

# Digital marketing strategy of Waroeng Steak & Shake in building brand and millennial customer loyalty

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## Abstract

This study aims to analyze the influence of digital marketing strategy on brand equity and millennial customer loyalty at Waroeng Steak & Shake in the increasingly competitive culinary industry. It also contributes to marketing literature by integrating digital marketing strategy and brand equity as key determinants of sustainable millennial loyalty in the context of a local culinary brand in Indonesia. A quantitative research design was employed using primary data collected from 195 millennial customers who had made purchases within the last three months. Data were gathered through structured questionnaires and analyzed using multiple linear regression with SPSS version 25, including descriptive statistics, validity and reliability testing, classical assumption tests, and hypothesis testing. The results indicate that digital marketing strategy has a positive and statistically significant effect on brand equity ( $\beta = 0.512$ ;  $p < 0.001$ ) and customer loyalty ( $\beta = 0.437$ ;  $p < 0.001$ ). Furthermore, brand equity significantly influences loyalty ( $\beta = 0.468$ ;  $p < 0.001$ ) and partially mediates the relationship between digital marketing and loyalty. The coefficient of determination shows that the model explains 63.4% of the variance in loyalty. These findings highlight the strategic synergy between digital engagement and brand value in strengthening emotional attachment and long-term relationships. However, the study is limited to a single brand and a cross-sectional design; future research should include broader contexts and additional variables.

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## Introduction

The rapid expansion of digital technologies has fundamentally transformed marketing practices within the culinary industry. The widespread adoption of social media and mobile platforms enables companies to communicate with customers in real time, obtain immediate feedback, and continuously adjust their marketing messages based on consumer responses and behavioral data (Miller, 2025). Contemporary scholars argue that digital marketing is no longer limited to promotional activities, but rather represents a strategic approach that integrates technology, analytics, and customer insights to foster long-term value creation and relationship development

(More, 2023) Consequently, effective digital marketing strategies extend beyond visibility and focus on sustained engagement across multiple digital touchpoints.

From a branding perspective, digital marketing plays a pivotal role in shaping consumer perceptions, emotions, and relational bonds with brands. (Keller, 2025), brand equity is developed through repeated and meaningful consumer experiences that generate strong, favorable, and unique brand associations. Digital platforms provide continuous interaction spaces where these experiences can be reinforced through personalized content, interactive communication, and community participation. As a result, brands that strategically manage their digital presence tend to achieve higher brand awareness, stronger emotional attachment, and more enduring consumer relationships.

Recent marketing literature also highlights the increasing significance of emotional engagement in contemporary branding. Modern consumers evaluate brands not only based on functional attributes but also on relational value and emotional resonance. (AbdGhani et al., 2024) emphasize that strong brands operate as relationship partners rather than mere product identifiers, particularly in high-contact industries such as food and beverage services. Digital marketing supports this relational orientation by enabling brands to communicate authenticity, values, and personality through consistent and interactive online communication.

Millennial consumers, in particular, demonstrate distinctive behavioral characteristics that make digital engagement highly influential in shaping loyalty. This generation prioritizes transparency, authenticity, and social relevance in brand evaluation. (Lubbe, Roberts-Lombard, & Langerman, 2025), suggests that millennials are more responsive to brands that exhibit humanized communication and actively involve customers in co-creating brand narratives. Consequently, digital strategies emphasizing storytelling, participatory communication, and conversational tone are more effective in engaging this segment than traditional advertising approaches.

Social media has become the dominant environment for brand–consumer interaction, transforming customers from passive recipients into active contributors in the branding process. (Mishra & Baldus, 2022) argue that social media marketing facilitates value co-creation through dialogue and collaboration, thereby strengthening brand communities and enhancing the social dimension of brand equity. Furthermore, user-generated content (UGC) has emerged as a critical source of credibility and trust in digital environments. Consumer-created content is perceived as more authentic and reliable compared with firm-generated communication. (Jiang, Ahmad, Arshad, & Liu, 2025), indicate that UGC strengthens brand legitimacy by reflecting genuine customer experiences, which is particularly relevant in the culinary sector where experiential value strongly influences consumer decisions.

In the digital era, customer loyalty extends beyond repeat purchasing behavior and encompasses emotional commitment, engagement, and voluntary brand advocacy. (Agyeiwaah, Dayour, & Zhou, 2022) conceptualize loyalty as a multidimensional construct that includes both attitudinal and behavioral components. Digital platforms reinforce this commitment by enabling customers to publicly express loyalty through reviews, recommendations, and social sharing. As a result, loyal consumers frequently act as informal brand ambassadors, contributing to organic brand growth and sustainability.

