The Mediating Role of Multidimensional Customer Brand Engagement on Brand Loyalty

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ABSTRACT

This study aims to analyze the influence of social media marketing efforts on brand loyalty, mediated by the multidimensional customer brand engagement in airlines in Indonesia. The object of this research is national airlines, with the population comprising respondents who follow or have interacted (such as liking, commenting, and sharing) with the social media accounts of national airlines at least once in the last 30 days. The sample used consists of 220 respondents. The analysis employed is SEM with the help of SPSS and AMOS version 23 software. The results of this study indicate that social media marketing efforts have a positive influence on cognitive engagement, social media marketing efforts have a positive influence on emotional engagement, social media marketing efforts do not have a positive influence on brand loyalty, cognitive engagement has a positive influence on brand loyalty, emotional engagement has a positive influence on brand loyalty, social media marketing efforts have a positive influence on brand loyalty mediated by cognitive engagement, and social media marketing efforts have a positive influence on brand loyalty mediated by emotional engagement.

Keywords*: Social Media Marketing Efforts, Cognitive Engagement, Emotional Engagement, Brand Loyalty.*

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh social media marketing efforts terhadap brand loyalty yang dimediasi oleh multidimensi customer brand engagement pada maskapai penerbangan di Indonesia. Objek penelitian ini ialah maskapai penerbangan nasioal dengan populasi yang digunakan ialah responden yang memfollow atau pernah berinteraksi (seperti memberi like, comment dan share) dengan akun media sosial maskapai penerbangan nasional setidaknya sekali dalam 30 hari terakhir. Sampel yang digunakan sebanyak 220 responden. Analisis yang digunakan adalah SEM dengan bantuan software SPSS dan AMOS versi 23. Hasil dari penelitian ini adalah social media marketing efforts berpengaruh positif terhadap cognitive engagement, social media marketing efforts berpengaruh positif terhadap emotional engagement, social media marketing efforts tidak berpengaruh positif terhadap brand loyalty, cognitive engagement berpengaruh positif terhadap brand loyalty, emotional engagement berpengaruh positif terhadap brand loyalty, social media marketing efforts berpengaruh positif terhadap brand loyalty yang dimediasi oleh cognitive engagement, serta social media marketing efforts berpengaruh positif terhadap brand loyalty yang dimediasi oleh emotional engagement.

Kata kunci*: Upaya Pemasaran Media Sosial, Keterlibatan Kognitif, Keterlibatan Emosional, Loyalitas Merek.*

INTRODUCTION

The significant increase in social media usage has driven many businesses to integrate these platforms into various aspects of their operations. Social media is now utilized not only for marketing and product promotion but also for Customer Relationship Management (CRM) and as an internal communication channel among employees (Gómez et al., 2019; Ebrahim, 2020; Hafez, 2021; Hanaysha & Al-Shaikh, 2022). The utilization of social media as a marketing and CRM tool is highly strategic. Marketers use social media to introduce their products and brands to a wider audience, with the hope of building stronger customer loyalty (Kosiba et al., 2018; Li et al., 2020; Liu et al., 2021; Lim & Rasul, 2022). In this digital era, customer engagement, or Customer Brand Engagement (CBE), has become a primary focus (Jamshidi & Rousta, 2021; Ndhlovu & Maree, 2022; Samarah et al., 2022; Hartanto et al., 2022; Wijaya & Susilawaty, 2023). CBE refers to the level of interaction and emotional involvement of customers with a brand on social media platforms (Ghaffari et al., 2024; Rachmanu et al., 2024). Aljuhmani et al. (2022) and Daya et al. (2022) emphasize the importance of CBE in digital marketing strategies. Therefore, further research on CBE continues to be conducted to understand how social media interactions can be strengthened and optimally utilized.

