Influencing Factors of Customer Brand Attitude and Buying Intention at Co-Working Space, Indonesia

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Abstract

This study aims to analyze the influence of Social Media Marketing Activities, Brand Image, Program Membership, Celebrity Endorsement, and Customer Behavior on Customer Attitude to Brand and Intention to Purchase of visitors to Co-Working Space Cold 'N Brew in Solo, Indonesia. The object of the study was visitors to the shop who had visited at least once and had a membership card. This study uses the causality method to explain the cause-and-effect relationship with a quantitative approach. The sampling technique used was Probability Sampling with the Simple Random Sampling method, involving 400 respondents obtained based on the Hair formula. Data analysis was carried out with the help of SmartPLS 3.0 software. The results of the study showed that the variables Social Media Marketing Activities, Brand Image, Program Membership, Celebrity Endorsement, and Customer Behavior had a significant effect on Attitude to Brand. Furthermore, Attitude to Brand was proven to have a significant effect on Intention to Purchase. These findings provide important insights for Co-Working Space Cold 'N Brew regarding effective marketing strategies to increase positive customer attitudes towards the brand and purchase intentions.

1. Introduction

With the increasing competition in the business world, every company strives to position itself as the best and foremost. Tight competition encourages companies to continue to innovate in products, goods, and services that generate profits (Ingenbleek, 2020) . In addition, intensive competition requires companies to be more observant and sensitive in seeing business opportunities. In facing this competition, companies need to focus on customer satisfaction and must be careful and responsive to change to take advantage of business opportunities.

One of the rapidly growing business opportunities is *co-working space*. *Co-working space* is a work environment used by different individuals or companies. *Co-working space* specifically offers an environment that allows for the sharing of equipment, knowledge, and ideas. Another definition of *co-working space* is a workspace that is rented periodically and used together with other users with flexible hours.

The high interest in renting offices makes the *co-working space business opportunity* a very potential alternative solution for novice entrepreneurs or start-ups looking for more affordable costs compared to private office space. One example of *a co-working space* is **Cold 'N Brew** , which is an ecosystem formed from the collaboration of several brands or start-ups. Cold 'N Brew offers space for events, meetings, and workplaces for entrepreneurs or students in Solo. Cold 'N Brew is one of the many coffee shops in Surakarta City, located at Jl. Veteran No.136, Gajahan, Kec. Ps. Kliwon, Surakarta City, Central Java 57156. After almost seven years of operation, Cold 'N Brew now has 13 branches spread across various cities in Indonesia, including Klaten, Yogyakarta, Semarang, Karanganyar, and Medan (Digital Media - Bisnis.com, 2023) . In addition, the number of *start-ups* that come and go around the Cold 'N Brew environment is a note so that companies can provide services so that consumers become more stable and can stay longer. In this context, *Customer Attitude to Brand* and *Intention to Purchase* play an important role in increasing business stability and growth.

Customer Attitude to Brand is the overall assessment given by customers to a brand based on their experiences, perceptions, and interactions with the product or service offered. This attitude includes affective, cognitive, and conative components that reflect the customer's feelings, beliefs, and intentions towards the brand, respectively. **Kumar & Kaushik, (2020)** Positive customer attitudes are very important for companies because they can increase customer loyalty, strengthen brand image, and differentiate the brand from its competitors.

Furthermore, *Intention to Purchase* is a customer's tendency to purchase a particular product or service in the future. This intention is influenced by the customer's attitude towards the brand, which includes perceived value, brand trust, and previous positive experiences. **Yu & Lee, (2019)** shows that purchase intention is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control. In a marketing context, the more positive a customer's attitude toward a brand, the more likely they are to have an intention to purchase that product or service. In combination, customer attitudes toward a brand and purchase intentions form the basis of purchasing decisions that affect business stability and growth. Companies must strategically manage and monitor both of these aspects to ensure continued customer satisfaction and increased market share.

Recent studies have shown that positive customer attitudes towards a brand can increase their intention to make a purchase, which in turn affects the financial performance of the company **(Kapoor & Banerjee, 2021)** . Customer attitudes towards a brand are often influenced by social media marketing activities, which can strengthen positive perceptions about the brand and build strong emotional connections with consumers **(Madlberger & Kraemmer, 2019)** . Research **by**

Lien et al., (2015) showed that consistent brand image and good service quality can increase customers' positive attitudes, which then have an impact on their purchase intentions. On the other hand, purchase intentions are also influenced by loyalty program membership and celebrity endorsements, which can strengthen customers' positive perceptions of the brand **(Knoll & Matthes, 2017; Lien et al., 2015) .**

By understanding these factors and implementing effective strategies, Cold 'N Brew can improve customers' attitudes toward the brand and their intention to purchase, thereby helping the company overcome competitive challenges and achieve sustainable success. In order to win the competition and establish good relationships with their customers, companies must adopt an integrated and innovative marketing approach (Tien et al., 2019) .