From a theoretical standpoint, the integration of digital marketing strategy, brand equity, and customer loyalty can be explained through brand equity theory and relationship marketing theory. Brand equity theory emphasizes that strong brands generate superior value and sustainable competitive advantage through positive consumer perceptions and emotional attachment. Meanwhile, relationship marketing theory highlights the importance of long-term interaction, trust, and commitment in fostering customer retention and loyalty. (Vieira, Rafael, & Ou, 2024) emphasize that digital marketing effectiveness should be evaluated based on relational outcomes rather than

short-term promotional performance. Therefore, strategies focusing on personalization, interaction, and community building are more likely to produce sustainable loyalty outcomes.

Despite the growing number of studies on digital marketing and brand management, several research gaps remain. First, existing studies predominantly focus on large corporations or global brands, while empirical investigations on local culinary businesses in emerging markets remain limited. Second, many studies emphasize short-term performance metrics, such as engagement or purchase intention, without examining long-term relational outcomes such as brand equity and loyalty. Third, the interaction between digital marketing strategy and brand equity in shaping millennial customer loyalty has not been sufficiently explored, particularly in the context of Indonesian culinary brands. These gaps highlight the need for context-specific empirical research that integrates strategic, relational, and emotional perspectives in digital marketing. (Lubbe et al., 2025).

Therefore, examining Waroeng Steak & Shake provides valuable insights into how a local culinary brand strategically leverages digital marketing to strengthen brand equity and foster loyalty among millennial consumers. This study contributes to the literature by offering empirical evidence on the synergistic relationship between digital marketing and brand equity in shaping sustainable customer loyalty within a local and emerging market context. In addition, the findings are expected to provide practical implications for culinary businesses seeking to enhance competitiveness through digital transformation and relationship-oriented branding strategies (Maulana, 2024).

Customer loyalty does not emerge instantly, but develops through a series of positive interactions and experiences between consumers and brands. In the digital era, loyalty is increasingly shaped by consumers' perceptions of how brands communicate, engage, and build relationships through digital platforms. (Thandayuthapani et al., 2026), long-term customer loyalty is closely related to a firm's ability to deliver consistent value and maintain meaningful engagement across multiple touchpoints. Digital marketing strategy therefore plays a critical role in influencing consumers' emotional attachment and commitment to a brand.

Digital marketing strategy refers to a firm's planned use of digital channels to communicate value, interact with customers, and build sustainable relationships. (Taryono & others, 2023) argue that effective digital marketing strategies emphasize interactivity, content relevance, and authenticity, which are essential in shaping positive consumer perceptions. In the context of millennial consumers, digital marketing activities such as social media engagement, visual storytelling, and user-generated content significantly influence how brands are perceived and evaluated. When digital communication is perceived as authentic and engaging, consumers are more likely to develop favorable brand perceptions and stronger relational bonds.

Brand equity refers to the incremental value embedded in a brand as a result of favorable consumer perceptions and accumulated experiences. (Supiyandi, Hastjarjo, & Slamet, 2022) states that brand equity is developed through several key dimensions, including brand awareness, brand associations, perceived credibility, and emotional bonds between consumers and the brand. In this context, digital marketing strategy functions as a strategic instrument for strengthening brand equity, since digital platforms enable brands to deliver consistent messages related to brand identity, values, and personality. Empirical evidence provided by (Abubakari, Majeed, Awini, & Sakara, 2025) demonstrates that digital engagement significantly contributes to brand equity by enhancing brand visibility and reinforcing emotional connections with consumers. Based on this theoretical and empirical foundation, the first hypothesis in this study is formulated as follows:

H1: Digital marketing strategy has a significant effect on brand equity.

Brand equity, in turn, plays a crucial role in shaping customer loyalty. Consumers who perceive a brand as credible, familiar, and emotionally appealing tend to develop stronger

commitment and are more willing to maintain long-term relationships with the brand. (Quaye, Taoana, Abratt, & Anabila, 2022) states that loyalty encompasses both attitudinal and behavioral dimensions, including emotional attachment, repeat engagement, and advocacy behavior. In the culinary industry, strong brand equity increases consumers' confidence in the brand and reduces their tendency to switch to competitors. (Rather, Parrey, Gulzar, & Rehman, 2023) demonstrate that brand equity has a significant positive influence on customer loyalty. Accordingly, the second hypothesis is proposed as follows:

H2: Brand equity has a significant effect on millennial customer loyalty.

