CUSTOMER BRAND LOYALTY MODEL FOR SOCIAL MEDIA MARKETING

R Dewi Pertiwi[1], Wikrama Wardana*[2], Anthon Tondo[3], Anwar Sulaiman[4], Merry Fithriani[5], Gunawan[6] and Lenny Menara Sari Saragih[7]

[1,5,6]Universitas Kebangsaan Republik Indonesia
[*2]Universitas Pramita Indonesia
[3]Universitas Swiss German
[4]Universitas Pramita Indonesia
[7]Universitas IBBI Medan. Indonesia.
E-mail: tiwie0888@yahoo.com[1]; wikramawardana66@yahoo.com*[2];
anthon.tondo@gmail.com[3]; anwar.sulaiman2016@gmail.com[4]; efituani366@gmail.com[5];
gunawan@ukri.ac.id[6]; menarasaragih@gmail.com[7]

ABSTRACT. Identifying the relationship between user engagement, social media marketing, and word-of-mouth referrals to Gojek, an online transportation platform, was the objective of a study conducted in Indonesia. Using a quantitative causal method, researchers gauged the influence of factors like social media marketing and user engagement on customer loyalty. An exclusive group of 300 Instagram followers of Gojek, who had followed and liked their brand page for a minimum of six months, were handpicked for the research. Brand loyalty was identified as the most significant outcome produced through the use of structural equation modeling (SEM). The analysis highlighted a positive and significant effect from the exogenous variables on the endogenous variables. Social media marketing was the key factor contributing to this impact.

Keyword: Customer Brand Loyalty; Customer Engagement; Social Media Marketing

MODEL LOYALITAS MEREK PELANGGAN UNTUK PEMASARAN PADA MEDIA SOSIAL

ABSTRAK. Dalam penelitian tentang efektivitas pemasaran media sosial, word of mouth elektronik, dan keterikatan pelanggan terhadap merek, fokus ditujukan pada loyalitas merek di Gojek Indonesia. Penelitian menggunakan metode kuantitatif dengan pendekatan kausal untuk mengetahui bagaimana variabel eksogen, termasuk pemasaran media sosial dan keterlibatan pelanggan, berpengaruh terhadap variabel endogen, yaitu loyalitas merek. Sampel penelitian adalah 300 pengikut Instagram Gojek yang dipilih melalui sampling purposive, dengan kriteria mengikuti akun Instagram Gojek selama minimal enam bulan dan menyukai postingan mereka. Sampling tidak dibatasi oleh jumlah pengikut. Adapun model persamaan struktural digunakan untuk melakukan analisis dalam penelitian ini. Terungkap bahwa variabel eksogen memiliki pengaruh positif yang signifikan terhadap variabel endogen. Salah satu faktor terbesar yang mempengaruhi loyalitas merek adalah penggunaan pemasaran media sosial.

Kata kunci: Loyalitas Merek Pelanggan; Keterlibatan Pelanggan; Pemasaran Media Sosial

INTRODUCTION

Being connected to the internet is no longer an option in the modern world, but an essential necessity for global citizens. According to the "Global Digital Reports 2020" conducted by HootSuite and We Are Social, approximately 64% of the Indonesian population is now active online. (Philip Kotler, 2012)

Technological advancements, especially the internet, have brought sweeping changes to people's way of life, including in the transportation sector. Consequently, online transportation services have sprouted to provide transportation solutions to indi-viduals seeking to reach specific destinations. In Indonesia, Gojek and Grab are two of the most sought-after motorcycle taxi brands according to the Indonesian Consumer Community (KKI). In six provinces and 15 districts/cities, KKI research performed a study from February to April in 2019.

There were 625 respondents, and the results identified that 36% chose Gojek, 32% selected Grab, and 32% utilized both ride services. The study found that Gojek is the most popular of the options due to its cleanliness and comfort (53%), reliability (55%), friendliness (53%), and safety (56%). In contrast, another player, Grab Bike, had a decent ratings score of 45% for service and 47% for both cleanliness and comfort, as well as safety. These figures were obtained from a source published in 2019.

In the realm of consumer choices, Gojek appears to be a black sheep, spawning interest among scholars interested in brand allegiance. Utilizing GPS and smartphone applications, Gojek provides convenient transport facilities while also parsing the social cravings of its customer base. The crucial aspect of marketing strategy, brand loyalty is indicative of a customer's steadfast preference towards a certain brand or service in a particular category. Given that Indonesia has over 160 million social media users,

making up 59% of the total population, social media platforms provide an excellent opportunity for companies to enhance brand loyalty. An extensive survey conducted by Maliyah in 2015 showed that the average Indonesian has 10-11 social media accounts per person, leading to a predicted rise in social media users in Indonesia. The survey also revealed a wide range of social media platforms that Indonesians use, including content-sharing apps like Instagram, YouTube, and Twitter, messaging services like Facebook Messenger and WhatsApp, and even video conferencing platforms like Skype.

