



DO SOCIAL MEDIA MARKETING ELEMENTS AFFECT CONSUMER BRAND ENGAGEMENT AND BRAND KNOWLEDGE?

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Abstract

Social media is one of the most popular tools for brands to market their products and services. The ease and effectiveness of social media features can bring brands closer to consumers and also reach a wider market. This study aims to examine the effect of social media marketing elements on consumer brand engagement so as to increase brand knowledge. This study used 160 samples taken by purposive sampling from users of the Netflix Indonesia's movie streaming service and Netflix Indonesia's active followers on Instagram. Data processing in this study used the Structural Equation Modeling (SEM) technique with the SmartPls 3.29 test tool. The results of this study found that entertainment, customization, word of mouth, and trendiness have a positive and significant impact on consumer brand engagement. Meanwhile, interaction has less influence on consumer consumer brand engagement. This research also proves that consumer brand engagement has an influence on brand awareness and brand image.

Keywords: SMM, CBE, Brand Knowledge

Abstrak

Media sosial menjadi suatu sarana yang paling populer bagi merek dalam memasarkan produk maupun layanannya. Kemudahan serta keefektifan fitur media sosial mampu mendekatkan merek dengan konsumen serta menjangkau pasar secara lebih luas. Penelitian ini bertujuan untuk meneliti pengaruh elemen pemasaran media sosial terhadap keterlibatan konsumen dengan merek hingga mampu meningkatkan pengetahuan merek. Penelitian ini menggunakan 160 sampel yang diambil secara purposive sampling dari pengguna layanan streaming film Netflix Indonesia serta pengikut aktif Netflix Indonesia di media sosial instagram. Pengolahan data dalam penelitian ini menggunakan teknik Structural Equation Modelling (SEM) dengan alat uji SmartPls 3.29. Hasil dari penelitian ini ditemukan bahwa hiburan, kustomisasi, getok tular, dan tren berpengaruh positif dan signifikan terhadap keterlibatan konsumen dengan merek. Sedangkan, interaksi kurang memberikan pengaruh terhadap keterlibatan konsumen dengan merek. Penelitian ini juga membuktikan bahwa keterlibatan konsumen dengan merek memiliki pengaruh terhadap kesadaran merek dan citra merek.

Kata Kunci: SMM, CBE, Pengetahuan Merek

INTRODUCTION

As a channel of interaction between customers and brands (Egaña et al., 2021), Social media has become a part of life that provides many opportunities for customers and brands. In early 2022, the number of active social media users in Indonesia reached 191.4 million people. This number has increased by 12.6% from a total of 170 million people in the previous year (Datareportal.com, 2022). Due to its popularity and effectiveness, social media facilitates businesses to communicate brand-related information, such as sharing updates and generating feedback, obtaining information about

consumer preferences and managing relationships with consumers that can build consumer brand engagement and develop strong brands (De Vries & Carlson, 2014; Thoring, 2011).

Instagram is one of the most popular social media and has many users in the world. In fact, Indonesia is the country with the fourth largest number of Instagram users in the world (Datareportal.com, 2022). Instagram allows users to visually share content and engage followers to interact with each other through shared uploads (Kim et al., 2017). With a variety of features that facilitate interaction, Instagram has a higher level of engagement compared to other social media such as Facebook and Twitter (Casaló et al., 2017). Thus, Instagram is increasingly being used as a brand marketing channel because it not only allows brands to earn revenue but can also create long-term engagement with consumers.

Unlike traditional marketing strategies where consumers are only recipients of information, social media marketing requires consideration of engagement because it plays a big role in making consumers participate and influencing the way a business interacts (Shofiya & Fachira, 2021). Consumer brand engagement indicates the psychological state experienced by consumers as a result of their interactions with products, organizations and other consumers (Foroudi et al., 2014; Hollebeek et al., 2014). Through consumer brand engagement on social media, bonds can easily be formed to create value and thus can provide profitable outcomes for a brand (Shofiya & Fachira, 2021).

