

Research.

Beyond the Cup: An Analysis of the Influence of Social Media Marketing and Mobile Application Usability on Customer Engagement Among Coffee Enthusiasts

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Abstract. This study aims to analyze the influence of Social Media Marketing and Mobile Application Usability on Customer Engagement among users of the Kopi Kenangan application, focusing on students of the Faculty of Social and Political Sciences, Universitas Sumatera Utara (FISIP USU). The research employed a quantitative approach with a causal associative design. Purposive sampling was used to select 100 respondents who were active FISIP USU students, had used the Kopi Kenangan application, followed the official Kopi Kenangan Instagram account, and conducted transactions through the application. Primary data were collected through questionnaires distributed via Google Forms using a five-point Likert scale. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that Mobile Application Usability has a positive and significant effect on Customer Engagement, with a coefficient of 0.594 and a p-value of 0.000. Social Media Marketing also has a positive and significant effect on Customer Engagement, with a coefficient of 0.267 and a p-value of 0.004. These findings indicate that better social media marketing and application usability can increase customer engagement with the Kopi Kenangan brand.

Keywords: Social Media Marketing, Mobile Application Usability, Customer Engagement, Kopi Kenangan, FISIP USU Students.

INTRODUCTION

Background

The coffee shop industry in Indonesia has experienced significant growth in recent years, particularly among the younger generation and urban communities. The emergence of various modern coffee brands indicates that coffee consumption is no longer merely about fulfilling a need but has become an integral part of people's lifestyles. As digital technology advances, competition in the coffee shop business is no longer solely focused on product taste and price but also on a company's ability to create engaging digital experiences for customers. Through social media and mobile apps, coffee shop companies have begun to build closer interactions with

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consumers, ranging from promotions and product ordering to providing practical and fast services. This situation makes the customer's digital experience one of the key factors in enhancing the competitiveness of the coffee shop business in Indonesia.

Social media platforms like Instagram and TikTok have now become primary marketing tools used by companies to build relationships with consumers, including within the coffee shop industry. In the digital age, social media is no longer merely used as an advertising space but also as an interactive medium to foster communication and connection with customers. Engaging, creative, and trend-following content can shape consumers' perceptions of a brand. Additionally, interactions through comments, reviews, and other social media features make consumers feel more engaged with the brands they use. A brand's active and consistent presence on social media can also boost customer trust, interest, and engagement with a product or service. Not only that, social media also allows companies to understand consumer preferences more quickly through responses, interaction levels, and user habits in accessing digital content. Therefore, an effective social media marketing strategy is a key factor in building long-term relationships between companies and customers, particularly for coffee shop businesses that are closely tied to the lifestyles of the younger generation and the evolution of digital trends.

As consumer behavior evolves, there has been a significant shift from in-person transactions at coffee shops toward the use of mobile apps that offer convenient pickup and delivery services. This convenience provides added value for customers seeking time efficiency and flexibility in enjoying their favorite coffee products. However, these benefits are only realized if the app in question offers adequate usability. Conversely, an app that is difficult to use-characterized by low usability-has the potential to frustrate customers, deter them from placing repeat orders, and ultimately drive them to competitors offering a smoother digital experience. In this context, ease of navigation, menu access speed, and an intuitive interface design are crucial factors that cannot be overlooked. These three elements directly influence user comfort when utilizing pick-up and delivery services, which in turn impacts the development of customer engagement that is, the extent to which customers feel connected, loyal, and actively interact with the brand. This is particularly relevant for FISIP USU students, who are familiar with various mobile apps in their daily lives and demand ease and speed in every digital experience. If the Kopi Kenangan app fails to deliver optimal usability, students-as digital natives-are likely to quickly switch to competitors, making it difficult to maintain the customer engagement built through social media.