In addition to its indirect role through brand equity, digital marketing strategy may also exert a direct influence on customer loyalty. Continuous interaction, personalized communication, and responsive engagement through digital platforms foster a sense of closeness and trust between brands and consumers. (Kabir, Sultana, Hossain, & Islam, 2025) emphasize that two-way digital communication encourages consumers to actively participate in brand-related activities, which strengthens emotional bonds and increases loyalty. Millennials, in particular, are more likely to remain loyal to brands that consistently engage them through relevant and interactive digital content. Based on this argument, the third hypothesis is formulated as follows:

H3: Digital marketing strategy has a significant effect on millennial customer loyalty.

Furthermore, digital marketing strategy and brand equity function as interconnected elements in shaping customer loyalty. Digital marketing activities contribute to the development of brand equity, which subsequently reinforces loyalty among consumers. When brands are able to deliver authentic digital communication supported by strong brand equity, consumers are more likely to develop emotional attachment, sustained engagement, and voluntary advocacy. Research conducted by (Taryono & others, 2023) confirms that brand equity mediates the relationship between marketing strategies and customer loyalty. Therefore, the fourth hypothesis of this study is proposed as follows:

H4: Brand equity mediates the effect of digital marketing strategy on millennial customer loyalty.

#### Conceptual Framework of the Study

The conceptual framework of this study illustrates the relationship between digital marketing strategy, brand equity, and millennial customer loyalty. Digital marketing strategy is positioned as the independent variable that directly influences brand equity and customer loyalty, while brand equity acts as an intervening variable that strengthens the effect of digital marketing strategy on loyalty outcomes (Istianingsih & Ariyanto, 2025).

#### Methods

This study adopts a quantitative research design to obtain measurable and statistically analyzable data in examining the causal relationships among digital marketing strategy, brand equity, and millennial customer loyalty. A quantitative approach is considered appropriate because it enables hypothesis testing and provides objective empirical evidence regarding the structural relationships among variables. The conceptual framework of this study positions digital marketing strategy as the independent variable, brand equity as a mediating variable, and millennial customer loyalty as the dependent variable. This framework is grounded in brand equity theory and relationship marketing theory, which emphasize the role of digital interaction and emotional attachment in fostering sustainable customer loyalty. (Kalariya, Chauhan, Soni, Patel, & Patel, 2024).

The population of this study consists of millennial consumers of Waroeng Steak & Shake who have interacted with the brand and made purchase decisions. Millennials were selected as the

unit of analysis because they represent a dominant segment characterized by high digital engagement and responsiveness to online marketing activities. The sampling technique employed was purposive sampling to ensure that respondents met specific criteria relevant to the research objectives. The inclusion criteria were: (1) respondents belong to the millennial age category, (2) respondents have purchased products from Waroeng Steak & Shake at least once within the last three months, and (3) respondents have been exposed to or interacted with the brand's digital marketing content, particularly through social media platforms.

The sample size was determined based on the guideline proposed by Hair et al., which recommends a minimum of five to ten observations per indicator when the population size is unknown. Based on this approach, a total of 195 respondents was considered adequate to ensure statistical robustness and representativeness. Data were collected using a structured self-administered questionnaire distributed directly and online to respondents. Measurement was conducted using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). (Fitriani, 2023).

The operationalization of variables was developed by adapting measurement instruments from previous empirical studies to ensure construct validity. Digital marketing strategy was measured using 8 indicators adapted from contemporary digital marketing and social media engagement literature, including social media utilization, content quality, interactivity, personalization, authenticity, user-generated content encouragement, responsiveness, and consistency of digital communication. Brand equity was measured using 7 indicators adapted from brand equity frameworks, including brand awareness, brand associations, perceived credibility, emotional attachment, brand trust, brand identity consistency, and community engagement. Millennial customer loyalty was measured using 6 indicators reflecting attitudinal and behavioral loyalty, including repeat purchase intention, recommendation intention, emotional commitment, engagement behavior, advocacy, and resistance to switching.