The power of the internet revolution and information technology has influenced and changed people's lives (Pratiwi et al., 2021). The existence of the internet has made all social activities have shifted from the real world to the virtual world. This includes marketing activities that have largely shifted to social media. In this case, social media provides an opportunity for brands to interact with consumers directly and more quickly, at relatively lower costs and a higher level of efficiency compared to traditional media (Hutagalung & Situmorang, 2018; Kaplan & Haenlein, 2010). So, the continued challenges faced by brands is to develop a social media marketing strategy that can create consumer brand engagement. This is because the more consumers are engaged with brands, positive knowledge about products or services from brands will always be formed in consumers' minds.

This paper examines the effects of social-media marketing elements, namely entertainment, customisation, interaction, electronic word-of-mouth (EWOM) and trendiness, on consumer-brand engagement so as to increase brand knowledge. We reviewed this study based on the relevant literature to critically analyze the research gap. Based on previous research, (Cheung et al., 2020a) proved that the social media marketing elements namely entertainment and customization have no effect on the formation of consumer brand engagement. However, (Mujica-Luna et al., 2021) provides different results where all social media marketing elements including entertainment, customization, interaction, electronic word of mouth, and trendiness have a positive and significant influence on consumer brand engagement. Besides that, (Cheung et al., 2020a) also proved that consumer brand engagement can influence brand knowledge, which include brand awareness and brand image. On the contrary, (Dabbous & Barakat, 2020) actually found that consumer brand engagement was not proven to influence consumer brand awareness. This becomes a reference for researchers to create a theoretical framework in which social media marketing elements, namely entertainment, customisation, interaction, electronic word-of-mouth (EWOM) and trendiness play a role as a drivers of consumer brand engagement in creating brand awareness and brand image. This study then discusses the research methodology and explains the results of a realistic analysis followed by implications, limitations, and future directions.

LITERATURE REVIEW

Social Media Marketing (SMM)

Previous studies reported that more than half of social media users obtain brand-related information by following brand pages (Ismail, 2017). There is no doubt that now social media channels have become the main source for consumers in finding products and services from brands. Social media is an advanced technology that facilitates interactivity and co-creation as well as enables enhancement and content sharing between organizations and individuals (Filo et al., 2015). Social media has given rise to social media marketing (SMM) which has become an important platform for reaching a wider consumer market by enabling interactions between brands and consumers (Constantinides, 2014).

The ability of social media to reach consumers at a lower cost compared to traditional media, such as print media, TV and radio (Iankova et al., 2019), makes communication and interaction through social media increasingly used to build relationships between brands and consumers (Yadav & Rahman, 2018). Using social media platforms, such as brand pages, allows consumers to interact with brands and other users to share stories about brands and strengthen their engagement with brands (Chathoth et al., 2016), which will then help build strong and positive brand knowledge in the consumer mind (Algharabat et al., 2020). The success of a brand on social media can be measured by elements that can support the marketing process on brand pages, which include entertainment, customization, interaction, electronic word of mouth, and trendiness (Cheung et al., 2020a).

Entertainment

Entertainment can be considered as the influence of fun and play that arises from individual encounters with social media experiences (Godey et al., 2016). Previous studies revealed that people initiate entertainment for relaxation and reduce boredom which usually makes people engage in engaging entertaining content on certain products or services when using social media (Courtois et al., 2009). In this case, entertaining content will encourage consumers to visit social media brand pages as well as consume brand-related content. Consumers will exert greater cognitive effort to better understand a brand through entertaining content (Barger et al., 2016). Entertaining content tends to motivate consumers to contribute to social media brand pages, including sharing and recommending the information obtained to their peers (Gensler et al., 2013). Therefore, entertainment can build a stronger relationship between brands and consumers in social media (Zhang et al., 2010).

Customisation

Customization refers to the degree to which a brand adjusts its services, marketing efforts, and messages to satisfy consumers' personal preferences (Godey et al., 2016). Customization allows information generated from several sources to be delivered optimally to consumers. This information relates to consumer choice of products and brands, including prices, attributes and features of these products. Consumers will be more willing to browse relevant information on social media pages (Schulze et al., 2015), because customized and personalized content on social media pages can help consumers find the information they need (Godey et al., 2016).

