

## Create Brand Loyalty of Indonesian Facebook User Through Brand Engagement: Utilization the Role of Social Media Marketing Elements

Astri Wulandari<sup>a\*</sup>

Bethani Suryawardani<sup>b</sup>

Dandy Marcelino<sup>c</sup>

<sup>a,b</sup> Marketing Management Diploma Program, Telkom Applied Science School; <sup>c</sup>Master of Management, Telkom Economy and Business School

### Abstract

There has been a noticeable increase in businesses reaching out to a wider range of potential customers using the internet and social media to market and present their goods. Social media marketing is thought to improve brand loyalty and engagement by utilizing social media aspects such as entertaining, interactive, trend of customization/personalization, and WOM. One of the most prominent social media networks is Facebook, and it is superior to other social media platforms in Indonesia since it has the most users. There has been no study to date that investigates how Facebook as social media platform is seen a brand that offers marketing capabilities and services. This study employed quantitative research methodologies, namely causal analysis utilizing Structural Equation Modeling (SEM) techniques and the SMART PLS 3.2.9 software. This study's sample consists of Facebook or social media users in Indonesia who have viewed marketing or promotional content on their social media. The researcher's sample approach of choice is incidental sampling, with a total of 400 respondents. This study in accordance with the study's goals, may demonstrate that Facebook's social media marketing activities effect customer engagement with a brand and customer loyalty to a brand. Facebook's marketing operations in social media may promote brand engagement by users of these social media, whereby consumer engagement also mediates the link between social media marketing and brand loyalty.

### Keywords

Social Media Marketing Elements; Brand Engagement; Brand Loyalty; Facebook.

Received: 15 February 2022; Accepted: 14 March 2022; Published Online: 30 April 2022

DOI: 10.21776/ub.apmba.2022.010.03.10

### Introduction

As people's lifestyles and habits change towards the use of social media, there will always be a growth in social media users from year to year. Based on a survey of data on the growth of social media users, it shows that in January 2020 there were 160 million active users of social media (Kay et al., 2020). The number of active social

media users in Indonesia is an opportunity as well as the potential to increase promotional tools for a company. People are increasingly turning to social media because of the fast expansion in technology and public understanding of information technology. The rise of social media has rendered old ways of looking for information and purchasing items obsolete

and has resulted in a wide range of new social and economic impacts (Seo & Park, 2018).

As the internet penetration rate and users of social media continues to rise, businesses are finding it easier to reach a wider range of customers potential for product promotion and introduction via the internet or social media (Wulandari et al., 2020). Using social media in marketing is a tool to enhance consumers and engage them in the execution of marketing messages, as stated in this statement. As a proponent of conventional and digital promotional tools (Tuten & Solomon, 2017), SMM aims to track, enable consumer contact, cooperation, engagement with the firm, its brands or other consumers and to stimulate their involvement.

Kim & Ko (2012) identify engagement, entertainment, trendiness, customisation, and word-of-mouth are the five key strengths of social media marketing, which are characterized by the attitudes of engaged customers about different marketing techniques on social media (Yadav & Rahman, 2017). These actions have a direct influence on the consumer's perception of the brand and their subsequent purchasing habits and loyalty (Chen & Lin, 2019). Engagement is a critical factor in influencing online behavior and transforming marketing efforts into customer loyalty when it comes to social media (Warner-Søderholm et al., 2018).

Twitter, Facebook, and YouTube are among the most popular social media networks have large and diverse user base, as well as easy accessibility, making them the go-to places for most people. They appeal to a wide age group of people, from teenagers to seniors, and offer features that keep their appeal fresh while also appealing to a wide range of demographics (Ionos, 2019). This suggests that Indonesians have developed a strong habit of using social media. From the four social media in the classification of mainstream social media, Facebook is one of the most preferred

platforms, which is superior to other social media platforms because it has the largest number of users in Indonesia (Kusumasondjaja, 2018).

The findings of the APJII study (2018) also revealed that Indonesian internet users routinely use a variety of social media websites and apps. Facebook accounted for a sizable 50.7% of all visits to the social media sites. Still the same as the previous year, a whopping 81% of Indonesians now use Facebook as their primary method of social media communication. It's estimated that there are 130 million people, Indonesia ranks third in the world in terms of users and target audience for Facebook advertising. Jakarta managed to occupy the third position in world as the city with the highest target audience for Facebook ads with 17 million users.

Over time, many Facebook users have discovered that they may use Facebook not merely to exchange images, but also as a social networking site for advertising and other promotional activities. To promote a product or service on social media, the firm does not have to spend a large amount of money or effort, as well as making it simple for customers to access details about the preferred service or product at any time. It is undeniable that Facebook as a social networking tool is A site that serves both as a place to socialize and a place to do business (Al-Adwan & Kokash, 2019).

However, there has been no research that examines how the level of engagement and loyalty of Facebook users is, so that active users who use Facebook every day do not necessarily have good loyalty and attachment to Facebook as social media marketing. However, the content created is certainly not arbitrary, certain variables are needed to create engagement and loyalty for brands that will be improved via effective social media marketing.

Many studies have examined how the influence of marketing activity on social media has an enormous influence on a

brand's ability to interact with customers and retain them, such as in Ebrahim's research (2020) which examines telecommunication brands, Seo & Park's research (2018) which examines airline brands, then Yadav's & Rahman research (2017) who researched e-commerce brands. However, until now there has been no research that examines how social media, when viewed as a brand that provides marketing features and services, has been investigated for its effect based on brand engagement and brand loyalty caused to its users, especially on social media Facebook. The social media marketing activities that will be seen in this case are based on the services or features provided by Facebook to its users.