Amid the increasingly competitive coffee industry, customer engagement is a critical factor in fostering long-term customer loyalty. Customer engagement is defined as customers' voluntary investment of cognitive resources (knowledge), emotional resources (enthusiasm toward the brand), and behavioral resources in their interactions with the brand (Blut et al., 2023). Customers with high engagement levels typically do not merely make repeat purchases; they also provide feedback or reviews, follow the brand's latest updates and promotions, and feel an emotional connection to the brand they use (Choi et al., 2024). In the context of Kopi Kenangan app users, this engagement is evident in customers' participation in rating the app, sharing consumption experiences on social media, and following various digital content and campaigns created by the brand (Maesa et al., 2023). For FISIP USU students who actively use social media and mobile app user-, an emotional connection with a brand is often formed through interactive communication as well as comfortable and enjoyable digital experiences. Therefore, customer engagement is influenced not only by product quality but also by the effectiveness of social media marketing and the ease of use of the mobile application (mobile application usability), which can create positive experiences for customers (Sitorus & Yasri, 2023). The higher the customer engagement with the Kopi Kenangan brand, the greater the

likelihood of fostering loyalty and long-term relationships amidst the abundance of digital coffee brands available today.

Kopi Kenangan is one of the local coffee brands actively utilizing social media as a marketing and communication channel with consumers. Through platforms like Instagram and TikTok, Kopi Kenangan delivers various promotional content, customer interactions, and engaging digital campaigns, thereby building strong relationships with its customers. Additionally, Kopi Kenangan has a mobile app that offers various features such as online ordering, digital promotions, a loyalty program, and cashless payment methods, making transactions more convenient for customers. This makes Kopi Kenangan a relevant subject for research in the areas of social media marketing and mobile application usability. Beyond its robust digital strategy, Kopi Kenangan is a popular coffee brand among university students, including those in the Faculty of Social and Political Sciences (FISIP) at USU. The relatively affordable product prices, modern brand concept, and ease of access to both physical stores and the app make students quite familiar with and active users of Kopi Kenangan's services. These conditions support research on customer engagement because respondents have direct experience interacting with Kopi Kenangan's social media and app. Thus, this study is expected to provide insights into the influence of social media marketing and app usability on customer engagement within the context of modern digital business.

The selection of students from the Faculty of Social and Political Sciences (FISIP) at the University of North Sumatra (USU) as research subjects is based on their characteristics as digital natives. This demographic group consistently dominates the use of the internet, social media, and mobile apps in daily activities (Indonesian Internet Service Providers Association [APJII], 2023). In the context of consumer behavior, coffee consumption habits among students have transformed from a mere functional need into an integral part of their lifestyle and a means of social interaction both within and outside the campus environment (Rahmawati & Alamsyah, 2022). Kopi Kenangan has responded to this phenomenon through the integration of digital strategies focused on social media marketing and mobile app platforms. Social media marketing strategies are actively used to build brand awareness and initial engagement with consumers. The quality of mobile application usability serves to facilitate smooth transactions in order to foster long-term customer loyalty (Pratama, 2021). Therefore, the population of FISIP USU students is a highly relevant sample for empirically measuring the extent to which the integration of these two digital instruments is effective in creating customer engagement.

The urgency of this study stems from a research gap in the existing literature, which exhibits inconsistencies and limited scope. Research by Rachmawati et al. (2020) indicates that although Kopi Kenangan's 4P marketing strategy is robust, customer emotional engagement remains heavily dependent on physical product innovation rather than solely on digital interactions. This is further explored by the research of Uthman & With (2025), which found that Social Media Marketing Activities (SMMA) have a significant influence on loyalty, yet often fail to create engagement if not accompanied by trust built through a stable platform experience. On the other hand, Yoshi Velika et al. (2026) emphasize in their study that User Experience (UX) and the usability of mobile applications act more as mediators of technical satisfaction than as direct drivers of emotional loyalty, sparking a debate over whether usability alone is sufficient to build long-term engagement. A gap was also identified in the research by Ghorbanzadeh & Rahehagh (2021), which states that the relevance of content on social media is often out of sync with app functionality, leading to fragmented brand experiences. Furthermore, research by Lopes et al. (2026) identified that the ease-of-use variable often only impacts short-term purchase intent, while emotional involvement requires a more holistic approach between social media and interface ease. Finally, a study by Alalwan et al. (2020) highlights that mobile interactivity does indeed increase

