

THE INFLUENCE OF BRAND INTERACTIVITY, INVOLVEMENT, SOCIAL MEDIA CBE ON LOYALTY: TRUST AS A MEDIATION VARIABLE

Febrianne Clarissa Cahyadi¹, Hetty Karunia Tunjungsari^{1*}

¹Master Program of Management, Universitas Tarumanagara, Jakarta - Indonesia

*Email: hetty@fe.untar.ac.id

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ABSTRACT

Previous research conducted by Samarah (2021) [8] found that brand interactivity and brand engagement had an effect on social media customer brand engagement. In addition, social media customer brand engagement has an effect on brand loyalty, both directly and through the brand trust mediation variable. Meanwhile, research conducted by Li et. al (2020) [9] revealed that customer engagement has an effect on brand attachment and brand trust, then brand attachment and brand trust have an effect on brand loyalty. However, in this study it was found that customer involvement did not directly affect brand loyalty. This study aims to examine the effect of brand interactivity, brand involvement, and social media consumer brand engagement on brand loyalty. Then to test the effect of brand trust as a mediation between brand engagement and brand loyalty. The study used 240 samples selected using purposive sampling technique and analyzed using PLS-SEM. The results of this study indicate that brand interactivity, brand involvement, and social media consumer brand engagement have effects on brand loyalty. This research also shows that brand trust mediates the effect of brand engagement on brand loyalty. From this research, brand involvement has the biggest direct effect on brand loyalty. This shows that Tokopedia must continue to maintain interactivity, involvement, engagement, and trust so that consumers are increasingly loyal to the company.

Keywords: Brand Interactivity, Brand Involvement, Social Media Consumer Brand Engagement, Brand Trust, Brand Loyalty

1. PREFACE

Introduction

The e-commerce industry has a considerable opportunity to form the foundation of Indonesia's digital economy. According to data from Bank Indonesia, e-commerce transactions in February 2022 have reached Rp. 30.8 trillion or an increase of about 12% where for the same period last year it was Rp. 27.3 trillion. The total e-commerce transactions in February 2022 reached 222.9 million transactions and the number of these transactions increased by around 27% when compared to the same period in the previous year which only reached around 174.6 million transactions (Santoso, 2022) [1].

According to the iPrice Group report, Tokopedia became the most visited e-commerce site in Indonesia in the third quarter of 2019. In 2021, Tokopedia will also merge with online service company Gojek and this is believed to have a positive impact on increasing site traffic in the next period (Dashveenjit, 2021) [2].

Furthermore, Lim et. al (2022) [3] stated that Tokopedia is an e-commerce service provider that intensively promotes on social media. Through the vision of "Building a Better Indonesia Through the Internet", Tokopedia has also developed programs to support Micro, Small and

Medium Enterprises (MSMEs) and individuals to develop their business by marketing their products online.

Tokopedia has been at the forefront of supporting digitization efforts in Indonesia since 2009. At the beginning of its establishment, Tokopedia only focused on developing a platform that had the characteristics of a department store that could accommodate meetings between sellers and buyers. At this time, Tokopedia has more digital products and services, so with this, Tokopedia users will improve their quality of life because it's easier to access other services, such as paying taxes, electricity bills, top-up cellular credit, and other payments only with an application. smartphone he owns (Cheh, 2023) [4].

From a marketing perspective, what Tokopedia has done is a form of Tokopedia in identifying advantages in competitive competition. As Al-Romeedy (2019) [5] said that the changes that are happening at the moment are in line with the development of technology and globalization, every company must be able to cope with these changes by increasing competitiveness so that they can survive in increasingly competitive competition.

Increased competitiveness in e-commerce will also be in line with the awareness of internet users, namely e-commerce consumers. E-commerce consumers as internet users will be more careful and active in assessing and choosing the e-commerce sites they will visit, so that this condition requires e-commerce site providers to pay more attention to various elements that can influence consumers in visiting their sites so that consumers visit them. or site traffic continues to increase (Das et al., 2016) [6].

Building a good relationship between consumers and companies is also an important part because the establishment of a good relationship can create consumer closeness to the company so that consumers are not easy to move to other e-commerce and consumers remain loyal to e-commerce owned by the company and one of the the reasons that make consumers loyal include engagement (Tuti & Sulistia, 2022) [7].