One of the marketing trends that is currently popular is *Social Media Marketing Activities* . Patton et al., (2016) *Social Media Marketing Activities* is defined as "a group of internet-based applications built on the ideological and technological foundations of web 4.0, and enabling the creation and exchange of user-generated content". In other words, *Social Media Marketing Activities* in companies can more easily introduce their products and services at a lower cost through online media, their market reach is also wider (eg, Instagram, Twitter and Facebook), news sites (eg, Digg and del.icio.us), and opinion sharing sites (eg, Eopinions), to meet branding and communication goals (Harjanti, 2021) .

The next strategy in viewing *customer attitude to brand* is *Brand Image* , because Brand image is part of brand equity in the form of a general perception of a brand that lies in consumer memory and a combination of many brand reminders. Hisyam & Suryani, (2020) stated that brand image is an indicator used by companies to determine how well the brand is known by its customers. The company's brand image can provide its own satisfaction for customers. The stronger the brand image in the minds of customers, the higher the customer's confidence to remain loyal to the products they buy, which in turn helps companies maintain profits over time. From a consumer perspective, high-quality products will create satisfaction, because satisfaction reflects the achievement of consumer expectations for the product. However, if consumers feel dissatisfied, this will have a negative impact on the company, resulting in a bad brand image and negative reviews from consumers (Dibyo et al., 2021) .

The third strategy to increase customer satisfaction is *the Membership Program* . This program is a common method implemented by companies to provide various benefits to customers, such as promotions, discounts, cashback, and special prices based on certain conditions for every purchase at the company's outlets or their partners. Membership is usually marked by the provision of a membership card. Qualified individuals or purchasing agents can become members and use the card. (Nizan, 2023) .

Thus, membership programs have now become a must for marketers as a form of appreciation to customers. Offering lower prices to buyers who are registered in a membership program is one

strategy implemented by various companies to encourage repeat purchases. These discounts are often used in the durable goods industry.

The fourth strategy in increasing consumer satisfaction is by conducting promotions, namely by involving *Celebrity Endorsement. Celebrity endorsement* is a form of advertising campaign that involves famous personalities and uses individual fame to help promote a product or service. The *celebrity endorsement strategy* involves a public figure or artist who is widely known and later collaborates with business people to promote merchandise online. *Celebrity endorsement* is considered to have benefited many companies financially (Febrianti et al., 2021) . Yang et al., (2023) , *Celebrity endorsers* can have a significant impact on the promotion process. This phenomenon is increasingly seen in developing countries in line with advances in technology and information (Chan et al., 2018) . It is believed that celebrities can quickly establish relationships with audiences and influence their preferences for products. When a brand or product is promoted by a famous figure, this can increase sales, thus providing benefits to both the celebrity and the company concerned (Vahid & Muhammad, 2022) .

The last strategy in improving *Attitude to Brand* is to look at *customer behavior*, because modern companies cannot ignore consumer behavior analysis in their marketing activities. Consumer behavior refers to the process by which consumers make decisions in choosing, buying, using, and utilizing products or services to meet their needs and wants (Harnjo et al., 2021) . Understanding customer behavior can provide consumer behavior decision makers with customer behavior, strengthen interactions with consumers, and create a series of strategies such as products, prices, channels, promotions and so on in a timely manner. This can help companies maximize their ability to improve marketing positions, which are targeted to meet personalized customer needs (Lu, 2021) .

Thus, when companies believe that their own product access through economic and physical needs to assess consumer shopping habits in countries in need, but to estimate consumer purchasing behavior or incentives to buy cannot be predicted. Rabby et al., (2021) said that consumer behavior is discussed both because internal and external factors that influence the decision-making process in consumer behavior can be assessed through socio-psychological and economic elements.

