Original Article

Driving CGV Cinema Brand Loyalty: The Intermediary Role of Brand Satisfaction Between Social Media Marketing and Brand Trust

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Abstract: *Technology and digitalization have fundamentally reshaped patterns of entertainment consumption, shifting audiences away from live events and traditional cinema experiences toward digital alternatives such as streaming platforms, music applications, and online gaming. This transformation presents both opportunities and substantial challenges for conventional entertainment industries, as it reflects a significant change in consumer behavior. Understanding these changes— particularly in terms of audience preferences, usage frequency, and loyalty toward specific entertainment formats—has therefore become increasingly important. Within this context, examining the role of cinemas is essential to understand how they can adapt and continue delivering value to consumers. Accordingly, this study investigates the effects of social media marketing and brand trust on brand loyalty, with brand satisfaction serving as a mediating variable, focusing on CGV cinemas in Jakarta. The study employed a convenience sampling technique and collected data from 214 respondents who had used CGV products in Jakarta through an online questionnaire. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The findings indicate that social media marketing and brand trust have positive and significant effects on brand loyalty through brand satisfaction.*

Keywords: *brand trust; brand satisfaction; brand loyalty; social media marketing; cinemas*

Entertainment has become an essential component of modern society, functioning not only as a means of relaxation and stress relief but also as a contributor to overall quality of life. Advances in technology and digitalization have significantly transformed patterns of entertainment consumption, shifting preferences from traditional live performances and conventional film viewing toward digital platforms such as movie streaming services, music applications, and online games. This transformation presents both challenges and opportunities for conventional entertainment industries, particularly cinemas, which must compete with the convenience, accessibility, and flexibility offered by digital alternatives. These developments indicate a fundamental change in consumer entertainment behavior that warrants deeper examination, especially in relation to consumer preferences, usage frequency, and loyalty toward specific entertainment formats. Consequently, research on the entertainment sector has become increasingly relevant to understanding how industry players can adapt their strategies to sustain consumer value. Within this context, cinemas remain a vital component of Indonesia's creative and film industries, offering a distinctive viewing experience that differentiates them from other forms of entertainment media.

Large screens, immersive audio-visual quality, and the collective atmosphere offered by cinemas create a distinctive entertainment experience that extends beyond mere film viewing by facilitating social interaction among audiences. The presence of cinemas is often considered an indicator of the development of a country's modern entertainment industry. Despite the rapid growth of digital entertainment platforms, cinemas continue to offer experiential value that cannot be fully replicated through at-home viewing. High-resolution visuals, advanced sound technology, and the shared experience of watching films with family or friends remain key factors motivating audiences to visit cinemas. This indicates that cinemas still possess strong potential to remain relevant, even amid intensifying competition from digital entertainment services. Consequently, understanding the factors that drive customer interest and long-term commitment toward cinemas—such as marketing effectiveness, brand satisfaction, and consumer trust—is crucial. Research on these aspects provides important insights into strategic approaches that cinema operators can adopt to sustain their competitiveness and relevance in the context of shifting entertainment consumption behaviors.

Drawing from the preceding discussion, the main research question of this study can be formulated as follows:
  a. Does social media marketing influence brand loyalty?
  b. Does brand trust influence brand loyalty?
  c. Does social media marketing influence brand satisfaction?
  d. Does brand trust influence brand satisfaction?
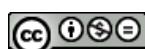
    e. Does brand satisfaction influence brand loyalty?
    f. Does brand satisfaction mediate the relationship between social media marketing and brand loyalty?
    g. Does brand satisfaction mediate the relationship between brand trust and brand loyalty?

Social media marketing influences brand loyalty by shaping positive and engaging customer experiences, both directly and through consumers' evaluative responses toward the brand. Through social media platforms, firms are able to establish two-way communication, deliver relevant and timely information, personalize interactions, and foster continuous consumer engagement. These activities not only encourage repeat usage and brand commitment but also enhance consumers' satisfaction with the brand experience. Prior studies indicate that organizations increasingly rely on social media marketing activities to strengthen consumer involvement and relational bonds, which ultimately contribute to brand loyalty (Zollo et al., 2020). Active participation on social media has therefore become essential for maintaining market presence and sustaining competitive advantage in highly competitive environments. Moreover, social media marketing is considered a cost-effective tool that contributes to the development of long-term customer relationships and brand loyalty (Ismail, 2017). In addition, brand trust plays a crucial role in reinforcing brand loyalty, as trust serves as the foundation of enduring brand–consumer relationships. When consumers perceive a brand as reliable, capable of delivering consistent quality, and acting in their best interests, they develop a sense of security that encourages continued usage and long-term commitment. This trust also shapes consumers' post-consumption evaluations, increasing the likelihood of brand satisfaction. Casaló et al. (2007) highlight that consumer participation in brand communities significantly strengthens relational bonds between trust and loyalty. Accordingly, the consistent delivery of accurate, transparent, and relevant information through social media platforms can enhance brand trust and satisfaction, which together support the development of stronger and more sustainable brand loyalty in the cinema industry.

