Turnitin English Maksipreneur

by Roymon Panjaitan

Mediating Role of Customer Engagement: Brand Image Enhancement from Social-Media Marketing

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Abstract. *To be more competitive, the growth of the creative economy requires customer interaction. This necessitates the use of social media marketing as an efficient marketing platform for products or services based on the existing brand image. The purpose of this study was to examine the role of customer engagement in mediating brand image from relational social media marketing, as well as the role of brand image in mediating consumer engagement from relational social media marketing. The sample approach is probability sampling, and the method is quantitative. With the sample approach used, simple random sampling through the distribution of questionnaires, data was collected from 100 respondents. The results of the data analysis were then processed using SPSS 25 software. According to the findings of this investigation, the mediation function is important..*

Keywords: social-media marketing; brand image; costumer engagement

Abstrak. Agar lebih kompetitif, pertumbuhan ekonomi kreatif membutuhkan interaksi pelanggan. Ini mengharuskan penggunaan pemasaran media sosial sebagai platform pemasaran yang efisien untuk produk atau layanan berdasarkan citra merek yang ada. Tujuan dari penelitian ini adalah untuk menguji peran keterlibatan pelanggan dalam memediasi citra merek dari pemasaran media sosial relasional, serta peran citra merek dalam memediasi keterlibatan pelanggan dari pemasaran media sosial relasional. Pendekatan sampel adalah probability sampling, dan metodenya kuantitatif. Dengan pendekatan sampel yang digunakan, simple random sampling melalui penyebaran kuesioner, data dikumpulkan dari 100 responden. Hasil analisis data kemudian diolah dengan menggunakan software SPSS 25. Menurut temuan investigasi ini, fungsi mediasi itu penting.

Kata kunci: pemasaran media sosial; citra merek; keterlibatan pelanggan.

BACKGROUND

The growth of social media is simultaneously moving fast with the potential of businesses around the world, especially in Indonesia. The potential of social media marketing business again becomes just a trend, but does not increase customer engagement to meet needs quickly (Bhargava & Ojha, 2019; Farook & Abeysekara, 2016). On the other hand, the importance of customer involvement should be explored more deeply to improve the brand image of a product or service. In addition to customer

involvement, the urgency of brand image becomes a mediator to stimulate the high desire for customer involvement from the development of social media marketing which is an interesting thing to discuss. This is in line with research from Edosomwan et al., (2011); Mohammed et al., (2016) who stated that the growth in the use of the internet and social media marketing affects many aspects of human communication that have an impact on business. So the importance of customer engagement and brand image is the choice of the mediation function of social media marketing. The following is the data of digital users around the world until Nov 2021, as follows:

Figure 1: Digital Around The World
Source : Kemp, 2021 (https://datareportal.com/reports/a-decade-in-digital)

Based on the results of the latest research from We Are Social in collaboration with Hootsuite, by 2021 internet users in Indonesia will be nearly 4.9 billion, with more than 6 out of 10 people worldwide using the internet by the end of 2021. with the COVID-19 pandemic having limited research on internet adoption for the past 2 years, so there is a high probability that the actual figure is higher than the available data suggest. The world's internet population is likely to pass the 5 billion mark by the middle of 2022. Reportedly above 7.89 billion of the total population, 61.8% of them are already using the internet. In addition, it is known that as many as 5.29 billion who have cellular phones, 4.55 billion are active using social media. and it can be seen that there are around 160 million people who use social media. The most widely used social media applications by internet users in Indonesia from the top are Youtube, Whatsapp, Facebook, and Instagram (Kemp, 2021).

In previous studies, there were inconsistencies in the findings which became a problem in previous studies. Cheung et al., (2019) states that social media marketing

influences brand image and awareness which can help marketers where to direct scarce resources. In line with research findings Barreda et al., (2020) that the benefits of social media affect users' brand commitment. Social media interactivity and rewards help build a stronger brand image. Furthermore, social media users of digital media marketing have a positive impact on echoing digital values to improve product innovation performance which in turn can increase brand love and image (Panjaitan, Moonti, et al., 2021; Panjaitan & Indriani, 2022). However, on the other hand in the fashion industry, luxury brands provide a lower perceived value on social media (Park et al., 2020). In line with research findings Pantano, (2021) dissemination of marketing information on social media creates negative stereotypes that result in brand hatred, especially in developing countries. In contrast to the findings of social media advertising which has a significant positive effect on the marketing mix in the context of the use of social media for adolescents (Panjaitan, Muhammad Iqbal Fassa, et al., 2021). Therefore, it is important to mediate customer involvement to bridge these inconsistencies.

Customer Engagement is considered as a direct and voluntary resource contribution from consumers where the company will get feedback, suggestions or ideas as a basis for seeing what consumers need as a new form of company value added (Harmeling *et. al.*, 2017), and the value added focus aims to create a Brand Image (Merz *et. al.*, 2009).

