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## The Effect of Promotion, Consumer Engagement, and Social Networking Content on Brand Loyalty with Brand Trust as an Intervening Variable (Circles Bakery Case Study)

Cornelia Ical Dhega<sup>1</sup>, Nonik Kusuma Ningrum<sup>2</sup>, Bernadetta Diansepti Maharani<sup>3</sup>

<sup>1</sup>Management Study Program, Sarjanawiyata Tamansiswa University, Indonesia, [cornellyaichal@gmail.com](mailto:cornellyaichal@gmail.com)

<sup>2</sup>Management Study Program, Sarjanawiyata Tamansiswa University, Indonesia, [nonik\\_kn@ustjogja.ac.id](mailto:nonik_kn@ustjogja.ac.id)

<sup>3</sup>Management Study Program, Sarjanawiyata Tamansiswa University, Indonesia, [bernandetedian@ustjogja.ac.id](mailto:bernandetedian@ustjogja.ac.id)

Corresponding Author: [cornellyaichal@gmail.com](mailto:cornellyaichal@gmail.com)<sup>1</sup>

**Abstract:** This study aims to determine (1) whether Promotion has a positive and significant effect on brand loyalty with brand trust as an intervening variable, (2) whether consumer engagement has a positive and significant effect on brand loyalty with brand trust as an intervening variable, (3) whether SNS Content has a positive and significant effect on brand loyalty with brand trust as an intervening variable, (4) whether brand trust has a positive and significant effect on brand loyalty. The sample in this study was 112 Circles Bakery customers. The data collection method used a questionnaire distributed using Google Forms. The research method used was a purposive sampling technique. The data obtained from the questionnaire were then processed and analyzed by Multiple Linear Regression with model accuracy (classical assumption test), hypothesis testing using a partial test (t) and a determination test (R<sup>2</sup>) using the SPSS 30 program. The results of this study indicate that the promotion variable has a positive and significant effect on brand trust, the consumer engagement variable has a positive and significant effect on brand trust, SNS content does not have a positive and significant effect on brand trust, the brand trust variable has a positive and significant effect on brand loyalty, and the promotion variable has a positive and significant effect on brand loyalty through brand trust as an intervening variable. Consumer engagement has a positive and significant effect on brand loyalty through brand trust as an intervening variable, and SNS content has a positive and significant effect on brand loyalty through brand trust as an intervening variable.

**Keyword:** Promotion, Consumer Engagement, SNS Content, Brand Trust, Brand Loyalty

### INTRODUCTION

In recent years, the Indonesian food and beverage industry has experienced significant growth. One subsector showing rapid growth is the bakery business. As the number of bakery businesses increases, competition in this industry is increasingly fierce, not only in terms of

product quality but also in marketing, service innovation, and consumer engagement. Consumers no longer solely consider taste but also pay attention to brand value, brand trust, and loyalty to specific products. In this context, marketing communication strategies, particularly through social media, are crucial for building emotional and interactive relationships with customers.

Bakery consumers today rely heavily on social media to seek recommendations, view product reviews, and compare offers. Circles Bakery is a local brand based in Yogyakarta and is well-known among young consumers and active social media users. Circles Bakery offers a wide selection of bakery items with a variety of contemporary brands, as well as different shapes and flavors. In addition to bread and cakes, Circles also offers a variety of beverages in a variety of flavors, both hot and cold. Furthermore, Circles Bakery's location is strategic, situated in a bustling culinary and campus area, making it a popular destination. Circles Bakery promotes its products through Instagram and TikTok using various strategies such as flash sales, influencer content, bundled promotions, and aesthetic product visualizations (Waebuesar et al., 2022). Strong marketing communications not only convey information but also create experiences, consumer engagement, and brand loyalty. In line with these developments, consumer engagement plays a crucial role in building brand trust and loyalty (Cuong, 2020). Consumer engagement describes the emotional, cognitive, behavioral, and interactive interactions between consumers and a brand, which can occur through various communication channels such as advertising, promotions, and social media content.