Brand trust plays a critical role in shaping brand satisfaction, which subsequently drives brand loyalty. When consumers trust a brand to deliver reliable information, consistent quality, and value that aligns with their expectations, they enter the consumption process with positive evaluative standards. This trust reduces perceived risk and enhances the likelihood that consumers will feel satisfied after experiencing the brand. In turn, brand satisfaction motivates continued usage and strengthens brand loyalty over time. Mikulić and Prebežac (2008) emphasized that high levels of brand satisfaction significantly reinforce brand loyalty, with important implications for long-term profitability and organizational stability. Consequently, maintaining and enhancing consumer satisfaction becomes a strategic priority that supports sustainable growth, as higher satisfaction increases repurchase intentions and fosters stronger emotional attachment and advocacy toward the brand. Despite the established theoretical links among social media marketing, brand trust, brand satisfaction, and brand loyalty, empirical findings remain inconsistent. While Hollebeek et al. (2014) and Pasaribu and Silalahi (2020) reported that social media marketing has a positive and significant effect on brand loyalty, Yee et al. (2022) and Amri and Ariyanti (2025) found a positive but insignificant relationship. These inconsistencies suggest that the effect of social media marketing on brand loyalty may not occur directly but rather operates through intermediate mechanisms such as brand trust and brand satisfaction. Identifying this evidence gap highlights the need for further empirical investigation and provides a basis for examining the mediating role of brand satisfaction in explaining variations in brand loyalty outcomes.

CGV Cinemas, operated by PT Graha Layar Prima Tbk (BLTZ), is currently experiencing significant financial pressure, as reflected in declining net income and recurring losses, despite relatively stable revenue levels across several periods. Quarterly financial data for 2024 and 2025 reveal considerable performance fluctuations. In 2024, BLTZ recorded revenues of Rp352,506 million in the second quarter, Rp276,370 million in the third quarter, and Rp279,259 million in the fourth quarter, while net profit varied markedly, ranging from a profit of Rp18,717 million in Q2 2024 to a loss of Rp82,773 million in Q4 2024. A similar pattern continued in 2025, with the company reporting a net loss of Rp32,607 million in the first quarter despite revenues of Rp192,894 million, followed by a temporary recovery in net profit during the second and third quarters. These figures suggest that revenue growth has not been consistently converted into sustainable profitability, underscoring the company's ongoing financial difficulties.

Summary of Financial Data for 2024			Summary of Financial Data for 2025		
Period	Revenue (Rp million)	Net profit (Rp million)	Period	Revenue (Rp million)	Net profit (Rp million)
Q4 - 2024	279,259	-82,773	Q3 - 2025	307,492	3,521
Q3 - 2024	276,370	1,631	Q2 - 2025	421,871	57,821
Q2 - 2024	352,506	18,717	Q1 - 2025	192,894	-32,607

Fig. 1 CGV Net profit

Source: *IDNfinancials (2025)*

II. LITERATURE REVIEW

A) American Customer Satisfaction Index (ACSI)

In this research, the American Customer Satisfaction Index (ACSI)) theory popularized by Fornell et al. (1996) is applied. The American Customer Satisfaction Index (ACSI) is a customer satisfaction measurement model developed as a market-based performance indicator applied at the company, industry, and even national economic levels. This model positions customer satisfaction as a latent variable which, according to Fornell et al. (1996), is influenced by three main factors: customer expectations, perceived quality, and perceived value. The American Customer Satisfaction Index (ACSI) can help explain how a cinema builds brand loyalty. In this model, customer satisfaction comes from three things: what customers expect before they visit, the quality they experience during their visit, and whether they feel the service is worth the price. In the cinema context, this includes expectations about clean theaters, good sound, comfortable seats, and friendly staff. If the movie experience matches or exceeds these expectations, and customers feel the price is fair, their satisfaction increases. When customers are satisfied, they are more likely to return to the same cinema and stay loyal to the brand.
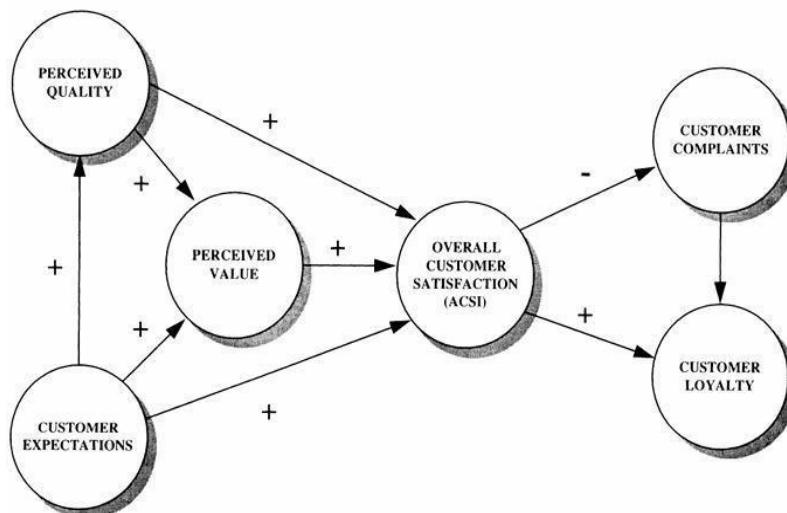