Instagram can be a powerful tool in the business world, aiding in the development of brand loyalty. This has led researchers to investigate its potential for Gojek. Throughout 2021, Gojek's Instagram feed featured a total of 775 posts, with videos, pictures, and carousels comprising the three main post types. Of these, videos made up the majority, with a total of 157 posted throughout the year. In contrast, images were individual or groups of still images, while carousels combined both images and videos in a single post. Despite having five distinct post themes on Instagram, Gojek discovered that videos were more effective than images and carousels in generating posts. Their content revolved around Events, Infographics, Gojek Stories, Promos, and Quizzes. Interestingly, posts with Infographic themes were the least well-liked and viewed by the audience, garnering only 1,204 Likes and 19,500 impressions. Despite this, Gojek's social media identity still shows vigor and indicates a healthy engagement between consumers and the brand. This positive engagement over time fosters customer loyalty towards Gojek's products and services. With over a million followers on Instagram, Gojek's social media influence cannot be denied, revealing consumers' genuine interest in the company's updates. Through persuasive posts, Gojek educates and involves customers with the brand, further bolstering their loyalty. To maintain this engagement, Gojek prioritizes adaptability and customer responsiveness, as showcased in their regular Instagram posts seeking feedback. By staying committed to customer involvement, Gojek secures enduring brand loyalty.

Using social platforms and network websites, including both paid and unpaid methods, social media advertising (SMM) is a digital marketing strategy that organizations use to promote their products or services.

Introduced by the writer Frigyes Karinthy in 1929, the Six Degrees of Separation theory postulates that any person on Earth can be connected to another individual in no more than six degrees of social separation. This idea was first depicted in Karinthy's story "Chains," and has since become a widely accepted notion.

Using the concept of six degrees of separation as its foundation, the first social networking site was brought to life in 1997 by a 68-year-old named Andrew Weinreich. Six Degrees catalyzed a revolution in the way individuals connect by providing new and unprecedented means of communication. It changed the game forever.

Ever since Six Degrees closed its doors in 2000 (but its website still exists), we've seen the rise of a plethora of social media platforms, each one constantly evolving. Friendster, hi5, LinkedIn, MySpace, Facebook, Instagram, and Twitter are just a few. Enter social media marketing, which involves using these platforms and networking sites to advertise a company's offerings, either with payment or organically.

Marketers can utilize the platform as a means of interacting with customers by responding to inquiries and complaints, presenting new products and services, gathering feedback, and promoting community engagement. Various tasks are tackled by social media marketers, including creating a social media presence, generating brand recognition, providing content to communicate with potential and existing customers, driving traffic to websites, and more.

Initially, social media marketers strive to establish their presence on various popular platforms to explore potential customers and reinforce brand awareness. They accomplish their primary objective with a dual approach: reaching out directly to prospects and engaging customers through interactive content. As a result, they can then advertise products and services with increased efficacy and achieve greater ROI. Many marketers have capitalized on the growing use of social media by internet users to promote their brands on these platforms. Utilizing social media to their advantage, they have effectively implemented marketing strategies that expand their reach to a broader audience.

Through online conversations, social media provides a community-driven platform for sharing information, opinions, and knowledge, encompassing a range of media and applications that encourage collaboration and content sharing (Richter, 2008; Safko & Brake, 2009). With the potential to increase brand awareness and customer engagement, In today's digital age, marketing experts recognize social media marketing (SMM) as a fundamental element affecting consumer perception of a brand, according to Philip. Kotler (2011). Through its

utilization of word-of-mouth principles, SMM allows for consumer-to-consumer communication, making it a marketing strategy worth considering (Drury, 2008). The use of professional marketing tactics to influence consumer behavior is intentional, and it's referred to as viral, buzz and guerrilla marketing (Kozinets et al., 2010). Utilizing various social media platforms strategically, social media marketing aims to establish brand recognition among online consumers (Ahmed, T.A., 2022). The effectiveness of both traditional and digital advertising strategies is measured through diverse opinions, exceptional information delivery, innovative analysis, and customer satisfaction. Several studies including those by Yadav & Rahman (2017), Godey et al. (2016), Hussein Nabi Ismail (2019), and Kim & Ko (2012) support this approach, extending deeper comprehension to its effectiveness.

