

ENHANCING CONSUMER BRAND ENGAGEMENT IN SOCIAL MEDIA MARKETING FOR WEDDING ORGANIZER SERVICES

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Abstract

This study aims to examine the impact of Value Co-Creation on Consumer Brand Engagement within the context of social media marketing for wedding organizer (WO) services. The sample was selected using purposive sampling, with a total of 120 respondents who are WO service users and active on social media. The data analysis technique employed is Structural Equation Modeling (SEM) using the AMOS software, and data was collected through a questionnaire. The findings reveal that five hypotheses have a positive and significant influence: entertainment on value co-creation, interactivity on value co-creation, EWOM on value co-creation, trendiness on value co-creation, and value co-creation on consumer brand engagement . However, one hypothesis, concerning customization's effect on value co-creation, was found to be insignificant.

Keywords : *Engaging Content , Personalization, Interaction, Digital Word of Mouth, Popularity, Value Co-Creation, Consumer Brand Engagement*

1. INTRODUCTION

The creative industry sector is one of several sectors driving the economy in Indonesia. The creative economy contributes greatly and even becomes the backbone of the Indonesian economy. The creative industry contributed to the Gross Domestic Product (GDP) of IDR 1,105 trillion in 2019, with an achievement of 96.23% of the target of 5.30% and the realization of 5.10%. This is a pretty good achievement for the creative industry in Indonesia because it makes Indonesia rank third after the United States and South Korea. The largest contributors to the creative industry in Indonesia are 41% culinary, 17% fashion, and 14.9% crafts. This proves that the creative industry in Indonesia continues to grow and has a place in the international arena.

One of the creative industries in Indonesia is Henna Art, which is a sub-sector of fine arts and design. Henna has been known in human civilization for more than 5000 years. The trend of wearing henna at weddings is increasingly attracting many consumers to use WO services. Along with the increasing interest of consumers who are interested in using WO services, many henna artists have emerged who offer services, resulting in a high level of competition. This requires service providers to have high creativity in determining marketing strategies so that consumers are interested in using their WO services. The trend of wearing henna is increasingly *booming* in Indonesia thanks to social media. Many consumers are interested in using WO services because they are attracted to the henna trend that is circulating on social media, especially since henna is widely used by many Indonesian artists and celebrities. It is easier for consumers to choose the desired WO service by simply browsing social media. So that consumers have many information preferences and can consider various offers from similar products.

(Mangold & Faulds, 2009) in their research explained that social media is the right media to promote certain products or brands. With a wide reach on social media, brands can easily promote their products to various consumer segments and make it easier for brands to interact with consumers. Marketing activities are more focused on facilitating the *co-creation process* between brands and consumers (France, Grace, Merrilees, & Miller, 2018). *Co-creation* is carried out from the *service dominant logic theory* by (Vargo & Lusch, 2004), this theory shifts the concept of *good dominant* to *service dominant*. Regarding the SDL theory, there is still little research that examines the creation of shared value through social media platforms (Hollebeek, 2019) and its relationship to customer engagement with brands. (Nysveen & Pedersen, 2014) also revealed that future research should include measures of brand engagement as part of an empirical research model, and test its explanatory power through design. Therefore, this study will look at the influence of social media marketing activities on social media platforms including entertainment, customization, interactivity, EWOM, and trends on *value co-creation* which influences *consumer brand engagement* on WO services on social media.

1.1 Formulation of the problem

This study was conducted to improve understanding of the *service dominant logic theory*, and provide empirical investigations on social media marketing activities including *Engaging Content*, *Personalization*, *Interaction*, *Digital Word of Mouth*, *Popularity* can encourage consumers to create value together with brands (*value co-creation*) which will increase consumer engagement with brands (*consumer brand engagement*).

1.2 Literature Review

1. Value Co-Creation

Value Co-Creation is an interactive process involving brands and consumers collaborating to create value (T. Kim & Chiu, 2019). In the concept of *co-creation*, consumers take an active role and are involved in the process of creating value together with brands (Ranjan & Read, 2016). Consumers exchange with brands in the form of contributions (positive thoughts, beliefs, emotions, and behaviors) and consumers feel the benefits provided by the brand as a form of exchange in the process of building relationships between brands and consumers (Simmel, Sozialtheorien, & Blau, 2019).