Figure 2. American Customer Satisfaction Index Research Model

Source: Fornell et al. (1996)

Social media marketing, as conceptualized by Rachmad (2022) and Saravanakumar and Sugantha (2012), is a strategic marketing approach that leverages social media platforms to create interactive communication with current and potential consumers, stimulate interest and engagement, and facilitate brand-building and promotional activities through relationship-based and word-of-mouth–like interactions. Hollebeek et al. (2014) found that consumer brand involvement serves as an antecedent of consumer brand engagement (CBE), while self-brand connection and brand usage intention emerge as key outcomes of engagement. Accordingly, CBE plays an important role in the formation of brand loyalty in social media contexts. However, Amri and Ariyanti (2025) reported that social media marketing does not have a significant direct effect on brand loyalty. In contrast, Pasaribu and Silalahi (2020) found that social media marketing has a significant effect on brand loyalty.

H1: Social media marketing positively influences brand loyalty.

Brand trust, as conceptualized by Holbrook and Chaudhuri (2001), Tri (2020a), and Ballester and Luis (2001), refers to consumers' confidence in a brand's ability to fulfill its promises and perform its intended functions. Alhaddad (2015) found that perceived quality has a significant effect on both brand image and brand loyalty. The study further demonstrates that brand image significantly influences brand trust and brand loyalty, while brand trust, in turn, strengthens brand loyalty. Similarly, Holbrook and Chaudhuri (2001) argue that brand trust increases customers' likelihood of repurchase, whereas brand affect enhances emotional loyalty. Collectively, these factors contribute positively to brand performance, including increased market share and stronger pricing power. Consistent with these findings, Ahmed et al. (2014) also reported that brand trust has a significant positive effect on brand loyalty.

H2: Brand trust positively influences brand loyalty.

Brand satisfaction, as conceptualized by Ruslim et al. (2024), Yohanna and Ruslim (2021), and Tri (2020a), can be defined as a psychological state experienced by consumers after comparing their expectations with their actual experiences of a product or service. Brand satisfaction is essentially formed when there is congruence between consumers' expectations and their actual experiences. Hanaysha (2017) found that social media marketing activities can enhance brand satisfaction by

facilitating two-way interactions between customers and firms. Through social media platforms, consumers gain access to information, promotions, and direct communication with brands, which fosters positive service perceptions and leads to greater satisfaction with the overall brand experience. Similarly, Wonua et al. (2023) reported that social media marketing has a positive and significant effect on customer satisfaction, indicating that more effective marketing strategies on platforms such as Instagram, Facebook, and TikTok are associated with higher satisfaction levels. Additionally, their study found that online delivery services also positively and significantly influence consumer satisfaction, although the effect is weaker compared to social media marketing. Consistent with these findings, Hamid et al. (2023) also demonstrated that social media marketing activities have a positive and significant effect on satisfaction.

H3: Social media marketing positively influences brand satisfaction.

Prior research suggests that brand trust plays a crucial role in shaping brand satisfaction. When customers perceive a brand as reliable, honest, and consistent, they feel more confident in choosing it, which fosters a sense of security and comfort and increases the likelihood of repurchase and long-term loyalty. Tri (2020a) found that brand satisfaction has a positive and significant effect on brand trust and purchase intention, while brand trust also positively influences purchase intention. Furthermore, brand trust was shown to function as a significant mediating variable between brand satisfaction and purchase intention. Similarly, Fikri et al. (2018) reported that brand experience positively affects brand trust, brand satisfaction, and brand engagement, and that brand trust, in turn, positively contributes to both brand satisfaction and brand engagement. This relationship indicates that higher levels of trust enhance consumers' satisfaction with their product experiences. In contrast, Erciş et al. (2012) found that brand equity, perceived value, and perceived quality do not significantly affect brand satisfaction, although they positively influence brand trust. Their findings further reveal that brand satisfaction contributes to affective commitment but not continuance commitment, whereas brand trust influences both types of commitment.