Social media provides various features that enable businesses to interact with customers in real time. Through features such as comments, direct messages, and reviews, businesses can quickly respond to customer questions, complaints, or praise (Kusumasondjaja, 2018; Putra & Kurniasari, 2022). This not only enhances customer satisfaction but also builds a positive image for the company (Huang & Grant, 2020; Mirella et al., 2022; Maulyan et al., 2022; Tape & Kristiyani, 2022; Ibrahim, 2022). Additionally, social media allows businesses to monitor customer sentiment towards their products and services, enabling them to make necessary adjustments to meet market expectations. In the context of marketing, social media has become an effective platform for running targeted advertising campaigns. With the ability to access demographic and user behavior data, businesses can develop more precisely targeted advertising strategies (Istiqomah, 2023). For instance, by using paid advertising features on platforms like Facebook, Instagram, and Twitter, businesses can target audiences based on age, location, interests, and even their online activities. Marketing campaigns tailored to the needs and preferences of the audience tend to yield higher conversion rates and better ROI.

Furthermore, social media also serves as an efficient internal communication channel for employees (Murtiningsih, 2017). Platforms such as WhatsApp, Slack, and Microsoft Teams enable employees to communicate and collaborate effectively, especially in remote work settings. By utilizing internal social media, companies can reduce communication gaps, enhance team collaboration, and accelerate the flow of information within the organization. The increased use of social media in business indicates a significant shift in how companies interact with customers and employees. Integrating social media into business strategies not only helps in building stronger relationships with customers but also improves the internal operational efficiency of the company (Mishra, 2019). Further research on Customer Brand Engagement (CBE) in social media will continue to provide valuable insights for businesses in optimizing the use of these platforms to achieve better marketing and customer relationship management goals.

This study conducts a comprehensive examination of the antecedents and consequences of Customer Brand Engagement (CBE) in Indonesian airlines. Although this research shares similarities in terms of topics, variables, and research methods previously conducted by Aljuhmani et al. (2022), the authors assert that there are distinct differences in the current study compared to previous ones. The differences are evident in the research subjects: the previous study focused on the aviation industry in the Middle East and examined the social media platform Facebook. In this study, the subjects are airlines in Indonesia, and the social media platforms being studied include

Facebook, Instagram, Twitter, and TikTok. Each platform offers different features and functions relevant to marketing and customer relationship management through social media, particularly for airlines.

As more and more airlines use social media marketing to provide valuable information about their products and services to potential customers, it helps them build trust with prospective clients and boost their sales. Through social media marketing, airlines and aircraft manufacturers can create a better customer experience by interacting with their potential customers. This is crucial for the aviation industry as it allows businesses to expand their reach and increase their sales. The marketing department of an airline is responsible for overseeing all aspects of the company's marketing strategy. They are also responsible for developing and implementing effective social media platforms. Based on the explanation provided, this study allows researchers to examine whether social media marketing efforts impact customer brand engagement. Furthermore, the role of customer brand engagement is assessed by integrating the drivers of CBE, namely Cognitive CBE and Emotional CBE, as mediators between the influence of Social Media Marketing Efforts and Brand Loyalty in Indonesian airlines across various social media platforms such as Facebook, Instagram, Twitter, and TikTok.

METHOD

This research method uses a quantitative research method. Sampling in this research uses a purposive sampling technique from a non-probability sampling method. This technique involves selecting samples based on certain considerations or criteria (Sugiyono, 2018). Data collection was carried out using a questionnaire distributed to respondents who were users of social media such as Facebook, Instagram, TikTok, and Twitter, and had interacted (for example, like, comment, and share) with one or several social media accounts of airline companies in Indonesia. This research was designed to test hypotheses. Research data consists of primary data sourced directly from questionnaires distributed online via Google Form to respondents. The research data is also cross-sectional, meaning that data collection is only carried out once in a certain period of time. The research setting uses a setting that is not artificial because it is carried out in a public place to understand the real situation in society. The results of this test will be the basis for conclusions regarding the influence between variables.

RESULT

Respondent characteristics are the identities of the respondents who become the research sample. The research sample consisted of 220 respondents who had filled out questionnaires based on active social media users defined as followers who interact (such as liking, commenting, and sharing) with at least one or several national airline social media accounts at least once every 30 days. Data collected from the questionnaire distribution will present the profiles and characteristics of the research respondents, namely gender, age, education, occupation, and monthly income presented.