Construct validity was evaluated using corrected item total correlation and factor loading values. All indicators met the validity criteria with calculated  $r$  values exceeding the threshold of 0.30 and factor loadings above 0.50, indicating that each item adequately represented its respective construct. Reliability testing was conducted using Cronbach's Alpha. The results showed that all variables demonstrated strong internal consistency, with Cronbach's Alpha values exceeding 0.70 for digital marketing strategy, brand equity, and millennial customer loyalty. These findings confirm the reliability and stability of the measurement instruments.

Prior to hypothesis testing, classical assumption tests were performed to ensure the suitability of the data for regression analysis. These tests included normality, multicollinearity, and heteroscedasticity. The results indicated that the data were normally distributed, no multicollinearity issues were detected among independent variables, and the variance of residuals was homoscedastic.

Data analysis was conducted using SPSS version 25. The analytical process began with descriptive statistical analysis to provide an overview of respondent characteristics and response distributions. This was followed by correlation analysis to examine the strength and direction of relationships among variables. Multiple linear regression analysis was then performed to assess the direct and indirect effects of digital marketing strategy and brand equity on millennial customer loyalty.

The mediating role of brand equity was examined using the causal step approach and indirect effect testing. Mediation was confirmed when digital marketing strategy significantly influenced brand equity, brand equity significantly influenced millennial customer loyalty, and the direct effect of digital marketing strategy on loyalty decreased after the inclusion of the mediating variable. Hypothesis testing employed  $t$ -tests to evaluate partial effects and the  $F$ -test to assess

simultaneous effects. The coefficient of determination ( $R^2$ ) was calculated to measure the explanatory power of the model. This study also adhered to research ethics standards. All respondents participated voluntarily after receiving informed consent explaining the research objectives, confidentiality assurance, and anonymity of responses. No personal identifying information was collected, and all data were used solely for academic purposes. The confidentiality and privacy of respondents were strictly maintained throughout the research process.

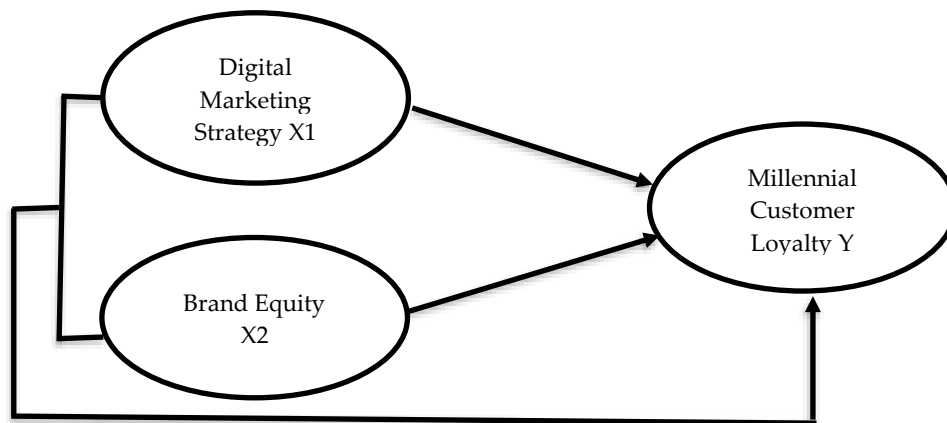


Figure 1. Conceptual Framework

## Results and Discussion

### Respondent Characteristics

The respondents involved in this study consisted of 195 millennial consumers of Waroeng Steak & Shake who had interacted with the brand and made purchase decisions within the last three months. This criterion ensured that respondents possessed recent consumption experiences and were able to provide relevant evaluations of digital marketing activities, brand equity, and loyalty behavior. Based on gender distribution, the sample was predominantly female, accounting for 58.2% of the respondents, while male participants represented 41.8%. This composition reflects the growing engagement of female consumers in digital platforms and culinary consumption patterns. In terms of age, most respondents were within the 18–29 age group, which aligns with the characteristics of millennials as active digital users and frequent consumers of online brand communication.

Regarding income level, the majority of respondents reported a monthly income below IDR 4,000,000, indicating that the brand successfully reaches middle-income millennial consumers. All respondents confirmed that they had purchased products from Waroeng Steak & Shake within the last three months, thereby supporting the validity of their perceptions and responses.

From an ethical perspective, all participants in the pilot test were informed about the objectives and academic nature of the research. Respondents were provided with clear information regarding the voluntary nature of their participation and their right to withdraw at any time without any consequences. Informed consent was obtained before respondents completed the questionnaire. Furthermore, confidentiality and anonymity were strictly maintained. No personal identifying information was collected, and all responses were used solely for research purposes. The data were securely stored and accessible only to the researcher, in line with ethical standards for social science research.