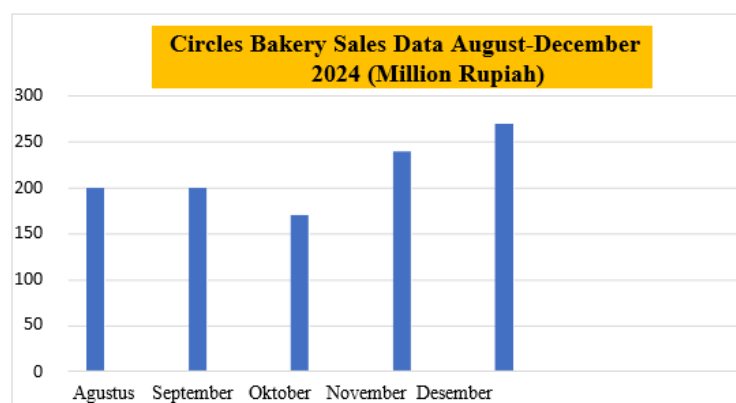


Figure 1. Circles Bakery Sales Data August-December 2024

Based on Figure 1, it can be seen that Circles Bakery sales fluctuated from August to December, indicating that consumers were less loyal to Circles Bakery. Saini, (2019), Brand loyalty is a consumer's preference for a brand compared to other brands. Saini, (2019) Brand loyalty is formed when consumers feel satisfied with the product, both before and after purchase.

Factors that influence brand loyalty include promotion, consumer engagement, social media content (SNS content), and brand trust. Brand loyalty is a consumer's preference for a brand compared to other brands (Saini, 2019). Brand loyalty is formed when consumers feel satisfied with the product, both before and after purchase. Kataria & Saini, (2020).

Promotion is a communication activity between buyers and sellers aimed at assisting consumers in marketing decision-making (Kataria & Saini, 2020). Promotional activities conducted online differ from conventional promotional activities. Promotion is one strategy to attract consumers to purchase a product. Regular promotions support increased buying and selling activities (Souri, 2017). Promotional activities attract people to make purchases, and good promotions make people familiar with the service or product. This is because promotions can provide opportunities for companies to introduce goods or services so that they are quickly recognized or recognized by the wider community (Othman et al., 2017).

Consumer engagement is an effort to create, build, and enhance relationships with customers, which is an important strategy in maintaining future business performance (Cuong, DT, & Khoi, 2019). Engagement is very meaningful in understanding and explaining consumer behavior. The definition of engagement according to (Cuong, DT, & Khoi, 2019) is the level of perceived personal importance and/or interest aroused by a stimulus in a specific situation to the extent that consumers act intentionally to minimize risks and maximize benefits obtained from purchase and use. Engagement is most widely understood as a function of people, objects, and situations. The underlying motivations are needs and values that are a reflection of self-concept. Engagement is activated when an object (product, service, or promotional message) is perceived as helping to fulfill important needs, goals, and values. Engagement refers to consumers' perceptions of the importance or personal relevance of an object, event, or activity. Consumers who perceive that a product has personally relevant consequences are said to be involved with the product and have a relationship with it. Consequences with a product or brand have both cognitive and influential aspects (Waebuesar et al., 2022).

SNS content (social media content) is a medium for socializing where users can participate, share, participate and fill social networks in the virtual world Kataria & Saini, (2020) Social media is a media created to facilitate users to interact 2 ways by utilizing technology. Social media can be defined as an application, platform, or online media that can make it easier for companies to interact, collaborate, or share content with consumers Kataria & Saini, (2020). Social media plays a role when a company's marketing activities begin to build relationships with its consumers and can provide opportunities for companies to communicate with consumers (Ashraf et al., 2018).