The following are some differences from the results of previous research *(research gap)* related to the relationship between, among others, *Social Media Marketing Activities, Celebrity Endorsement, Brand Image , Customer Behavior* and *Customer Loyalty* to the Dependent Variable *Customer Attitude to Brand* raised in this study, including the following:

Table1. Research Gap findings

Gap	Writer	Findings
There are different views regarding the influence of *Social Media Marketing Activities* on *Customer Attitude to Brand*	(Duffett, 2017) (Lim et al., 2017) .	The results show that *Social Media Marketing Activities* have a significant positive effect on *Customer Attitude to Brand.*
	(Appel et al., 2020)	*Social Media Marketing Activities* have no effect on *Customer Attitude to Brand*
There are different views regarding the influence *of Brand Image* on *Customer Attitude to Brand*	(Abin et al., 2022) and (Afandi & Marsasi, 2023)	The results show that *Brand Image* has a significantly positive effect on *Customer Attitude to Brand.*
	(Agustin et al., 2021) .	*Brand Image* has no effect on *Customer Attitude to Brand*
There are different views regarding the influence *of program membership* on *Customer Attitude to Brand*	(Ramstetter & Habersack, 2020)	*Membership program* has a significant positive effect on *Customer Attitude to Brand*
	(Lacey, 2009) .	*Program membership* does not affect *Customer Attitude to Brand*
There are different views regarding the influence of *Celebrity Endorsements* on *Customer Attitude to Brand*	(Wang et al., 2017) . (Ha & Lam, 2017) .	*Celebrity Endorsement* Results has a significantly positive effect on *Customer Attitude to Brand*
	(Haiban & Rimadias, 2023) .	*Celebrity Endorsement* has no effect on *Customer Attitude to Brand*
There are different views regarding the influence *of Customer Behavior* on *Customer Attitude to Brand*	(Ramli et al., 2020) . (Chou et al., 2020) .	The results show that *Customer Behavior* has a significant positive influence on *Customer Attitude to Brand.*
	(Ebrahimi & GaraBollagh, 2018) .	*Customer Behavior* has no effect on *Customer Attitude to Brand*

Source: Summary of previous research results

Based on the background that has been explained and the differences between the results of previous studies, the author is interested in continuing research related to factors that influence Customer Satisfaction with the title " *Influencing Factors of Customer Brand Attitude and Buying Intention at Cold 'N Brew,* Solo ".

2. Theoretical Background

Customer attitude to brand

Customer attitude to brand or Customer attitude towards a brand includes emotional and rational evaluations of a brand, which influences brand loyalty and future purchasing decisions (Lim et al., 2018). Attitude towards a brand is the overall perception and feelings that consumers have about a brand, which are influenced by brand experiences and interactions (Hwang et al., 2021). Attitude towards a brand is the overall perception and feelings that consumers have about a brand, which are influenced by brand experiences and interactions (Nayeem et al., 2019). It can be concluded that positive brand experiences, either through product use or customer service interactions, contribute to more positive customer attitudes. The dimensions of *the Customer attitude to brand variable* are based on references put forward by 'T Hart & Phau, (2022) There are six dimensions of benchmarks for measuring *customer attitude to brand*, namely: 1) *Truthful*, 2) *Sincere*, 3) *Pure Intentions*, 4) *Upfront About Everything,* 5) *Strong Values.*

Intention to Purchase

Peña-García et al., (2020) explained that purchase intention is a person's plan or readiness to buy a product or service in the near future. Yu & Lee, (2019) stated that *Intention to Purchase* reflects the tendency of consumers to buy certain products or services based on product evaluation and previous experiences. Riaz et al., (2021) stated that purchase intention is the consumer's readiness to make a certain purchase and reflects the final decision of the consumer decision-making process. It can be concluded that purchase intention is the result of the consumer's evaluation process of relevant product attributes, prices, and promotions, as well as suitability to their needs and desires. The dimensions of *the Customer attitude to brand variable* are based on references put forward by Marlien et al., (2021) There are four dimensions of benchmarks for measuring *customer attitude to brand*, namely: 1) *Transactional*, 2) *Referential*, 3) *Preferential*, 4) *Explorative*.

Social Media Marketing Activities

Social media marketing activities are defined as a series of strategic actions taken by companies to utilize social media platforms in order to achieve broader marketing goals, such as increasing brand awareness, building relationships with consumers, and driving purchase intentions (Seo & Park, 2018). Social media serves as a tool that allows companies to establish more personal and direct interactions with their customers, provides opportunities for *real-time* feedback, and facilitates the creation of content that can be shared widely (Evans et al., 2017). The benchmark for *Social Media Marketing* in this study refers to research developed by(Bilgin, 2018; Kim & Ko, 2010) which consists of 5 benchmark items, namely: 1) *Entertainment,* 2) *Interaction,* 3) *Trendiness*, 4) *Advertisement* 5) *Customization*.