The validity of the instrument was assessed using the product-moment correlation technique. An item was considered valid when the calculated correlation coefficient ( $r$ -count) exceeded the critical value of the  $r$ -table at the specified significance level. The results of the validity test demonstrated that all measurement items achieved  $r$ -count values higher than the required

threshold, indicating that each item was statistically valid and capable of measuring the intended variables. Therefore, all questionnaire items were retained and used in the main data collection process.

#### Descriptive Analysis Results

Table 1. Descriptive Analysis Results

Description	Demographics	Frequency	Percentage
Gender	Male	82	41,8%
	Famale	113	58,2%
Age	<17	3	1,5%
	18 - 22	99	50,7%
	23-29	91	46,7%
	>30	2	1,1%
Monthly income	< Rp.500.000	45	23,1%
	Rp.500.001 – Rp.1.999.999	38	19,7%
	Rp.2.000.000 – Rp.2.999.999	24	12,5%
	Rp.3.000.000 – 3.999.999	41	21,2%
	>Rp.4.000.000	46	23,6%
Making a 3-Month Purchase	Yes	195	100%
Last	No	0	0%

#### Descriptive Analysis Results

Table 2. Descriptive analysis results

Item	Mean	Std. Deviation
Digital Marketing Strategy	4,17	0,832
Brand Equity	4,11	0,851
Millennial Customer Loyalty	4,03	0,896

The descriptive analysis results indicate that the Digital Marketing Strategy variable obtained a mean score of 4.17 with a standard deviation of 0.832. This finding suggests that respondents generally perceived the digital marketing practices implemented by Waroeng Steak & Shake including social media engagement, online promotional activities, content attractiveness, and responsiveness as effective and appealing. The relatively low dispersion of responses indicates a consistent perception among respondents.

The Brand Equity variable recorded a mean score of 4.11 and a standard deviation of 0.851. This result reflects that the brand has successfully established strong awareness, favorable associations, perceived credibility, and emotional attachment among millennial consumers. The homogeneity of responses further confirms the consistency of brand perceptions across the sample.

Meanwhile, the Millennial Customer Loyalty variable achieved a mean score of 4.03 with a standard deviation of 0.896, indicating a positive level of attitudinal and behavioral loyalty. Respondents expressed willingness to continue purchasing, recommending the brand, and prioritizing Waroeng Steak & Shake over competing culinary brands. These findings support the assumption that digital interaction and brand value play a critical role in fostering long-term customer relationships.

### Instrument Testing

Instrument testing was conducted prior to the main data collection to ensure the validity and reliability of the measurement items. A pilot study was carried out involving 31 respondents who possessed characteristics similar to those of the target population, namely millennial consumers of Waroeng Steak & Shake who had recently interacted with the brand. This preliminary testing aimed to evaluate whether each questionnaire item accurately represented the intended construct and to improve the clarity of wording before the large scale survey.

Table 3. Validity test results

Variabel	Indicator	Item	Calculated r	Table r	Description
Digital Marketing Strategy (X1)	Freshness	1	0,450	0,355	Valid
		2	0,669	0,355	Valid
	Presentation	3	0,403	0,355	Valid
		4	0,413	0,355	Valid
	Taste	5	0,642	0,355	Valid
		6	0,694	0,355	Valid
	Innovate Food	7	0,566	0,355	Valid
		8	0,563	0,355	Valid
Brand Equity (X2)	Reliability	9	0,443	0,355	Valid
		10	0,705	0,355	Valid
	Responsiveness	11	0,387	0,355	Valid
		12	0,571	0,355	Valid
	Assurance	13	0,678	0,355	Valid
		14	0,597	0,355	Valid
	Empathy	15	0,613	0,355	Valid
		16	0,669	0,355	Valid
Tangibles	17	0,390	0,355	Valid	
	18	0,506	0,355	Valid	
Repurchase Intention (Y)	Transaksional Interest	19	0,688	0,355	Valid
		20	0,750	0,355	Valid
	Referensial Interest	21	0,546	0,355	Valid
		22	0,547	0,355	Valid
	Preferential Interest	23	0,705	0,355	Valid
		24	0,597	0,355	Valid
Eksploratif Interest	25	0,668	0,355	Valid	
	26	0,379	0,355	Valid	

Based on the results presented in Table 3, it can be concluded that all statement items satisfy the validity criteria. This is evidenced by the calculated correlation coefficients (r-count), which exceed the critical values of the r-table. Therefore, all questionnaire items are considered valid and appropriate for use in further data analysis.