H4: Brand trust positively influences brand satisfaction.

Brand loyalty, as defined by Ahmed et al. (2014), Sila et al. (2024), and Steven and Ruslim (2023), refers to customers' commitment to purchase and repurchase the same brand over time. Accordingly, brand loyalty encompasses not only repeated purchasing behavior but also strong brand advocacy. Tri (2020b) found that brand satisfaction has a positive and significant effect on brand trust, brand preference, and brand loyalty. Furthermore, brand trust positively influences brand preference and brand loyalty, while brand preference also exerts a positive effect on brand loyalty. Similarly, Zehir et al. (2011) demonstrated that brand experience positively and significantly affects brand satisfaction, brand trust, and brand loyalty, and that both brand satisfaction and brand trust further strengthen brand loyalty. Consistent with these findings, Lacap et al. (2021) reported that brand satisfaction has a significant effect on brand loyalty.

H5: Brand satisfaction positively influences brand loyalty.

Prior research indicates that social media marketing can strengthen brand loyalty, particularly when brand satisfaction functions as a mediating mechanism. Social media marketing activities—such as engaging content, prompt responses, attractive promotions, and interactive communication—initially enhance customers' satisfaction with the brand, which subsequently fosters stronger brand loyalty. Smith and Johnson (2018) found that the relationship between social media marketing and brand loyalty is mediated by brand satisfaction, highlighting satisfaction as a key reinforcing factor. Effective social media marketing increases brand satisfaction through positive interactions, engaging content, and consistent brand experiences. Similarly, Heidari et al. (2023) observed that higher levels of satisfaction resulting from positive social media interactions and experiences significantly strengthen brand loyalty.research indicates that social media marketing can bolster brand loyalty, particularly when brand satisfaction acts as a mediating variable. When brands use social media to market themselves, they can make customers happier at first by posting interesting content, responding quickly, offering good deals, and encouraging two-way communication. This leads to stronger brand loyalty over time. Smith and Johnson (2018) found that brand satisfaction affects the link between social media marketing and brand loyalty. They stressed that satisfaction is an important factor that strengthens the link. Customers can be happier with a brand through positive interactions, interesting content, and consistent brand experiences. Heidari et al. (2023) likewise noted that elevated satisfaction derived from good social media experiences and interactions markedly enhances brand loyalty.

H6: Brand satisfaction positively mediates the relationship between social media marketing and brand loyalty.

Prior research indicates that brand trust can strengthen brand loyalty, particularly when brand satisfaction functions as a mediating mechanism. When customers perceive a brand as reliable, honest, and capable of delivering on its promises, they are more likely to experience higher levels of satisfaction with the brand. Atmaja and Lestari (2025) found that brand trust has a significant effect on brand satisfaction, and that brand satisfaction partially mediates the relationship between brand trust and brand loyalty. This suggests that customer trust enhances satisfaction, which subsequently reinforces brand loyalty. Similarly, Ali et al. (2024) reported that brand satisfaction mediates the relationship between brand trust and brand loyalty, indicating that trust-driven satisfaction derived from positive and consistent experiences strengthens customer loyalty over time.research has demonstrated that trust in a brand can enhance brand loyalty, particularly when brand satisfaction serves as an intermediary.

Customers are more likely to be happy with a brand if they think it is honest, trustworthy, and can keep its promises. Atmaja and Lestari (2025) found that brand trust has a strong effect on brand satisfaction, which in turn influences customer loyalty. This shows that trust in a brand makes customers happier, which in turn makes them more loyal to the brand. Ali et al. (2024) also found that brand satisfaction is between brand trust and brand loyalty. This means that customers are more likely to stay loyal over time if they are satisfied, because they trust they will have good, consistent experiences.

H7: Brand satisfaction positively mediates the relationship between brand trust and brand loyalty.