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engagement, but its effectiveness varies significantly depending on the demographic characteristics of its users. The differing findings regarding which variables are most dominant, along with the limited number of studies that simultaneously integrate social marketing and technical application aspects-particularly among students in specific educational institutions such as the Faculty of Social and Political Sciences (FISIP) at USU-make this research crucial to conduct. Based on this literature gap, this study aims to empirically re-examine the topic through the title: "Beyond the Cup: An Analysis of the Influence of Social Media Marketing and Mobile Application Usability on Customer Engagement Among Kopi Kenangan Customers"

Research Questions

Based on the background described above, the research question in this study is as follows:

1. Does Social Media Marketing influence Customer Engagement among Kopi Kenangan app users among FISIP students at the University of North Sumatra?
2. Does mobile application usability influence customer engagement among Kopi Kenangan app users among FISIP students at the University of North Sumatra?
3. Do Social Media Marketing and Mobile Application Usability simultaneously influence Customer Engagement among Kopi Kenangan app users among FISIP students at the University of North Sumatra?

LITERATURE REVIEW

Social Media Marketing

Social media marketing (SMM) is defined as the use of social media platforms as a marketing communication tool that enables companies to interact directly with consumers in a two-way, real-time manner (Tuten & Solomon, 2017). In the context of the food & beverage industry, social media is no longer merely a promotional tool but has become an ecosystem where brands build narratives, communities, and consumer loyalty (Ashley & Tuten, 2015).

According to Chaffey & Ellis-Chadwick (2022), social media marketing encompasses a series of digital activities that include content creation, online community management, paid advertising, and collaboration with content creators. The key dimensions of social media marketing consist of content quality, interactivity, posting frequency, and the relevance of information conveyed to the audience (Kim & Ko, 2012). Meanwhile, Godey et al. (2016) elaborate that structured brand social media activities can enhance brand value perception and drive active consumer engagement.

In the context of local Indonesian brands such as Kopi Kenangan, an active presence on platforms like Instagram, TikTok, and X (Twitter) is a key strategy in building brand recall and strengthening emotional bonds with customers. Research by Djakasaputra et al. (2021) on F&B product consumers in Indonesia found that the intensity of social media marketing activities positively correlates with customer engagement levels. Similar results were confirmed by Seo & Park (2018), who stated that interactive content on social media significantly increases customer engagement, particularly among millennials and Generation Z-the primary target segments for Kopi Kenangan.

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Previous research by Hanaysha (2022) demonstrated that social media marketing has a positive and significant impact on customer engagement in the hospitality and F&B industries. In line with this, a study by Ibrahim et al. (2022) on international beverage brands showed that content dimensions, interactivity, and brand consistency on social media are strong predictors of customer engagement. Conversely, research by Lăzăroiu et al. (2020) notes that the effectiveness of social media marketing heavily depends on the relevance of content to consumer values; thus, investment in social media does not always correlate directly with increased engagement if the content shared is not contextual.

H1 = Social Media Marketing influences Customer Engagement

Mobile Application Usability

Mobile application usability refers to the level of ease, efficiency, and user satisfaction in interacting with an application on a mobile device (ISO 9241-11, 2018). This concept is derived from usability engineering developed by Nielsen (1994), which identifies five attributes of usability quality: learnability, efficiency, memorability, error tolerance, and satisfaction. In the brand app ecosystem, usability is not limited to technical interface aspects but also encompasses the holistic user experience throughout the digital customer journey.

According to Davis (1989) in the Technology Acceptance Model (TAM), perceived ease of use is the primary determinant in users' acceptance of technology. In the context of F&B brand mobile apps like the Kopi Kenangan App, high usability encompasses ease of menu navigation, speed of the ordering process, clarity of product information, an intuitive reward system, and the reliability of digital payment features (Hoehle & Venkatesh, 2015). Apps designed with good usability in mind create a pleasant user experience and encourage repeat usage.

Research by Huang et al. (2021) on F&B mobile apps in Southeast Asia found that app usability directly influences the frequency of customer interactions with the brand. This finding aligns with the study by Alnawas & Aburub (2016), which demonstrated that the usability of mobile loyalty program apps significantly impacts customer engagement and satisfaction. Another study by Gao & Waechter (2017) confirms that an intuitive and responsive interface design in food and beverage ordering apps is strongly correlated with increased customer engagement, manifested through purchase frequency, app session duration, and participation in loyalty programs.