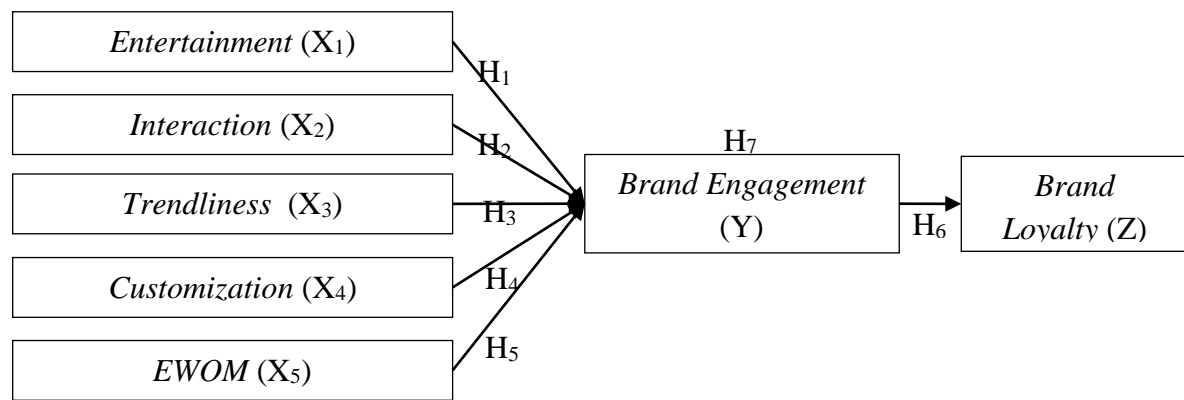
Cheung et al. (2020) found that social media marketing has entertainment, customisation, engagement, and trendiness as well as the ability to spread electronic word-of-mouth (E-WOM) marketing. Entertainment occurs when the marketing party provides a pleasant experience that creates a sense of pleasure in consumers when using the social media platform. Customization refers to customer service made based on consumer preferences. Interaction leads to two-way opportunities in exchanging opinions or sharing information that consumers do about a product or brand. EWOM is a term used to describe consumer-generated content regarding a brand, product, or business. The degree to which a brand is able to give the most recent and relevant information is referred to as trendiness.

This marketing communication strategy carried out through social media is known as social media marketing. The memory rate for social media commercials is 55% greater than that of traditional advertising, and a 2013 study found that social media

influences 90% of all sales, which has led to a lot of interest in social media-based marketing (Seo & Park, 2018). The success of social media marketing can be measured by customer engagement, by measuring engagement the brand will get a more coherent picture of customer actions (So et al., 2021).

Because of the simplicity and speed with which organizations may establish two-way, dynamic, and fascinating communications with their consumers through social media, many feel that social media marketing can boost customer engagement and loyalty. By creating social media pages and conducting customer engagement, loyalty can increase because effective interaction activities can produce PWOM (positive WOM) may be generated through ensuring customer satisfaction and delight, which in turn can lead to brand loyalty (Barreda, 2014; Mohamed, 2016). Customers are more loyal to firms that are active on social media, a new research from Texas Tech University (Elena, 2016). Furthermore, Muchardie et al. (2016) in his research states the link among social media platforms and customer loyalty is said to be mediated by consumer interaction, it is also suggested that customer engagement has a beneficial impact on brand loyalty.

Based on the phenomenon and previous research, this study will further examine whether the elements of social media marketing that have been mentioned have an influence on brand engagement and brand loyalty. The purpose of this study is to see if there is a link or a predictive impact between constructs. The following figure is a model framework for this research.



**Figure 1. Conceptual Research Framework**

*Source: Processed by Researchers, 2022*

### Literature Review and Hypothesis Development

Amusing social media marketing material may give customers with entertaining and fascinating information, perhaps boosting their engagement to a company (Hollebeek et al., 2014; Ismail, 2017). Customer understanding of what a brand stands for is increased when it is communicated via entertainment components that are seen as pleasant (Barger et al., 2016).

H1: Entertainment on Facebook's consumers in Indonesia have a favorable and substantial relationship with brands engagement to social media marketing.

Pages that are interactive on social media allow for better contact between businesses and their customers, resulting in more positive consumer sentiment (Ismail, 2017). Increased user involvement may be achieved through the use of a connection in addition to the company's main website enabling followers to contribute and spread relevant information (Manthiou et al., 2014). Promote business on social media by getting others to share their experiences, write comments, and follow the page (Dessart et al., 2015).

H2: Interaction on Facebook's consumers in Indonesia have a favorable and substantial relationship with brands engagement to social media marketing.

Keeping up with the latest brand advances and current fashion trends necessitates that customers consume stylish brand

information from social media platforms (Gallaugher & Ransbotham, 2010). Consumers may be drawn to a brand's trendiness because they perceive it to be a leading brand most up-to-date information on brand sites, so contributing to the process of making a pleasant brand engagement in customers' discerning gazes.

H3: Trendliness on Facebook's consumers in Indonesia have a favorable and substantial relationship with brands engagement to social media marketing.

As a consequence, marketers make advantage of social media to provide customers with details about their preferred items and brands, like pricing, quality of product, and other attributes features, so they can find what they need. An increase in consumer interaction and the potential value of a company's site may result from this strategy (Ko & Megehee, 2012; Deghani and Tumer, 2015; Ismail, 2017).

H4: Customization on Facebook's consumers in Indonesia have a favorable and substantial relationship with brands engagement to social media marketing.

With the growth of social media, the number of customers who assess businesses and goods as according on EWOM has skyrocketed (Ananda et al., 2019). This may have a favorable impact in that engagement of combination products and services, causing customers to read EWOM with a higher level of mental effort (Krishnamurthy & Kumar, 2018).

H5: EWOM on Facebook's consumers in Indonesia have a favorable and substantial relationship with brands engagement to social media marketing.