Previous research conducted by Samarah (2021) [8] found that brand interactivity and brand involvement have an effect on social media customer brand engagement. In addition, social media customer brand engagement has an effect on brand loyalty, both directly and through the brand trust mediation variable. Meanwhile, research conducted by Li et. al (2020) [9] shows that customer engagement has an effect on brand attachment and brand trust, then brand attachment and brand trust have an effect on brand loyalty. However, in this study it was found that customer engagement did not have a direct effect on brand loyalty.

Based on the results of research conducted by previous studies, it appears that there are differences in research results regarding the influence between variables, especially the direct effect of brand engagement variables on brand loyalty, thus making researchers feel interested in analyzing the effect of brand interactivity, brand involvement, and social media consumer brand engagement on brand loyalty. with brand trust as a mediating variable.

Problem Formulation

This study aims to analyze the effect of brand interactivity, brand involvement, and social media consumer brand engagement on brand loyalty with brand trust as a mediating variable.

2. RESEARCH METHOD

The design used in this research is quantitative descriptive. For data collection using a cross-sectional design because the data collected only once in a particular sample. The processed data was obtained from the results of distributing questionnaires given to Tokopedia users.

Population and research sample

The population in this study are Tokopedia application users. Sampling used a purposive sampling technique because the number of samples was not known with certainty and the sampling requirements were used so that only respondents who met the sample requirements could become research respondents. The sample requirements in this study are Tokopedia users aged 15-55 years who have used the Tokopedia application in the last month.

The number of samples in this study were 240 respondents because they met the minimum and maximum sample limits as suggested in Hair in Setyo's research (2017) [10].

Research instruments and data analysis techniques

The instrument used in collecting data in this study used a questionnaire and the questionnaire was distributed to Tokopedia users. The Likert scale was used in the research questionnaire which consisted of six Likert scales (1 = Strongly Disagree, 2 = Disagree, 3 = Quite Disagree, 4 = Quite Agree, 5 = Agree, and 6 = Strongly Agree).

The variables used in this study are brand interactivity, brand involvement, social media consumer brand engagement, brand trust, and brand loyalty, where the statements in the questionnaire for each of these variables are the result of the adoption of previous studies that are tailored to research needs. The brand interactivity variable has 4 indicators adopted from Samarah's research (2021) [8], brand involvement has 5 indicators adopted from Samarah's research (2021) [8], social media consumer brand engagement has 8 indicators adopted from Samarah's research (2021) [8], brand trust has 3 indicators adopted from Samarah's research (2021) [8], and brand loyalty has 4 indicators adopted from Samarah's research (2021) [8]. The data analysis technique used is Partial Least Square - Structural Equation Model (PLS-SEM).

Table 1 Variable Operationalization

Variable	Indicator	Code	Scale
<i>Brand Interactivity</i>	E-commerce platforms listen to what I have to say	INT1	Interval
	E-commerce platforms provide an opportunity to communicate face to face	INT2	Interval
	E-commerce platforms respond to consumers quickly and efficiently	INT3	Interval
	The e-commerce platform responds to messages when I deliver messages	INT4	Interval
<i>Brand Involvement</i>	This e-commerce platform means a lot to me	INV1	Interval
	This e-commerce platform is important to me	INV2	Interval
	This brand is important for me	INV3	Interval
	I am interested in this e-commerce platform	INV4	Interval
	I am involved with this e-commerce Platform	INV5	Interval
	I'm thinking of using this e-commerce platform when I'm going to shop online	ENG1	Interval

<i>Social Media Consumer Brand Engagement</i>	I am motivated to learn more about this e-commerce platform while using it	ENG2	Interval
	I feel happy when using this e-commerce platform	ENG3	Interval
	Using this e-commerce platform makes me happy	ENG4	Interval
	I feel proud because I use this e-commerce platform	ENG5	Interval
	I spend a lot of time using this e-commerce platform, compared to other e-commerce platforms	ENG6	Interval
	Whenever I shop online, I usually use this e-commerce platform	ENG7	Interval
	I use this e-commerce platform more often than other e-commerce platforms	ENG8	Interval
<i>Brand Trust</i>	This e-commerce platform can fulfill everything I want to get from an e-commerce platform	TRS1	Interval
	I rely on this e-commerce platform	TRS2	Interval
	This e-commerce platform has never let me down	TRS3	Interval
<i>Brand Loyalty</i>	I will say positive things about this e-commerce platform to others	LOY1	Interval
	I would recommend this e-commerce platform to someone seeking my advice	LOY2	Interval
	I will encourage friends and relatives to do business with this e-commerce platform	LOY3	Interval
	I will be doing more business with this e-commerce platform in the next few years	LOY4	Interval

Source: Researcher (2022)

The outer model in this study is presented in Figure 1 below.