Brand trust plays a crucial role in determining consumer purchases. Brand trust is formed through consumers' knowledge of brand characteristics. Brand trust in consumers is inseparable from the important role of companies through marketing strategies carried out to influence consumer trust in brands through promotional activities. Trust occurs due to the fulfillment of brand promises according to consumer expectations obtained directly through consumption experiences. Consumer trust in a brand is an asset for a company. If consumers already have this trust, they will be confident to repurchase products from that brand (Ashraf et al., 2018). Circles Bakery is considered successful in building reach and interaction in terms of social media activity, because the level of comments and content participation is quite high. This shows the phenomenon of differences in the success of digital promotion strategies in managing content that can build trust and customer loyalty optimally, because not all viral or creative SNS content always has a positive impact on brand trust. Othman et al., (2017) stated that SNS content has a negative influence on brand trust if not managed appropriately. Therefore, a deep understanding of the relationship between marketing communications, consumer engagement and brand loyalty is needed.

Based on the background of the problem above, this study aims to determine, "The Influence of Promotion, Consumer Engagement and SNS Content on Brand Loyalty with Brand Trust as an Intervening Variable conducted on Circles Bakery Yogyakarta customers".

### **The Stimulus-Organism-Response (SOR) Theory**

The Stimulus-Organism-Response (SOR) theory is a theoretical framework widely used in consumer behavior research to explain how the external environment influences individual behavior through internal psychological processes. This theory was first introduced by Mehrabian and Russell (1974) in the context of environmental psychology, and developed by Jacoby (2002) and widely applied in the fields of marketing and consumer behavior.

### **Promotion**

Promotion is a crucial element of a marketing mix strategy, serving to introduce products or services to the public and encourage purchases. According to Kurnianingsih & Riorini

(2021), promotion is a series of communication activities undertaken by a company to convey product benefits to consumers and persuade them to make a purchase.

### **Consumer Engagement**

Consumer engagement refers to the level of consumer participation and emotional involvement with a brand, both directly and through digital platforms. According to Rohim & Priyatno (2021), high engagement on social media drives consumer trust in a brand.

### **SNS content**

SNS content is a place where people share entertainment and information. Facebook, YouTube, and Instagram are some of the popular social media platforms. Anyone, including individuals, organizations, and companies, can create content on social media to interact with a wide range of users (Sallam 2019). Social media is a medium created to facilitate two-way.

### **Brand Trust**

According to (Untarini, 2016), brand trust is a brand value that can be created through several aspects that lead to consumer satisfaction, where each individual consumer connects brand trust with their experience with the brand. Brand trust is consumer confidence in a particular brand and is crucial for companies to build good relationships with their consumers (Christiawan, 2021).by utilizing.

## **METHOD**

### **Nature of the Research**

The research used questionnaires as a research tool, conducted on both large and small populations. However, the data studied were from samples drawn from these populations, thus identifying the relative incidence, distribution, and relationships between sociological and psychological variables. Therefore, the researchers collected data through direct observation of Circles Bakery customers. The variables studied were the influence of promotion, consumer engagement, social media content, and brand trust, with the independent variable being brand loyalty.

### **Population, Sample, and Sampling Technique**

#### **a. Population**

In this study, the subjects were Circles Bakery customers who had made purchases.

#### **b. Sample**

The number of indicators in this study was 16, multiplied by 7 to obtain 112 respondents who were Circles Bakery customers.

Number of samples = indicators x 7 Total samples = 16 x 7 = 112

The total number of respondents in this study was 112. Data collection was conducted through the distribution of questionnaires posted on the internet, specifically Google Forms, and distributed via social media to respondents who met the research criteria.

#### **c. Sampling Technique**

This research sample used a nonprobability sampling technique (Rukhmana, 2021). Nonprobability sampling is a sampling technique that does not provide an equal chance or opportunity for each element or member of the population to be selected for the sample.