Previous researchers have discussed about Social Media Marketing, Customer Engagement, and Brand Image. This research is separated from one variable to another. Based on research conducted by Febriyan & Supriono, (2018) *Customer Engagement is an indicator of Social Media Marketing. However, in this study Customer Engagement is a stand-alone variable*. Based on previous research that researches in the business field and focuses on fashion (Islam & Rahman, 2016), cosmetic (Muchardie *et. al.*, 2016), hotel industry (Perera & Perera, 2016), and aviation industry (Seo & Park, 2018) so in this study the researcher intends to focus on researching in the field of social media marketplace in Indonesia.

The adoption of the theory used in this study is the proposed Theory of Reasoned Action by Ajzen, (1980), and updated with the theory of planned behavior by Ajzen (Icek Ajzen, 2019). The involvement of customers in business through the social web there is a relational exchange and emotional bond that characterizes their relationship with the seller (L. D. Hollebeek et al., 2014; Sashi, 2012). Positive words using social

media marketing or electronic word of mouth (e-WOM) mediate to increase customer engagement to increase the intensity of consumer purchases due to trust, shared value creation, and brand image (Rao et al., 2021). Therefore, the theory of reasoned action is considered appropriate to be a reference in knowing the intensity to behave.

The study context was selected for a number of online media users based on the content uploaded by the Shopee Indonesia Social Media application. The high level of engagement on Shopee Indonesia's Instagram can be used as a measure when compared to other marketplaces. So it can be seen that the content uploaded by Instagram Shopee Indonesia is a strong indicator of Customer Engagement. Customer engagement can be measured by how customers interact and see opportunities to increase the value of the brand which in turn has an impact on the Brand Image.

The solution to the above inconsistency from the results of previous research, several researchers focused on the relationship of social media marketing to brand image mediated by brand trust (Dib & Awad Alhaddad, 2015; Perera & Perera, 2017). In addition, the study of the relationship of social media marketing on customer engagement mediated by satisfaction and positive emotions (de Oliveira Santini et al., 2020; Muchardie et al., 2016). However, there are limited studies on the mediating role of customer engagement on brand image and brand image on customer engagement from social media marketing. Therefore, this research is intense to discuss the two mediation functions in the use of Indonesian shoppe social media. The purpose of this study is to bridge the impact of social media marketing on customer engagement and the mediating function of brand image from social media marketing on customer engagement on social media.

THEORETICAL REVIEW

According to Gunelius (2011), Social Media Marketing is a form of direct and indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out with tools from the social web such as blogging, microblogging, social networking. , social bookmarking, and content sharing. There are four elements that are used as variables for the success of Social Media Marketing, namely Content creation, Content sharing, Connecting and Community building.

According to Patterson *et. al.* (2006) Customer engagement is the level of physical, cognitive, and emotional presence of customers in their relationship with the company. Several indicators to measure Customer Engagement that focus on a brand's social media are Consumption, Contribution and Creation (Schivinski & Dabrowski, 2016).

According to Panjaitan, (2021) Brand Image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered for the first time when they hear the slogan and are embedded in the minds of consumers. The supporting factors for the formation of Brand Image which are used as indicators of Brand Image are Uniqueness of brand association, Strength of brand association and Favorability of brand association.
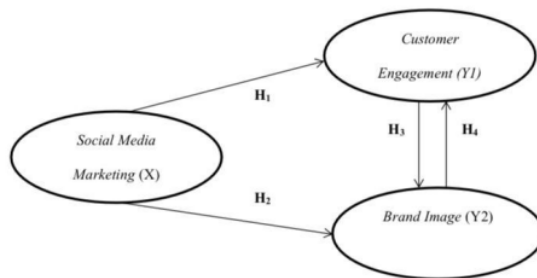
RESEARCH METHODS

Figure 2. Conceptual Model

This study uses a type of causal research to prove the truth of a hypothesis that the researcher proposes. The operational variables in this study are the independent variables, namely Social Media Marketing, the intervening variable, namely Customer Eangegement, and the dependent variable, namely Customer Engagement and Brand Image.

The data used in this research is quantitative data. The data collection technique was carried out by making direct observations through the Shopee Indonesia Instagram account, as well as by distributing questionnaires to respondents in the form of questions that were in accordance with the research topic and distributed to followers of the Shopee Indonesia Instagram account. The collection scale uses a Likert scale. The time required to collect data is approximately from November 2021 – January 2022. The characteristics of respondents using social media are measured by gender, age, occupation and income. From the results of the percentage of respondents from gender characters, 65.6% of social

media users are female, the rest are male. Then from the age of social media users, the majority are in the productive age from 20-45 years, amounting to 75.3%. For work, the majority of social media users, namely students or college students, account for more than 63.5%, followed by employees and business actors. Meanwhile, in terms of income, the intensity of social media users is more dominant in employees or business actors.