Customer engagement is the practice of nurturing and guiding prospects and customers throughout their customer life cycle using various channels. This involves consistently ensuring a positive brand experience. In today's economy where businesses revolve around customers, customer engagement, also known as user engagement, is crucial for sustaining business growth. Customers are particularly vocal about their experiences with a product or service, thus emphasizing the importance of customer engagement. Before making a decision, people rely heavily on reviews from friends, family, experts, and social media influencers. In a time where negative publicity can spread faster than positive publicity, the customer engagement strategy you choose can build or destroy your business. Therefore, it is very important to determine and implement the right strategy.

Implementing the right model for customer engagement can not only assist in retaining existing customers but also bring in new ones effortlessly through word of mouth. By engaging customers throughout their journey, you gain invaluable insights into how prospects and customers perceive your brand, products/services, and similar offerings they may need. This allows you to continuously improve these aspects and meet their evolving needs.

Involved customers also proactively seek out the latest information about the product or brand, so there is no need for excessive repetition of the same information.

As (Arora, R., Duggal, V., & Kaur, 2020) describes, consumer engagement is characterized by a customer's cognitive, emotional, and physical involvement with a business or service. This interaction relies on an emotional connection between an organization and its clients, where customer participation is paramount. Information and communication technologies have improved engagement by allowing organizations to exchange knowledge with their patrons, according to (Vivek et al., 2012). As per Vivek et al.'s (2012) measurements, the level of customer engagement varies based on the extent of participation and client-organization relationships, regardless of which entity started the engagement. Customer engagement, according to Dissanayake et al. (2019), is a fervent bond rooted in teamwork and assistance between a company and its patrons.

Customer engagement is a psychological process that serves as the foundation of customer loyalty. Kunz et al. (2017) propose a comprehensive approach that combines customer and enterprise perspectives in managing customer engagement to maintain their loyalty and stimulate future purchases. Mollen & Wilson (2010) define online customer engagement as an emotional and cognitive commitment to establishing a relationship with a brand through its website or other computer-mediated entity. Bowden's (2009) clarification of understanding customer attachment emphasizes the cognitive process that connects customer service and new customer acquisition. In order to boost brand loyalty and forge emotional connections with customers, marketing efforts take center stage, according to the findings of Sorenson and Adkins in 2014. Meanwhile, van Doorn et al. in 2020 propose that engagement goes beyond mere transactional behavior to center on the company or brand itself, and is spurred by an individual's motivation.

Marketing strategies have had to get creative to keep customer loyalty over time. Classic marketing methods and brand identity have been used, as well as newer techniques like event marketing, internet marketing, and social media marketing (P. Kotler & Armstrong, 2018). Schiffman and Kanuk (2005) agree that loyalty to a brand from customers is essential for a marketing plan's success.

Consistently choosing one brand from a range of products or services demonstrates brand loyalty, as evidenced by repeated purchases, preferences, recommendations, and emotional connections. Akin (2017) defines this loyalty and stresses its significance for businesses seeking to stay competitive. According to Semuel and Putra (2018), brand loyalty represents a deep commitment to continually supporting or purchasing a particular brand and plays a crucial role in ensuring lasting success.

In branding, if someone has a steadfast loyalty to a specific brand within a certain product or service category, it is known as brand loyalty. This fidelity

is reflected in a customer's repeat purchases and positive recommendations of the brand (Savitri & Suhud, 2018). A customer's affection for a brand is a gauge of their relationship with it, and can indicate their resistance to switching to an alternative product, especially after changes in price or other features (Aaker, 2000). Companies strive to foster brand loyalty among their clientele to encourage continued patronage and usage of their products and services (Suhud, U., Puter, C. D., & Wibowo, 2017).

In the competitive world of business, effective branding is crucial to create a favorable market position for products (Hariadi DP et al., 2022). Brand loyalty, a commonly used strategy to retain customers and establish market dominance (Naghavi et al., 2015), has a significant impact on consumer behavior. The study carried out by (Futum Hubaib, 2020) demonstrates how brand attachment influences customer consumption patterns and leads to sustained purchases (Cai & Pavlou, 2002) to fulfill their needs. This research aims to explore the interplay between brand loyalty, customer experience, and repurchase intentions. Given the rapidly growing smartphone industry, characterized by users' need for integrated communication and entertainment, this research holds substantial importance.