Based on the previously discussed relationships among the variables, the conceptual model of this research is presented as follows:
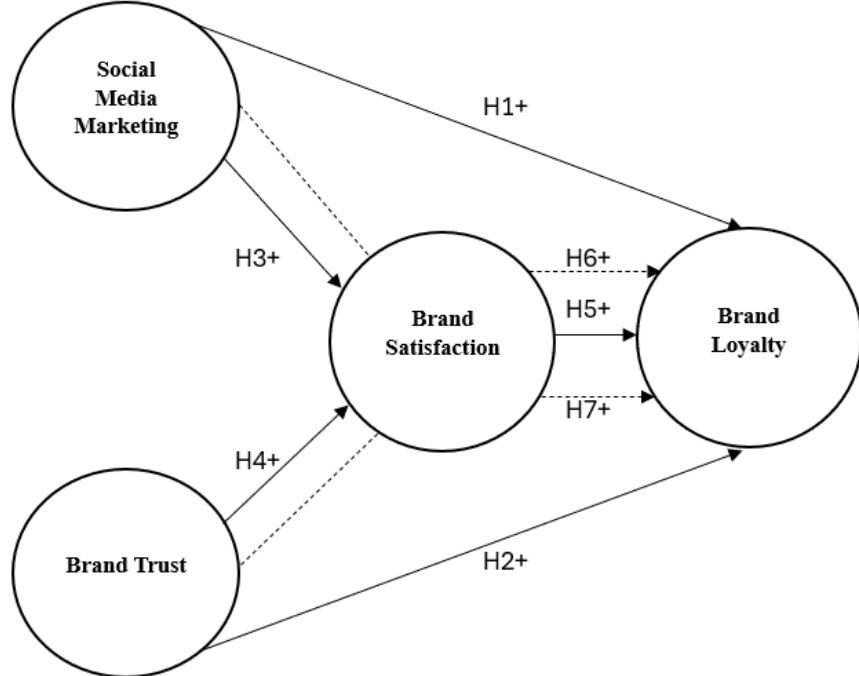

Fig. 3 Research Model
Source: Author's Conceptual Framework Based on Relevant Theories and Previous Empirical Research

III. RESULTS AND DISCUSSION

A) Operational Variable

This study employs a non-probability sampling technique using purposive sampling. According to Malhotra et al. (2020), purposive sampling is a non-probability method in which researchers deliberately select respondents based on specific criteria or characteristics deemed relevant to the research objectives. In this approach, samples are not selected randomly; rather, they are determined based on the researcher's judgment regarding individuals or groups that are most capable of providing information relevant to the context of the study. Data were collected through an online questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This measurement scale was chosen for its effectiveness in capturing respondents' attitudinal and perceptual evaluations in a structured and quantifiable manner. The study examines four main constructs: social media marketing, brand trust, brand satisfaction, and brand loyalty. Each construct was operationalized using a set of indicators adapted from well-established and previously validated measurement scales reported in prior empirical studies. This approach ensures that the measurement instruments demonstrate acceptable levels of reliability and validity, thereby enhancing the robustness and credibility of the research findings.

B) Instrument

This research employs a questionnaire as the primary data collection instrument. The questionnaire consists of a structured set of statements and questions developed in accordance with predefined indicators representing each research variable, including the independent, dependent, and mediating constructs. The questionnaire was administered via Google Forms, which enhanced accessibility and practicality by allowing respondents to complete the survey at their convenience regardless of time or location. Moreover, the use of a digital platform streamlined the data collection process by enabling automated recording, organization, and retrieval of responses. This approach improves efficiency and reduces the risk of administrative errors, thereby enhancing the accuracy and reliability of the collected data.

Table 1: Indicators of Variables

Variables	Item	Code	Source
Social Media Marketing	Instagram "X" provides the information I need.	SMM1	Yee et al. (2022), Kim (2012)
	Instagram "X" offers services that suit my needs.	SMM2	
	I enjoy using Instagram "X".	SMM3	
	Instagram "X" provides information that meets my needs.	SMM4	
	Instagram "X" offers services that suit my needs.	SMM5	
	I enjoy using Instagram "X".	SMM6	
	The content on Instagram "X" is interesting.	SMM7	
	Instagram makes it easy for me to share information with others.	SMM8	
	I can interact and exchange opinions with others through Instagram "X".	SMM9	
	I feel comfortable expressing my opinions on Instagram "X".	SMM10	
	Instagram "X" provides up-to-date information.	SMM11	
	The content on Instagram "X" follows current trends.	SMM12	
	I am willing to share information about products or services on Instagram "X" with my friends.	SMM13	
Brand Trust	My preferred cinema is an honest brand.	BT1	Yee et al. (2022), Holbrook & Chaudhuri (2001)
	I trust my preferred cinema.	BT2	
	My preferred cinema is safe.	BT3	
	My preferred cinema has never disappointed me.	BT4	
Brand Satisfaction	Overall, I am satisfied with my preferred cinema.	BS1	Yee et al. (2022), Fornell (1991)
	Choosing my preferred cinema has been a good decision.	BS2	
	My preferred cinema has met my expectations.	BS3	
	My preferred cinema cares about offering movies that suit my preferences.	BS4	
	My preferred cinema provides good solutions when I want to watch a movie.	BS5	
Brand Loyalty	I prefer to continue watching movies at my preferred cinema rather than trying other cinemas.	BL1	Yee et al. (2022), Aaker (1991)
	I consistently choose the same cinema when watching movies.	BL2	
	I consider myself loyal to my preferred cinema.	BL3	
	I feel confident in choosing my preferred cinema for watching movies.	BL4	
	I do not intend to switch to other cinemas promoted on social media in the future.	BL5	