## **RESULTS AND DISCUSSION**

### **Data Analysis**

#### **a. Validity Test**

Table 1. Promotion Validity Test Results

<b>Variabel/Indikator</b>	<b>Pearson Correlation</b>	<b>R Tabel</b>	<b>Sig</b>	<b>Ket</b>
<i>Promotion</i>				
P1	0,850	0,186	0,000	Valid
P2	0,853	0,186	0,000	Valid
P3	0,844	0,186	0,000	Valid
P4	0,828	0,186	0,000	Valid

Source: Processed data (SPSS 30 output), 2025

Based on table 1. above, the results of the validity test of the Promotion variable show that all statement items have a Corrected Item-Total Correlation value > r-table (0.186), so the statement items are valid, so they are suitable for use as an instrument to measure research data related to the Promotion variable.

Table 2. Consumer Engagement Validity Test Results

<b>Variabel/Indikator</b>	<b>Pearson Correlation</b>	<b>R Tabel</b>	<b>Sig</b>	<b>Ket</b>
<i>Consumer Engagement</i>				
CE1	0,746	0,186	0,000	Valid
CE2	0,811	0,186	0,000	Valid
CE3	0,803	0,186	0,000	Valid
CE4	0,805	0,186	0,000	Valid

Source: Processed data (SPSS 30 output), 2025

Based on table 2. above, the results of the validity test of the Consumer Engagement variable show that all statement items have a Corrected Item-Total Correlation value > r-table (0.186), so the statement items are valid, so they are suitable for use as an instrument to measure research data related to the Consumer Engagement variable.

Table 3. SNS Content Validity Test Results

<b>Variabel/Indikator</b>	<b>Pearson Correlation</b>	<b>R Tabel</b>	<b>Sig</b>	<b>Ket</b>
<i>SNS Content</i>				
SC1	0,700	0,186	0,000	Valid
SC2	0,890	0,186	0,000	Valid
SC3	0,824	0,186	0,000	Valid

Source: Processed data (SPSS 30 output), 2025

Based on table 3. above, the results of the validity test of the SNS Content variable show that all statement items have a Corrected Item-Total Correlation value > r-table (0.186), so the statement items are valid, so they are suitable for use as an instrument to measure research data related to the SNS Content variable.

Table 4. Hasil Uji Validitas *Brand Trust*

<b>Variabel/Indikator</b>	<b>Pearson Correlation</b>	<b>R Tabel</b>	<b>Sig</b>	<b>Ket</b>
<i>Brand Trust</i>				
BT1	0,795	0,186	0,000	Valid
BT2	0,923	0,186	0,000	Valid

BT3	0,899	0,186	0,000	Valid
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Source: Processed data (SPSS 30 output), 2025

Based on table 4. above, the results of the validity test of the Brand Trust variable show that all statement items have a Corrected Item-Total Correlation value > r-table (0.186), so the statement items are valid, so they are suitable for use as an instrument to measure research data related to the Brand Trust variable.

Table 5. Brand Loyalty Validity Test Results

Variabel/Indikator	Pearson Correlation	R Tabel	Sig	Ket
<i>Brand Loyalty</i>				
BL1	0,888	0,186	0,000	Valid
BL2	0,895	0,186	0,000	Valid

Source: Processed data (SPSS 30 output), 2025

Based on table 5. above, the results of the validity test of the Brand Loyalty variable show that all statement items have a Corrected Item-Total Correlation value > r-table (0.186), so the statement items are valid, so they are suitable for use as an instrument to measure research data related to the Brand Loyalty variable.

**b. Reliability Test**

Table 6. Reliability Test Results

Variabel	Croanbach's Alpha	Keterangan
<i>Promotion</i>	0,865	Reliabel
<i>Consumer</i>	0,801	Reliabel
<i>Engagement</i>		
<i>SNS Content</i>	0,734	Reliabel
<i>Brand Trust</i>	0,839	Reliabel
<i>Brand Loyalty</i>	0,741	Reliabel

Source: Processed data (SPSS 30), 2025

The reliability test results, as shown in Table 4.6, show that the Promotion, Consumer Engagement, SNS Content, Brand Trust, and Brand Loyalty variables were proven reliable. This is evident from the Cronbach's alpha value > 0.70, indicating that the questionnaire items consistently measure the research constructs or variables.