Table 1. Respondent Characteristics

	Respondent	Frequency	Percentage (%)
Gender	Man	68	30,9
	Women	152	69,1
Age	17 - 25 Years	206	93,6
	26 - 30 Years	12	5,5
	31- 40 Years	2	0,9
Education	Senior High School / Equal	142	64,5
	D3	4	1,8
	S1/D4	71	32,3
	S2	2	0,9
	S3	1	0,5
Type of work	Student	175	79,5
	Government employees	6	2,7
	Self-employed	4	1,8
	Private employees	34	15,5
	Private Employees and Students	1	0,5
Monthly Income	< 4.500.000 IDR	168	76,4
	4.500.000 IDR - 10.000.000 IDR	46	20,9
	10.000.000 IDR - 20.000.000 IDR	5	2,3
	> 20.000.000 IDR	1	0,5

Based on Table 1, it can be seen that the majority of respondents who are active followers and interact (e.g., likes, comments and shares) with national airline social media accounts at least once every 30 days are women with a total of 152 respondents (69.1%). Respondents who were in the minority were men with a total of 68 respondents (30.9%). The majority of respondents who are active followers and interact with national airline social media accounts at least once every 30 days are respondents aged 17-25 years with a total of 206 respondents (93.6%). Respondents who are in the minority are respondents aged 31-40 years with a total of 2 respondents (0.9%). The majority of respondents who are active followers and interact with national airline social media accounts at least once every 30 days are respondents with a high school/equivalent education level with a total of 142 respondents (64.5%). Respondents who are in the minority are respondents with the latest education level being doctoral with a total of 1 respondent (0.5%). The majority of respondents who are active followers and interact with national airline social media accounts at least once every 30 days are student respondents with a total of 175 respondents (79.5%). Respondents who are minorities are respondents with the status of private employees and also students with a total of 1 respondent (0.5%). The majority of respondents who are active followers and interact with national airline social media accounts at least once every 30 days are respondents with a monthly income of less than 4.500.000 IDR with a total of 168 respondents (76.4%). Respondents who are in the minority are respondents with a monthly income of more than 20.000.000 IDR with a total of 1 respondent (0.5%).

The analysis tool used in this validity test is Confirmatory Factor Analysis (CFA), by examining the Factor Loading values in the Structural Equation Model (SEM) with the assistance of SPSS 23 software. The sample size will certainly affect the value of factor loading (Hair et al., 2019).

Table 2. Factor Loading

Factor Loading	Sample Size
0.30	350
0.35	250
0.40	200
0.45	150

Based on the research sample, if the factor loading is ≥ 0.40 then the statement item is declared valid, if the factor loading is ≤ 0.40 then the statement item is declared invalid. The results of the validity testing carried out in this study were that the factor

loading value was ≥ 0.40 (greater than 0.40), which means that each statement item used to measure the variable was declared correct.

Reliability test is a test used to show the extent to which measurement results are relatively consistent when repeated measurements are carried out. The reliability testing method uses Cronbach's Alpha which has a minimum cut off value of 0.70, which is processed using SPSS 23 software (Ghozali, 2018). If Cronbach's Alpha ≥ 0.70 then the statement in the questionnaire is suitable for use (reliable). If Cronbach's Alpha ≤ 0.70 then the statements in the questionnaire are not suitable for use (unreliable).

Table 3. Reliability Test Results

Variable	Statement	Alpha	Information
Social Media Marketing Efforts	11	0.895	Reliable
Cognitive Engagement	3	0.812	Reliable
Emotional Engagement	4	0.874	Reliable
Brand Loyalty	4	0.810	Reliable