Interaction

Interaction refers to the ability for two-way communication and information sharing with others (Dessart et al., 2015). Content and information distributed through social media can trigger interactions between users in it. Interactions that appear on social media allow consumers to exchange ideas about certain products or brands with other like-minded people (Kim & Ko, 2012). Exchange of thoughts both between users and between consumers and brands can provide a better brand understanding because interactive content can help consumers communicate effectively about the products and services of a brand.

Electronic Word of Mouth (EWOM)

Electronic word of mouth refers to the process of exchanging information carried out by potential, actual or previous consumers regarding a product, brand or company through social media (Hennig-Thurau et al., 2004). Electronic word of mouth occurs when consumers exchange information, disseminate, or upload information using social media (Kudeshia & Kumar, 2017). For example, conveying information about brands, uploading content from brand pages to their blogs and sharing opinions with their peers (Chae et al., 2015). In this context, consumers like to read comments and feedback from the experiences of other users before deciding to use a product or service from a brand (Audria & Batu, 2022). Thus, electronic word of mouth is considered the most popular way to find out more about brands that are useful in influencing consumer evaluations of brands (Kudeshia & Kumar, 2017).

Trendiness

Trendiness is defined as providing the latest information about products and services which includes brand updates, product reviews, and new ideas about brands initiated by marketers and consumers (Gallaughner, 2010). Adjusting information to the latest trends will affect the number of reads and visits on social media brand pages (Liu et al., 2021). Consumers prefer to read trendy information on social media platforms, including the latest trends, brand-related news, as well as other hot topics related to the products they are interested in (Cheung et al., 2020a). The more recent the information presented by a brand, the more it attracts consumers' attention to always visit the social media brand pages, especially for consumers who are motivated to always follow the latest trends (Ramadan et al., 2018).

Consumer Brand Engagement (CBE)

Consumer brand engagement is a central element of social media that enables connection, communication, and engagement between brands and consumers (Kujur & Singh, 2017). Consumers who are highly engaged with brands participate actively in brand activities, are motivated to search for brand-related information on an ongoing basis and continue to interact with brands and other like-minded users (Bloch et al., 2009). In this case, brands need to pay attention to content development on social media to encourage consumers to engage with brands on social media (Barger et al., 2016). Thus, the more stylish the detailed information presented by a social media brand pages, the more successful it is for engaging consumers (Malthouse et al., 2013).

Brand Knowledge

Brand knowledge becomes a link between direct and indirect brand usage, so that consumers can remember the identity of a brand (Christopher Gan et al., 2008; Okada & Mais, 2010). In consumer memory, brand knowledge is very important because when thinking about specific things about a brand, what comes to their mind first will greatly influence their perception of the brand. In other words, brand knowledge effectively touches consumer perceptions and indicates consumers choose a brand based on their knowledge of these brands (Hemsley-Brown et al., 2016). Thus, brand knowledge becomes a sophisticated tool because after having knowledge of a particular brand, consumers become competent to remember brand information efficiently and quickly (Bhatti, 2017).

Brand Awareness

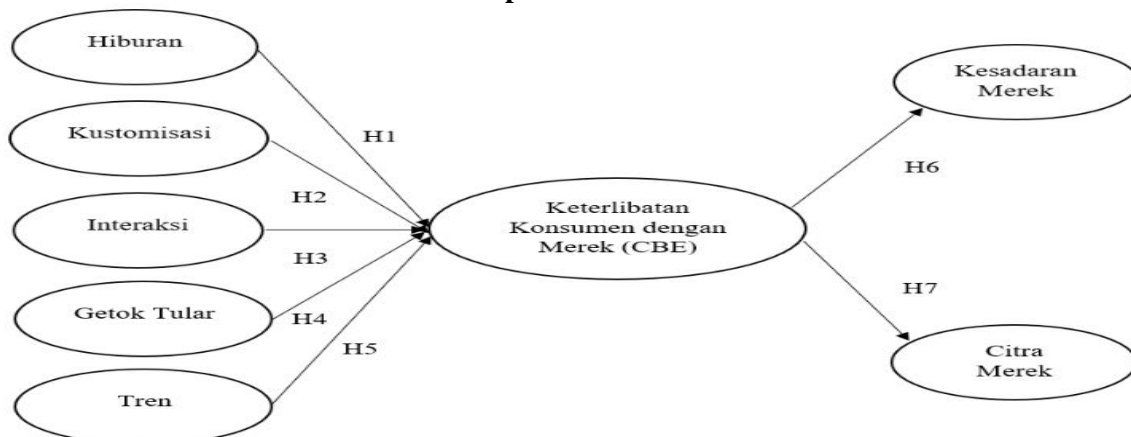
Brand awareness refers to the perception of how consumers think about a brand and the strength of the brand's presence to consumers (Hutter et al., 2013). This involves a relationship with the name, logo, sign or symbol of a brand as well as complete knowledge about the brand in the perception of the end user (Bhatti, 2017). Brands need to provide relevant information about the products and services offered. It's intended to attract attention and strengthen consumers' ability to remember about a brand in their minds, then increase brand awareness (Langaro et al., 2018; Keller, 2013). Thus, a brand is characterized by a symbolic meaning that allows consumers to make better decisions in the process of purchasing and subsequent use of products and services of the brand.

