

ABSTRAK

**BRAND LOVE SEBAGAI MEDIATOR PENGARUH SOCIAL
MEDIA MARKETING, BRAND EXPERIENCE DAN
PERCEIVED QUALITY TERHADAP
BRAND LOYALTY PADA TORTE
COFFEE DEMANGAN**

Mikhael Aleksandro Melo Purek
Prodi Manajemen Fakultas Binis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *social media marketing* terhadap *brand loyalty*; (2) pengaruh secara langsung *brand experience* terhadap *brand loyalty*; (3) pengaruh secara langsung *perceived quality* terhadap *brand loyalty*; (4) pengaruh *social media marketing* terhadap *brand loyalty* dengan dimediasi oleh *brand love*; (5) pengaruh *brand experience* terhadap *brand loyalty* dengan dimediasi oleh *brand love*; (6) pengaruh *perceived quality* terhadap *brand loyalty* dengan dimediasi oleh *brand love*. Sampel penelitian ini adalah pelanggan Torte Coffee Demangan yang pernah berkunjung dalam kurun waktu 6 bulan terakhir dan pernah melihat atau mengakses konten yang berkaitan dengan Torte Coffee di media sosial, dengan teknik *purposive sampling*. Penelitian ini menggunakan 386 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner *online* dalam bentuk *Google Form*. Teknik analisis data menggunakan model *Partial Least Square (PLS)* dan diolah menggunakan *software SmartPLS 4*. Hasil penelitian menunjukkan bahwa : (1) *social media marketing* secara langsung berpengaruh terhadap *brand loyalty*; (2) *brand experience* secara langsung tidak berpengaruh terhadap *brand loyalty*; (3) *perceived quality* secara langsung berpengaruh terhadap *brand loyalty*; (4) *social media marketing* berpengaruh terhadap *brand loyalty* dengan dimediasi sebagian (*partial mediation*) oleh *brand love*; (5) *brand experience* berpengaruh terhadap *brand loyalty* dengan dimediasi penuh (*full mediation*) oleh *brand love*; (6) *perceived quality* berpengaruh terhadap *brand loyalty* dengan dimediasi sebagian (*partial mediation*) oleh *brand love*.

Kata kunci : *Social Media Marketing, Brand Experience, Perceived Quality, Brand Loyalty, Brand Love*.

ABSTRACT

BRAND LOVE AS A MEDIATOR OF THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND EXPERIENCE, AND PERCEIVED QUALITY ON BRAND LOYALTY AT TORTE COFFEE DEMANGAN

Mikhael Aleksandro Melo Purek

*Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026*

This study aims to find out: (1) the direct influence of social media marketing on brand loyalty; (2) the direct influence of brand experience on brand loyalty; (3) the direct influence of perceived quality on brand loyalty; (4) the influence of social media marketing on brand loyalty mediated by brand love; (5) the influence of brand experience on brand loyalty mediated by brand love; (6) the influence of perceived quality on brand loyalty mediated by brand love. The sample for this study consisted of Torte Coffee Demangan customers who had visited the store within the last 6 months and had viewed or accessed content related to Torte Coffee on social media, using purposive sampling. This study used 386 respondents as a sample, with data collected via an online questionnaire distributed via Google Forms. Data analysis employed the Partial Least Squares (PLS) model and was processed using SmartPLS 4 software. The results of the study showed that: (1) social media marketing directly influences brand loyalty; (2) brand experience does not directly influence brand loyalty; (3) perceived quality directly influences brand loyalty; (4) social media marketing influences brand loyalty through partial mediation by brand love; (5) brand experience influences brand loyalty through full mediation by brand love; (6) perceived quality influences brand loyalty through partial mediation by brand love.

Keywords: Social Media Marketing, Brand Experience, Perceived Quality, Brand Loyalty, Brand Love.