As of nowadays, companies have adopted a strategy that revolves around building relationships, given the emphasis placed by buyers on their individual requirements when they buy products. Marketing approaches now concentrate primarily on what attracts their intended audience, which brand they believe in, and how their goods elicit greater loyalty from their customers' end (Barbu et al., 2021). The combination of brand loyalty and service expertise shapes brand devotion since customers create an emotional bond from their interactions with a brand (Wang et al., 2018). Firms strive to cultivate a faithful customer base to reap greater returns in the future, aside from just accessing their intended audience. This loyalty is marked by either ongoing transactions or an emotional attachment to the brand, a slight and distinguishing difference (Maliyah, 2015; Keller, 2013).

The future need of a brand from their customers, and the possibility of a customer's repurchase decision, can be influenced by brand attachment (Naghavi et al., 2015). This correlation may be affected by customer loyalty; a higher level of loyalty to a brand often results in continued engagement. Self-connection, a component of brand attachment, is a predictor of brand loyalty, according to research conducted by Normasari et al. (2013). Additionally, Utami (2015) identifies brand attachment as

an indicator of a customer's future purchasing intent. Brand loyalty has been shown by Lin et al. (2011) to affect both direct and indirect repurchase intentions, thanks to brand attachment. This means that the connection between brand attachment and repurchase intentions must be mediated by brand loyalty, as background research has shown.

Building and maintaining customer loyalty is a strategic process that involves building strong, enduring relationships with customers, providing real value, and encouraging positive word-of-mouth promotion. Ultimately, this results in increased sales revenue, market share, and profitability, enabling companies to thrive in their respective markets. Key indicators that reveal customer loyalty include consumer interest in products, product pricing, frequency of product purchases, consumer trust, and product attachment, as noted by various experts in the field ((Djatmiko & Novianto, 2016); (D. Durianto, 2004); (Rangkuti, 2002); (Rizan et al., 2015)).

Recent studies indicate that social media marketing and customer engagement heavily influence brand loyalty. Research by Bismoaziiz, Ningthoujam, Muchardie, Jayasingh, Almohaimmeed, Farook, and Abeysekara all support this claim. Through social media marketing networks, consumers are more likely to engage with brands, leading to increased brand loyalty. Moreover, social media marketing has been found to be an effective tool for increasing consumer engagement, as evidenced by Farook and Abeysekara's research. Overall, social media marketing is crucial for creating and sustaining strong brand loyalty.

METHOD

The study was undertaken at a leading online transportation company called Gojek. Situated in Bandung, the company was an ideal research subject, due to the challenges it faced. Causal research has been selected as the design for this study, since it seeks to investigate and validate a hypothesis concerning the impact. The population under study for this research is immeasurable, as it comprises indefinite objects or individuals without any known boundaries or metrics. Specifically, the study sought to observe the consumers of Gojek's social media – Instagram – including its followers. To ensure data alignment with the research objectives, a purposive sampling technique was employed in this study. To obtain a representative sample of Gojek's user base, 300 individuals were chosen for participation in this study. A minimum following period of 6 months and prior "liking" of Gojek's Instagram posts were

required for eligibility, with all respondents being selected from the company's pool of Instagram followers. Non-probability sampling was employed as the most appropriate means of achieving the desired criteria. Data analysis involves making sense of collected data and deriving inferences from it. In this study, SEM (Structural Equation Model) has been employed to aid in the execution and analysis of this process. With the aid of SEM software, causal relationships between observed variables or constructs can be established, and the factors contributing to the development of constructs can be measured. This leads to an enhanced and more accurate comprehension of the causal connections between variables or constructs, resulting in more insightful and informative findings.(Sugiono & Tia Siti Aisyah, 2021)

RESULT AND DISCUSSION

Upon successful completion of the feasibility test, the research model will undergo a comprehensive Structural Analysis Equal Modeling (SEM). The next phase will focus on data processing, and the results of the complete model's SEM analysis shall be presented in the following section.

Table 1 Research Model Feasibility

The Goodness of Fit Index	Cut off Value	Result	Information
Chi-Square	< 149,885	113.221	Good
Probability	≥ 0,05	0.113	Good
CMIN/DF	≤ 2,00	1.671	Good
AGFI	≥ 0,90	0.920	Good
GFI	≥ 0,90	0.977	Good
TLI	≥ 0,95	0.912	Good
CFI	≥ 0,95	0.934	Good
RMSEA	≤ 0,08	0.018	Good

Source: Primary Data Processed, 2022

After undergoing a feasibility test, Table 1's model proved to meet and exceed the necessary assessment criteria. Chi-Square tests determine a model's superiority based on the calculated Chi-Square value being less than the table value. The closer the two values are, the more reliable the model is considered to be, signifying a lack of disparity between the sample tested and the population estimate. In the present study, the Chi-Square value of the research model is 113.221, while the Chi-Square table value for df=123 is 149.885. Given that the calculated value is less than the critical value, the research model is considered acceptable and of high quality since it's not dissimilar to the estimated population.

