

ABSTRACT

Social media activities carried out by coffee brands are often utilized, particularly to build loyalty among consumers. However, the challenges and effectiveness of these efforts need to be examined in order to maximize the company's potential. This study aims to investigate sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, value consciousness, brand consciousness, continued usage intention, and brand loyalty.

This research will examine social media marketing on Kopi Kenangan's official account, sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, value consciousness, brand consciousness, and continued usage intention, all of which are analyzed using a brand loyalty model.

The research employs a quantitative method through a survey conducted in Indonesia, with a sample size of 400 respondents consisting of Kopi Kenangan consumers. Descriptive analysis is carried out based on data from structural equation modeling and partial least squares using SmartPLS.

The results show that 10 hypotheses are supported, indicating that social media marketing activities influence sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, value consciousness, continued usage intention, and brand loyalty.

For future research, it is recommended to incorporate other relevant roles as predictors of continued usage intention. Additionally, further in-depth exploration of affective and intellectual brand experiences is encouraged, as well as the application of alternative approaches to better understand audience preferences.

Keywords: *Social Media Marketing, Brand Experience, Continued Usage Intention, Brand Loyalty.*