Customer involvement has a favorable influence on brand loyalty (So et al., 2016). Customers with high engagement tend to like a product, company, or brand more, indicating loyalty to these things (Vivek et al., 2012; Li et al., 2020). Recent research also shows that a strong link exists between brand loyalty and social media marketing stimulated by consumer brand engagement (Jibril et al., 2019), this study shows the results that customer engagement mediates marketing using social media and customer loyalty. This is in line with the research made by Muchardie et al. (2016) in light of this, social media marketing is clearly important indirect effect on brand loyalty through customer engagement.

H6: Consumer-brand engagement has a strong and beneficial impact on brand loyalty products marketed through social media Facebook in Indonesia.

H7: Consumer-brand engagement has a positive and significant effect in mediating the impact of social media marketing on customer loyalty to the brands and goods that are promoted there Facebook in Indonesia.

## Method

The findings of this study may be utilized as a foundation for future research, particularly in the areas of social media marketing (entertaining, interactivity, trendliness, personalization, and EWOM), brand engagement, and brand loyalty for items advertised on Facebook in Indonesia. Quantitative research is the methodology used in this investigation. In the context of quantitative research, the connection between variables is characterized as a method for testing objective hypotheses. Using an instrument to measure these factors allows us to do statistical analyses on the numerical data.

In this study, the population consists of all users or potential users of the social media platform Facebook in Indonesia, the exact number of whom is unknown. A technique called Non-Probability Sampling was used to gather the data for this investigation. Purposive sampling was chosen as the non-probability sampling approach. In order to get the most accurate estimate possible, you might use a technique called "targeted sampling". There are 385 participants in this study who are required by the Lemeshow formula to be included in this analysis because of the high level of statistical confidence (95%) and low error rate ( $d=5\%$ ) but the researchers chose to include additional participants for the study's final sample size to be closer to 400.

The Partial Least Squares approach was utilized to analyze the data in this study. The goal of PLS is designed to assist researchers in estimating latent variables for future use and to explain the theoretical association between the study variables. The measuring model can be utilized for reliability and validity testing, whereas the conceptual framework is used for causality tests (hypothesis testing with prediction model). A latent variable is defined by the formal model as a linear summation of its variables. The internal model (a structural equation that links latent variables) and the external model (a measurement model that describes the connection among indications and constructions) influence the weight estimate for constructing the scoring component of latent variables.

## Results

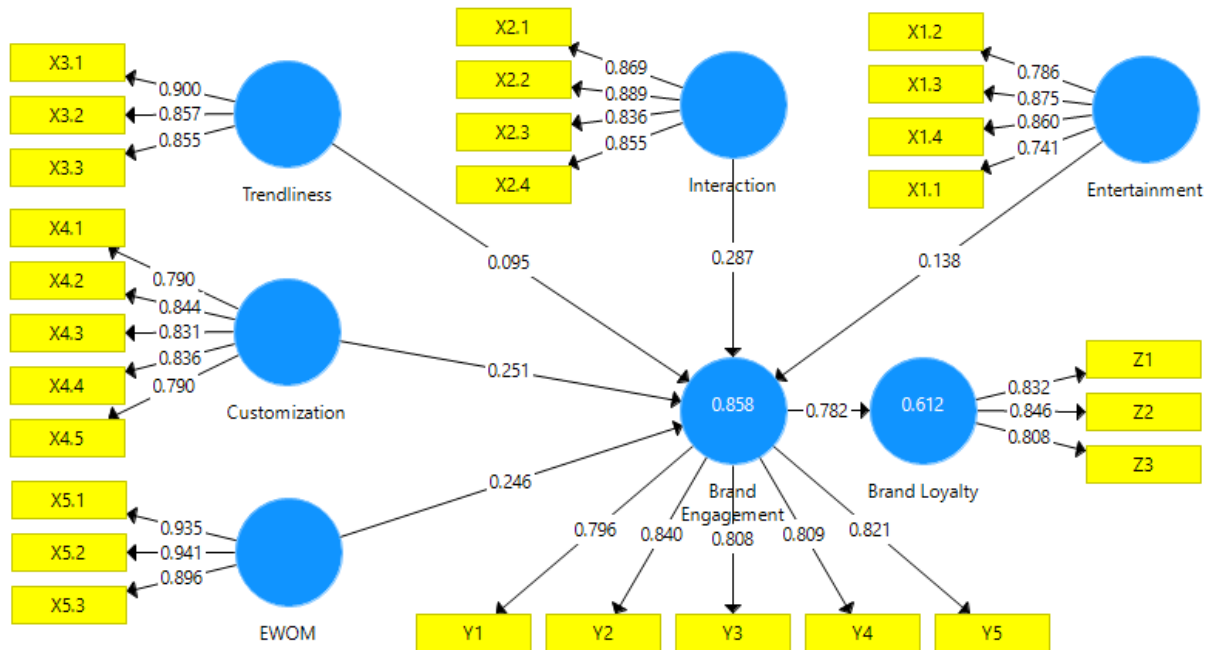
Smart PLS version 3.2.9 was used for the tests. Both the outer and inner models are part of the Smart PLS, which would be a composition of two sub-models: a measurement model, and a structural model.

### Outer Model Outcomes

To assess validity and reliability, measurement models or outer models are used. Convergent and discriminant validity,

composite reliability, and Cronbarch's alpha are the measuring models. In this study,

Figure 2 depicts a partial least squares outer model.



**Figure 2. Outer Model SEM**

Source: Data Processed, 2022

Convergent validity is founded on the idea that manifest variables in a construct should be substantially connected. Based on the loading factor value generated on each build indication, this test may be viewed. The rule of thumb for confirmatory research is 0.7 and for the average variance extracted value is 0.5 (Ghozali & Latan, 2015).