Reliability testing was conducted to evaluate the extent to which the questionnaire consistently measures the variables under investigation. A variable is regarded as reliable when its Cronbach's Alpha coefficient exceeds the threshold value of 0.60. The results of the reliability testing are presented in the following table:

Table 4. Reliability test results

Variabel	Cronbach's Alpha	Batas Nilai Reliabel	Keterangan
Digital Marketing Strategy	0,791	0,60	Reliabel

Brand Equity	0,863	0,60	Reliabel
Millennial Customer Loyalty	0,854	0,60	Reliabel

The results presented in Table 4 indicate that all research variables have Cronbach's Alpha values exceeding 0.60. This finding confirms that the measurement instruments demonstrate a satisfactory level of reliability and are therefore suitable for use in the present study.

#### Classical Assumption Testing

The following section presents the results of the classical assumption tests conducted in this research:

Table 5. Results of classical assumption testing

Classical Assumption Test	Test Results	Conclusion
Normality test	Monte Carlo value Sig. (2-tailed): 0,80 > 0,05	normality test using Kolmogorov-Smirnov with Monte Carlo significance, from which it can be concluded that the residual data is normally distributed.
Multicollinearity test	Tolerance Value: Product Quality (X1) = 0,445 > 0,1 and Service Quality (X2) = 0,445 > 0,1 VIF value: Product Quality (X1) = 2,250 < 10 and Service Quality (X2) = 2,250 < 10	The analysis findings indicate that if each variable has a tolerance value of 0,445 > 0,1 dan VIF <u>senilai</u> 2,250 < 10 it can be concluded that the regression model is free from multicollinearity.
Heteroscedasticity Test	Sig. Value. <u>Unstandardised</u> Residual: Product Quality (X1) = 0,464 > 0,05 and Service Quality (X2) = 0,610 > 0,05	The heteroscedasticity test using Spearman's Rho method showed that the residual value was > 0.05, so it can be concluded that there was no evidence of heteroscedasticity in the regression model.

#### Correlation Test

Table 6. Correlation test results

Correlations			
	Digital Marketing	Brand Equity	Millennial Customer

		Strategy	Loyalty
Digital Marketing Strategy	Pearson Correlation	1	.745**
	Sig. (2-tailed)		.000
	N	195	195
Brand Equity	Pearson Correlation	.745**	1
	Sig. (2-tailed)	.000	.000
	N	195	195
Millennial Customer Loyalty	Pearson Correlation	.690**	.720**
	Sig. (2-tailed)	.000	.000
	N	195	195

Based on the analysis results, the correlation between Digital Marketing Strategy and repurchase intention is 0.690, indicating a strong correlation. Similarly, the correlation between Brand Equity and repurchase intention is 0.720, also indicating a strong correlation.

#### Multiple Linear Regression Test

Table 7. Multiple linear regression test result  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	T
1	(Constant)	2.327	1.899		1.225
	Digital Marketing Strategy	.396	.081	.345	4.874
	Brand Equity	.409	.063	.463	6.529

a. Dependent Variable: Millennial Customer Loyalty

According to Table 7, the regression equation  $Y = 2.327 + 0.396X_1 + 0.409X_2$  can be interpreted as follows:

1. The constant 2.327 indicates that Digital Marketing Strategy and Brand Equity are valued at 0, so Repurchase Intention is 2.327.
2. The Digital Marketing Strategy coefficient of 0.396 illustrates a positive relationship between Digital Marketing Strategy and Repurchase Intention. Each 1-unit increase in Digital Marketing Strategy then drives an increase in Repurchase Intention of 0.396, with other variables remaining constant.

The Brand Equity coefficient of 0.409 indicates a positive relationship between Brand Equity and Repurchase Intention. Each 1-unit increase in Brand Equity will increase Repurchase Intention by 0.409, with other variables remaining constant.

#### Hypothesis Testing

##### T-Test Results (Partial)

The purpose of the test was to identify the impact of individual independent variables on the variation of the dependent variable.