Brand Image

Wilis & Nurwulandari, (2020) brand image is a consumer's assessment of a market brand. This creation can be made based on personal experience or hearing its reputation from other people or the media. Świtała et al., (2018) argue that brand image is created by a set of outstanding and

unique features for a particular brand, which causes differentiation and ensures the desired market recognition. This brand image can be built through various means, including personal experience, reputation from others or the media, and through advertising and other promotional media. From the description above, *brand image* can be defined as a collection of associations about a brand that can provide certain meanings that are attached to the minds and memories of consumers. The dimensions and indicators of *brand image* that refer to research (Lien et al., 2015; Mitra & Jenamani, 2020; Semadi & Ariyanti, 2018) are: 1) *Strength*. Indicators to measure *strength* in this study: a) *Reliable*, b) *Reputation*. 2) *Uniqueness*. The *uniqueness indicators* used in this study are: a) *Distinctive feature*, b) *Physical appearance*. 3) *Favorability. The favorability* indicators used in this study are: a) *Easy to remember*, b) *Best brand*.

Membership Program

Membership programs are a strategy often implemented by companies. Through this system, companies can provide various benefits to customers, such as promotional offers, discounts, cashback, and special prices that apply to purchases at the company's outlets or at the company's partner locations. Membership is usually recognized by a membership card. Qualified individuals or purchasing agents can become members of an organization or company, and membership cards can be used by those who are considered to meet the membership criteria (Muhammad et al., 2021). The following are the dimensions and indicators of brand image that refer to research (Muhammad et al., 2021; Soedjono & Limantoro, 2018), namely: 1) *Reward Based Bonds*, 2) *Social Bonds*, 3) *Customization Bonds,* 4) *Structural Bonds*.

Celebrity Endorsement

Nguyen, (2021) *Celebrity endorser* is someone who enjoys public recognition and is known in the community or at least the target audience of the brand, where he can take full advantage of his reputation to get the product out in the advertisement. attract consumers. *Celebrity endorsement* is a form of advertising campaign that involves a well-known personality and uses the individual's fame to help promote a product or service. (Eshaghpour, 2020). The dimensions of the Celebrity Endorsement benchmark are taken based on research developed by Gupta & Prusty, (2023) which consists of 5 benchmark items, namely: 1) *Attractiveness*, 2) *Trustworthiness*, 3) *Expertise*, 4) *Respect*, 5) *Similarity*.

Customer Behavior

Riestyaningrum et al., (2020) explained that consumer behavior includes ways of thinking, emotions, and physical actions when someone chooses, buys, uses, or disposes of goods to meet their needs. Golian & Ghasemi,(2018) defines consumer behavior as physical, emotional, and mental activities carried out during choosing, buying, using, and spending goods and services to meet needs and desires. Samiei et al., (2018) describe consumer behavior as a series of activities directly related to obtaining, consuming, and disposing of goods and services. The Consumer Behavior benchmark is taken based on research conducted by (Arumsari & Ariyanti, 2017; Teck Weng & Cyril de Run, 2013) which consists of 3 items, namely: 1) *Repurchase Intention*, 2) *Premium Price*, 3) *Word of Mouth*.

3. Methodology

This type of research is quantitative research that focuses on testing theories by measuring research variables with numerical values that focus on hypothesis testing. The object of this study was 400 visitors who had come once to the Cold 'N Brew shop in Solo, and had a *Membership Card*. The sampling method used in this study was *probabilistic* sampling with a relatively objective sample. The analysis method used was *the Structural Equation Model* (SEM) using SmartPLS *software*. This structure is answered in the form of Likert Scale score data from 1 to 5, and each score is weighted or scored as follows: score 5 is Strongly agree, score 4 is Agree, score 3 is Quite agree, score 2 is Less Agree, and score 1 is Strongly disagree.

4. Empirical Findings/Result

Respondent profile

Table 2. Respondent Profile

No	Information	Frequency	Percent
1	**Age**		
	19-22 years	99	24.8
	23-26 years	195	48.8
	27-30 years old	61	15.3
	> 31 years	45	11.3
	Total	400	100.0
2	**Gender**		
	Man	198	49.5
	Woman	202	50.5
	Total	400	100.0
3	**last education**		
	High School/Vocational School	66	16.5
	Diploma	107	26.8
	Bachelor	167	41.8
	Master	43	10.8
	Doctor	7	1.8
	Other	10	2.5
	Total	400	100.0
4	**Income**		
	< Rp. 2,500,000	14	3.5
	Rp. 2,500,001 – 4,000,000	94	23.5
	4,000,001 – 5,000,000	180	45.0
	5,000,001 – 6,000,000	81	20.3
	> Rp. 6,000,001	31	7.8

No	Information	Frequency	Percent
	Total	400	100.0

Source: processed primary data (20 25)

a. Respondents by Age

Based on the data output in the table above, it is known that the highest or most respondents' age range is 23-26 years old, which is 195 people or 48.8% of the total respondents. Furthermore, the age of 19-22 years is 99 people or 24.8%, then the age of 27-30 years is 61 people or 15.3%, and the rest are over 31 years old, 45 people or 11.3%. This shows that the majority of visitors to the Cold 'N Brew Shop in Solo who are respondents in this study are in the young age group, especially the 23-26 year range.