Hypothesis Testing

Table 2 presents the standardized direct effects evaluation of the structural equation model's two exogenous components and one endogenous element.

Tabel 2. Research Variable Causality Test

Hip	Variable		Regression Coefficient	
			Direct Effect	
	Exogen	Endogen	Coef.	Prob.
H1	Social Media Marketing	Brand Loyalty	0.91	0.000
H2	Customer Engagement	Brand Loyalty	0.242	0.025

Source: Primary Data Processed, 2022

In accordance with the data presented in Table 2, the structural equation model demonstrates significant impact across all paths (with a p-value <0.05). The data further reveals that brand loyalty is directly influenced by social media marketing (0.91) and customer engagement (0.242).

H1: The Influence of Social Media Marketing on Brand Loyalty

Undoubtedly, social media marketing wields a powerful influence on brand loyalty. Conclusive evidence of the strong bond between customers and products has emerged from multiple studies conducted by (Bismo & Gunawan, 2021), (Hariadi DP et al., 2022), (ningrum et al., 2016), (Tjiptono & Chandra, 2004), (Mukminin & Latifah, 2020), and Farook and Abeysekara (2016). The weight of all these findings affirm that social media marketing plays a pivotal role in fortifying customer brand loyalty.

Online applications, platforms, and media allow for a vast selection of social media, enabling users to share content, collaborate, and communicate. Although Richter's (2008) definition of social media consists of a collection of tools, Safko and Brake (2009) stress that it involves individuals coming together to share their knowledge, opinions, and information through media conversations. A powerful tool in communication marketing, social media magnifies brand-related outcomes, such as customer engagement and brand awareness (Bento et al., 2018). Therefore, Social Media Marketing (SMM) is critical in influencing customer perceptions of a brand (P. Kotler & Armstrong, 2018). By utilizing popular social media platforms, SMM employs word-of-mouth marketing tactics to enhance brand recognition (Suryani et al., 2021). It merges multiple marketing techniques including buzz, word-of-mouth, guerrilla and viral marketing with the main purpose being to deliberately affect consumer-to-

consumer communication through skilled marketing (Rizki et al., 2021). Ahmed (2022) highlights that social media marketing channels these methods to elevate brand awareness among internet shoppers through established social media platforms.

Sustaining customer brand loyalty is now a top priority for marketers, who employ various tactics to achieve it. Among these are traditional marketing mix components, brand elements, and inventive approaches like personalized marketing initiatives, social media advertising, online advertising, sponsor-ships, and events (Philip Kotler & Armstrong, 2018). (Schiffman, L., & Kanuk, 2005) underline the importance of brand loyalty for customers, emphasizing its significance for marketers.

The phenomenon of unflinching patronage towards a particular brand within a product or service category is known as brand loyalty. A combination of repeated purchases, preferences, recommendations, and emotional connections as designated by (Akin, 2017). The significance of loyalty in keeping businesses afloat cannot be overstated, with (Semuel & Putra, 2018) highlighting its crucial role in ensuring sustained success through an unwavering commitment to continue purchasing or subscribing to the same brand.

H2: The Effect of Customer Engagement on Brand Loyalty

It's no secret that customer engagement and brand loyalty are intertwined. When a product successfully satisfies a customer's needs, they develop a strong loyalty towards it. Numerous research studies, such as those done by (Keller, 2013), (Qu et al., 2011), (Martín-Consuegra et al., 2007), (Laming & Mason, 2014), and (Martín-Consuegra et al., 2007), strongly support this connection, indicating that customer engagement has a significant impact on enhancing brand loyalty. (Maliyah, 2015) is one such study that bolsters this claim.

A psychological process is necessary to grasp customer attachment, as per (Bowden, 2009). According to (Mollen & Wilson, 2010), online customer engagement pertains to a client's cognitive and affective pledge to an active relationship with a brand, represented by a website or other computer-mediated entity that communicates a brand's value. (Kunz et al., 2017) propose a merged approach to manage and view customer engagement, which takes both the customer and enterprise viewpoints into account. In the case of service brands, (Bowden, 2009) stresses the significance of psychological processes in modeling customer loyalty and how it can be upheld for future transactions. Greater

customer loyalty and emotional investment in brands can be achieved by increasing marketing efforts to engage consumers, according to (Sorenson, S., & Adkins, 2014). A manifestation of customer behavior driven by motivational factors that goes beyond transactions and focuses on a brand or company is defined as engagement, as (van Doorn et al., 2020) state.