C) Respondent Description

This study involved selected respondents who participated by completing a questionnaire to provide the data required for the research. The respondents consisted of individuals who have watched movies at CGV cinemas, are familiar with the CGV brand, reside in Jakarta, are over 20 years of age, and have interacted with CGV's official Instagram account (e.g., by following, commenting, liking, or viewing its content). A total of 209 valid responses were obtained. The respondent profile was described based on gender, age, occupation, monthly income, and education level. The results indicate that 118 respondents (56.5%) were female. The majority of respondents were aged between 20 and 25 years, accounting for 76 respondents (36.4%). Most respondents identified CGV as their preferred cinema, totaling 119 respondents (56.9%). Regarding preferred social media platforms, Instagram was the most favored, selected by 107 respondents (51.2%). Furthermore, in terms of monthly visit frequency, most respondents reported visiting CGV one to two times per month, comprising 100 respondents (47.8%).

D) Outer Model Assessment

According to Hair et al. (2022), reliability refers to the degree of internal consistency among indicators used to measure the same construct. It reflects the extent to which a measurement is free from random error and yields stable and consistent results. Reliability is commonly assessed through two dimensions: indicator reliability and internal consistency reliability. Validity, in contrast, refers to the extent to which a measurement instrument accurately captures the concept it is intended to measure. Hair et al. (2022) further explain that validity comprises two main types, namely convergent validity and discriminant validity.

Table 2: Results of Reliability Indicator Test – Outer Loadings

	BL	BS	BT	SMM
BL1	0.860			
BL2	0.859			
BL3	0.848			
BL4	0.898			
BL5	0.874			
BS1		0.854		
BS2		0.861		
BS3		0.835		
BS4		0.867		
BS5		0.857		
BT1			0.895	
BT2			0.875	
BT3			0.860	
BT4			0.895	
SMM1				0.848
SMM11				0.851
SMM3				0.852
SMM5				0.869
SMM7				0.855
SMM9				0.857

Source: *Questionnaire data processed by the authors*

Based on the outer loadings assessment presented in Table 2, all measurement indicators exhibit satisfactory performance, as their loading values exceed the minimum threshold of 0.50. These results indicate that each indicator contributes adequately to the construct it is intended to measure, thereby demonstrating acceptable indicator reliability within the measurement model. The relatively high loading values further suggest strong associations between the indicators and their respective latent variables, supporting the adequacy of the measurement structure employed in this study.

Table 3: Results of Convergent Validity Test – AVE

Variable	Average variance extracted (AVE)
BL	0.754
BS	0.731
BT	0.777
SMM	0.744

Source: *Questionnaire data processed by the authors*

According to Hair et al. (2022), discriminant validity can be assessed through several methods, including the Fornell–Larcker criterion, cross-loadings, and the Heterotrait–Monotrait (HTMT) ratio. Based on the Fornell–Larcker criterion, a construct is considered to have good discriminant validity if the square root of its Average Variance Extracted (AVE) is greater than its correlations with other constructs. Meanwhile, under the HTMT approach, a ratio value below 0.90 indicates an adequate distinction between constructs (Hair et al., 2022).

Table 4: Results of Discriminant Validity Test – Fornell-Larcker Criterion

	BL	BS	BT	SMM
BL	0.868			
BS	0.755	0.855		
BT	0.690	0.663	0.881	
SMM	0.726	0.683	0.515	0.862

Source: *Questionnaire data processed by the authors*

The results of the Fornell–Larcker criterion analysis are presented in Table 4 above, and it can be observed that the square root values of the Average Variance Extracted (AVE) for each construct—BL (0.868), BS (0.855), BT (0.881), and SMM (0.862)— are higher than the correlation values with the other constructs in the corresponding rows and columns. This indicates that each construct in the model is able to clearly differentiate itself from the others, thereby fulfilling the requirements of discriminant validity.

Table 5: Results of Discriminant Validity Test – Cross-Loadings

	BL	BS	BT	SMM
BL1	0.860	0.666	0.551	0.675
BL2	0.859	0.633	0.587	0.647
BL3	0.848	0.656	0.581	0.565
BL4	0.898	0.666	0.651	0.644
BL5	0.874	0.657	0.623	0.619
BS1	0.592	0.854	0.571	0.520
BS2	0.689	0.861	0.575	0.611
BS3	0.650	0.835	0.557	0.617
BS4	0.638	0.867	0.574	0.555
BS5	0.651	0.857	0.558	0.607
BT1	0.644	0.604	0.895	0.497
BT2	0.569	0.552	0.875	0.379
BT3	0.578	0.586	0.860	0.475
BT4	0.636	0.593	0.895	0.459
SMM1	0.654	0.596	0.499	0.848
SMM11	0.596	0.577	0.396	0.851
SMM3	0.620	0.576	0.420	0.852
SMM5	0.632	0.612	0.475	0.869
SMM7	0.604	0.554	0.439	0.855
SMM9	0.587	0.560	0.373	0.857