Previous research by Tarute et al. (2017) indicates that mobile application usability has a positive and significant influence on customer engagement, particularly through the pathways of perceived functional value and hedonistic value. Meanwhile, research by Kim et al. (2016) on Asian mobile commerce platforms found that technical usability aspects such as loading speed, design consistency, and experience personalization are key determinants of customer engagement intensity. These findings reinforce the relevance of measuring mobile application usability as a strategic variable within technology-based brand ecosystems such as Kopi Kenangan.

H2 = Mobile Application Usability influences Customer Engagement

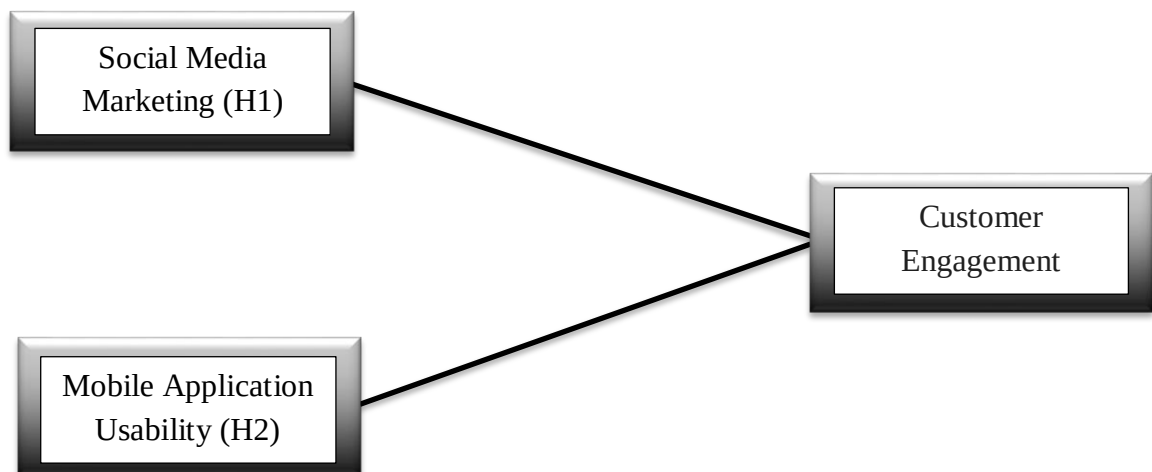


Figure 1. Research Hypotheses

RESEARCH METHOD

This study employs a quantitative research method with a causal-associative approach. According to Sugiyono, quantitative research is a research method grounded in the philosophy of positivism and is used to study a specific population or sample through statistical data analysis. The causal-associative approach was used because this study aims to determine the cause-and-effect relationship between the independent variables-Social Media Marketing (X1) and Mobile Application Usability (X2) and the dependent variable-Customer Engagement (Y)-among users of the Kopi Kenangan app. This study also falls under the category of field research because data was obtained directly from respondents through the distribution of questionnaires to FISIP students at the University of North Sumatra who use the Kopi Kenangan application.

This study was conducted within the Faculty of Social and Political Sciences (FISIP), University of North Sumatra (USU), Medan. The selection of this location was based on the consideration that FISIP USU students constitute a potential population and meet the research criteria, namely as active users of the Kopi Kenangan app. Additionally, FISIP USU students have high access to and exposure to social media as well as the use of mobile applications in their daily lives, making them capable of providing relevant data regarding the influence of Social Media Marketing and Mobile Application Usability on Customer Engagement. The data collection period for this study is planned to last three months, from March to May 2026, covering the distribution of questionnaires, data collection, and preliminary data processing.