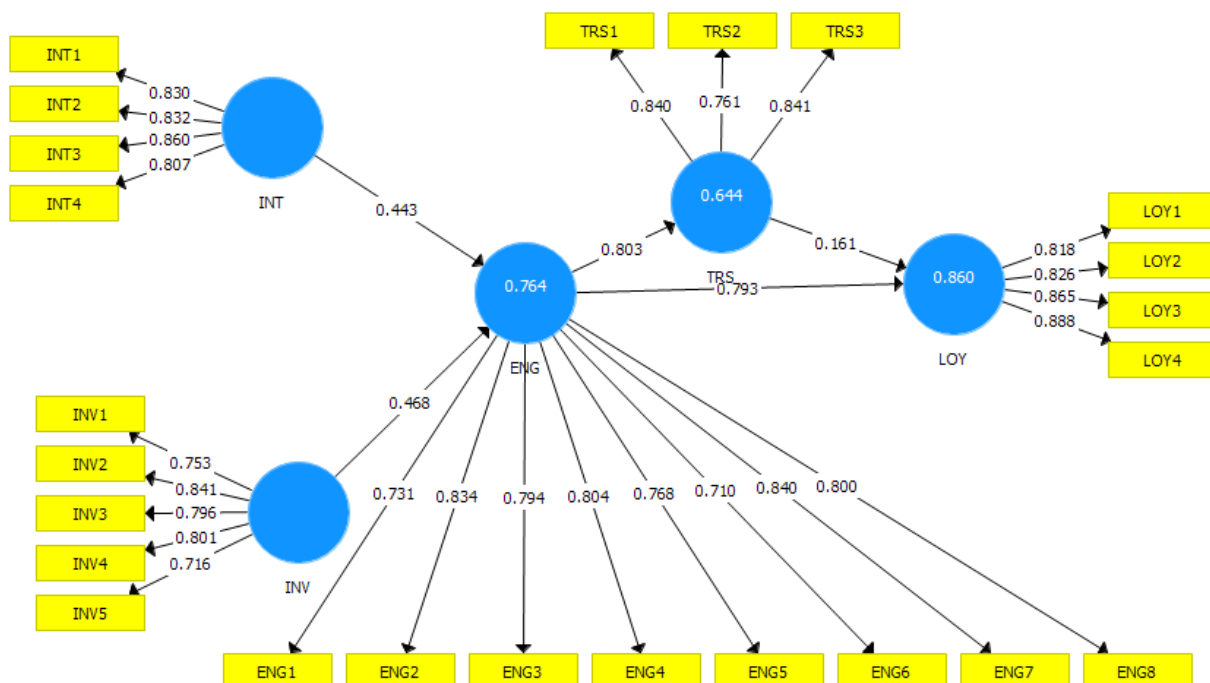


Figure 1 Outer Model

3. RESULT AND DISCUSSION

The sample in this study was mostly 31-40 years old as much as 50.4%, 58.8% were female, 47.1% worked as private employees, 49.2% had a bachelor's degree.

The results of the outer model analysis show that the variables in this study are valid and reliable, so based on these results, an inner model analysis is then carried out to describe the relationship between variables. After bootstrapping for testing the structural model, it was found that the brand trust media variable obtained an R-Square value of 0.644, which means that 64.4% of the brand trust variable can be explained by the variables contained in this study, while the remaining 35.6% explained other variables that are not included in this research model. Furthermore, the R-Square value for brand loyalty is 0.860, which means that 86% of brand loyalty variables can be explained by the variables in this study, while the remaining 14% is explained by other variables not included in this research model. Based on this, the two R-Square values are classified as moderate because they are in the range of 0.26 and 0.74.

The results of the predictive relevance (Q2) measurement show that for Social Media Consumer Brand Engagement the Q2 value is 0.459 and the brand trust variable is 0.421 ($Q2 > 0$) which means that the explanatory variable provides predictive relevance or can predict the model well. Furthermore, the Q2 value for the brand loyalty variable is 0.611 ($Q2 > 0$), which means that the variable can predict the model well. Goodness of fit is then assessed to see the suitability of the variables and the proposed theory. The statistical results confirmed that the GoF in this study had a high fit with a score of 0.710.