The reliability test is intended to demonstrate that the instrument used to measure the construct is accurate, consistent, and repeatable. Cronbach's alpha and composite reliability can be used to assess a dependability. Composite reliability value greater than 0.7 as the rule of thumb used in this test (Ghozali & Latan, 2015).

**Table 1. Result of Outer Model Test**

Variable	Constructs Statement	Validity Test		Reliability Test		
		Loading Factor	Result	Cronbachs Alpha	Composite Reliability	Result
Entertainment (X1)	The stuff discovered on Facebook social media appears to be fascinating.	0.741	Valid	0.833	0.889	Reliable
	Using Facebook social media marketing is interesting.	0.786	Valid			
	It's entertaining to get product knowledge using Facebook social media.	0.875	Valid			
	It is simple to kill time on Facebook.	0.860	Valid			
Interaction (X2)	It is simple for me to express my thoughts on Facebook using my brand.	0.869	Valid	0.885	0.921	Reliable
	It is simple to share my thoughts or engage in a conversation with other Facebook users.	0.889	Valid			
	Through Facebook social media, two-way engagement is possible.	0.836	Valid			

Variable	Constructs Statement	Validity Test		Reliability Test		
		Loading Factor	Result	Cronbachs Alpha	Composite Reliability	Result
Trendliness (X3)	Sharing information with other Facebook users is available through the social network.	0.855	Valid	0.841	0.904	Reliable
	The information provided on Facebook social media is current.	0.900	Valid			
	Using Facebook as a social networking platform is quite popular.	0.857	Valid			
Customization (X4)	The information on Facebook is up to date.	0.855	Valid	0.877	0.910	Reliable
	Customized information may be found on Facebook social media.	0.790	Valid			
	Facebook and other social media platforms provide personalized offerings.	0.844	Valid			
	Facebook social media platforms give a vibrant flow of information that I am interested in.	0.831	Valid			
	It is simple to utilize the Facebook social networking platform.	0.836	Valid			
EWOM (X5)	Facebook social media may be accessed at any time and from any location.	0.790	Valid	0.914	0.946	Reliable
	I'd want to share brand, product, or service information from Facebook with my friends.	0.935	Valid			
	Facebook is where I would want to post social media content.	0.941	Valid			
Brand Engagement (Y)	I'd want to share my thoughts about Facebook-purchased businesses, products, or services with my friends.	0.896	Valid	0.874	0.908	Reliable
	I read brand-related posts on Facebook pages.	0.796	Valid			
	I use Facebook buttons to communicate my emotions to brand postings and comments.	0.840	Valid			
	Participating in Facebook conversations on the brand's page (ask, comment, answer questions).	0.808	Valid			
	I'm retweeting the brand's Facebook updates on my own page (e.g., picture, video, audio, text).	0.809	Valid			
Brand Loyalty (Z)	On Facebook pages, I initiate fresh brand-related postings.	0.821	Valid	0.772	0.868	Reliable
	This brand, which I follow on Facebook, is the one I'm most likely to buy.	0.832	Valid			
	In my Facebook page, I will promote the brand to others.	0.846	Valid			
	I'd say that I'm committed to the company sponsoring the Facebook ad.	0.808	Valid			

Source: Data Processed, 2022

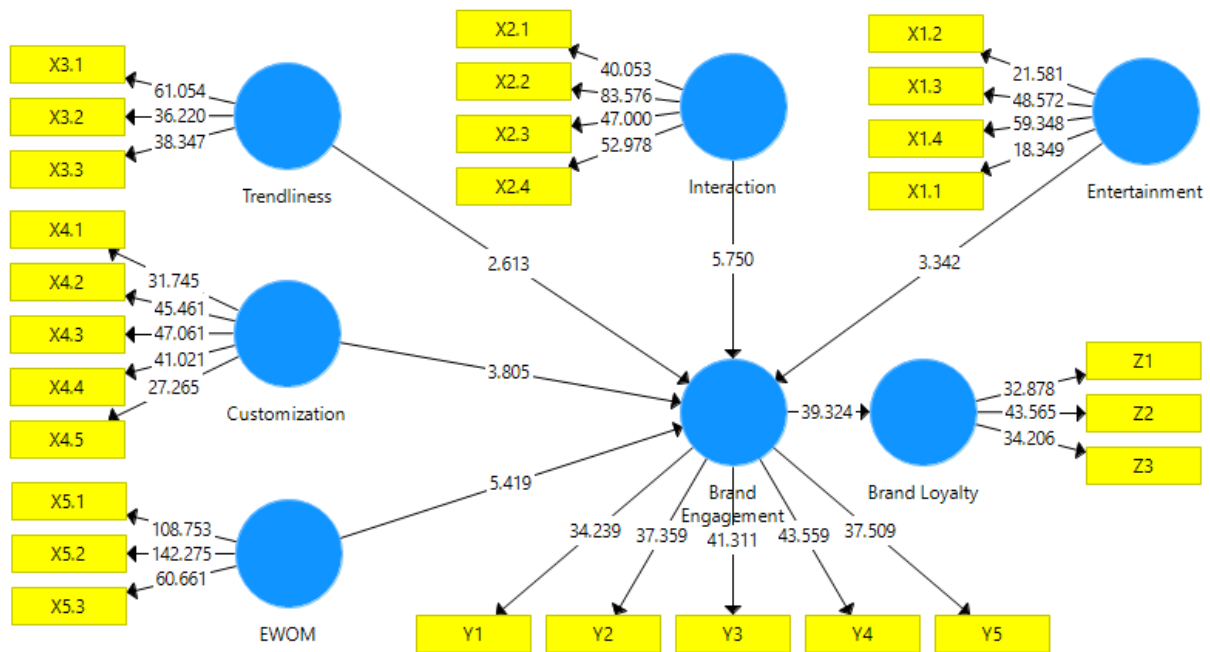
Table 1 shows that the loading factor score derived on the study items is correct. This is because the loading factor score received was more than 0.7, indicating that it is genuine and may proceed to the next stage. The reliability score acquired will be examined in the following step of the investigation. According to Table 1, the Cronbarch's Alpha and Composite

Reliability scores generated by social-media marketing variables (entertaining, interactivity, trendliness, customisation, and E-WOM), brand engagement, and brand loyalty are greater than 0.7. The findings of the reliability test indicate that the instruments utilized in the research were exact, consistent, and accurate.