b. Respondents by Gender

Based on the data output in the table above, it is known that the respondents in this study consisted of 198 men or 49.5%, and 202 women or 50.5%. This composition shows that the number of respondents between men and women is relatively balanced, with the proportion of women slightly more than men. This reflects that visitors to the Cold 'N Brew Shop in Solo have an even gender distribution.

c. Respondents Based on Education Level

Based on the data output in the table above, it is known that the last education of the respondents was mostly at the Bachelor's level, which was 167 people or 41.8%. Furthermore, 107 people or 26.8% were Diploma graduates, then 66 people or 16.5% were High School/Vocational High School graduates, and 43 people or 10.8% were Masters graduates. Meanwhile, respondents with a Doctoral education level were recorded at 7 people or 1.8%, and other categories were 10 people or 2.5%. These data show that the majority of respondents in this study have a higher education background, especially at the Bachelor's and Diploma levels.

d. Respondents Based on Income

Based on the data output in the table above, it is known that most respondents have a monthly income in the range of IDR 4,000,001 - IDR 5,000,000, which is 180 people or 45.0%. Furthermore, 94 people or 23.5% have an income of IDR 2,500,001 - IDR 4,000,000, and 81 people or 20.3% are in the range of IDR 5,000,001 - IDR 6,000,000. As for respondents with income above IDR 6,000,000, there were 31 people or 7.8%, and the remaining 14 people or 3.5% had incomes of less than IDR 2,500,000. These data show that the majority of respondents are in the middle income group, with a dominance in the range of IDR 4-5 million per month.
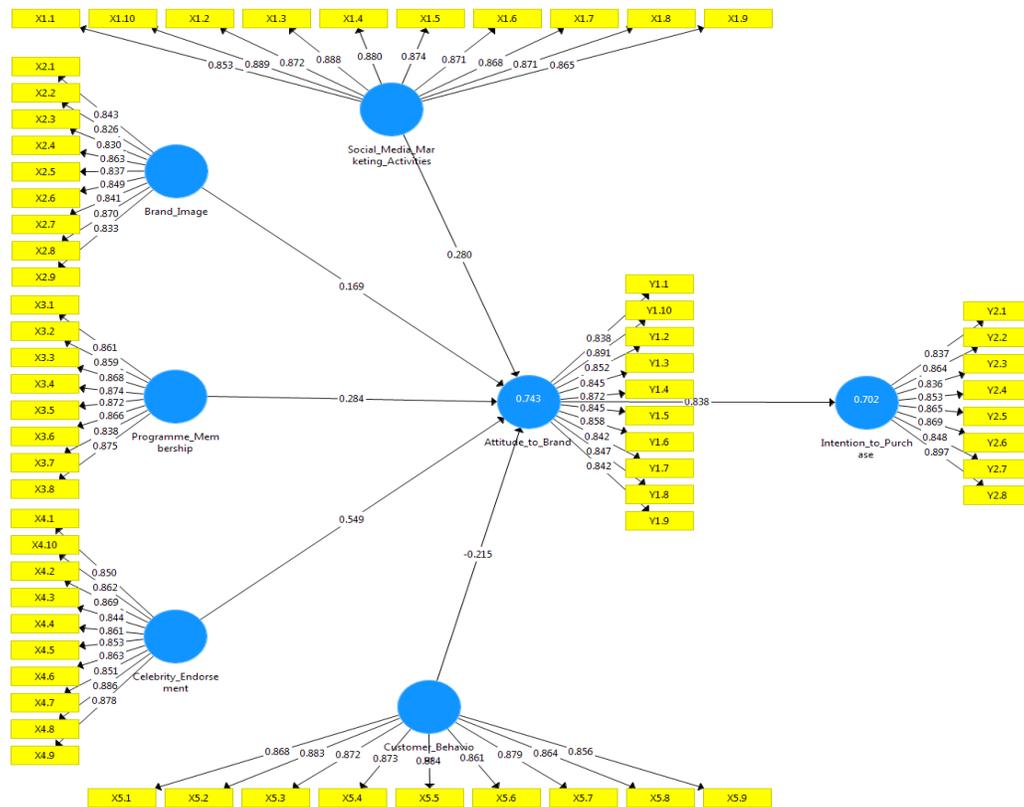
SEM-PLS analysis