2. Engaging Content

The purpose of *Entertainment in social media marketing* activities is to encourage consumer participation in interactive games related to the brand, and encourage users of social media platforms to share fun experiences with other users (Harwood & Garry, 2015). So that consumers get a stronger motivation to participate in activities on the brand's social media platform such as *value co-creation* and share their experiences with others on social media when they feel a fun experience obtained from entertaining content about the brand (Bianchi & Andrews, 2018). Similar things were expressed by (Luo, Zhang, & Liu, 2015) who stated that social media provides a virtual space for consumers to share experiences about brands and acts as an important driver in realizing *value co-creation*. Thus, the following hypothesis can be proposed:

H1a: *Entertainment* has a positive effect on *Value Co-Creation*.

3. Personalization

Personalization can be said as a service that is tailored to consumer desires to satisfy consumer preferences, facilitate effective consumer reach, and strengthen perceived brand value (Seo & Park, 2018). Content tailored to consumer preferences provides a personalized brand

experience for consumers, building strong and positive recognition and knowledge of the brand in the minds of consumers (Cheung, Pires, Rosenberger, Leung, et al., 2021) . Advances in social media technology enable companies to maintain communication with consumers and discuss topics related to their personal interests, as well as motivate them to contribute their views and ideas to improve brand offerings (Cheung et al., 2019) . Thus, the following hypothesis can be proposed:

H1b: *Customization* has a positive effect on *Value Co-Creation*.

4. *Interaction*

Interaction reflects the extent to which social media marketing activities support two-way communication between consumers and brands, sharing information and ideas about brands between like-minded consumers (Heggde & Shainesh, 2018). *Interactivity* is considered as one of the most important components in driving consumer intention to engage in *value co-creation activities* on social media platforms (Liu et al., 2021a) . The development of brand communities on social media motivates consumers to share stories about brands, attributes and benefits with their peers, as well as *share* their needs with marketers, such participation strengthens the relationship between consumers and brands, thereby increasing their participation in *value co-creation* (Algharabat et al., 2020) . Thus, the following hypothesis can be proposed:

H1b: *Customization* has a positive effect on *Value Co-Creation*.

5. *Digital Word of Mouth*

DWOM reflects the previous brand user experience that attracts the attention of other consumers (Prasad, Garg, & Prasad, 2019) . Therefore, consumers tend to evaluate brands based on EWOM on social media platforms because EWOM is considered credible and trustworthy (Al-Htibat & Garanti, 2019) . EWOM plays a role in building relationships between consumers and brands and shaping positive consumer attitudes (Kudeshia & Kumar, 2017) . And facilitates interactions between consumers and other like-minded users in the social media brand community in the *value co-creation process* , thereby increasing their understanding of the brands they are interested in (Wu, Huang, Tsai, & Lin, 2017) . Thus, the following hypothesis can be proposed:

H1c: *Electronic Word of Mouth* has a positive effect on *Value Co-Creation*.

6. *Popularity*

Popularity is information about a brand through social media platforms that are up-to-date, trendy, such as updates, latest news, and current topics (Cheung et al., 2020) . Trendy information attracts the attention of consumers, especially those who always follow the latest trends (Ramadan et al., 2018) . The trendier a brand's social media page is, the more effective it is in motivating consumers to better understand the brand (Liu, Shin, & Burns, 2021b) . The purpose of *trendiness* is to strengthen the quality of information on a brand's social media account, thereby encouraging consumers to engage in *value co-creation* (Yadav & Rahman, 2018) . Thus, the following hypothesis can be proposed:

H1e: *Trendiness* has a positive effect on *value co-creation*.

7. *Consumer Brand Engagement*

Consumer brand engagement can be described as specific activities such as cognitive, emotional, and behavioral consumers during their interactions with brands (Hollebeek, 2018) . To encourage CBE, marketers strive to motivate consumers to focus on contributing to the brand (Harmeling, Moffett, Arnold, & Carlson, 2017) . When consumers actively engage with brands during the idea generation process, consumers will be deeply immersed in the brand and have a strong dedication that affects *consumer brand engagement*. (Carlson et al., 2018) . The proposition is that the *value co-creation process* positively influences the relationship between

consumers and brands, thus influencing *consumer brand engagement* (Hsieh & Chang, 2016) . The relationship between *value co-creation* and *consumer brand engagement* is influenced by the psychological relationship between consumers and brands (Frasquet-Deltoro, 2019) . Research focuses more on *value co-creation* to build brands, because *value co-creation* strengthens the relationship between consumers and brands (Carlson et al., 2019) . Brands together with consumers create *value co-creation* by interacting through social media platforms (Nyangwe & Buhalis, 2018) . Content shared on social media platforms plays an important role in driving *consumer brand engagement* (Al-Htibat & Garanti, 2019) . Similar research explains that the interactions that occur between consumers and brands on social media platforms are *co-creative* and play a significant role in building *consumer brand engagement* (Chen, Drennan, Andrews, & Hollebeek, 2018) . Thus, the following hypothesis can be proposed:

H2: *Value Co-Creation* has a positive effect on *Consumer Brand Engagement*.