Table 8. T-test results

Coefficients <sup>a</sup>	
Unstandardized Coefficients	Standardized Coefficients

		B	Std. Error	Beta	t	Sig.
Model						
1	(Constant)	2.327	1.899		1.225	.222
	Digital Marketing Strategy	.396	.081	.345	4.874	.000
	Brand Equity	.409	.063	.463	6.529	.000

a. Dependent Variable: Millennial Customer Loyalty

Based on the t-test findings in the table above, the following conclusions can be drawn:

1. Digital Marketing Strategy Variable: t count 4.874 > t table 1.972 with significance 0.000 < 0.05, indicating that Digital Marketing Strategy has a positive and significant impact on Millennial Customer Loyalty, therefore H1 is accepted.
2. Brand Equity Variable: t count 6.529 > t table 1.972 with significance 0.000 < 0.05, indicating that Brand Equity has a positive and significant impact on Millennial Customer Loyalty, therefore H2 is also accepted.

#### F Test Results (Simultaneous)

The purpose of this test is to identify the extent to which independent variables (Digital Marketing Strategy and Brand Equity) simultaneously affect the dependent variable (Repurchase Intention).

Table 9. F test results

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2719.797	2	1359.899	128.031	.000 <sup>b</sup>
	Residual	2039.352	192	10.622		
	Total	4759.149	194			

a. Dependent Variable: Millennial Customer Loyalty

b. Predictors: (Constant), Brand Equity, Digital Marketing Strategy

According to the simultaneous test results, a significance value of 0.000 was obtained, which is smaller than the significance limit of 0.05, and a calculated F value of 128.031, which exceeds the F table value of 3.04. This indicates that simultaneously, the variables of Digital Marketing Strategy (X1) and Brand Equity (X2) have a significant impact on the variable of Millennial Customer Loyalty (Y). Therefore, H3 is accepted.

#### Determination Coefficient Test Results

The determination coefficient is used to measure the model's capacity to explain the variation in the independent variable

Table 10. Determination coefficient test results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.571	.567	3.259

a. Predictors: (Constant), Brand Equity, Digital Marketing Strategy

b. Dependent Variable: Repeat Purchase Interest

According to the test findings, the R-square value of 0.571 (57.1%) can be explained if the capacity of the Digital Marketing Strategy variable (X1) and Brand Equity variable (X2) can explain the Millennial Customer Loyalty variable (Y) by 57.1%, with the remaining 42.9% explained by other variables not included and explained in the study conducted.

Overall, the findings demonstrate that effective digital marketing strategies and strong brand equity play a crucial role in fostering loyalty among millennial consumers in the culinary industry, particularly in the context of Waroeng Steak & Shake.

#### The Effect of Digital Marketing Strategy on Millennial Customer Loyalty

Based on the results of data analysis, the digital marketing strategy implemented by Waroeng Steak & Shake is proven to have a positive and statistically significant partial effect on millennial customer loyalty. This finding indicates that the more effective and engaging the company's digital marketing activities are, the higher the likelihood that millennial consumers will maintain long-term relationships with the brand. (Murti, Endrawati, Kurniawan, Sutjiatmo, & Wicaksono, 2023) explain that digital marketing strategy refers to a company's integrated efforts in utilizing digital platforms to create, communicate, and deliver value while building interactive relationships with customers. In this study, respondents generally provided high evaluations of the brand's digital presence, reflecting positive perceptions of its online engagement practices.

The results suggest that Waroeng Steak & Shake has successfully aligned its digital marketing activities with millennial characteristics, particularly through visually appealing content, interactive communication, and authentic messaging. Millennials tend to respond positively to brands that are active on social media and capable of establishing two-way communication rather than relying on one-directional promotional messages (Gohil, k Nagariya, Parmar, Joshi, & Joshi, 2025). When consumers perceive digital communication as relevant and relatable, they are more likely to develop emotional attachment, which strengthens their loyalty to the brand.

From a managerial perspective, the findings highlight that digital marketing should be positioned as a core strategic function rather than a supporting promotional tool. Consistency in content quality, responsiveness to customer interaction, and continuous innovation in digital campaigns are essential to sustain millennial loyalty. These results are consistent with previous studies by (Wangke, Indrayani, & Hadi, 2025), which found that effective digital marketing strategies significantly influence customer engagement and long-term loyalty, particularly among digitally oriented consumer segments.

#### The Effect of Brand Equity on Millennial Customer Loyalty

The analysis further reveals that brand equity has a positive and significant partial effect on millennial customer loyalty at Waroeng Steak & Shake. This indicates that stronger brand equity increases consumers' willingness to remain loyal, repeatedly engage with the brand, and recommend it to others. (Effah & Alomenu, 2023) defines brand equity as a set of brand assets and liabilities associated with a brand's name and symbol that add to or subtract from the value provided to customers. In this study, brand equity is reflected through brand awareness, brand identity, brand credibility, emotional attachment, and the presence of a brand community.