Brand loyalty, as per (Faircloth et al., 2001), gauges the depth of customer commitment to a specific brand. It determines if customers are prone to shifting to other products, particularly when there are alterations in pricing or attributes. Naturally, companies strive for a high degree of brand loyalty to guarantee sustained patronage and usage, as stated by (Suhud, U., Puter, C. D., & Wibowo, 2017).

Successful efforts to establish customer relationships, promote word-of-mouth referrals, and deliver value are key to cultivating customer loyalty (Savitri & Suhud, 2018). By fostering brand loyalty, companies can expand their market share, increase revenue, and achieve greater profitability, providing stability and growth in the market (P. Kotler & Armstrong, 2018). Several indicators, such as consumer interest, product confidence, repeat purchases, and attachment, can be used to measure brand loyalty ((Djatmiko & Novianto, 2016); (Darmadi Durianto et al., 2003); (Rangkuti, 2002); (Rizan et al., 2015)).

CONCLUSIONS

Consumer interest in product offerings, price evaluation, repeated purchases, confidence and attachment are key variables that determine brand loyalty. The most important of these is consumer confidence, which provides the strongest support in building brand loyalty. This research identifies the factors that contribute to social media marketing. These include sharing opinions, experiencing pleasure, offering the latest information, and providing relevant service. Social media marketing thrives on providing timely information that fosters consumer engagement. This takes into account several factors including customer perception, product appeal, consumer-product connections, involvement, and favorable circumstances. The key to building a loyal customer base is establishing a healthy and dependable rapport between the customer and the product. Within the field of social media marketing, the level of joy transmitted is the ultimate determining factor. Social media marketing's success is best measured by a single indicator: enjoyment. According to the

study, data demonstrates that of all the different indicators, pleasure is by far and away the most accurate measure for evaluating social media marketing performance.

REFERENCES

Aaker, D.A. (2000). Managing brand equity: capitalizing on the value of a brand name. In *New York: Free Press.*

Ahmed, T.A., & K.G. (2022). Influence of Social Media Marketing on Customer Engagement. *UGC Care Listed Journal, 40*(59).

Akin, M. (2017). The Impacts of Brand Personality on Brand Loyalty: A Research on Automobile Brands in Turkey. *International Journal of Marketing Studies*, *9*(2), 134. https://doi.org/10.5539/ijms.v9n2p134

Arora, R., Duggal, V., & Kaur, J. (2020). To study the impact of social media marketing on the buying behavior of millennial parents. *Journal of Asia Entrepreneurship and Sustainability*, *16*(1), 57–91.

Barbu, C.M., Florea, D.L., Dabija, D.C., & Barbu, M. C. R. (2021). Customer experience in fintech. *Journal of Theoretical and Applied Electronic Commerce Research*. https://doi.org/10.3390/jtaer16050080

Bento, M., Martinez, L.M., & Martinez, L.F. (2018). Brand engagement and search for brands on social media: Comparing Generations X and Y in Portugal. *Journal of Retailing and Consumer Services*, *43*(January 2017), 234–241. https://doi.org/10.1016/j.jretconser.2018.04.003

Bismo, A., & Gunawan, Y. (2021). Pengaruh Product Dan Service Quality Pada Customer Trust Dan Dampaknya Terhadap Purchase Intention Studi Kasus: Pt.indotehnik Cipta Sembada. *Buletin Ekonomi: Manajemen, Ekonomi Pembangunan, Akuntansi*. https://doi.org/10.31315/be.v17i2.5609

Bowden, J.L.-H. (2009). The Process of Customer Engagement: A Conceptual Framework. *Journal of Marketing Theory and Practice*, *17*(1), 63–74. https://doi.org/10.2753/MTP1069-6679170105

Cai, L., & Pavlou, P. (2002). Custumer Relationship Managemen.com: A Cross-Cultural Empirical Investigation Of Electronic Comerce. *Americas Conference on Information System*.