Figure 1. SEM-PLS analysis

Based on the results of the PLS model estimation in the image above, all indicators have a *loading factor value* of 0.7 so that all indicators are declared valid in measuring their constructs. In addition to looking at the *loading factor value* of each indicator, convergent validity is also assessed from the AVE value of each construct, the PLS model is declared to have met convergent validity if the AVE value of each construct is > 0.5. The *loading factor value* of each indicator and the AVE value of each construct in full can be seen in the following table:

Table 3. Loading Factor and AVE Values

	Outer Loadings	*Average Variance Extracted* (AVE)
X1.1	**0.853**	
X1.10	**0.889**	
X1.2	**0.872**	
X1.3	**0.888**	
X1.4	**0.880**	
X1.5	**0.874**	
X1.6	**0.871**	
X1.7	**0.868**	
X1.8	**0.871**	
X1.9	**0.865**	
Social Media Marketing Activities		**0.763**
X2.1	**0.843**	
X2.2	**0.826**	
X2.3	**0.830**	
X2.4	**0.863**	
X2.5	**0.837**	
X2.6	**0.849**	
X2.7	**0.841**	
X2.8	**0.870**	
X2.9	**0.833**	
Brand Image		**0.712**
X3.1	**0.861**	

	Outer Loadings	Average Variance Extracted (AVE)
X3.2	0.859	
X3.3	0.868	
X3.4	0.874	
X3.5	0.872	
X3.6	0.866	
X3.7	0.838	
X3.8	0.875	
Membership Program		0.747
X4.1	0.850	
X4.10	0.862	
X4.2	0.869	
X4.3	0.844	
X4.4	0.861	
X4.5	0.853	
X4.6	0.863	
X4.7	0.851	
X4.8	0.886	
X4.9	0.878	
Celebrity Endorsement		0.743
X5.1	0.868	
X5.2	0.883	
X5.3	0.872	
X5.4	0.873	

	Outer Loadings	*Average Variance Extracted (AVE)*	
X5.5	**0.884**		
X5.6	**0.861**		
X5.7	**0.879**		
X5.8	**0.864**		
X5.9	**0.856**		
Customer Behavior		**0.759**	
Y1.1	**0.838**		
Y1.10	**0.891**		
Y1.2	**0.852**		
Y1.3	**0.845**		
Y1.4	**0.872**		
Y1.5	**0.845**		
Y1.6	**0.858**		
Y1.7	**0.842**		
Y1.8	**0.847**		
Y1.9	**0.842**		
Attitude to Brand		**0.728**	
Y2.1	**0.837**		
Y2.2	**0.864**		
Y2.3	**0.836**		
Y2.4	**0.853**		
Y2.5	**0.865**		
Y2.6	**0.869**		

	Outer Loadings	*Average Variance Extracted* (AVE)
Y2.7	**0.848**	
Y2.8	**0.897**	
Intention to Purchase		**0.738**

Source: processed primary data (20 25)

Based on the results of the PLS analysis in the table above, the loading factor value (*Outer Loadings*) of all indicators is > 0.7 and the AVE value of all constructs has exceeded 0.5, which indicates that all indicators in each construct have met the convergent validity criteria.

Reliability Test

Table 4. Reliability Test Results

	Cronbach's Alpha	*rho_A*	*Composite Reliability*	*Average Variance Extracted* (AVE)
Attitude to Brand	**0.958**	**0.959**	**0.964**	**0.728**
Brand Image	**0.949**	**0.951**	**0.957**	**0.712**
Celebrity Endorsement	**0.961**	**0.962**	**0.966**	**0.743**
Customer Behavior	**0.960**	**0.961**	**0.966**	**0.759**
Intention to Purchase	**0.949**	**0.949**	**0.957**	**0.738**
Membership Program	**0.952**	**0.952**	**0.959**	**0.747**
Social Media Marketing Activities	**0.965**	**0.966**	**0.970**	**0.763**

Source: processed primary data (2025)

The results of the reliability test in the table above show that all constructs have a *composite reliability value* > 0.7 and *Cronbach's alpha* > 0.7, which indicates that all constructs have met reliability.

Goodness Of Fit Model Test

Table 5. Results of the Goodness of Fit Model Test

	Saturated Model	Estimated Model
SRMR	0.037	0.059
d_ULS	2,847	7,119
d_G	4,342	4,681
Chi-Square	7192,778	7551,906
NFI	0.778	0.767

Source: processed primary data (2025)

The results of the goodness of fit test of the PLS model in the table above show that the SRMR value of the saturated model is 0.037 as well as the SRMR value of the estimated *model* which has an SRMR of 0.059. Because the SRMR values of the saturated model *and* the estimated model are below 0.10, this PLS model is declared fit and its wetness has been tested.