The population in this study consists of all active students in the Faculty of Social and Political Sciences at the University of North Sumatra (FISIP USU) who are users of the Kopi Kenangan app, where the exact number is unknown (unknown population). Given the dynamic nature of this population, the determination of sample adequacy is based on the theory of Hair et al. (2010), which bases sample size on the number of questionnaire items to ensure the sample meets the requirements for multivariate analysis. The sampling technique employed a non-probability sampling method using purposive sampling, which, according to Sugiyono (2021), involves selecting a sample based on specific considerations or criteria to ensure the collected data is focused and relevant to the research objectives. Based on this method, the sample criteria established for this study are as follows:

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1. Consumers are active undergraduate (S1) students in the Faculty of Social and Political Sciences at the University of North Sumatra (FISIP USU).
2. Respondents have purchased and consumed Kopi Kenangan products at least twice in the past 3 months.
3. Respondents have the official Kopi Kenangan mobile app on their devices and have made at least one transaction or redeemed a promotion through the app within the past six months.
4. Respondents are active followers of Kopi Kenangan's official Instagram account.

The data collection method in this study utilized two types of data sources: primary data and secondary data. Primary data was obtained directly from the study respondents, namely FISIP USU students who use the Kopi Kenangan app. Primary data collection was conducted by distributing an online questionnaire via Google Forms. The questionnaire was designed based on indicators of the variables Social Media Marketing, Mobile Application Usability, and Customer Engagement. The questionnaire was distributed through student communication channels such as WhatsApp groups, Line, and other social media platforms to facilitate respondents' access to and completion of the research questionnaire. The questionnaire design in this study used a five-point Likert scale consisting of: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. The Likert scale was chosen because it provides an indication of the respondents' level of agreement regarding the influence of Social Media Marketing and Mobile Application Usability on Customer Engagement among Kopi Kenangan app users.

Table 1. Research Constructs

Variable	Indicator	Source
Social Media Marketing	1. The content on Kopi Kenangan's social media (Instagram/TikTok) appears engaging and entertaining.	Ramdani, F., Sahara, S., Anisa, D. C. (2025)
	2. Kopi Kenangan's social media admins respond quickly to incoming questions or comments.	
	3. The content uploaded by Kopi Kenangan always follows trends or issues that are currently popular on social media	
	4. Kopi Kenangan's content and offers (promotions) are tailored to my preferences or interests as a user	
	5. There are many reviews or posts from other customers regarding Kopi	

	Kenangan products on the Instagram platform.	
Mobile App Usability	1. I feel I will use the Kopi Kenangan app frequently in the future. 2. I feel the Kopi Kenangan app is too difficult to use. 3. I feel the Kopi Kenangan app is very easy to use. 4. I feel I need help from others to use the Kopi Kenangan app. 5. I feel that the various features within the Kopi Kenangan app are well-integrated. 6. I feel there are many inconsistencies in the Kopi Kenangan app (for example: button layouts or the ordering process keeps changing). 7. I think other students will pick up the Kopi Kenangan app very quickly. 8. I find the Kopi Kenangan app very difficult and cumbersome to use. 9. I feel very confident when using the Kopi Kenangan app. 10. I feel I need to learn a lot first before I can use the Kopi Kenangan app fluently.	Kaya, A., Ozturk, R., Altin Gumussoy, C. (2019)
Customer Engagement	1. Dealing with a specific seller (Kopi Kenangan) makes me think about our business relationship. 2. I often think about the seller (Kopi Kenangan) during transactions.	Ahmed B, Zada S, Zhang L, Sidiki SN, Contreras-Barraza N, Vega-Muñoz A, Salazar-Sepúlveda G (2022)

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3. Interacting with this specific industry (coffee) sparked my interest in learning more about it.
 4. I have a positive impression when dealing with this seller (Kopi Kenangan).
 5. Dealing with a specific seller (Kopi Kenangan) makes me happy.
 6. I feel comfortable using products from this particular seller (Kopi Kenangan).
 7. I feel proud to deal with this particular seller (Memory Coffee).
 8. I spend a lot of time dealing with this seller (Memory Coffee), compared to other sellers.
 9. Whenever I want to buy this product (coffee), I usually deal with the same seller (Kopi Kenangan).
 10. I most frequently deal with my specific seller (Kopi Kenangan).
-

Meanwhile, secondary data was obtained from various supporting sources such as books, scientific journals, articles, previous research, as well as information related to social media, app usability, customer engagement, and the digital business development of Kopi Kenangan. Secondary data was used to strengthen the theoretical foundation, support the research analysis, and serve as a reference in the formulation of research indicators.