Dissanayake, D.M.R., Siriwardana, A., & Ismail, N. (2019). Social Media Marketing and Customer Engagement: A Review on Concepts and Empirical Contributions. *Kelaniya Journal of Management*, *8*(1), 71. https://doi.org/10.4038/kjm.v8i1.7592

Djatmiko, T., & Novianto, A. (2016). *The Impact of Brand Image, Brand Trust Towards Brand Loyalty of Indosat Telecommunication Operator Customer in Bandung*. 198–202. https://doi.org/10.2991/icse-15.2016.43

Drury, G. (2008). Opinion piece: Social media: Should marketers engage and how can it be done effectively? *Journal of Direct, Data and Digital Marketing Practice*, *9*(3), 274–277. https://doi.org/10.1057/palgrave.dddmp.4350096

Durianto, D. (2004). *Brand equity ten, strategi memimpin pasar (Brand equity ten, market leading strategy)*. PT Gramedia Pustaka Utama.

Durianto, Darmadi, Sugiarto, A.W.W., & Hendrawan, S. (2003). Invasi pasar dengan iklan yang efektif. *Jakarta: PT Gramedia Pustaka Utama*.

Faircloth, J.B., Capella, L.M., & Alford, B.L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*. https://doi.org/10.1080/10696679.2001.11501897

Futum, H. (2020). Analysis Of Equality In Social, Economic And Education In Enggelam Village Muara Wis , District Of Kutaikartanegara. *Sosiohumaniora*, *22*(3). https://doi.org/https://doi.org/10.24198/sosiohumaniora.v22i3.26287

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*. https://doi.org/10.1016/j.jbusres.2016.04.181

Hariadi D.P, A., Hartono, S., Nashar, M., Wibowo, W., & Mekaniwati, A. (2022). Business Performance Improvement in Rubber-Parts Factory Through a Quality Management Model (Case Study: Ptx). *Sosiohumaniora*, *24*(2), 295. https://doi.org/10.24198/sosiohumaniora.v24i2.37240

Hussein, N. I. A. (2019). Employee Engagement and Job Performance in Lebanon: The Mediating Role of Creativity. *International Journal of Productivity and Performance Management.*

Keller, K.L. (2013). Building strong brands in a modern marketing communications environment. In *The Evolution of Integrated Marketing Communications: The Customer-Driven Marketplace.* https://doi.org/10.4324/9781315872728

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. https://doi.org/10.1016/j.jbusres.2011.10.014

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th Eds). Pearson Education Limited.

Kotler, P. (2011). Marketing Management in Indonesia: Analysis, Planning, Implementation, and Control. In *Jakarta: Salemba Empat.*

Kotler, P. (2012). Marketing management/Philip Kotler, Kevin Lane Keller. *Pearson Education International*, *817*.

Kotler, P, & Armstrong, G. (2018). Kotler & Armstrong, Principles of Marketing | Pearson. In *Pearson.*

Kozinets, R.V., De Valck, K., Wojnicki, A.C., & Wilner, S. J. S. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing.* https://doi.org/10.1509/jmkg.74.2.71

Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F.V., Sigala, M., Diaz, D., & Theodoulidis, B. (2017). Customer engagement in a Big Data world. *Journal of Services Marketing*, *31*(2), 161–171. https://doi.org/10.1108/JSM-10-2016-0352

Laming, C., & Mason, K. (2014). Customer experience - An analysis of the concept and its performance in airline brands. *Research in Transportation Business and Management*, *10*, 15–25. https://doi.org/10.1016/j.rtbm.2014.05.004

Maliyah, S. (2015). Pengaruh Citra Merek , Kepercayaan (Trust) dan Komitmen Management Siti Maliyah Universitas Ibnu Khaldun Email : s_maliyah@yahoo.com. *Jurnal Ilmiah Manajemen Dan Bisnis.*

Martín-Consuegra, D., Molina, A., & Esteban, Á. (2007). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*, *16*(7), 459–468. https://doi.org/10.1108/10610420710834913

Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, *63*(9–10), 919–925. https://doi.org/10.1016/j.jbusres.2009.05.014

Mukminin, M.A., & Latifah, F.N. (2020). Pengaruh Citra Merek dan Kepercayaan Terdahap Loyalitas Nasabah Bank Syariah di Sidoarjo (The Influence of Brand Image and Trust on Sharia Bank Customer Loyalty in Sidoarjo). *Perisai : Islamic Banking and Finance Journal.* https://doi.org/10.21070/perisai.v4i1.525

Naghavi, M., Wang, H., Lozano, R., Davis, A., Liang, X., Zhou, M., Vollset, S.E., Abbasoglu Ozgoren, A., Abdalla, S., Abd-Allah, F., Abdel Aziz, M.I., Abera, S.F., Aboyans, V., Abraham, B., Abraham, J.P., Abuabara, K.E., Abubakar, I., Abu-Raddad, L.J., Abu-Rmeileh, N.M.E., … Temesgen, A.M. (2015). Global, regional, and national age-sex specific all-cause and cause-specific mortality for 240 causes of death, 1990-2013: A systematic analysis for the Global Burden of Disease Study 2013. *The Lancet*, *385*(9963), 117–171. https://doi.org/10.1016/S0140-6736(14)61682-2