Brand Image

Brand image represents the views, perceptions, and attitudes of consumers regarding a brand (Schmitt, 2012). In other words, brand image is a set of beliefs and impressions that are created in the minds of consumers about a brand (Keller, 2009). Brand image is one aspect that can shape the identity of a business and help promote sustainable business growth (Manhas & Tukamushaba, 2015). This explains that the image formed by the company is an essential element that can influence the success of a brand. Consumers always consider brands based on a strong and good brand image as the main choice in the decision-making process (Keller, 2013). When consumers perceive a brand provides good products or services, the brand image owned by the company will be known as a good image (Propheto et al., 2020). Thus, consumer attitudes and actions towards brands tend to depend on brand image (Song et al., 2019).

HYPOTHESES DEVELOPMENT

Figure 1
Conceptual Framework



Adopted by: (Cheung et al., 2020a)

Entertainment and Consumer Brand Engagement

Entertainment in social media marketing can encourage consumer participation in brand-related interactive performances which encourage sharing of pleasant consumer experiences with other users (Harwood & Garry, 2015). This makes social media brand pages turn into a profitable consumer experience, thus creating a spiritual engagement between consumers and brands (Ashley & Tuten, 2015; Nieborg & Poell, 2018). This underlies Bilal et al. (2020) and Shofiya & Fachira (2021), which state that providing entertainment values to consumers can create emotional bonds with brands and directly increase consumer purchase interest. Other research also states that entertainment elements can be highlighted by providing fun and engaging content to increase consumer brand engagement on social media (Liu et al., 2021; Mujica-Luna et al., 2021; Rimadiaz et al., 2021; Sumardi & Ganawati, 2021). In addition, (Cheung et al., 2021; Cheung et al., 2020b) also proves that entertainment is important to apply in content on social media because it can facilitate consumer brand engagement. This leads to hypothesis 1:

H1. Entertainment in social media marketing content has an influence on consumer brand engagement

Customisation and Consumer Brand Engagement

Marketing activities through social media have a greater ability to be close with consumers and allow brands to adjust their communications with consumers (Seo & Park, 2018). In this case, social media allows customization of personalized messages through brand pages while maintaining interaction with consumers (Miller & Lammas, 2010) and contributing to building relationships between consumers and brands (Kim & Ko, 2012). This underlies Mujica-Luna et al. (2021) which proves that customization as an element of social media marketing generated by micro-learning platforms contributes to building consumer brand engagement and building brand awareness. Other research also proves that customization is a strong social media marketing element in promoting consumer brand engagement (Cheung et al., 2021; Tjhin & Widodoatmodjo, 2021). This leads to hypothesis 2:

H2. Customisation in social media marketing content has an influence on consumer brand engagement