Hypothesis Testing

Inner model testing includes direct influence significance testing, indirect influence testing, and measuring the magnitude of each exogenous variable's influence on the endogenous variable. All of these tests are used to test the research hypothesis. The direct influence significance test aims to determine the influence of exogenous variables on endogenous variables. Based on the results of the PLS model estimation with the bootstrapping technique above, all paths show significant results with a T-statistic value > 1.96. The complete results of the significance test can be seen in the following table:

Table 6. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Social Media Marketing Activities -> Attitude to Brand	0.280	0.276	0.040	6,982	**0,000**
Brand Image -> Attitude to Brand	0.169	0.169	0.039	4,290	**0,000**
Program Membership -> Attitude to Brand	0.284	0.283	0.037	7,620	**0,000**
Celebrity Endorsement -> Attitude to Brand	0.549	0.549	0.050	10,926	**0,000**
Customer Behavior -> Attitude to Brand	-0.215	-0.211	0.054	3,960	**0,000**
Attitude to Brand -> Intention to Purchase	0.838	0.838	0.020	42,476	**0,000**

Source: processed primary data (20 25)

5. Discussion

Based on the results of the direct and indirect influence tests in the table above, the following hypothesis testing results were obtained:

H1: Social Media Marketing Activities have a significant influence on Attitude to Brand

The p *value* (*Social Media Marketing Activities -> Attitude to Brand*) is 0.000 with T-statistic of 6.982 and path coefficient (Original Sample (O)) of 0.280 and is interpreted as positive. Because the p *value* is below 0.05 and T statistic is above 1.96 (<0.05 and t statistic> 1.96), then Ho is accepted. So it can be concluded that *Social Media Marketing Activities* has a significant effect on *Attitude to Brand* .

The results of this study are in line with the findings of Duffett, (2017) in their study concluded that social media marketing communications have a positive impact on each component of attitudes among adolescents, but on a decreasing scale, which correlates with the purchase funnel. The results also revealed that adolescents who use social media for a long period of time; frequently update their profiles and come from the Black and White population groups, showed the most favorable attitudinal responses to social media marketing communications. Furthermore, according to Lim et al., (2017) concluded that all hypotheses were proven to be

supported except source credibility. The mediating effect of consumer attitudes was also determined. Implications, limitations, and suggestions for recommended research are further explained. discussed.

H2: Brand Image has a significant influence on Attitude to Brand

The p value *(* Brand *Image -> Attitude to Brand*) is 0.000 with a T-statistic of 4.290. and the path coefficient (Original Sample (O)) is 1.69 and is interpreted as positive. Because the p *value* is below 0.05 and the t statistic is above 1.96 (<0.05 and t statistic> 1.96), Ho is accepted. So it can be concluded that *Brand Image* has a significant effect on *Attitude to Brand* .

The results of this study are in line with previous research conducted by Abin et al., (2022) shows that data analysis reveals that in addition to the impact of brand image on purchase intention, each relationship between other variables is also significant. These findings are generally useful for startups as a guide in implementing brand strategies. By focusing on brand image, startups can benefit from consumer behavior, especially in terms of customer attitudes, purchase intentions, and customer satisfaction. Afandi & Marsasi, (2023) reported that electronic word of mouth has a positive effect on brand attitude but has no effect on brand loyalty. Brand attitude has a significant effect on brand loyalty and purchase intention. Brand loyalty also significantly affects purchase intention. These results are consistent with the theory of reasoned action, which states that a person's attitude will affect the intention he or she shows.

H3: Membership Program has a significant influence on Attitude to Brand

The p *value* (Programme *Membership -> Attitude to Brand)* is 0.000 with T-statistic of 9.133 and path coefficient (Original Sample (O)) of 0.284 and is interpreted as positive. Because the p *value* is below 0.05 and the t statistic is above 1.96 (<0.05 and t statistic> 1.96), then Ho is accepted. So it can be concluded that *Programme Membership* has a significant positive effect on *Attitude to Brand.*

The results of this study are in line with the findings of Ramstetter & Habersack, (2020) The study results show that male and female legislators expressed equal concern about the environment, but women were significantly more likely to support environmental legislation than men - even after controlling for political ideology and nationality.

H4: Celebrity Endorsement has a significant influence on Attitude to Brand

The p value *(Celebrity Endorsement -> Attitude to Brand)* is 0.000 with a T-statistic of 10.926. and the path coefficient (Original Sample (O)) is 0.549 and is interpreted as positive. Because the p *value* is below 0.05 and the t statistic is above 1.96 (<0.05 and t statistic> 1.96), Ho is accepted. So it can be concluded that *Celebrity Endorsement* has a significant effect on *Attitude to Brand*.