Ningrum, E., Junaid, J., & Nurzalmariah, W. (2016). Hubungan Kualitas Pelayanan terhadap Loyalitas Pasien Rawat Inap Umum di Rumahsakit Umum Daerah Kota Kendari Tahun 2016. *Jurnal Ilmiah Mahasiswa Kesehatan Masyarakat Unsyiah.*

Normasari, S., Kumadji, S., & Kusumawati, A. (2013). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan, Citra Perusahaan Dan Loyalitas Pelanggan. *Jurnal Administrasi Bisnis (JAB).*

Qu, H., Kim, L.H., & Im, H.H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management.* https://doi.org/10.1016/j.tourman.2010.03.014

Rangkuti, F. (2002). *The power of brands: Teknik mengelola brand equity dan strategy pengembangan merk plus analis kasus dengan*

SPSS (The power of brands: Techniques for managing brand equity and brand development strategy plus case analysis with SPSS). Gramedia Pustaka Utama.

Richter, M.M. (2008). Electrochemiluminescence. In *Optical Biosensors*. https://doi.org/10.1016/B978-044453125-4.50009-7

Rizan, M., Handayani, K.L., & RP, A.K. (2015). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Banding Konsumen Indomie Dan Mie Sedaap). *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, *6*(1), 457–478. https://doi.org/10.21009/jrmsi.006.1.07

Rizki, R., Pamungkas, R.A., & Purwati, W.D. (2021). Computed Tomography (CBCT) Services by Product Quality, Customer Trust and Customer Loyalty: A Linear Regression. *International Journal of Nursing and Health Services (IJNHS)*. https://doi.org/10.35654/ijnhs.v4i6.544

Safko, L., & Brake, D. (2009). *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*.

Savitri, A., & Suhud, U. (2018). Investigasi Niat Belanja Ulang Ke Toko Pakaian: Peran CRM, Kepuasan Dan Loyalitas Pelanggan. *LONTAR: Jurnal Ilmu Komunikasi*, *6*(2), 76. https://doi.org/10.30656/lontar.v6i2.947

Schiffman, L., & Kanuk, L. (2005). *Consumer behavior. In New York: McGraw Hill.* Pearson Prentice Hall.

Semuel, H., & Putra, R. S. (2018). Brand Experience, Brand Commitment, Dan Brand Loyalty Pengguna Apple Iphone Di Surabaya. *Jurnal Manajemen Pemasaran*, *12*(2), 69–76. https://doi.org/10.9744/pemasaran.12.2.69-76

Sorenson, S., & Adkins, A. (2014). *Why customer engagement matters So much now.* News. Gallup.Com.

Sugiono, E., & Aisyah, T.A. (2021). The Effect of Product Quality, Price and Promotion to Customer Satisfaction and Loyalty in You Coffee and Resto in Jagakarsa. *Open Access Indonesia Journal of Social Sciences*. https://doi.org/10.37275/oaijss.v4i1.38

Suhud, U., Puter, C.D., & Wibowo, S.F. (2017). Measuring brand loyalty of coffee shop visitors in Jakarta. *ASEAN Marketing Journal*, *9*(1), 28–39.

Suryani, T., Fauzi, A.A., & Nurhadi, M. (2021). Enhancing brand image in the digital era: Evidence from small and medium-sized enterprises (smes) in Indonesia. *Gadjah Mada International Journal of Business*. https://doi.org/10.22146/gamaijb.51886

Tjiptono, F., & Chandra, G. (2004). Quality dan Satisfaction. *Jurnal of Business and Management Sciences*, *4*(4).

Utami, S. (2015). The Influence Of Customers' Trust On Customer Loyalty. *International Journal of Economics, Commerce and Management United Kingdom*, *3*(7).

van Doorn, J., Verhoef, P. C., & Risselada, H. (2020). Sustainability claims and perceived product quality: The moderating role of brand CSR. *Sustainability (Switzerland)*. https://doi.org/10.3390/su12093711

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. https://doi.org/10.2753/MTP1069-6679200201

Wang, Z., Fu, K., & Ye, J. (2018). Learning to estimate the travel time. *Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining*. https://doi.org/10.1145/3219819.3219900

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. https://doi.org/10.1016/j.tele.2017.06.001