2. RESEARCH METHODS

2.1 Data Types and Sources

Primary data is obtained through a questionnaire distributed using a Google form that has used WO services and is active on social media, the questionnaire link will be distributed via WhatsApp, Instagram, Facebook, etc. While secondary data is obtained through journals, books, internet news portals, articles, websites.

2.2 Population and Sample

The population in this study were consumers who used WO services. Sampling in this study used a *purposive sampling technique*, where the sample must meet certain considerations according to the established criteria. The sample criteria in this study were consumers who had used WO services and were active on social media. Using the *maximum likelihood estimation technique*. According to (Waluyo, 2016) the sample size in *maximum likelihood estimation* is between 100-200 samples.

2.3 Analysis Techniques

This study uses a quantitative method using *structural equation modeling* / SEM analysis. According to Arbuckle (1997), the use of the AMOS application program requires several criteria that must be agreed to obtain a good structural equation. The criteria determined are as follows:

- a. The degree of freedom (DF) must be positive.
- b. There is no significant *chi-square* at the highest value required, namely, $p = 0.05$ and above the accepted conservative limit of $p = 0.10$.
- c. Additional compatibility, namely; “GFI (*Goodness of Fit Index*), GFI Adjusted (AGFI), *Tucker-Lewis Index* (TLI), and *Normed Fit Index* (NFI) above 0.90”.
- d. Low RMR (Mean Square Residue) and RMSEA (Root Square Approximation) values.

3. RESULTS AND DISCUSSION

3.1. Research result

Structural Equation Model Analysis

Structural Equation Modeling (SEM) analysis is used to determine the structural relationship between the variables studied. The structural relationship between variables is tested for suitability with the *Goodness-of-fit index* . The results of the *Structural Equation Modeling analysis* in this study can be seen as follows:

By looking at the image in the complete model analysis diagram above, we know that the model meets the suitability standards represented by the calculated values that meet the complete model's feasibility standards.

Table 3.1
Full Model Test Results

<i>Goodness of Fit Index</i>	<i>Cut off Value</i>	Results	Model Evaluation
<i>Chi-Square</i>	Small	348 . 117	Fit
<i>Probability</i>	≥ 0.05	0. 057	Fit
GFI	≥ 0.90	0. 862	Marginal Fit
AGFI	≥ 0.90	0. 831	Marginal Fit
TLI	≥ 0.95	0. 990	Fit
CFI	≥ 0.95	0.992	Fit
RMSEA	≤ 0.08	0. 030	Fit
CMIN/DF	≤ 2.00	1. 130	Fit

Based on the table above, the results of the data processing analysis show that all constructs used to form a research model, in the *full model* SEM analysis process have met the established *goodness of fit criteria*. The *chi square* value is 348,117 with a probability of $0.057 > 0.05$, GFI value of $0.862 < 0.90$, AGFI value of $0.831 < 0.90$, TLI value of $0.990 > 0.95$, CFI value of $0.992 > 0.95$, RMSEA value of $0.030 < 0.08$ and CMIN/DF value of $1.130 < 2.00$ indicates that the suitability test of this model produces a good acceptance.