The results of this study are in line with the findings of Ha & Lam, (2017) found that explanatory factor analysis (EFA) and multivariable regression analysis showed that customer attitude toward a brand was positively influenced by three factors: celebrity fit with the brand/product, celebrity credibility, and celebrity expertise. In addition, attitude toward the brand also had a positive impact on customer purchase intention. Wang et al., (2017) investigated the causal relationships between endorser credibility, brand attitude, brand credibility, and purchase intention for air transportation services provided by airlines using celebrity endorsement strategies. The results showed a positive relationship between all tested constructs. Therefore, having a popular celebrity to endorse an advertisement targeting customers as well as celebrity credibility are important factors in enhancing brand attitude, brand credibility, and purchase intention.

H5: Customer Behavior has a significant negative influence on Attitude to Brand

The p value *(Customer **Behavior -> Attitude to Brand**)* is 0.000 with a T-statistic of 3,960. and the path coefficient (Original Sample (O)) is -0.215 and interpreted as negative. Because the p *value* is below 0.05 and the T statistic is above 1.96 (<0.05 and t statistic> 1.96), then Ho is accepted. So it can be concluded that ***Customer Behavior*** has a significant effect on ***Attitude to Brand***.

The results of this study are in line with research conducted by Mubarok, (2018) shows that (1) brand image directly influences purchasing decisions in a positive and significant way; (2) consumer attitudes also have a significant direct impact on purchasing decisions; (3) brand image and consumer attitudes have a positive and significant indirect influence on purchasing decisions through purchase interest. This study recommends that batik entrepreneurs in Jetis Sidoarjo continue to innovate their batik products, including in terms of motif and color combinations. Ha & Lam, (2017) found that after conducting explanatory factor analysis (EFA) and multivariable regression analysis, customer attitude toward the brand is positively influenced by three factors: celebrity fit with the brand/product, celebrity trustworthiness, and celebrity expertise. Attitude toward the brand also contributes positively to customer purchase intention.

H6: Attitude to Brand has a significant influence on Intention to Purchase

The p value *(Attitude **to Brand -> Intention to Purchase**)* is 0.000 with a T-statistic of 42.476. and the path coefficient (Original Sample (O)) is 0.838 and is interpreted as positive. Because the p *value* is below 0.05 and the t statistic is above 1.96 (<0.05 and t statistic> 1.96), Ho is accepted. So it can be concluded that ***Attitude to Brand*** has a significant effect on ***Intention to Purchase.***

The results of this study are in line with the findings of Yu et al., (2018) in their study concluded that the Relationship between *Attitude to Brand* and *Intention to Purchase* is a key aspect in an effective marketing strategy. A positive attitude towards a brand is often a strong indicator of the intention to purchase a product or service from that brand. When consumers have a favorable

attitude towards a brand, either because of previous positive experiences, a strong brand image, or persuasive marketing communications, they are more likely to show interest and intention to make a purchase (Yu et al., 2018) . This positive attitude can influence purchasing decisions by increasing consumer trust and confidence in the quality and value of the product. Conversely, a negative attitude towards a brand can reduce the intention to purchase and cause consumers to switch to competitors (Yu et al., 2018) . Therefore, building and maintaining a positive attitude towards a brand is essential to motivating purchase intentions and driving profitable purchasing decisions.

6. Conclusions

The conclusion of this study is: (1) Social Media Marketing Activities have a positive and significant effect on Customer Attitude to Brand among visitors to Cold 'N Brew Shop in Solo, (2) Brand Image has a positive and significant effect on Customer Attitude to Brand, (3) Program Membership has a positive and significant effect on Customer Attitude to Brand, (4) Celebrity Endorsement has a positive and significant effect on Customer Attitude to Brand, (5) Customer Behavior has a negative but significant effect on Customer Attitude to Brand, and (6) Customer Attitude to Brand has a positive and significant effect on Intention to Purchase.

The managerial implications of the results of this study indicate that the management of Kedai Cold 'N Brew needs to increase marketing activities through social media more strategically and interactively, in order to form a positive attitude of customers towards the brand. In addition, strengthening brand image with consistent product quality and excellent service will have a positive impact on consumer perception. Loyalty program membership should be managed more optimally with exclusive offers and personalization to increase customer engagement. Support from public figures or celebrities that are relevant to the brand image can also be utilized to increase promotional appeal. Companies are also advised to better understand consumer behavior, including purchasing habits and preferences, in order to design more targeted communication and service strategies. By increasing positive consumer attitudes towards the brand, purchasing intentions will also increase and have a direct impact on the company's business growth.

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