The sampling technique used is probability sampling. The sampling method used is simple random sampling, where the researcher in selecting the sample provides equal opportunities to all members of the population to be designated as members of the population. Data processing was carried out using the SPSS version 25 computer program.

RESULTS AND DISCUSSIONS

Validity Test

Table 1. Validity Test Results

Variabel	R Hitung	R Tabel	Kesimpulan
Social Media Marketing	0,549	0,195	Valid
	0,604	0,195	Valid
	0,447	0,195	Valid
	0,783	0,195	Valid
	0,461	0,195	Valid
	0,640	0,195	Valid
	0,688	0,195	Valid
	0,701	0,195	Valid
	0,743	0,195	Valid
	0,613	0,195	Valid
	0,681	0,195	Valid
	0,798	0,195	Valid
	0,774	0,195	Valid
Customer Engagement	0,517	0,195	Valid
	0,430	0,195	Valid
	0,558	0,195	Valid
	0,631	0,195	Valid
	0,806	0,195	Valid
	0,596	0,195	Valid
	0,702	0,195	Valid
	0,779	0,195	Valid
	0,814	0,195	Valid
	0,830	0,195	Valid
	0,840	0,195	Valid
	0,829	0,195	Valid
	0,856	0,195	Valid
	0,771	0,195	Valid

	0,715	0,195	Valid
	0,769	0,195	Valid
	0,826	0,195	Valid
	0,672	0,195	Valid
	0,836	0,195	Valid
	0,829	0,195	Valid
	0,857	0,195	Valid
	0,788	0,195	Valid
Brand Image	0,653	0,195	Valid
	0,622	0,195	Valid
	0,722	0,195	Valid
	0,700	0,195	Valid
	0,732	0,195	Valid
	0,759	0,195	Valid
	0,667	0,195	Valid
	0,637	0,195	Valid
	0,670	0,195	Valid
	0,785	0,195	Valid

Source: SPSS Data Processing Results,, 2022

Based on the table above, it can be seen that all the items that make up the research variables are valid. This means that all indicators are able to construct research variables.

Reliability Test

Tabel 1. Reliability Test Result

Variable	Cronbach's Alpha	*Role of Thumb*	Description
Social Media Marketing	0,891	0,70	Reliabel
Customer Engagement	0,962	0,70	Reliabel
Brand Image	0,880	0,70	Reliabel

Source: SPSS Data Processing Results, 2022

Based on the table above, the Cronbach Alpha value for all research variables is > 0.07 so it can be said that the instrument in this study is reliable and feasible to use.

Path Analysis

The results of the regression analysis that have been carried out then produce the path analysis model as follows:
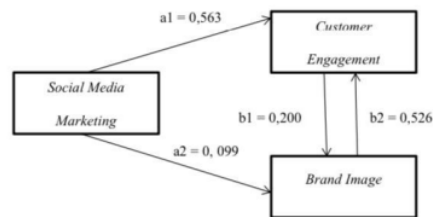
Gambar 3. Model Analisis Jalur

The results of the analysis show that the coefficient value of the Social Media Marketing variable is 0.563 or 56.3%, which is positive, meaning that Social Media Marketing is directly proportional to Customer Engagement. The results of this study are in accordance with the theory of Van Doorn *et. al.* (2010); Verhoef *et. al.* (2010) which states that with the growth of internet and social media usage, the use of social media as a marketing tool to build awareness, recognition, memory, and action for brands, businesses, products, or other entities becomes easier to do which can then form interactions between customers and consumers. customer-enterprise where interaction is a way to achieve engagement, the result of customer participation in a product, service, and company value. The results of the ttest statistical test (partial test) show the t-count value of the Social Media Marketing variable on Customer Engagement is 4.164, the t-table value with an error rate of (0.05) is 1.984 or t-count is 4.164 > 1.984. When viewed from the ability significance value of 0.000, it is smaller than 0.05, this indicates that Shopee Indonesia's Instagram Social Media Marketing has a positive and significant influence on Customer Engagement..

The results of the regression analysis show that the coefficient value of the Social Media Marketing variable is 0.099 or 9.9%, which is positive, meaning that Social Media Marketing is directly proportional to the Brand Image and the results of the ttest statistical test (partial test) show the tcount value of the Social Media Marketing variable on Brand Image is 1.102, the value of ttable with an error rate of (0.05) is 1.984 or tcount is 1.102 < ttable 1.984. When viewed from the significance value of Social Media Marketing,

0.273 is greater than 0.05, so these results indicate that Social Media Marketing has a positive and insignificant effect on Brand Image.