The findings imply that Waroeng Steak & Shake has succeeded in embedding positive brand associations in the minds of millennial consumers. Strong brand identity and credibility foster trust, while emotional attachment enhances consumers' sense of belonging to the brand. These elements are particularly important for millennials, who tend to value symbolic meaning and emotional connection alongside functional benefits. When brand equity is perceived as strong, consumers are less likely to switch to competing brands, even in highly competitive culinary markets.

The alignment between digital marketing strategies and brand equity plays a critical role in enhancing millennial customer loyalty. Digital media have evolved beyond their traditional promotional purpose and now operate as interactive platforms that facilitate relationship development and the formation of brand-based communities. Through sustained engagement, credible brand storytelling, and the active participation of customers, digital marketing initiatives strengthen brand equity by cultivating positive brand evaluations and reinforcing emotional bonds with consumers.

#### The Effect of Digital Marketing Strategy and Brand Equity on Millennial Customer Loyalty

The findings further reveal that digital marketing strategy and brand equity jointly have a positive and statistically significant effect on millennial customer loyalty. This result suggests that customer loyalty does not emerge merely from digital interaction or strong brand equity independently, but is shaped through the combined and complementary influence of both factors working together. Digital marketing strategy functions as a mechanism that continuously communicates and reinforces brand equity, while strong brand equity amplifies the effectiveness of digital marketing efforts (Rowi, Wahyudi, Oswari, & Purwoko, 2024).

Millennial customer loyalty tends to emerge when brands are able to consistently deliver engaging digital experiences supported by strong and credible brand values. (Fatimah, Shaddiq, Khuzaini, & Rico, 2025), loyalty in the digital era is increasingly driven by emotional bonds created through continuous interaction and value co-creation. This study confirms that when digital marketing activities successfully enhance brand awareness, trust, and emotional attachment, customers are more likely to remain loyal and engage in voluntary brand advocacy.

#### The Strategic Role of Digital Marketing and Brand Equity Synergy

The integration of digital marketing strategy and brand equity has a decisive strategic function in fostering millennial customer loyalty. Digital platforms are no longer limited to promotional communication, but function as interactive environments for building relationships and nurturing brand communities (Hassan, Adams, & Amarachi, 2023). By maintaining consistent engagement, delivering authentic brand narratives, and encouraging active customer involvement, digital marketing activities contribute to the strengthening of brand equity through the reinforcement of favorable brand perceptions and deeper emotional attachment.

This combined method gives a better picture of customer loyalty in today's food industry. Instead of just using rewards for purchases, Waroeng Steak & Shake uses online interactions to create a strong connection with customers that others find hard to copy (Wareebor, Suttikun, & Mahasuweerachai, 2025). Because of this, the study's results add value to existing research by showing that matching digital marketing efforts with brand strength is key to keeping younger customers loyal in a highly competitive online world.

#### Conclusion

This study concludes that digital marketing strategy and brand equity have a positive and statistically significant effect on millennial customer loyalty at Waroeng Steak & Shake, both partially and simultaneously, with the regression model showing strong explanatory power as indicated by a substantial coefficient of determination ( $R^2$ ), which confirms that these variables meaningfully explain variations in loyalty behavior. The findings demonstrate that interactive digital engagement, social media communication, and attractive and authentic content significantly strengthen brand equity, which in turn enhances emotional attachment, trust, and long-term commitment among millennial consumers. Theoretically, this study enriches the development of brand equity and relationship marketing theory by highlighting the strategic role of digital interaction as a relational

mechanism that transforms brand value into sustainable loyalty in the digital-based culinary industry, particularly within the millennial segment that prioritizes experience, connectivity, and engagement. These results extend previous literature by emphasizing that customer loyalty in the digital era is driven not only by functional and transactional factors but also by emotional and relational dimensions supported by digital platforms. From a managerial perspective, culinary businesses should integrate digital marketing and brand value development as core strategic priorities to maintain competitiveness. However, the focus on a single brand and the cross-sectional design limit generalizability; therefore, future studies are recommended to include broader samples, multiple brands, and additional variables such as perceived value, satisfaction, trust, and electronic word of mouth, as well as longitudinal approaches to capture the dynamics of loyalty formation over time.

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