**c. Classical Assumption Test**

**1. Normality Test**

a) Equation 1

Table 7. Normality Test Results for Equation I  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		112
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.80081859
Most Extreme Differences	Absolute	.139
	Positive	.139
	Negative	-.091
Test Statistic		.073
Asymp. Sig. (2-tailed) <sup>c</sup>		.200
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.	.431
	99% Confidence Interval	Lower Bound .409
		Upper Bound .444

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed data (SPSS 30 output), 2025

According to Table 4.16, the residual regression model is normally distributed. This is indicated by a significance value or Monte Carlo Sig. (2-tailed) greater than 0.05. This can be seen from the Monte Carlo Sig. (2-tailed) value of 0.431, which means  $0.431 > 0.05$ .

**2. P Plot**

a) Equation 1

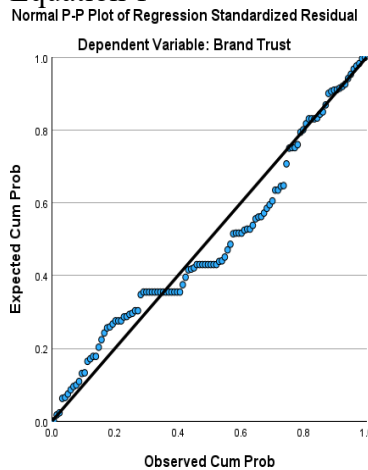


Figure 2. Plot Graph of Equation 1

Source: Processed data (SPSS 30), 2025

**d. Heteroscedasticity Test**

a) Equation 1

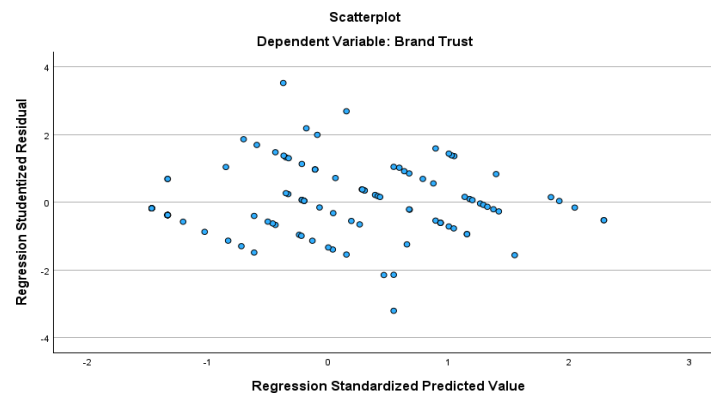


Figure 3. Scatterplot Graph of Equation 1  
Source: processed data (SPSS 30), 2025

Based on Figure 3, the scatterplot output above indicates no heteroscedasticity. This is because the points are randomly distributed and spread above or below the 0 mark on the Y-axis. Therefore, the regression model is suitable for use to confirm that the data is free from heteroscedasticity. The data was then tested using the Glejser test. The results of the Glejser test are as follows:

Table 8. Glejser Heteroscedasticity Test for Equation 1  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.327	.434			.755	.452
Promotion	.116	.042	.445		2.742	.071
Consumer Engagement	-.095	.044	-.353		-2.187	.061
SNS Content	.003	.061	.007		.048	.962

Source: Processed data (SPSS 30), 2025

Based on Table 8. above, it can be concluded that the Glejser heteroscedasticity test for the Promotion variable is 0.071, Consumer Engagement 0.061, and SNS Content 0.962, meaning all variables have a significant value above 0.05. Therefore, it can be concluded that there is no heteroscedasticity.