**Inner Model Outcomes**

R-squares is a goodness-of-fit test that may be used to evaluate a model's internal structure. R-squares coefficients of 0.75, 0.50, and 0.25 Based on these numbers, it is possible to determine if the model is strong, moderate, or weak. To evaluate the PLS model, you may look at predictive relevance using the blindfolding process in

addition to the R-Square value. In addition, a t-test analysis was performed to assess the influence on the predictor of the latent variable. The effect and significance are then determined by examining the values of the parameter coefficients and the t-test (Ghozali & Latan, 2015).



**Figure 3. Inner Model SEM**

Source: Data Processed, 2022

R-Square analysis was performed in this study to calculate the level of variance in changes a relationship between the dependent and exogenous factors. If the R-Square value achieved in a research is greater, the projected model will be better. The next test was performed on the inner model (structural model) to determine the

influence and significance by examining the parameter coefficient values and the statistical significance value (Ghozali & Latan, 2015). In this investigation, a 5% significance threshold was used on the one tail test, resulting in t-table value of 1.65 and hypothesis testing outcomes are below.



**Table 2. Experimentation with the Inner Model (Coefficient of Determination and Hypothesis Test)**

Relationship	Path Coefficient	t-Statistics	P Values	Conclusion	Ajusted R-Square
<i>Entertainment → Brand Engagement</i>	0.138	3.342	0.000	Ho rejected, H1 accepted	0.858
<i>Interaction → Brand Engagement</i>	0.287	5.750	0.000	Ho rejected, H2 accepted	
<i>Trendliness → Brand Engagement</i>	0.095	2.613	0.005	Ho rejected, H3 accepted	
<i>Customization → Brand Engagement</i>	0.251	3.805	0.000	Ho rejected, H4 accepted	
<i>EWOM → Brand Engagement</i>	0.246	5.419	0.000	Ho rejected, H5 accepted	
<i>Brand Engagement → Brand Loyalty</i>	0.782	39.324	0.000	Ho rejected, H6 accepted	0.612
<i>Social Media Marketing → Brand Engagement → Brand Loyalty</i>	0.159	4.144	0.001	Ho rejected, H7 accepted	

Source: Data Processed, 2022

The t-value created on the route connecting the variables in the model may be used to determine causality, where the t-value limit indicates that the significant relationship is within the limit  $> 1.65$  whose path can be seen in Figure 3. From the analysis results The conclusion that follows is that overall hypothesis can be approved, because it shows a t-value which has a value above 1.65 which as seen in the table 2.

The R-Squares value in the reduced form equation is seen to determine the variance that explains each variable being tested or the dependent variable can be explained in the research model. Table 2 shows the solution to the reduced form equation, which shows that 85.8% of the combination of brand engagement variables can be explained by EWOM, entertainment, interactive, trendiness, and trendsetting are all components of social media marketing. Meanwhile, the combined 61.2% of brand loyalty variables can be explained by brand engagement and elements of social media

marketing activities variables. While other factors not examined in this research account for the remainder.

Additionally, this research examines how the measurable elements of social marketing activities, such as entertaining, interactive, trendliness, personalisation, and electronic word-of-mouth, impact social media marketing activity themselves. The structural model shows that interactive, personalisation, EWOM (electronic word-of-mouth) are the variable factors that have the most impact on social media marketing operations, then the last two are amusement or entertaining and trendliness.

## Discussion

### Entertainment to Brand Engagement

According to the findings and data from this study, using social media as a platform for creative expression The positive and considerable influence of Facebook on brand engagement is well-documented. Indeed, amusing social media marketing material may give customers with entertaining and

fascinating information, perhaps boosting their attachment to a company (Hollebeek et al., 2014; Ismail, 2017). Brand pages in social media that include gameplay, tales, competitions, freebies, dynamic visual effects, photographs, and video content are seen as lively, thrilling, and dazzling, producing enthusiasm and provides to consumers' demands for artistic delight and emotional expression, because then shoppers are driven to consumer-brand engagement (Muntinga et al., 2011; Manthiou et al., 2014). The worth of brand pages in terms of entertainment leads into pleasant consumer experiences, increasing customers' psychological absorption in the brand and enhancing consumer-brand engagement (Ashley & Tuten, 2015; France et al., 2016; Merrilees, 2016).

#### **Interaction to Brand Engagement**

According to the research's data and findings, Facebook interactivity has a favorable and substantial link on brand engagement. These consumer engagement activities are critical in building relationships between customers and brands, eventually boosting cognitive understanding of product attributes and brand advantages by customers (Manthiou et al., 2014). Customers may also share their comments with others on social networking sites like Facebook, Twitter, and Instagram who share their interests about specific items or brands, therefore strengthening the bond among consumer and businesses (Vivek et al., 2012; Schivinski & Dabrowski, 2015).

By allowing customers to express their ideas to companies, these encounters may lead to a rise in enthusiasm and the subsequent development of new skills and abilities attachment (Vivek et al., 2012; Leckie et al., 2016), allowing enterprises to enhance a company's product and service quality (Ashley & Tuten, 2015). When customers are

involved in sharing their thoughts and opinions about new items, it helps firms when it comes to the creation of new products (Hidayanti et al., 2018). This sharing increases consumer pleasure while also increasing brand trust and buy intent (Laroche et al., 2013). Activation and consumer satisfaction might be linked to customer satisfaction, as a result the growth of consumer-brand engagement (Barger et al., 2016; Merrilees, 2016).