In Table 3, Cronbach's Coefficient Alpha for the Cognitive Engagement variable in this study has a value of 0.812 ≥ 0.70, meaning that it meets the requirements for reliability or is acceptable. Thus, respondents' answers to the statements used to measure these variables were consistently answered by respondents if repeated testing was carried out. Testing of all hypotheses in this research was carried out using the Structural Equation Modeling (SEM) statistical analysis tool using AMOS 23 software. Before analyzing the proposed hypotheses, a goodness-of-fit model was first tested. Probability Approach 0.000 (Poor Fit), RMSEA 0.93 (Goodness of Fit), NFI 0.805 (Marginal Fit), TLI 0.844 (Marginal Fit), CFI 0.862 (Marginal Fit), IFI 0.863 (Marginal Fit) and RMR 0.77 (Goodness of Fit). Thus, this model is suitable for use in research so that it can be continued for further hypothesis testing.
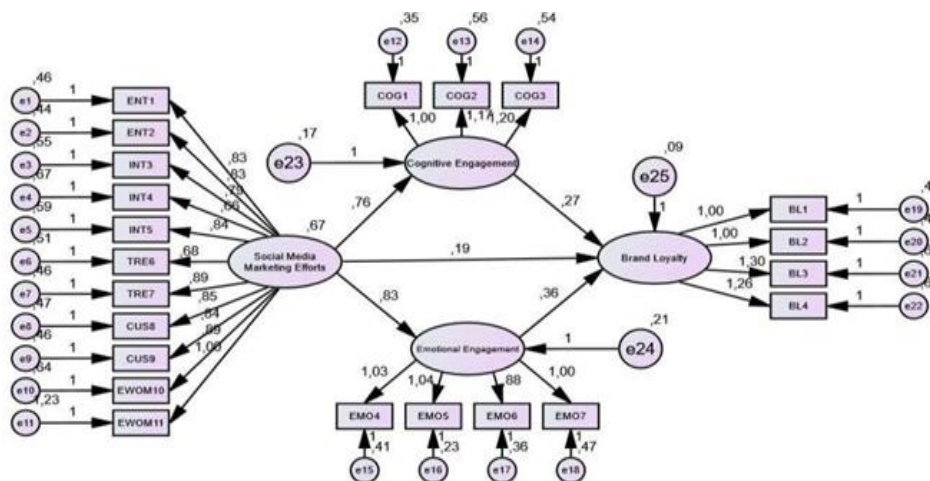

Figure 1. Structural Equation Model Output (Structural Equation Model)

After SEM processing, the basis for making decisions on hypothesis testing is to compare the p-value with a level of significance of 5% (error level α = 0.05). (a) If p-value ≤ α 0.05, then the null hypothesis (H0) is rejected. (b) If the p-value ≥ α 0.05, then the null hypothesis (H0) fails to be rejected.

Table 4. Descriptive Statistics for Social Media Marketing Efforts Variables

Variable	Indicator	Mean	Std. Deviation
Social Media Marketing Efforts	11 Statement Items	5.813	1.021
Cognitive Engagement	3 Statement Items	5.712	1.089
Emotional Engagement	4 Statement Items	5.883	1.013
Brand Loyalty	4 Statement Items	5.721	1.077

Based on Table 4, it can be seen that the Social Media Marketing Efforts variable obtained a mean value of 5.813, which means that on average respondents agree with the indicators in this variable. Respondents felt that on airline social media interactions could be carried out such as providing comments on posts, sharing information with other people and the content presented was very interesting. Meanwhile, it is also known that the standard deviation obtained for the Social Media Marketing Efforts variable is 1.021, which means that on average respondents have varied answers. The Cognitive Engagement variable was measured using 3 statement items and obtained a mean value of 5.712, which means that on average respondents agreed with the indicators in this variable. Respondents felt that airlines always loomed in their minds when they used this type of airline and made them want to know more. Meanwhile, it is also known that the standard deviation obtained for the Cognitive Engagement variable is 1.089, which means that on average respondents have varied answers. The Emotional Engagement variable was measured using 4 statement items and obtained a mean value of 5.883, which means that on average respondents agreed with the indicators in this variable. Meanwhile, it is also known that the standard deviation obtained for the Emotional Engagement variable is 1.013, which means that on average respondents have varied answers. The Brand Loyalty variable was measured using 4 statement items and obtained a mean value of 5.721, which means that on average respondents agreed with the indicators in this variable. Respondents provided and said that the type of airline they chose could be used as a recommendation for other people. Meanwhile, it is also known that the standard deviation obtained for the Brand Loyalty variable is 1.077, which means that on average respondents have varied answers.

In this research, hypothesis testing was carried out using structural equation modeling (SEM) analysis tools. This SEM method aims to predict changes in the dependent variable which are associated with changes that occur in the independent variable.