**e. Multicollinearity Test**

a) Equation 1

Table 9. Results of the Multicollinearity Test for Equation 1

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1.183	.677			1.748	.083		
Promotion	.156	.066	.221		2.367	.020	.324	3.084
Consumer Engagement	.369	.068	.503		5.424	<.001	.328	3.052
SNS Content	.187	.094	.174		1.981	.050	.364	2.747

a. Dependent Variable: Brand Trust

Source: Processed data (SPSS 30), 2025

Based on the results of the calculation of the tolerance value in table 4.20, it shows that the tolerance value of the independent variables, namely Promotion 0.324, Consumer Engagement 0.329, and SNS Content 0.364, which means that the three variables have a tolerance value of more than 0.1, which means there is no correlation between the independent variables. The results of the calculation of the Variance Inflation Factor (VIF) value of the independent variables are Promotion with a VIF value of 3.083, Consumer Engagement with a VIF value of 3.052, and SNS Content with a VIF value of 2.747, which means that the three variables have a VIF value of less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**f. Multiple Linear Regression Test**

a) Equation 1

Table 10. Regression Analysis of Equation 1

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.183	.677		1.748	.083
Promotion	.156	.066	.221	2.367	.020
Consumer Engagement	.369	.068	.503	5.424	<.001
SNS Content	.187	.094	.174	1.981	.050

a. Dependent Variable: Brand Trust

Source: Processed data (SPSS 30), 2025

In the table above, the calculation of multiple regression test using a computer program is:  $Z = a + B1X1 + B2X2 + B3X3 + e$ . In table 4.22, the calculation of multiple regression test with intervening variables is as follows:  $Z = 1.183 + 0.156P + 0.369CE + 0.187SC + e$

**g. Hypothesis Testing**

1. T-Test (Partial Test)

a) Equation 1

Table 11. Results of T-Test Equation 1

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.183	.677		1.748	.083
Promotion	.156	.066	.221	2.367	.020
Consumer Engagement	.369	.068	.503	5.424	<.001
SNS Content	.187	.094	.174	1.981	.050

a. Dependent Variable: Brand Trust

Source: Processed data (SPSS 30), 2025

b) Equation 2

Table 12. Results of T-Test Equation 2

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.499	.589		-.847	.399
Promotion	.078	.058	.134	1.353	.179
Consumer Engagement	.232	.066	.382	3.514	<.001
SNS Content	.128	.083	.145	1.555	.123
Brand Trust	.196	.083	.237	2.369	.020

a. Dependent Variable: Brand Loyalty

Source: Processed data (SPSS 30), 2025

- 1) The Effect of Promotion on Brand Trust
 

Based on calculations using SPSS version 30, as shown in Table 4.24, the calculated t-value for the variable is 2.367, while the t-value at the 5% significance level (0.05) and  $df = 110$  ( $112-2$ ) is 1.982, meaning the calculated t-value is greater than the t-value ( $2.367 > 1.982$ ). The significant value is 0.020, which is less than 0.05 ( $0.020 < 0.05$ ). Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, indicating that promotion has a positive and significant effect on brand trust.
- 2) The Effect of Consumer Engagement on Brand Trust
 

Based on calculations using SPSS version 30, as shown in Table 4.24, the calculated t-value for the variable is 5.424, while the t-value at the 5% significance level (0.05) and  $df = 110$  ( $112-2$ ) is 1.982, meaning the calculated t-value is greater than the t-value ( $5.424 > 1.982$ ). The significant value is 0.001, which is less than 0.05 ( $0.001 < 0.05$ ). Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, indicating that consumer engagement has a positive and significant effect on the brand trust variable.
- 3) The influence of SNS content on brand trust
 

Based on calculations using SPSS version 30, as shown in Table 4.24, the calculated t-value for the variable is 1.981, while the t-value at the 5% significance level (0.05) and  $df = 110$  ( $112-2$ ) is 1.982, meaning the calculated t-value is less than the t-value ( $1.981 < 1.982$ ). The significant value is 0.050, which is equal to 0.05 ( $0.050 = 0.05$ ). Therefore, it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, meaning that the SNS content variable does not have a positive and significant effect on the brand trust variable.
- 4) The Effect of Brand Trust on Brand Loyalty
 

Based on the calculation results using SPSS 30, as shown in Table 4.25, the calculated t-value for the variable is 2.369, while the t-table value at the 5% significance level (0.05) and  $df = 110$  ( $112-2$ ) is 1.982, meaning the calculated t-value = t-table ( $2.369 = 1.982$ ). Meanwhile, the significant value is 0.020, which is less than 0.05 ( $0.020 = 0.05$ ). Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that brand trust has a positive and significant effect on brand loyalty.