RESEARCH FINDINGS AND DISCUSSION

Research Results

Demographic Results

Data collection for this study was conducted by distributing a digital questionnaire via Google Forms to 100 active FISIP USU students who are users of the Kopi Kenangan app. Based on the collected characteristics, the respondent profile was dominated by females (78%), with 42% in the 20-year-old age group and 34% in the 21-year-old age group, and 57% were from the Communication Studies program. From an academic sociodemographic perspective, the majority of questionnaire respondents were students from the younger cohorts, specifically the 2023 cohort at 47% and the 2022 cohort at 41%. Overall, these data indicate that the majority of

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Kopi Kenangan app users within the FISIP USU community are female students of productive age from the fields of communication and administration who belong to the digital native generation.

Table 2. Respondent Demographics

Respondent Criteria	Number of Respondents	Percentage
Gender		
Female	19	19%
Male	81	81%
Age		
<18	4	4%
18-20	71	71%
21-23	8	8%
20-23	15	15
>23	2	2%
Class		
2021	1	1%
2022	3	3%
2023	16	16%
2024	55	55%
2025	25	25%
Major		
Business Administration	67	67%
Public Administration	8	8%
Political Science	6	6%
Social Welfare	2	2%
Communication	3	3%
Social Anthropology	14	14%
Sociology	-	-

Source: Processed data (2026)

Validity Test Results

In testing convergent validity, assessment can be based on outer loading values and Average Variance Extracted (AVE). According to Hair et al. (2019), an indicator is considered to meet convergent validity if it has an outer loading value > 0.70, while a good AVE value must be > 0.50. This is further supported by Imam Ghozali (2016), who states that an AVE value of at

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least 0.50 indicates that the latent variable is capable of explaining more than half of the variance of its indicators on average.

Testing convergent validity is crucial in quantitative research to ensure that the indicators used have a strong relationship in measuring the same construct. Convergent validity indicates the extent to which a construct can explain the variance of its indicators (Hair et al., 2019). In reflective model measurement, convergent validity is evaluated through outer loading values and Average Variance Extracted (AVE), where an AVE value ≥ 0.50 indicates that the construct explains 50% or more of the variance of its indicators. Therefore, meeting the criteria for outer loading and AVE values is a primary requirement in testing convergent validity. Additionally, an indicator is considered valid if it has a minimum factor loading of 0.70, while a construct is deemed valid if the AVE reaches a minimum of 0.50 (Yarsasi, S., Tahyudin, I., & Hariguna, T., 2025).

Tabel 3. Validity Test

Variable	Indicator	Outer loadings
Costumer Engagement	CE1	0.816
	CE2	0.752
	CE3	0.724
	CE4	0.869
	CE5	0.787
	CE6	0.754
	CE7	0.812
	CE8	0.784
	CE9	0.796
	CE10	0.784

Mobile Application Usability	MAU1	0.752
	MAU3	0.857
	MAU5	0.804
	MAU7	0.821
	MAU9	0.865
Social Media Marketing	SMM1	0.839
	SMM2	0.819
	SMM3	0.881
	SMM4	0.822
	SMM5	0.827

Source: Processed data (2026)

Outer loading values were obtained from the data processing results presented in Table 1. Based on the criteria proposed by Hair et al. (2019), an indicator is considered to meet convergent validity if it has an outer loading value above 0.70. The test results show that most indicators in the Social Media Marketing (SMM) and Customer Engagement (CE) variables have met these criteria. In the Mobile Application Usability (MAU) variable, five indicators-namely MAU1 (0.752), MAU3 (0.857), MAU5 (0.804), MAU7 (0.821), and MAU9 (0.865)-exhibited high outer loading values and were therefore retained in the measurement model.