Table 2 Validity and Reliability Test Results

Variable	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
<i>Brand Interactivity</i>	INT1	0.830	0.693	0.900	0.852
	INT2	0.832			
	INT3	0.860			
	INT4	0.807			
<i>Brand Involvement</i>	INV1	0.753	0.612	0.887	0.841
	INV2	0.841			
	INV3	0.796			
	INV4	0.801			
	INV5	0.716			
<i>Customer Brand Engagement In Social Media</i>	ENG1	0.731	0.619	0.928	0.911
	ENG2	0.834			
	ENG3	0.794			
	ENG4	0.804			
	ENG5	0.768			
	ENG6	0.710			
	ENG7	0.840			
	ENG8	0.800			
<i>Brand Trust</i>	TRS1	0.840	0.664	0.855	0.746
	TRS2	0.761			
	TRS3	0.841			

<i>Brand Loyalty</i>	<i>LOY1</i>	0.818	0.772	0.912	0.871
	<i>LOY2</i>	0.826			
	<i>LOY3</i>	0.865			
	<i>LOY4</i>	0.888			

Source: Researcher (2022)

Finally, hypothesis testing where the hypothesis can be supported if the p-value is below 0.05. and if it is more than 0.05 then, the hypothesis is not supported. The results are summarized in Table 3 below.

Table 3 Path Coefficients Results

Variable	Path Coefficient	t-Statistics	p-Values
<i>Brand Interactivity -> Social Media Consumer Brand Engagement</i>	0.443	5.297	0.000
<i>Brand Involvement -> Social Media Consumer Brand Engagement</i>	0.468	5.608	0.000
<i>Social Media Consumer Brand Engagement -> Brand Trust</i>	0.803	24.363	0.000
<i>Social Media Consumer Brand Engagement -> Brand Loyalty</i>	0.793	17.519	0.000
<i>Brand Trust -> Brand Loyalty</i>	0.161	3.296	0.001

Source: Researcher (2022)

The results of the hypothesis test regarding the effect of brand interactivity on social media brand customer engagement obtained a p-value of 0.000 with a t-statistics of 5.297 and a positive path coefficient of 0.443. Because the p-value obtained is < 0.05 and the t-value is > 1.97 and the path coefficient is positive, H_0 is rejected and H_1 is accepted. It can be concluded that brand interactivity has a positive and significant effect on social media brand engagement customers, which means that if the brand interactivity variable increases per unit on social media brand engagement customers, the increase in social media brand engagement customers is positive 0.443. The results of this hypothesis test show similarities with the results of previous research conducted by Samarah (2021) [8] that consumer brand attachment can be influenced by the involvement of a brand.

The results of hypothesis testing regarding the effect of brand involvement on social media brand customer engagement obtained a p-value of 0.000 with a t-statistics of 5.608 and a positive path coefficient of 0.468. Because the p-value obtained is < 0.05 and the t-value is > 1.97 and the path coefficient is positive, H_0 is rejected and H_1 is accepted. It can be concluded that brand involvement has a positive and significant effect on customer social media brand engagement, which means that if the brand involvement variable increases per unit on customer social media brand engagement, the increase in customer social media brand engagement is positive 0.468. The results of this hypothesis test show similarities with the results of research conducted by Samarah (2021) [8] that brand involvement affects brand engagement that is built online through social media

The results of hypothesis testing regarding the influence of social media brand customer engagement on brand trust obtained a p-value of 0.000 with a t-statistics of 24.363 and a positive path coefficient of 0.803. Because the p-value obtained is < 0.05 and the t-value is > 1.97 and the path coefficient is positive, H_0 is rejected and H_1 is accepted. It can be concluded that social media brand customer engagement has a positive and significant effect on brand trust, which means that if the social media variable customer engagement brand increases per unit of brand trust, the increase in brand trust is positive 0.803. The results of this hypothesis test have similarities with the results of research that was conducted by Samarah (2021) [8] explaining that brand engagement carried out using social media can affect the trust that consumers have in company brands.