Interaction and Consumer Brand Engagement

In the context of social media, interactive content on brand pages will attract consumers' attention, stimulate consumer intentions to read and share it (Simon & Tossan, 2018). The creation and sharing of cognitive brand information among consumers will build a sense of closeness and emotional connection between brands and consumers (Brodie et al., 2013; Chae et al., 2015). This

indicates that interactive content on brand pages that match the target social media users will encourage discussion and enhance the relationship between consumers and brands (Manthiou et al., 2013). Information on social media brand pages facilitates consumers to communicate and give opinions so that consumers are always engaged with the brand (Sumardi & Ganawati, 2021). Other research also proves that interaction has a positive impact in creating consumer brand engagement through actively following brand activities on social media (Liu et al., 2021; Mujica-Luna et al., 2021; Rimadiaz et al., 2021). (Cheung et al., 2020a) also emphasized that interaction is the most powerful element of social media marketing in building consumer brand engagement, which leads to hypothesis 3:

H3. Interaction in social media marketing content has an influence on consumer brand engagement

Electronic Word of Mouth and Consumer Brand Engagement

Consumers now realize how important social media is as a tool for discussing and sharing experiences related to their products (Balaji et al., 2016). Creating and sharing experiences between consumers or what is commonly referred to as electronic word of mouth is able to build a sense of closeness and emotional connection between brands and consumers (Brodie et al., 2013; Chae et al., 2015). When consumers create and share brand experiences through electronic word of mouth, consumer brand engagement will reach the highest level (Hashim & Ariffin, 2016). This underlies (Cheung et al., 2020a) which proves that electronic word of mouth is the main driver in creating consumer brand engagement. This statement is also supported in other studies which reveal that electronic word of mouth on a social media brand page will create a positive brand experience to strengthen consumer brand engagement (Tjhin & Widodoatmodjo, 2021; Mujica-Luna et al., 2021; Rimadiaz et al., 2021). This leads to hypothesis 4:

H4. Electronic word of mouth in social media marketing content has an influence on consumer brand engagement

Trendiness and Consumer Brand Engagement

In conducting marketing communications through social media, a brand can present the latest information according to trends and hot discussion topics to reduce consumer information search efforts (Becker et al., 2011.; Laroche et al., 2013). Trending discussion topics or the latest information on a social media brand pages can facilitate consumers to discuss with each other, thus strengthening consumers' cognitive presence in brand-related interactions (Chan et al., 2014; Gallagher, 2010). In this case, the more trendy the information raised on a social media brand page, the more effective the brand in engaging consumers (Mishra, 2019). This is supported by previous research which states that the latest and trending information on social media brand page can facilitate consumers to retrieve the information provided, so consumers will always engage with brands on social media (Tjhin & Widodoatmodjo, 2021; Mujica-Luna et al., 2021; Sumardi & Ganawati, 2021). Research by Cheung et al. (2020a) also proves that trendy brand content on social media will attract consumers' attention to always visit the brand's page, so it will make consumers engage with the brand. This leads to hypothesis 5:

H5. Trendiness in social media marketing content has an influence on consumer brand engagement

Consumer Brand Engagement and Brand Awareness

A brand page can increase positive brand awareness among consumers by creating a user-friendly and convenient platform to search for brand information (Barreda et al., 2016). If social media pages can present relevant and interesting information, it will create consumer brand engagement on social media, thereby increasing consumer brand awareness (Suryani et al., 2021). This underlies Cheung et al. (2020a) who revealed that social media marketing elements have a big role in building consumer brand engagement and driving consumer brand awareness. Other studies also state that the higher consumer brand engagement, the higher consumer brand awareness (Mujica-Luna et al., 2021; Rimadiaz et al., 2021). This leads to hypothesis 6:

H6. Consumer brand engagement in social media has an influence on brand awareness

Consumer Brand Engagement and Brand Knowledge

Social media is an effective tool for consumers who engage with brands to build brand images (Godey et al., 2016). In this process, interaction between consumers and brands in communication and brand experiences on social media can be used as a material for creating brand images (Jalilvand & Samiei, 2012). This underpins Cheung et al. (2020a) who found that consumer brand engagement is not only considered as a tool of increasing brand recall and recognition but also as an important factor in building brand image. Other studies have also found that consumer brand engagement on social media can increase consumer brand awareness (Rimadias et al., 2021; Sumardi & Ganawati, 2021). This leads to hypothesis 7:

H7. Consumer brand engagement on social media has an influence on brand image

RESEARCH METHODOLOGY

Data Collection and Sample

To examine the hypothesis relationships, this study collected data through online surveys taken using non-probability sampling and purposive sampling techniques. This online survey was distributed via Google form to 150-170 male or female respondents in Indonesia, aged 18-35 years who are users of the Netflix movie streaming service and actively follow Netflix Indonesia's activities on Instagram.