The evaluation process of the measurement model resulted in refinements to the Mobile Application Usability construct through the elimination of several indicators that did not meet the criteria for convergent validity. Following this process, the remaining indicators continue to comprehensively represent the Mobile Application Usability construct. MAU1 represents behavioral intention, MAU3 represents perceived ease of use, MAU5 represents system integration, MAU7 represents learnability, and MAU9 represents user confidence. These five aspects are important dimensions within the concept of usability and align with the perceived ease of use construct in the Technology Acceptance Model (TAM). Thus, the removal of invalid indicators does not diminish the substantive meaning of the Mobile Application Usability variable, and the measurement model used

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has undergone a validation and refinement process, retaining only those indicators best capable of reflecting the research construct and preserving the conceptual meaning of the variables under study. For the Social Media Marketing (SMM) and Customer Engagement (CE) variables, all indicators were deemed valid because they had outer loadings > 0.70. The highest outer loading values were found in indicator SMM3 at 0.881 for the Social Media Marketing variable, indicator MAU9 at 0.865 for the Mobile Application Usability variable, and indicator CE4 at 0.869 for the Customer Engagement variable, indicating that these indicators have the strongest contribution in representing their respective constructs. Based on these results, it can be concluded that the measurement model meets the criteria for convergent validity because all constructs are represented by valid indicators that effectively reflect the latent variables being measured.

Furthermore, the Average Variance Extracted (AVE) values show that all variables have values above 0.50, namely Social Media Marketing at 0.702, Mobile Application Usability at 0.674, and Customer Engagement at 0.622. The highest AVE value was obtained by the Social Media Marketing variable at 0.702. Thus, each latent variable is able to explain more than half of the variance of its indicators, so the research model is declared to meet the criteria for good convergent validity.

Results of the AVE and Reliability Tests

Before testing the hypotheses, an evaluation of the measurement model (outer model) was first conducted through reliability and convergent validity tests. The reliability test aims to determine the level of consistency in respondents' answers for each indicator in measuring the research variables (Hair et al., 2021). Reliability testing in this study utilized Cronbach's Alpha, Composite Reliability (rho_a and rho_c), and Average Variance Extracted (AVE) with the assistance of the SmartPLS 4 software (Sarstedt et al., 2020).

In this study, the Mobile App Usability variable has indicators that are negative (contradictory), specifically in statements MAU 2, MAU 4, MAU 8, and MAU 10. Before conducting data testing using SmartPLS, the researcher performed a reverse coding process specifically for those statements (scale 5 was changed to 1, scale 4 to 2, and so on). This was done to ensure that the measurement direction of all indicators was consistent, so that the convergent validity (AVE) test could produce accurate model estimates. The results of the AVE and reliability tests are presented in the following table.

Table 4. Reliability and AVE Tests

Variabl e	Cronbach 's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CE	0.932	0.938	0.943	0.622
MAU	0.878	0.878	0.911	0.673

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SMM 0.894 0.899 0.922 0.702

Source: Processed data (2026)

Based on the results in the Reliability Test and AVE Table, all variables have Cronbach's Alpha and Composite Reliability values above 0.7, so the research instrument is deemed reliable. Additionally, the AVE values for the CE, MAU, and SMM variables were 0.622, 0.673, and 0.702, respectively, exceeding the minimum threshold of 0.5. Consequently, all variables were deemed valid and suitable for use in this study (Ghozali & Latan, 2015).

Hypothesis Test Results

Hypothesis testing was conducted to determine the influence of the Social Media Marketing and Mobile Application Usability variables on Customer Engagement among Kopi Kenangan app users. According to Ghozali (2021), hypothesis testing in the Partial Least Squares (PLS) method involves examining path coefficients, t-statistics, and p-values to assess the significance of relationships between variables. Additionally, Hair et al. (2022) state that a hypothesis can be accepted if the t-statistic value is > 1.96 and the p-value is < 0.05 at a 5% significance level. Based on the data analysis results using the SmartPLS software, the following hypothesis test results were obtained.

Table 5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
MAU -> CE	0.594	0.583	0.089	6.641	0.000
SMM -> CE	0.267	0.285	0.094	2.847	0.004

Source: Processed data (2026)

Based on the hypothesis test results in Table 5, it is found that the Mobile Application Usability (MAU) variable has a positive and significant influence on Customer Engagement (CE) with a coefficient value of 0.594 and a p-value of 0.000 < 0.05. The t-statistic value of 6.641 also indicates that the relationship is significant because it exceeds the minimum threshold of 1.96. This suggests that the better the usability of the Kopi Kenangan app, the higher the customer engagement with the app. Thus, the first hypothesis is accepted.