Research Hypothesis Testing

Hypothesis testing is done by testing the relationship between latent variables by looking at the *t* or *cr* (Critical Ratio) values in the regression weight table from the AMOS output results. The following is a table of regression weight results:

Table 3.2
Hypothesis Testing

	Estimate	SE	CR	P	Label
Value <--- ENT	,254	,123	2,071	,038	
Value <--- CUS	-,015	,224	-,067	,947	
Value <--- INT	,276	,137	2,018	,044	
Value <--- EWOM	,284	,114	2,499	,012	
Value <--- TREND	,237	,119	1,999	,046	
ENG <--- Value	,784	,060	12,997	***	

The results of SEM analysis as a step in testing the hypothesis are as follows:

1. Direct test results between *Entertainment* towards *Value Co-Creation* shows that there is a significant and positive influence as indicated by looking at the CR (*Critical Ratio*) value of 2,071 > standard value of 1.96 (significance level 5%). Thus the first hypothesis stating that there is a positive influence of *Entertainment* towards *Value Co-Creation* , **accepted** .
2. Direct test results between *Customization* on *Value Co-Creation* shows that there is no significant influence as indicated by looking at the CR (*Critical Ratio*) value of -0.067 < standard value of 1.96 (significance level 5%). Thus the second hypothesis states that there is an influence of *Customization* towards *Value Co- Creation*, **was rejected** .
3. Direct test results between *Interactivity* on *Value Co-Creation* shows that there is a significant and positive influence as indicated by looking at the CR (*Critical Ratio*) value of 2.018 > standard value of 1.96 (significance level 5%). Thus the third hypothesis states that there is a positive influence of *Interactivity* towards *Value Co-Creation* , **accepted** .
4. The results of direct testing between EWOM and *Value Co-Creation* show that there is a significant and positive influence as indicated by looking at the CR (*Critical Ratio*) value of 2.499 > standard value of 1.96 (significance level of 5%). Thus, the fourth hypothesis stating that there is a positive influence of EWOM on *Value Co-Creation* is **accepted** .
5. The results of direct testing between *Trendiness* and *Value Co-Creation* show that there is a significant and positive influence as indicated by looking at the CR (*Critical Ratio*) value of 1.999 > standard value of 1.96 (significance level of 5%). Thus, the fifth hypothesis stating that there is a positive influence of *Trendiness* on *Value Co-Creation* is **accepted** .
6. Direct test results between *Value Co-Creation* and *Consumer Brand Engagement* shows that there is a significant and positive influence as indicated by looking at the CR (*Critical Ratio*) value of 12,997 > standard value of 1.96 (significance level 5%). Thus the sixth hypothesis stating that there is a positive influence of *Value Co-Creation* on *Consumer Brand Engagement* is **accepted** .

3.2.Discussion

Test results between *Entertainment* towards *Value Co-Creation* shows that there is a significant and positive influence. This result is in accordance with research conducted by (Luo, Zhang, & Liu, 2015) ; (Bianchi & Andrews, 2018) which states that *entertainment* influences *Value Co-Creation* .

Test results between *Customization* towards *Value Co-Creation* shows that there is no significant influence . This result is not in accordance with the research conducted by (Cheung et al., 2019) which states that customization has a significant and positive effect on *Value Co-Creation* .

Test results between *Interactivity* towards *Value Co-Creation* shows that there is a significant and positive influence. This result is in accordance with research conducted by (Algharabat et al., 2020) ; (Godey et al., 2016) which states that *Interactivity* influence on *Value Co-Creation* . The highest indicator that needs to be maintained is that customers interact with WO service providers on Instagram, while the lowest indicator that needs to be optimized is that customers conduct two-way communication and share information/ideas about brands between like-minded consumers. The indicator that needs to be maintained is that the WO service Instagram account shares content that entertains customers , while the indicator that needs to be improved is that the

content shared by the WO service Instagram account is quite interesting, which is the lowest indicator.

Test results between EWOM and *Value Co-Creation* shows that there is a significant and positive influence. This result is in accordance with research conducted by (Wu, Huang, Tsai, & Lin, 2017) which states that EWOM has an effect on *Value Co-Creation*. The highest indicator that needs to be maintained is that customers are interested in using WO services because of good *feedback from other consumers who have previously used WO services*, while the lowest indicator that needs to be optimized is the testimonials from other consumers who have used WO services that I consider credible and trustworthy.

Test results between *Trendiness* towards *Value Co-Creation* shows that there is a significant and positive influence. This result is in accordance with research conducted by (Yadav & Rahman, 2018) which states that *trendiness* influence on *Value Co-Creation*. The highest indicator that needs to be maintained is the content shared by the WO service provider's Instagram account according to the latest trends, while the indicator that needs to be optimized is that the WO service Instagram feed is always *updated*.

