via an internet survey using Google Forms, which effectively reaches a broad audience while optimizing cost and time Hafez, 2021). The research subjects were consumers of coffee-to-go brands who had been exposed to Instagram marketing efforts, making them the target population, with an undefined total number. The minimum sample size was calculated using Lemeshow et al.'s (1997) sampling formula, selected through incidental sampling based on purposive sampling criteria: (1) consumers of coffee-to-go brands, (2) Instagram users, and (3) those who have seen Instagram content or accounts related to coffee-to-go brands. Samples were collected from Instagram accounts of coffee-to-go brands, such as by reviewing followers and comments sections.

In addition to demographic and respondent experience questions, the questionnaire contained items to measure three research variables. All items were adopted and adapted from established literature. Twelve items were used to measure Instagram marketing activities of coffee-to-go brands (Kim & Ko, 2012; Park & Namkung, 2022; Simbolon & Law, 2022), focusing on interaction, entertainment, customization, dan trendiness as dimensions. Another twelve items measured brand experience (Ibrahim & Aljarah, 2023; Pina & Dias, 2021), with dimensions covering sensory, affective, behavioral, and intellectual experience. Finally, thirteen items measured customer-based brand equity (Algharabat et al., 2020; Kim & Kim, 2004; Park & Namkung, 2022), focusing on brand awareness, brand image, perceived quality, and brand loyalty. A semantic differential scale with a scoring range from 1 to 5 was employed for each indicator.

4. RESULTS AND DISCUSSION

After distributing the questionnaire, responses were collected from 129 participants, but 4 of them reported never having seen Instagram content from a coffee-to-go brand. Therefore, these responses were excluded from the analysis as they did not meet the sampling criteria. This left a total of 125 usable responses.

The data revealed that females made up the majority of respondents, representing 65% of the sample. Respondents aged 18-25 years dominated the sample, representing 59.2%, while 30.4% of the respondents were private sector employees. The detailed characteristics of the respondents are presented in Table 1.

Table 1. Characteristics and experiences of the respondents

Characteristics/ Experiences	Description	Frequency	Persentage
Gender	Male	44	35,0%
	Female	81	65,0%

Characteristics/ Experiences	Description	Frequency	Persentage
Age	12-27 years old (Gen Z)	74	59,2%
	28-43 years old (Gen Y)	23	18,4%
	44-59 years old (Gen X)	24	19,2%
	Above 59 years old (Boomers)	4	3,2%
Occupation	Civil Servant	3	2,4%
	Private Employee	38	30,4%
	Entrepreneur	26	20,8%
	Student	32	25,6%
	State-Owned Enterprise Employee	11	8,8%
	Others	15	12,0%
Frequency of viewing brand content/instagram in the coffee-to-go industry	Very often	9	7,2%
	Often	54	43,25
	Rarely	41	32,8%
	Occationally	21	16,8%
Frequency of product purchases per month	Once	37	29,6%
	2-3 times	49	39,2%
	4-5 times	17	13,6%
	More than 5 times	22	17,6%

Source: Primary Data 2024

In terms of respondents' experience, as presented in Table 1, the majority (43%) frequently view content/accounts of coffee-to-go brands on Instagram. Additionally, the questionnaire data shows that 88% of respondents make purchases more than once a month.

The research instrument underwent validity and reliability testing. Validity was assessed with 30 respondents at a 5% significance level, with degrees of freedom calculated as df = n − 2, where df = 30 − 2 = 28, resulting in an r-table value of 0.361. The validity test results showed that all items were valid, with r-values surpassing the r-table threshold. Additionally, reliability testing confirmed that all instruments were reliable, as Cronbach's alpha values exceeded 0.600 (Akoglu, 2021). These results indicate that the research instruments are both valid and reliable, ensuring that the data collected is accurate, relevant, and high-quality.

Three classical assumption tests were applied to the research data: tests for normality, heteroscedasticity, and multicollinearity. The Kolmogorov-Smirnov test was used to assess normality, yielding a significance value of 0.200, which, being above 0.05, confirmed that the residuals followed a normal distribution. Heteroscedasticity was evaluated through scatterplot analysis, which showed no signs of heteroscedasticity within the regression model.

**Table 2.** Hasil Uji Asumsi Normalitas dan Multikolinearitas

Variables	Kolmogorov Smirnov Test	Collinearity Statistic	
		Tolerance	VIF
Instagram Marketing (IM)[a]	0,200	1000	1000
Instagram Marketing (IM)[b]	0,200	0,678	1,475
Brand Experience (BE)[b]	0,200	0,678	1,475

[a] Dependent Variable: Brand Experience (BE)
[b] Dependent Variable: Customer-Based Brand Equity (CBBE)

Source: Primary Data 2024

The multicollinearity test results, presented in Table 2, indicate that all variable relationships have tolerance values above 0.10 and Variance Inflation Factor (VIF) values below 10. These findings confirm the absence of multicollinearity issues in the regression model. Based on the classical assumption tests conducted, it can be concluded that the data meet the fundamental assumptions, supporting the validity of the analysis results and their accurate interpretation.