Furthermore, the Social Media Marketing (SMM) variable also showed a positive and significant effect on Customer Engagement (CE) with

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a coefficient value of 0.267 and a p-value of $0.004 < 0.05$. Additionally, the t-statistic value of 2.847 indicates that the relationship between the variables is significant. These results indicate that the social media marketing activities conducted by Kopi Kenangan are able to increase customer engagement in using the app. Therefore, the second hypothesis is accepted.

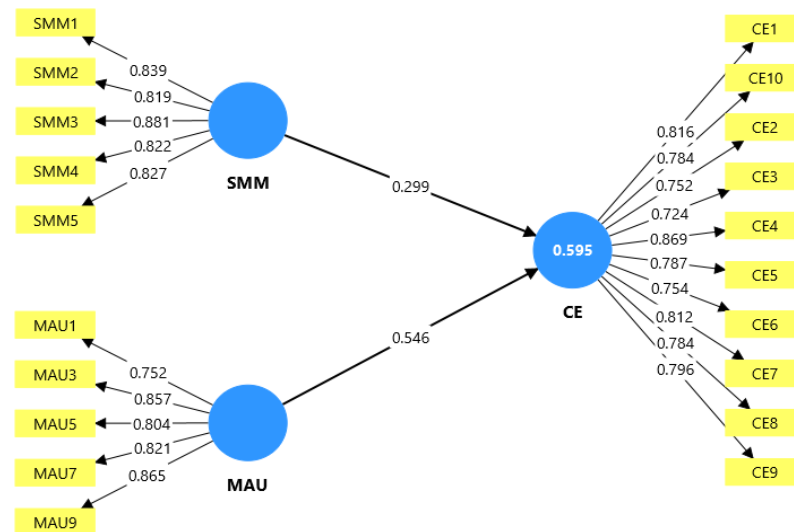


Figure 2. Data processing results using SmartPLS

Source: Processed data (2026)

Discussion

The results of the first hypothesis test indicate that active engagement among specific demographic groups has a positive linear correlation with the functionality of the adopted technology. This finding reinforces previous studies stating that the utilization of digital features is more optimal when the app ecosystem targets the appropriate age segment. Based on the research data, the dominant user groups are early working-age adults and younger college students, who are theoretically characterized by very high levels of technology acceptance. The personality traits of this digital native generation make them more adaptable to feature updates, user interfaces, and the transaction efficiency offered by mobile application systems.

On the other hand, findings from the second hypothesis indicate differing behavioral patterns when examined through the respondents' academic backgrounds. A high concentration of users from specific academic disciplines does not automatically serve as the sole driver of platform loyalty unless supported by the relevance of the digital content presented. This is most likely influenced by students' level of digital literacy, which makes them more critical and selective regarding information or promotional programs. Although users are familiar with social media, technical satisfaction and the perceived ease of use when operating the app remain the primary indicators determining their long-term brand engagement.

CONCLUSION

Based on the research findings and discussion, the study concludes that there is a positive relationship between social media marketing and mobile application usability on customer engagement among Kopi Kenangan app users.

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This study provides managerial implications that the integration of interactive social media content and user-friendly mobile application interfaces is crucial in building emotional engagement among young consumers within the FISIP USU community. Kopi Kenangan management must maintain the presence and consistency of these digital features to withstand the onslaught of competition from the modern coffee industry, which offers similar convenience. The limitations of this study lie in the use of a limited number of variables and the elimination of several operational indicators that did not meet the criteria for convergent validity. Nevertheless, the remaining indicators are confirmed to be sufficiently robust and intact to represent the concept of Mobile App Usability theoretically without compromising the meaning of the variables. Regarding these instrument limitations, it is recommended that future researchers refine the wording of questionnaire items related to app quality, particularly those with negative or contradictory statements, to avoid introducing bias in respondents' understanding and to ensure the AVE meets optimal criteria in subsequent studies.

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