2. F Test

a) Equation 1

Table 13. F Test Results for Equation 1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.932	3	74.311	82.264	<.001 <sup>b</sup>
	Residual	97.559	108	.903		
	Total	320.491	111			

a. Dependent Variable: Brand Trust

b. Predictors: (Constant), SNS Content, Consumer Engagement, Promotion

Source: Processed data (SPSS 30), 2025

From the results of the ANOVA test or F test, the calculated F was 82.264 with a significance level of <0.001b or less than 0.05, so it can be concluded that promotion, consumer engagement, and SNS content simultaneously influence brand trust.

3. Coefficient of Determination ( $R^2$ )

The coefficient of determination  $R^2$  is used to determine the extent to which the variance of the dependent variable can be explained by the independent variables.

a) Equation 1

Table 14. Coefficient of Determination ( $R^2$ ), Equation 1

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 <sup>a</sup>	.696	.687	.95043

a. Predictors: (Constant), SNS Content, Consumer Engagement, Promotion

b. Dependent Variable: Brand Trust

Source: Processed data (SPSS 30), 2025

Based on table 14. to determine the influence of independent variables simultaneously on the intervening variable, it can be seen from the magnitude of the coefficient of determination which shows the magnitude of the coefficient of determination of 0.696 which shows that the independent variables together influence the intervening variable by 60.8%, the remaining 39.2% is explained by other variables not examined in this research model.

b) Equation 2

Table 15. Coefficient of Determination ( $R^2$ ), Equation 2

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 <sup>a</sup>	.675	.663	.81565

a. Predictors: (Constant), Brand Trust, SNS Content, Promotion, Consumer Engagement

b. Dependent Variable: Brand Loyalty

Source: Processed data (SPSS 30), 2025

Based on table 4.29 to determine the influence of independent variables simultaneously on the intervening variable, it can be seen from the magnitude of the coefficient of determination which shows the magnitude of the coefficient of determination of 0.675 which shows that the independent variables together influence the intervening variable by 60.6%, the remaining 39.4% is explained by other variables not examined in this research model.

4. Sobel Test

a) The effect of promotion on brand loyalty with brand trust as an intervening variable

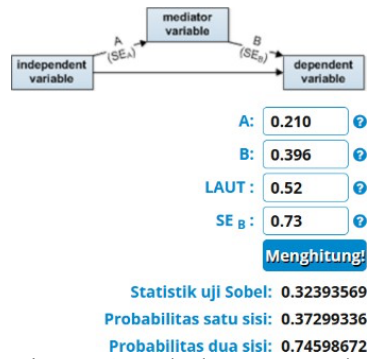


Figure 4. Sobel Test Result

From the results of the Sobel test above with a One-tailed probability value of 0.037299336, which means  $0.037299336 < 0.05$ , it can be concluded that the influence of the promotion variable on brand loyalty with brand trust as an intervening variable is accepted.

**Discussion**

Based on the research results using statistical methods, the following findings were obtained:

**The Effect of Promotion on Brand Trust**

The results of the study indicate that promotion has a positive and significant effect on brand trust. Table 4.24 shows that the calculated t-value for the promotion variable is 2.367, while the t-value for the table is 1.982, indicating that the calculated t-value is greater than the t-value ( $2.367 > 1.982$ ).

**The Influence of Consumer Engagement on Brand Trust**

The research results indicate that consumer engagement has a positive and significant effect on brand trust. Table 4.24 shows the calculated t-value for the consumer engagement variable is 5.424, while the t-value is 1.982, indicating that the calculated t-value is greater than the t-value ( $5.424 > 1.982$ ). Meanwhile, the significance value is 0.001, which is less than 0.05 ( $0.001 < 0.05$ ).