Source: Questionnaire data processed by the authors

The cross-loading analysis results are presented in Table 5, which show that each indicator effectively represents its respective construct with stronger loadings compared to other constructs, thereby meeting the criteria for discriminant validity. In conclusion, it is evident that each indicator in this research model has been measured precisely and consistently in relation to the variable it represents, ensuring that there is no overlap among indicators across different variables. These findings confirm that the measurement model possesses clear conceptual integrity, allowing us to confidently proceed to the structural model (inner model) testing, with the assurance that each construct is distinct and valid.

Table 6: Results of Discriminant Validity Test – HTMT

BL		BS	BT	SM
BL				
BS	0.825			
BT	0.756	0.731		
SMM	0.769	0.726	0.548	

Source: Questionnaire data processed by the authors

The heterotrait–monotrait ratio (HTMT) analysis is presented in Table 6. As noted by Hair et al. (2022), a model is considered to have good discriminant validity when the HTMT value falls below 0.85. The findings from the discriminant validity assessment using the Heterotrait–Monotrait Ratio (HTMT) indicate that all HTMT values between construct pairs are below the threshold of 0.90. Specifically, the values are as follows: BL–BS at 0.825, BL–BT at 0.756, BL–SMM at 0.769, BS–BT at 0.731, BS–SMM at 0.726, and BT–SMM at 0.548. These values demonstrate that there are no excessively high correlations between the constructs, allowing each variable to maintain a distinct identity from the others.

Table 7: Results of Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
BL	0.918	0.919	0.939
BS	0.908	0.909	0.931
BT	0.904	0.906	0.933
SMM	0.934	0.935	0.948

Source: Questionnaire data processed by the authors

The results of Cronbach's alpha and composite reliability analysis in the table above show that all indicators exceed the reliability threshold of 0.70 (Hair et al., 2022). Therefore, all variables in this study have passed the reliability and validity tests.

E) Inner Model Assessment

Table 8: Results of R² Test

Variable	R-Square
Brand loyalty	0.697

Source: Questionnaire data processed by the authors

The coefficient of determination (R²) indicates that the R² value for brand loyalty is 0.697, meaning that the independent variables in this research model explain 69.7% of the variance in brand loyalty, which is classified as a moderate level according to Hair et al. (2019).

Table 9: Results of the f² Test

Variable	f²
BS → BL	0.145
BT → BL	0.167
BT → BS	0.352
SMM → BL	0.209
SMM → BS	0.367

Source: Questionnaire data processed by the authors

Based on the results of the effect size (f²) assessment presented in Table 9, it can be observed that the f² value for the relationship between brand satisfaction and brand loyalty is 0.145, for brand trust and brand loyalty is 0.167, for brand trust and brand satisfaction is 0.352, for social media marketing and brand loyalty is 0.209, and for social media marketing and brand satisfaction is 0.367. These values illustrate the varying magnitudes of influence exerted by each predictor on its corresponding endogenous construct. According to the guidelines proposed by (Hair et al., 2022), an f² value of 0.02 represents a small effect, 0.15 reflects a medium effect, and 0.35 signifies a large effect. Interpreting the results within this framework indicates that brand satisfaction demonstrates a moderate influence on brand loyalty, while brand trust exerts a moderate effect on the same variable. Meanwhile, brand trust shows a substantial influence on brand satisfaction, and social media marketing displays a moderate-to-strong effect on both brand loyalty and brand satisfaction.

Table 10: Result of PLS-Predict

	Q²predict	PLS		LM	
		RMSE	MAE	RMSE	MAE
BL1	0.728	0.728	0.583	1.019	0.583
BL2	0.735	0735	0.608	1.031	0.617
BL3	0.782	0.782	0.638	1.021	0.647
BL4	0.651	0.651	0.514	0.955	0.533
BL5	0.713	0.713	0.566	1.000	0.575

Source: Questionnaire data processed by the authors

Based on the results of the predictive relevance assessment, the Partial Least Squares (PLS) model exhibits noticeably lower Root Mean Square Error (RMSE) and Mean Absolute Error (MAE) values when compared with the Linear Model (LM). The reduction in both RMSE and MAE reflects that the PLS model yields more precise predictions by minimizing the magnitude of residual errors across observations. This outcome suggests that the PLS model possesses superior predictive capability, as it is better able to capture the underlying relationships among variables and generate more accurate estimation outcomes. Consequently, the findings provide strong empirical support for the predictive robustness and overall suitability of the PLS approach relative to the traditional linear modeling framework.