#### **Trendiness to Brand Engagement**

According to the research's data and findings, Facebook's trendiness has a favorable and substantial influence on brand engagement. Brand trendiness may influence a brand's perception as a leading brand, prompting customers to look for the most up-to-date information on brand sites, so contributing to the creation of a positive perception of the brand among customers. Facebook fan pages of well-known brands often include trending topics and the most latest product information. In particular, effectively facilitate consumers' effort to have a discussion with peers, thereby developing good brand impressions by enhancing customers' cognitive presence in brand encounters (Chan et al., 2014). Customers are more likely to become loyal to a company if the material on their social media brand sites has been kept up-to-date (Dessart et al., 2015). Consumers' attention is drawn to trendiness information, which elicits positive feelings and motivates them to remain loyal (Liu et al., 2019). Hollebeek et al. (2014) believe that improving the mental and affective presence of consumers leads to an increase in consumer-brand interaction, this supports the assertion.

#### **Customization to Brand Engagement.**

According to the research's data and findings, Facebook customisation has a favorable and substantial link on brand

engagement. Social media marketing may deliver customized, brand-related information that is tailored to the demands of the consumer (Rohm et al., 2013). Because customers like to read relevant content on social network sites, customized communications outperform traditional (broadcast) messages in terms of arousing attention and producing an engagement (Schultz, 2017). This may boost the a brand's page's estimated worth and promote customer engagement with the brand (Ko & Megehee, 2012; Dehghani & Tumer, 2015; Ismail, 2017), hence potentially improving the brand's cognitive understanding among customers. Furthermore, when a company delivers customized services based on customer preferences, it may have a favorable influence on the perceived advantages of the brand, as well as increase their passion for the brand (Phan et al., 2011). To summarize, customized social media marketing has the capacity to help to shape the formation of mental experiences and connection in people's brains, which may influence activation in the minds of customers (Dessart et al., 2015; Merrilees, 2016). The focus brand is seen as the most important factor in consumers' decision-making processes as a consequence (Harrigan et al., 2018).

### **EWOM to Brand Engagement**

EWOM in marketing through social media is based on data and outcomes gathered from this study. Facebook has a substantial and beneficial impact on brand engagement. Consumers' usage of EWOM to assess businesses and goods has increased as a result of social media (Ananda et al., 2019). This may have a favorable impact on their appraisal of services and goods, causing customers to expend reading EWOM requires extra cognitive work (Krishnamurthy & Kumar, 2018). In light of apparent dependability of social media sites

(Kudeshia & Kumar, 2017; Cheung et al., 2020), customers' production and sharing of EWOM develops a mutually beneficial relationship between customers and companies, producing pleasant sentiments among consumers (Brodie et al., 2013; Chae et al., 2015). As a consequence, EWOM is now available on social media sites and its utilization aids in the creation of good brand sensations and feelings for a brand, hence enhancing the consumer-brand engagement.

### **Brand Engagement to Brand Loyalty**

Based on the data and results obtained from this study, interaction between consumers and brands has a good and substantial effect on brand loyalty, products marketed through social media Facebook in Indonesia. In the online context, engagement is much needed in contrast on a personal level encounters. This is a sign of customers' readiness to engage in social media and online conversations (Pentina et al., 2013). A brand's worth is increased when its customers are more enthusiastic about participating in social media activities and do so in greater numbers than users with lower levels of engagement (Chahal & Rani, 2017). Social media qualities impact customer behavior, and engagement is an intermediary between marketing efforts in social media and consumer behavioral intents to exhibit loyalty to the brand (Kim & Park, 2017). Campagna et al. (2021) perceive repurchase intention and loyalty as dimensions of a brand's value. However, Villagra et al. (2021) that brand loyalty refers to when customers are prepared to buy a well-known brand at a high price or premium. Consequently, it requires positive sentiments that interfere with normal fidelity as a consequence. Consumer loyalty may be improved by increasing customer involvement, as shown by the work (So et al., 2016). This is backed up by the fact that the statements of several previous researchers (Brodie, et al., 2013;

Hollebeek, et al., 2014) which state about loyalty is one of consequences from consumer engagement (So, et al., 2016). Consumers who have high engagement tend to increase their liking towards a product, company, or brand, which indicates loyalty to these things (Vivek, et al., 2012; So, et al., 2021).

### **Marketing Elements for Brand Loyalty through Brand Engagement in Social Media**

Activity was shown to be a factor in the study's findings that social media activities carried out by Facebook were strongly influenced by elements of entertainment, interaction, trendiness, personalization, and EWOM. Where the variable that has an influence on other variables is the brand engagement variable which is the intermediary between the relationship of social media marketing strategies to brand loyalty. Brand loyalty is bolstered through customer involvement in social media marketing, which has been shown to be effective (Jibril et al., 2019). Customer interaction or engagement has been shown to mitigate the influence of marketing on brand loyalty through social media. Based on the results of Moreardi and colleagues (2016), brand loyalty is strongly influenced by social media marketing in an indirect manner through consumer involvement.

### **Implications**

Social media marketing may increase customer loyalty to a business by including them in the conversation. For clients who have a good attitude and plan on returning to the online platform, updated, trending, and informational media is a key ingredient. As a result of improving brand engagement, brand loyalty is expected to rise as a result of this improvement. Consequently, additional mediated factors resulting from these

variables will rise as a result of concentrating on ways to raise brand engagement. Social media marketing has a role to play in accomplishing important branding goals such as brand engagement and brand loyalty, according to this study.