**The Influence of SNS Content on Brand Trust**

The research results indicate that SNS Content does not have a positive and significant effect on brand trust. Table 4.24 shows the calculated t-value for the SNS Content variable is 1.981, while the t-value is 1.982, indicating that the calculated t-value is less than the t-value ( $1.981 < 1.982$ ). Meanwhile, the significant value is 0.050, which means it is the same as 0.05 ( $0.001 = 0.05$ ).

**The Influence of Brand Trust on Brand Loyalty**

The research results indicate that brand trust has a positive and significant effect on brand loyalty. Table 4.25 shows the calculated t-value for the brand trust variable of 2.369, while the t-value is 1.982, indicating that the calculated t-value is greater than the t-value ( $2.369 > 1.982$ ). The significance value is 0.020, which is less than 0.05 ( $0.020 < 0.05$ ).

### **The Influence of Promotion on Brand Loyalty with Brand Trust as an Intervening Variable**

Based on the Sobel test results above, the indirect effect of promotion on brand loyalty, mediated by brand trust, is shown with a one-tailed probability of 0.37, indicating that  $0.37 < 0.05$ . Therefore, it can be concluded that the effect of promotion on brand loyalty, with brand trust as an intervening variable, is acceptable. Based on the research above, it is proven that promotion has a positive and significant effect on brand loyalty through brand trust as an intervening variable.

The results of this study support research conducted by Larasati & Baehaqi (2022), which found that promotions have a positive and significant influence on brand loyalty through brand trust as an intervening variable. Therefore, when promotions improve, they will positively impact brand trust, which in turn will impact Circle Bakery's brand loyalty.

### **The Effect of Consumer Engagement on Brand Loyalty with Brand Trust as an Intervening Variable**

Based on the Sobel test results, consumer engagement on brand loyalty is mediated by brand trust. The one-tailed probability value is 0.008, meaning  $0.008 < 0.05$ . Therefore, it can be concluded that the influence of consumer engagement on brand loyalty, with brand trust as an intervening variable, is accepted. This means that consumer engagement has a positive and significant influence on brand loyalty through brand trust as an intervening variable.

The results of this study support research conducted by Jones & Suh (2020) and Thiele & Mackay (2021), which showed that consumer engagement has a positive and significant effect on brand loyalty through brand trust as an intervening variable. Therefore, when consumer engagement improves, it will positively impact brand trust, which in turn will impact Circle Bakery's brand loyalty.

### **The Effect of SNS Content on Brand Loyalty with Brand Trust as an Intervening Variable**

Based on the Sobel test results above, a direct effect of SNS content on brand loyalty, mediated by brand trust, is evident. A one-tailed probability value of 0.000 indicates that  $0.000 < 0.05$ . Therefore, the conclusion that the effect of SNS content on brand loyalty, with brand trust as an intervening variable, can be accepted. This means that SNS content has a positive and significant effect on brand loyalty through brand trust as an intervening variable. These results support research conducted by Tama & Untoro (2022), which showed that SNS content has a positive and significant effect on brand loyalty through brand trust as an intervening variable. Therefore, when SNS content improves, it will positively impact brand trust, which in turn will impact brand loyalty at Circle Bakery.

## **CONCLUSION**

Based on the data analysis and discussion, the following conclusions can be drawn:

- H1. Rejected. Promotion has a positive and significant effect on brand trust among Circle Bakery customers. This means that the more transparent the promotion, the higher the customer trust in the product.
- H2. Rejected. Consumer engagement has a positive and significant effect on brand trust among Circle Bakery customers. This means that the higher the consumer engagement, the higher the brand trust.
- H3. Accepted. SNS content has a positive and significant effect on brand trust among Circle Bakery customers. This means that increasing SNS content will have a positive impact on brand trust, which in turn will increase brand loyalty.
- H4. Rejected. Consumer engagement has a positive and significant effect on brand loyalty. This means that increasing consumer engagement will also increase brand loyalty.

H5. Accepted. Brand trust has a positive and significant effect on brand loyalty. This means that the more products offered, the greater the customer loyalty.

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