Hypothesis testing was carried out using Process Macro by Andrew F. Hayes, with the results of the variable interactions displayed in Figure 1.
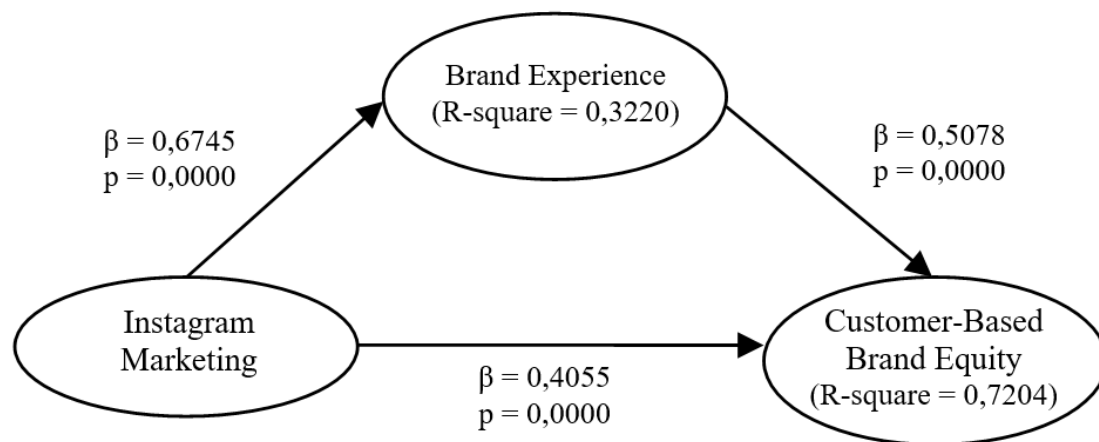
Source: 2024 Research
Figure 1. Relationships among Variables

As illustrated in Figure 1, the R-square value in this study is 0.7204, indicating that Instagram marketing and brand experience explain 72.04% of the variance in customer-based brand equity (CBBE) for coffee-to-go brands. The remaining 27.96% is due to other factors not addressed in this study. However, the specific contributions of Instagram marketing and brand experience to developing customer-based brand equity are yet to be fully clarified.

The influence of each variable is determined from the path coefficient, t-statistic, and p-values, as shown in Table 3. The testing of research hypotheses will be based on this table to evaluate the statistical significance of each relationship between variables.

Table 3. Effect Size Between Variables

Hypothesis	Variables Relationship	*Path Coeff.*	t-Statistic	p-Values	Result
H1	IM → BE	0,6745	7,6436	0,000	Accepted
H2	BE → CBBE	0,5078	9,8119	0,000	Accepted
H3	IM → CBBE	0,4055	6,5931	0,000	Accepted

As shown in Table IV, Instagram Marketing (IM) has a notable positive effect on Brand Experience (BE), with a path coefficient of 0.6745. This relationship is confirmed by a t-statistic of 7.6436, which surpasses the 1.96 threshold, and a p-value of 0, which is below 0.05. These results indicate that IM has a significant impact on BE, **confirming the acceptance of the first hypothesis (H1).**

The connection between Brand Experience (BE) and Customer-Based Brand Equity (CBBE) is reflected by a path coefficient of 0.5078. This relationship is supported by a t-statistic of 9.8119, which exceeds the 1.96 threshold, along with a p-value of 0, reinforcing the significance of this relationship. Thus, BE significantly influences CBBE, **confirming the second hypothesis (H2).**

Further data highlights a direct relationship between Instagram Marketing (IM) and Customer-Based Brand Equity (CBBE), with a path coefficient of 0.4055, which is relatively modest. However, the t-statistic for this connection is 6.5931, surpassing the threshold of 1.96, and the p-value is 0, signifying that IM has a significant positive direct effect on CBBE, thereby **confirming the acceptance of the third hypothesis (H3).** The acceptance of H3 implies that there is a direct effect of IM on CBBE.

To assess the indirect effect of IM on CBBE, mediated by BE, refer to the analysis in Table 4 for further insights.

Table 4. Mediation Value of The Indirect Effect

Hypothesis	Variables Relationship	*Effect*			Result
			Boot LLCI	**Boot ULCI**	
H4	IM → BE → CBBE	0,3425	0,2442	0,4453	Accepted

Table 4 displays the mediation (or indirect) effect in the link between Instagram Marketing (IM) and Customer-Based Brand Equity (CBBE), with Brand Experience (BE) serving as the mediator, showing an effect size of 0.3425. The confidence interval, calculated through bootstrapping, spans from a lower limit (LLCI) of 0.2442 to an upper limit (ULCI) of 0.4453. Since this interval excludes zero, the relationship is considered significant. Therefore, it can be concluded that BE successfully mediates the relationship between IM and CBBE, **confirming the acceptance of the fourth hypothesis (H4).**

Given that IM also significantly influences CBBE directly, and BE mediates this relationship significantly, it can be concluded that BE partially mediates the relationship between IM and CBBE. A summary of the mediation test results is presented in Table 5.