### **Limitations**

In this study, there are still many limitations so that it is hoped that in future research these limitations can be filled so that they are covered. Research questionnaires may be sent to a larger range of households in the future so that data from Indonesian respondents can be collected. It is assumed that each variable may have more than three questionnaire items multiplied by the number of variables. As a follow-up, further research may be done to compare the effects of factors examined on the two kinds of Facebook user groups: general and business. This will allow for a better understanding of which variables have a greater impact on each type of user group. You may extend the study model by include the dependent variable or by adding more dimensions for social media marketing.

### **Conclusions**

According to the research goals, this study may demonstrate that Facebook's social media activities can effect the amount of customer involvement with a company, as well as the rise in consumer loyalty. Facebook's social media marketing initiatives may inspire consumers to engage with the firm. As a result of Facebook's promotion of a brand, consumers have a positive impression of the brand's degree of involvement. With Facebook's social media marketing efforts, the loyalty of its members rises as well. Another factor that might influence efforts in social media marketing and client loyalty to a business participation. When considered from the perspective of

social media marketing, Facebook has established a service that is capable of engaging and retaining its members.

### Suggestions

Longitudinal studies and cross-national comparisons should be considered in future research to improve generalizability. The study focuses solely on one social media platform, Facebook. This restricts the findings' application to other social media platforms, particularly ones with less enthusiasm. More product categories and products with varied degrees of involvement should be included in future research to help generalize the results to a wider range of scenarios. Theories and modifications of other theoretical concepts (such as the customer's satisfaction) may have an influence on the social media marketing components or qualities examined in this study in future research.

### Notes on Contributors

**Astri Wulandari** is a permanent lecturer at the Digital Marketing Diploma Study Program, Faculty of Applied Sciences, Telkom University. Graduated from Doctoral Program in Management Science Pasundan University in 2019. Currently, she is mastering courses in Marketing Ethics Profession, Professionalism Development, Human Capital Management, Business Communication, Human Resource Management, Marketing Management, and Retail Management. Her main research areas are in the areas of marketing, business, entrepreneurship, and human resources.

**Bethani Suryawardani** is a lecturer in Digital Marketing Diploma Study Program, Telkom University, Bandung. She is currently studying for a Doctor of Management Science at Brawijaya

University. She has taught courses in Marketing Management, Retail Management, Finance Management, and Accounting. Her main research areas are in the areas of tourism marketing, digital marketing, and finance management.

**Dandy Marcelino** is currently an extraordinary lecturer in the Digital Marketing Diploma Study Program, Telkom University, Bandung. The author's educational history is Master of Management Telkom University, Bachelor of Business Administration Telkom University, and Diploma in Marketing Management Telkom University. He actively publishes papers and journals in several accredited national journals, international proceedings, and reputable international journals about green marketing, tourism marketing, digital marketing, and entrepreneurship, .

### References

- Al-Adwan, A. S., & Kokash, H. 2019. The driving forces of Facebook social commerce. *Journal of theoretical and applied electronic commerce research*, 14(2), 15-32.
- Ananda, A. S., Hernández-García, Á., Acquila-Natale, E., & Lamberti, L. 2019. What makes fashion consumers "click"? Generation of eWoM engagement in social media. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 398-418.
- APJII. 2018. Survei Nasional Penetrasi Pengguna Internet 2018. *Buletin APJII, Polling Indonesia*, 1-51.
- Ashley, C., & Tuten, T. 2015. Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.

- Barger, V. A., Peltier, J., & Schultz, D. 2016. Social Media and Consumer Engagement: A Review and Research Agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Barger, V. A., Peltier, J., & Schultz, D. 2016. Social Media and Consumer Engagement: A Review and Research Agenda. *Journal of Research in Interactive Marketing*, 10(4), 268-287.
- Barreda, A. 2014. Creating brand equity when using travel-related online social network Web sites. *Journal of Vacation Marketing*, 20(4), 365-379.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. 2013. Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research*, 66(1), 105-114.
- Campagna, C. L., Donthu, N., & Yoo, B. 2021. Brand authenticity: literature review, comprehensive definition, and an amalgamated scale. *Journal of Marketing Theory and Practice*, 1-17.
- Chae, H., Ko, E., & Han, J. 2015. How do customers' SNS participation activities impact on customer equity drivers and customer loyalty? Focus on the SNS services of a global SPA brand. *Journal of Global Scholars of Marketing Science*, 25(2), 122-141.
- Chahal, H., & Rani, A. 2017. How trust moderates social media engagement and brand equity. *Journal of Research in Interactive Marketing*, 11(3), 312-335.
- Chan, T. K., Zheng, X., Cheung, C. M., Lee, M. K., & Lee, Z. W. 2014. Antecedents and consequences of customer engagement in online brand communities. *Journal of Marketing Analytics*, 2(2), 81-97.
- Chen, S. C., & Lin, C. P. 2019. Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32.
- Cheung, M. L., Ting, H., Cheah, J. H., & Sharipudin, M. N. S. 2020. Examining the role of social media-based destination brand community in evoking tourists' emotions and intention to co-create and visit. *Journal of Product and Brand Management*, 30(1), 28-43.
- Dehghani, M., & Tumer, M. 2015. A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in human behavior*, 49, 597-600.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. 2015. Consumer engagement in online brand communities: A social media perspective. *Journal of Product and Brand Management*, 24(1), 28-42.
- Ebrahim, R. S. 2020. The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287-308.
- Elena, C. A. 2016. Social media—a strategy in developing customer relationship management. *Procedia Economics and Finance*, 39, 785-790.
- France, C., Merrilees, B., & Miller, D. 2016. An integrated model of customer-brand engagement: Drivers and consequences. *Journal of Brand Management*, 23(2), 119-136.
- Gallaugh, J., & Ransbotham, S. 2010. Social media and customer dialog management at Starbucks. *MIS Quarterly Executive*, 9(4).
- Ghozali, I., & Latan, H. 2015. *Partial Least Squares Concepts, Techniques and*