The results of the regression analysis show that the coefficient value of the Customer Engagement variable is 0.200, which is positive, meaning that Customer Engagement is directly proportional to the Brand Image. According to Patterson *et. al.,* (2006) Customer engagement is the level of physical, cognitive, and emotional presence of customers in their relationship with the company. Customer Engagement is considered as a direct and voluntary resource contribution from consumers where the company will get feedback, suggestions or ideas as a basis for seeing what consumers need as a new form of company value added *(Harmeling et. al.,* 2017), and the value added focus aims to create a Brand Image (Merz *et. al.,* 2009). The results of the ttest statistical test (partial test) show the t-count value of the Customer Engagement variable on Brand Image is 3.379, the t-table value with an error rate of (0.05) is 1.984 or tcount is 3.379 > 1.984. When viewed from the significance value of Customer Engagement, 0.001 is smaller than 0.05, this indicates that Shopee Indonesia's Instagram Customer Engagement has a positive and significant impact on Shopee Indonesia's Brand Image.

The results of the regression analysis show that the coefficient value of the Brand Image variable is 0.526, which is positive, meaning that the Brand Image is directly proportional to Customer Engagement. Brand Image is the perception and belief held by consumers, as reflected in the associations embedded in the customer's memory, which are always remembered the first time when they hear the slogan and are embedded in the minds of consumers (Kotler & Keller, 2009) which then develop and depend on the possibilities of interaction, relationship development and community experiences facilitated by social media. The results of the ttest statistical test (partial test) show that the tcount of the Brand Image variable on Customer Engagement is 3.379, the value of ttable with an error rate of (0.05) is 1.984 or tcount is 3.379 > 1.984. When viewed from the Brand Image significance value of 0.001 which is smaller than 0.05, this indicates that Shopee Indonesia's Brand Image has a positive and significant influence on Customer Engagement.

Based on the results of the path analysis, it shows that the indirect effect coefficient is 0.113, which is bigger than the direct effect of 0.099 or indirect effect 0.113 > direct effect 0.099. The results of the analysis using the Sobel Test also show that the tcount of

the Social Media Marketing variable on Brand Image with Customer Engagement as the intervening variable is 2,628, the ttable value with an error rate of 0.05 is 1,984 or tcount 2,628 > 1,984 so it can be concluded that there is a mediating effect between Social Media Marketing on Brand Image with Customer Engagement as an intervening variable. In other words, Customer Engagement significantly mediates the influence of Social Media Marketing on Brand Image. This is in line with the theory put forward by(L. Hollebeek, 2011) that social media as a context that can encourage Customer Engagement, leads to meaningful relationships with brands that can affect Brand Image.

CONCLUSION AND RECOMENDATION

This study aims to provide a conceptual model on how to improve brand image and increase customer involvement from the role of social media marketing. From the results of the proposed hypothesis, we provide several conclusions that the positive and significant impact of the role of social media marketing through customer involvement has the potential to increase the brand image of Indonesian shoppe Instagram users. In addition, the function of the Instagram shoppe Indonesia product brand image from marketing on social media is proven to stimulate customer engagement to intensely use the shoppe Indonesia Instagram application. Although there were inconsistencies from previous researchers and the results of data processing in this study, there was a positive and insignificant relationship with social media marketing and the Brand Image of Shopee Indonesia. The practical implications of the results of this study are for shoppe product brand owners to continue to involve customer involvement by actively providing a testimonial or discussion room feature as a means of assessment or a place for customer complaints to owners of social media applications. The desire for customer involvement in social media to support the reputation of the brand image, so shope brand owners must actively offer joint value creation which must change from thinking that is not only product-oriented but the provision of services rather than goods is fundamental to economic exchange (Vargo & Lusch, 2004). While the theoretical implication is the individual's desire to do or not do a certain behavior or vice versa. The theory of planned behavior was developed from the theory of reasoned action by including the addition of constructing perceived control behavior. Ajzen's theory of attitudes toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in a question (Icek Ajzen, 2011). So the impact of social media marketing is that

it provides a reason for the convenience of users to continue to transact which in the end results in involvement and brand image.

Thus, these five hypotheses have the potential to increase the competitive advantage of the role of social media marketing. Therefore, from the limitations of this study, there is a social media marketing relationship that is not yet significant through customer involvement in brand image, besides the number of respondents is still less than 150 respondents and the variables used are still not specific to measure the strength of the relationship. So suggestions for further researchers, can sharpen the results of this study by increasing the number of larger samples and increasing the research period. In addition, the company's competitive advantage is increasingly dynamic, creative and aggressive in looking for competitive gaps, so to strengthen the reputation of product brands it is recommended to actively participate in creative economy exhibitions, e-business media technology training, e-commerce with business to business and business to customer concepts. organized by the government and educational institutions in the form of community service.

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