Table 11: Results of Hypothesis Testing

Hypothesis	Variable	Original Sample	T-Stat	P-Values	Result
H1	Social media marketing → Brand loyalty	0.340	6.525	0.000	Supported
H2	Brand trust → Brand loyalty	0.303	6.160	0.000	Supported
H3	Social media marketing → Brand satisfaction	0.448	6.671	0.000	Supported
H4	Brand trust → Brand satisfaction	0.437	6.350	0.000	Supported
H5	Brand satisfaction → Brand loyalty	0.327	5.717	0.000	Supported
H6	Social media marketing → Brand satisfaction → Brand loyalty	0.147	4.558	0.000	Supported
H7	Brand trust → Brand satisfaction → Brand loyalty	0.144	4.136	0.000	Supported

Source: Questionnaire data processed by the authors

The results of the original sample analysis indicate that all structural paths in the research model exhibit positive and statistically significant coefficients, thereby supporting all proposed hypotheses. The path coefficient for the effect of social media marketing on brand satisfaction is 0.448, while its effect on brand loyalty is 0.340, indicating that stronger social media marketing activities positively contribute to both brand satisfaction and brand loyalty. Furthermore, brand trust shows a positive effect on brand satisfaction ($\beta = 0.437$) and brand loyalty ($\beta = 0.303$), suggesting that higher levels of consumer trust lead to greater satisfaction and loyalty toward the brand. The mediation analysis also reveals positive indirect effects, with social media marketing influencing brand loyalty through brand satisfaction ($\beta = 0.147$) and brand trust influencing brand loyalty through brand satisfaction ($\beta = 0.144$). These findings indicate that the proposed structural model is empirically supported. The T-statistics and p-values further confirm the significance of the relationships, as all paths exhibit T-statistic values above the critical threshold of 1.65 and p-values below 0.05, indicating that all tested relationships are statistically significant.

IV. CONCLUSION AND SUGGESTIONS

The findings indicate that both social media marketing and brand trust have positive and significant effects on brand loyalty, suggesting that effective online engagement and consumer confidence directly strengthen long-term customer commitment. In addition, social media marketing and brand trust positively and significantly influence brand satisfaction, highlighting the crucial roles of promotional activities and consumer confidence in shaping customers' overall brand experiences. Brand satisfaction, in turn, enhances brand loyalty and functions as a key mediating mechanism linking these antecedents to loyalty outcomes. Moreover, the relationships between social media marketing and brand loyalty, as well as between brand trust and brand loyalty, become stronger when mediated by brand satisfaction, underscoring the importance of creating satisfying customer experiences to foster sustained loyalty. For future research, it is recommended to extend the current model by incorporating additional variables beyond those examined in this study, such as brand image (Tamindael & Ruslim, 2021), perceived value (Ruslim et al., 2024), or service quality (Pratiwi et al., 2025). Including these factors may provide a more comprehensive explanation of brand loyalty, given its multifaceted and interconnected nature. Expanding the model with relevant constructs can enrich the analysis and enhance the explanatory power of future studies in understanding the determinants of consumer loyalty toward a brand.

Future researchers are encouraged to broaden the methodological scope of their studies by employing a wider range of data collection techniques rather than relying solely on Google Forms. Alternative approaches, such as in-depth interviews, direct observations, or face-to-face questionnaire administration, may generate richer and more nuanced insights and enhance data diversity. In addition, future studies should consider extending the data collection period beyond a limited timeframe (e.g., September–October 2025) to capture temporal variations and evolving patterns in respondent behavior more effectively. It is also advisable to increase the sample size in future research. A larger number of respondents would allow for a more comprehensive examination of demographic differences and consumer behavioral patterns, thereby improving the representativeness of the findings. Expanding the sample size can enhance the robustness and reliability of the data and reduce potential biases associated with limited sample sizes, ultimately strengthening the generalizability of the research outcomes.

Overall, the findings suggest that CGV can further strengthen customer loyalty by focusing on three key areas supported by the indicator values. With respect to social media marketing, the total effect of 0.487 and the SMM2 mean score of 3.81 underscore the importance of enhancing enjoyable and engaging interactions on Instagram. Regarding brand trust, the total effect of 0.447 and the BT2 mean score of 3.84 indicate that customers generally trust CGV; however, maintaining consistency, providing accurate information, and ensuring transparent policies remain essential. Finally, in terms of brand satisfaction, the direct effect of 0.327 and the BS3 mean score of 3.50 suggest that customer expectations are largely met but could be further improved through continued innovation and clearer communication. Collectively, these findings highlight that strengthening engagement, trust, and satisfaction is likely to play a critical role in enhancing CGV's overall customer loyalty.

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