- Applications using the SmartPLS 3.0 Program*. Semarang: Issuing Board of Diponegoro University.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. 2018. Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent. *Journal of Business Research*, 88, 388-396.
- Hidayanti, I., Herman, L. E., & Farida, N. 2018. Engaging customers through social media to improve industrial product development: the role of customer co-creation value. *Journal of Relationship Marketing*, 17(1), 17-28.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. 2014. Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), 149-165.
- Ionos. 2019. *The most important social media platforms at a glance*. Retrieved from Ionos: <https://www.ionos.com/digitalguide/online-marketing/social-media/the-most-important-social-media-platforms/>
- Ismail, A. R. 2017. The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia pacific journal of marketing and logistics*, 29(1), 129-144.
- Jibril, A. B., Kwarteng, M. A., Chovancova, M., & Pilik, M. 2019. The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community. *Cogent Business & Management*, 6(1), 1673640.
- Kay, S., Mulcahy, R., & Parkinson, J. 2020. When less is more: the impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 36(3-4), 248-278.
- Kim, A. J., & Ko, E. 2012. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
- Kim, W. G., & Park, S. A. 2017. Social media review rating versus traditional customer satisfaction: which one has more incremental predictive power in explaining hotel performance?. *International journal of contemporary hospitality management*, 29(2), 784-802.
- Ko, E., & Megehee, C. M. 2012. Fashion marketing of luxury brands: Recent research issues and contributions. *Journal of Business Research*, 65(10), 1395-1398.
- Krishnamurthy, A., & Kumar, S. R. 2018. Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens. *Journal of Retailing and Consumer Services*, 43, 149-156.
- Kudeshia, C., & Kumar, A. 2017. Social eWOM: does it affect the brand attitude and purchase intention of brands?. *Management Research Review*, 40(3), 310-330.
- Kusumasondjaja, S. 2018. The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1135-1158.
- Laroche, M., Habibi, M. R., & Richard, M. O. 2013. To be or not to be in social media: How brand loyalty is affected by social media?. *International*

- journal of information management*, 33(1), 76-82.
- Leckie, C., Nyadzayo, M. W., & Johnson, L. W. 2016. Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, 32(5-6), 558-578.
- Li, M. W., Teng, H. Y., & Chen, C. Y. 2020. Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192.
- Liu, X., Fu, Y., & Li, J. 2019. The effect of on-site experience and place attachment on loyalty: Evidence from Chinese tourists in a hot-spring resort. *International Journal of Hospitality & Tourism Administration*, 20(1), 75-100.
- Manthiou, A., Tang, L. R., & Bosselman, R. 2014. Reason and reaction: the dual route of the decision-making process on Facebook fan pages. *Electronic Markets*, 24(4), 297-308.
- Merrilees, B. 2016. Interactive brand experience pathways to customer-brand engagement and value co-creation. *Journal of Product & Brand Management*, 25(5), 402-408.
- Mohamed, M. I. 2016. *Impact of Social Media Marketing on Brand Equity The Mediating Effect of Customer Brand Engagement* (Doctoral dissertation, Sudan University of Science and Technology).
- Muchardie, B. G., Yudianta, N. H., & Gunawan, A. 2016. Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colours cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83-87.
- Muchardie, B. G., Yudianta, N. H., & Gunawan, A. 2016. Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colours cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83-87.
- Muntinga, D. G., Moorman, M., & Smit, E. G. 2011. Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
- Pentina, I., Zhang, L., & Basmanova, O. 2013. Antecedents and consequences of trust in a social media brand: A cross-cultural study of Twitter. *Computers in Human Behavior*, 29(4), 1546-1555.
- Phan, M., Thomas, R., & Heine, K. 2011. Social media and luxury brand management: The case of Burberry. *Journal of Global Fashion Marketing*, 2(4), 213-222.
- Rohm, A., Kaltcheva, V. D., & Milne, G. R. 2013. A mixed-method approach to examining brand-consumer interactions driven by social media. *Journal of Research in Interactive Marketing*, 7(4), 295-311.
- Schivinski, B., & Dabrowski, D. 2015. The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing*, 9(1), 31-53.
- Schultz, C. D. 2017. Proposing to your fans: Which brand post characteristics drive consumer engagement activities on social media brand pages?. *Electronic Commerce Research and Applications*, 26, 23-34.
- Seo, E. J., & Park, J. W. 2018. A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.



- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. 2016. The role of customer engagement in building consumer loyalty to tourism brands. *Journal of Travel Research*, 55(1), 64-78.
- So, K. K. F., Wei, W., & Martin, D. 2021. Understanding customer engagement and social media activities in tourism: A latent profile analysis and cross-validation. *Journal of Business Research*, 129, 474-483.
- Tuten, T. L., & Solomon, M. R. 2017. *Social media marketing*. UK: Sage.
- Villagra, N., Monfort, A., & Sánchez Herrera, J. (2021). The mediating role of brand trust in the relationship between brand personality and brand loyalty. *Journal of Consumer Behaviour*, 20(5), 1153-1163.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. 2012. Customer engagement: Exploring customer relationships beyond purchase. *Journal of marketing theory and practice*, 20(2), 122-146.
- Warner-Søderholm, G., Bertsch, A., Sawe, E., Lee, D., Wolfe, T., Meyer, J., ... & Fatilua, U. N. 2018. Who trusts social media?. *Computers in human behavior*, 81, 303-315.
- Wulandari, A., Suryawardani, B., & Marcelino, D. 2020, October. Social Media Technology Adoption for Improving MSMEs Performance in Bandung: a Technology-Organization-Environment (TOE) Framework. In *2020 8th International Conference on Cyber and IT Service Management (CITSM)* (pp. 1-7). IEEE.
- Yadav, M., & Rahman, Z. 2017. Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294-1307.