Table 5. Mediation Analysis Summary

IM → BE → CBBE	*Effect*	*LLCI*		
			ULCI	**t-Statistic**

Total Effect	0,7480	0,6144	0,8815	11,0872
Direct Effect	0,4055	0,2838	0,5273	6,5931
Indirect Effect	0,3425	0,2442	0,4453	7,5022

Table 5 provides further evidence of the partial mediation effect, as the LLCI and ULCI for both the direct and indirect effects do not include zero, indicating their significance. Additionally, the t-statistics for both effects exceed 1.96, reinforcing the significance of these relationships.

These findings indicate that brand experience, acting as a mediator, enhances the impact of Instagram marketing (IM) on customer-based brand equity (CBBE). As a result, the total effect of IM on CBBE is 0.7480, with confidence intervals (LLCI and ULCI) that exclude zero and a t-statistic exceeding 1.96, confirming a significant overall effect.

This study demonstrates the influence of Instagram marketing on customer-based brand equity, mediated by brand experience, for coffee-to-go brands based on the series of tests and analyses conducted. Additionally, the research provides several other key findings that contribute to the understanding of this relationship.

This research demonstrates that Instagram marketing has a significant positive influence on brand experience. This indicates that Instagram marketing efforts by coffee-to-go brands can successfully create a brand experience for consumers. The findings align with previous studies by Chen & Qasim (2021), and Rahmawati & Hidayati (2023). Based on these results, it can be said that Instagram marketing facilitates interaction and communication (interaction), builds emotional relationships that encourage participatory behavior (entertainment), personalizes customer preferences (customization), and provides up-to-date information (trendiness), all of which contribute to creating a strong brand experience.

Furthermore, the results indicate that brand experience has a strong positive effect on customer-based brand equity, implying that the brand experience of coffee-to-go consumers influences their perceptions of brand equity. These findings align with the studies conducted Khan (2022), Chen & Qasim (2021), Rahmawati & Hidayati (2023), Pina & Dias (2021), and Jeon & Yoo (2021). The results suggest that consumers experience sensory stimuli, emotional responses (affective experience), physical interactions that influence lifestyle and behavior (behavioral experience), and cognitive stimulation (intellectual experience) through their interactions with coffee-to-go brands, successfully building brand equity in their minds.

The results of this study demonstrate that Instagram marketing significantly impacts customer-based brand equity in coffee-to-go brands, aligning with findings from Kim & Ko (2012), Park & Namkung (2022), Nurseir & Elrefae (2022), Aji et al. (2020), and Koay et al. (2021). Therefore, it can be concluded that the Instagram marketing elements of interaction, entertainment, customization, and trendiness directly contribute to building customer-based brand equity within the coffee-to-go industry.

The final results of this study show that brand experience partially mediates the relationship between Instagram marketing and customer-based brand equity in coffee-to-go brands, consistent with the findings of Koay et al. (2021), Chen & Qasim (2021), and Rahmawati & Hidayati (2023). This suggests that although Instagram marketing can

independently build customer-based brand equity, its impact is amplified when it successfully generates a brand experience for consumers. Therefore, brand experience mediation enhances the effect of Instagram marketing on customer-based brand equity.

5. CONCLUSION

Research involving 125 customers of coffee-to-go brands who have engaged with these brands' Instagram content shows that Instagram marketing significantly impacts brand experience. Furthermore, the study indicates that brand experience is essential in shaping customer-based brand equity among coffee-to-go consumers. While Instagram marketing activities independently aid in building customer-based brand equity, their impact on brand equity is strengthened when Instagram marketing effectively enhances brand experience.

The study also found that brand experience serves as a partial mediator in the relationship between Instagram marketing and customer-based brand equity. Therefore, the managerial implications suggest that brands should focus on Instagram marketing activities that meet the criteria of interaction, entertainment, customization, and trendiness. These efforts will help boost customer-based brand equity either directly or by first creating a compelling brand experience. Through Instagram marketing activities that build brand experience, brands can encourage meaningful interactions with consumers, strengthen social ties between followers and the brand, and ultimately boost customer-based brand equity within the coffee-to-go industry.

Additionally, this research provides valuable insights and serves as a reference for future studies in this field.

6. RECOMMENDATION

Although this research offers valuable contributions, there are some limitations to note. Firstly, data collection was conducted cross-sectionally, capturing only a single point in time. Future studies might consider using a longitudinal approach to gain more in-depth insights into how Instagram marketing influences customer-based brand equity over time, with brand experience as a mediator.

Additionally, this study was limited to a quantitative approach. Future research may benefit from integrating qualitative or mixed methods to gain a more well-rounded perspective on the phenomenon. Another limitation is the exclusive focus on Instagram. Future studies could examine the effects of social media marketing on other platforms, like Facebook or Twitter, to explore how marketing activities across various social media channels impact brand equity differently.

Moreover, future research could explore whether results vary across different industries, providing a broader understanding of how Instagram marketing influences brand equity in sectors other than the coffee-to-go industry. Finally, future studies could investigate the relationship between Instagram marketing and customer-based brand equity with different mediating variables or introduce moderating variables to better understand which practices are most effective.

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