The results of hypothesis testing regarding the influence of social media brand customer engagement on brand loyalty obtained a p-value of 0.000 with a t-statistics of 17.519 and a positive path coefficient of 0.793. Because the p-value obtained is < 0.05 and the t-value is > 1.97 and the path coefficient is positive, H_0 is rejected and H_1 is accepted. It can be concluded that social media brand customer engagement has a positive and significant effect on brand loyalty, which means that if the social media variable customer engagement brand increases per unit on brand loyalty, the increase in brand loyalty is positive 0.793. The results of this hypothesis test have similarities with the results of research that was conducted by Samarah (2021) [8] that brand engagement can affect brand loyalty.

The results of the hypothesis test regarding the effect of brand trust on brand loyalty obtained a p value of 0.001 with a t-statistics of 3.296 and a positive path coefficient of 0.161. Because the p-value obtained is < 0.05 and the t-value is > 1.97 and the path coefficient is positive, H_0 is rejected and H_1 is accepted. It can be concluded that brand trust has a positive and significant effect on brand loyalty, which means that if the brand trust variable increases per unit on brand loyalty, the increase in brand loyalty is positive 0.161. The results of this hypothesis test have similarities with the results of research previously conducted by Samarah (2021) [8] in his research which stated that loyalty can arise in consumers when there is a feeling of consumer trust in a brand owned by a company. Furthermore, Keni (2021) [11] stated that a high level of loyalty to a brand can cause consumers to continue to use that brand even though they have other alternative brands.

This study also analyzes mediation in order to know the value of the indirect effect and the significance of social media variables, consumer brand engagement on brand loyalty mediated by brand trust. The following table presents the results of the mediation analysis.

Table 4 Mediation Analysis Results

Model	Indirect Effect	t-Statistics	p-Values
<i>social media consumer brand engagement -> brand trust -> brand loyalty</i>	0.129	3.183	0.002

Source: Researcher (2022)

The results of the hypothesis test show that brand trust can positively mediate predictions of customer brand engagement in social media on brand loyalty. This is evidenced by the t-statistics value in the model that relates the variable customer brand engagement in social media to brand loyalty with brand trust as a mediating variable of 3.183, which means it is greater than the minimum limit value of 1.96 and has a p-value of 0.002 which means smaller than the

maximum limit of 0.05. The results of this hypothesis test have similarities with the results of research that was conducted by Samarah (2021) [8] that customer brand engagement in social media on brand loyalty is mediated by the brand trust variable. Furthermore, Tunjungsari (2020) [12] stated that a good attitude formed by positive experiences in using a product can form brand loyalty, which is divided into attitudinal and behavioral perspectives.

4. CONCLUSIONS AND RECOMMENDATIONS

The conclusion that can be drawn from the research results is that brand interactivity and brand involvement have a significant and positive effect on social media customer brand engagement, social media brand customer engagement has a significant and positive effect on brand trust and brand loyalty, brand trust has a significant and positive effect on brand loyalty, and brand trust can also positively mediate predictions of customer brand engagement in social media on brand loyalty, so the results of this study show that each variable, namely brand interactivity, brand involvement, social media, brand engagement, customer, and brand trust, has a significant influence and positive towards brand loyalty, as well as social media brand customer engagement can have an indirect effect on brand loyalty through the brand trust variable.

Based on several conclusions, it is hoped that companies can respond more quickly and efficiently when consumers convey messages so that brand interactivity can increase, companies increase consumer involvement so that consumers are more interested in using e-commerce platforms, increase consumer engagement, especially in using e-commerce platforms so that consumers will be happier when using e-commerce and are increasingly bound to the company's brand, the company's e-commerce platform is expected to fulfill everything that consumers want to get so that consumers have more trust in the company's e-commerce platform, the company can increase loyalty consumers, including by displaying positive things on the platform so that these positive things can be conveyed to other consumers. In addition, it is also hoped that the company can carry out various strategies that can increase the use of the company's platform in the consumer business, for example by providing various bonuses or promos for e-commerce platform users. The company is also expected to be able to increase consumer interaction, involvement, engagement, and trust in the company's brand so that consumer loyalty continues to increase.

For future research, it is hoped that they will conduct research on other e-commerce platforms and also with variables not examined by previous research. Future research is also expected to be able to conduct research on respondents with a more optimal number, so that the research results obtained will be maximal and can also accommodate respondents' answers from various e-commerce platforms.

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