Table 5. Hypothesis Testing

	Hypothesis	Estimates	P-Value	Decision
H1	Social Media Marketing Efforts have a positive effect on Cognitive Engagement.	0.759	0.000	Supported
H2	Social Media Marketing Efforts has a positive effect on Emotional Engagement.	0.826	0.000	Supported
H3	Social Media Marketing Efforts has a positive effect on Brand Loyalty	0.190	0.154	Not supported
H4	Cognitive Engagement has a positive effect on Brand Loyalty.	0.270	0.018	Supported
H5	Emotional Engagement has a positive effect on Brand Loyalty.	0.360	0.000	Supported
H6	Social Media Marketing Efforts has a positive effect on Brand Loyalty which is mediated by Cognitive Engagement.	0.503	0.023	Supported
H7	Social Media Marketing Efforts has a positive effect on Brand Loyalty which is mediated by Emotional Engagement.	0.503	0.000	Supported

Based on the results of testing hypothesis in Table 5, it is known that the p-value is 0.000 < α 0.05 with a positive estimate value of 0.759. Thus, it can be concluded that Social Media Marketing Efforts has a positive effect on Cognitive Engagement. So, the better the Social Media Marketing Efforts carried out by marketers, the more cognitive engagement customers will have. Based on the results of testing hypothesis 2, it is known that the p-value is 0.000 < α 0.05 with a positive estimate value of 0.826. Thus, it can be concluded that Social Media Marketing Efforts has a positive effect on Emotional Engagement. So, the better the Social Media Marketing Efforts carried out by marketers, the greater the emotional involvement of customers (Emotional

Engagement). Based on the results of testing hypothesis 3, it is known that the p-value is $0.154 > \alpha$ 0.05, so it can be said that hypothesis 3 is not supported. Thus, it can be concluded that Social Media Marketing Efforts does not have a positive effect on Brand Loyalty. So, the better the Social Media Marketing Efforts made by marketers, it turns out that they are not able to create Brand Loyalty directly to customers. Based on the results of testing hypothesis 4, it is known that the p-value is $0.018 < \alpha$ 0.05 with a positive estimate value of 0.270, so it can be said that hypothesis 4 is supported. Thus, it can be concluded that Cognitive Engagement has a positive effect on Brand Loyalty. So, the stronger cognitive customer involvement (Cognitive Engagement) will increase Brand Loyalty to customers.

Based on the results of testing hypothesis 5, it is known that the p-value is $0.000 < \alpha$ 0.05 with a positive estimate value of 0.360, so it can be said that hypothesis 5 is supported. Thus, it can be concluded that Emotional Engagement has a positive effect on Brand Loyalty. Stronger emotional customer involvement (Emotional Engagement) will increase Brand Loyalty to customers. Based on the results of testing hypothesis 6, it is known that the p-value is $0.023 < \alpha$ 0.05 with a positive estimate value of 0.503, so it can be said that hypothesis 6 is supported. Thus, it can be concluded that Social Media Marketing Efforts have a positive effect on Brand Loyalty which is mediated by Cognitive Engagement. Based on the results of testing hypothesis 7, it is known that the p-value is $0.000 < \alpha$ 0.05 with a positive estimate value of 0.503, so it can be said that hypothesis 7 is supported. Thus, it can be concluded that Social Media Marketing Efforts have a positive effect on Brand Loyalty which is mediated by Emotional Engagement.

CONCLUSION

Based on the research results, it can be concluded that there is a positive influence of Social Media Marketing Efforts (SMME) on Cognitive Engagement, Emotional Engagement and Brand Loyalty among national airline social media users and followers. This research found that marketing efforts via social media carried out by national airlines had a significant impact on increasing users' cognitive engagement. Cognitive engagement here refers to how much and deeply users think about the content presented by airlines on social media platforms. This increased cognitive engagement directly influences users' brand loyalty to the airline. This research also found that emotional involvement has a positive influence on brand loyalty. Brand loyalty is important for national airlines in retaining their customers amidst intense competition in the aviation industry. This research further reveals that the positive influence of SMME on brand loyalty is also mediated through cognitive and emotional involvement. When users engage cognitively and emotionally with the content presented, they tend to feel more connected to the brand and demonstrate higher levels of loyalty. This research emphasizes the importance of marketing efforts via social media for national airlines in building and maintaining brand loyalty of their users. By increasing users' cognitive and emotional engagement through relevant and engaging content, airlines can strengthen relationships with their customers and encourage long-term loyalty. These findings provide valuable insights for marketing practitioners in designing effective social media strategies to achieve their business goals.

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