Direct test results between *Value Co-Creation* on *Consumer Brand Engagement* shows that there is a significant and positive influence. This result is in accordance with research conducted by (Chen, Drennan, Andrews, & Hollebeek, 2018) which states that *Value Co-Creation* has an influence on *Consumer Brand Engagement*. The highest indicator that needs to be maintained is that customers do not feel satisfied if *their request does not* match what they want, while the lowest indicator that needs to be optimized is that customers integrate their knowledge, needs, desires and personal preferences to get better value.

4. CONCLUSION

The independent variables that have the most influence on *Value Co-Creation* is *Entertainment*. *Entertainment* has a positive and significant influence on *Value Co-Creation*, with a loading factor level of 0.280. The second most influential factor on *Value Co-Creation* is *EWOM*. *EWOM* has a positive and significant influence on *Value Co-Creation*, with a loading factor level of 0.267. The third most influential factor on *Value Co-Creation* is *Interactivity*. *Interactivity* has a positive and significant influence on *Value Co-Creation*, with a loading factor level of 0.267. The fourth most influential factor on *Value Co-Creation* is *Trendiness*. *Trendiness* has a positive and significant influence on *Value Co-Creation*, with a loading factor level of 0.208. The fifth factor that does not influence *Value Co-Creation* is *Customization*. *Customization* does not have a significant influence on *Value Co-Creation*, with a loading factor level of -0.014.

Value Co-Creation Variable has a significant and positive influence on *Consumer Brand Engagement*, with a loading factor level of 0.915.

Theoretical Implications

Current Research	Theoretical Implications
<i>Entertainment</i> has a positive effect on <i>value co-creation</i>	This research empirically supports research by (Bianchi & Andrews, 2018) and research by (Luo, Zhang, & Liu, 2015) which states that there is a positive influence between <i>entertainment</i> and <i>value co-creation</i> .
<i>Customization</i> has a negative effect on <i>value co-creation</i>	This study empirically rejects research by (Cheung, Pires, Rosenberger, Leung, et al., 2021) and research by (Cheung et al., 2019) which states that there is a positive influence between <i>customization</i> and <i>value co-creation</i> .
<i>Interactivity</i> has a positive effect on <i>value co-creation</i>	This research empirically supports research by (Heggde & Shainesh, 2018), (Algharabat et al., 2020) and research by (Liu et al., 2021a) which states that there is a positive influence between <i>Interactivity</i> and <i>value co-creation</i> .
EWOM has a positive effect on <i>value co-creation</i>	This research empirically supports research by (Wu, Huang, Tsai, & Lin, 2017) , (Kudeshia & Kumar, 2017) and research by (Al-Htibat & Garanti, 2019) which states that there is a positive influence between EWOM towards <i>value co-creation</i>
<i>Trendiness</i> has a positive effect on <i>value co-creation</i>	This research empirically supports research by (Yadav & Rahman, 2018) and research by (Liu, Shin, & Burns, 2021b) which states that there is a positive influence between <i>Trendiness</i> and <i>value co-creation</i>
<i>Value co-creation</i> has a positive effect on <i>consumer brand engagement</i>	This research empirically supports research by (Hsieh & Chang, 2016) , (Carlson et al., 2019) and research by (Chen, Drennan, Andrews, & Hollebeek, 2018) which states that there is a positive influence between <i>value co-creation</i> and <i>consumer brand engagement</i> .

Managerial Implications

Based on the results of this study, it is necessary to pay attention to several things that can be input for marketing WO services on social media, including the following:

1. WO art services do not need to focus on creating content on social media by adjusting the tastes of WO service users, because in this study *customization* was not proven to have an effect on *consumer brand engagement*, this happened because the respondents in this study were heterogeneous, so they could not adjust comprehensively to create content that could meet the tastes of different consumers.
2. Based on this research, WO art services should increase the creation of more interesting content on social media.
3. Based on this research, WO art services should always update developments related to WO services on social media to provide impulses to consumers to better recognize WO art services and can encourage consumers to carry out *value co-creation activities*.

Research Limitations

This study is expected to be able to overcome the gap in previous research, but there are still limitations to this study that need to be considered for further research, including this study only focuses on WO service users in Semarang City, which may be different if research is conducted in different cities related to consumer culture and lifestyle, this study focuses on the effectiveness of *social media marketing elements* so that the impact of traditional marketing elements is eliminated. Because marketing effectiveness requires integration not only of digital marketing communications but also of other relevant strategies.

Future Research Agenda

In future research, it may be possible to add relevant variables that have not been used in this study, future research can also consider other types of objects and make comparisons between products to increase the generalizability of the findings.

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