Data obtained from a total of 170 respondents in this study were analyzed descriptively to explain the characteristics and background of the respondents according to the criteria. The results of the respondent's demographic analysis consisting of gender, ages, origin, and income are in accordance with the research criteria. Meanwhile, 10 respondents were found not in accordance with the criteria that is users of the Netflix movie streaming service and actively follow Netflix Indonesia's activities on Instagram. So, this study will only analyze data for 160 other respondents who fit the criteria.

Measures

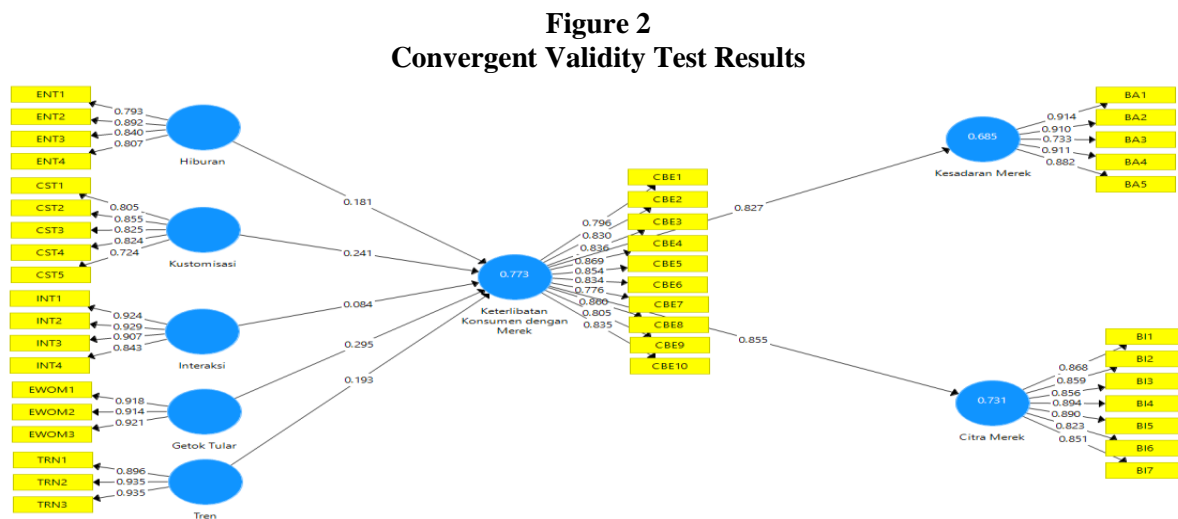
Measurement of this study all adopted from Cheung et al. (2020a), that include social media marketing element, consumer brand engagement, and brand knowledge. Measurements of social media marketing elements include four items for entertainment, five items for customisation, four items for interaction, three items for electronic word of mouth, and three items for trendiness. Measurement of consumer brand engagement contains ten items consisting of cognitive processing, affection and activation dimensions. Then, measurement of brand knowledge includes five items for brand awareness and seven items for brand image. A total of 41 items were evaluated using 6-point Likert Scales (1= Strongly Disagree, 6= Strongly Agree).

Analytical Methods and Techniques

In this study, the analysis technique used is Structural Equation Modeling (SEM). Structural Equation Modeling (SEM) is an analytical technique that allows researchers to simultaneously model and estimate complex relationships between several dependent and independent variables) (Hair et al., 2021). This research focuses on using the SEM partial least squares method (PLS-SEM) with the SmartPLS 3.29 test tool. The PLS-SEM method consists of two sub-models, namely a measurement model (outer model) and a structural model (inner model) (Hair et al., 2021). In this research, the measurement model must be tested first to ensure the validity and reliability of the research. After the measurement model is confirmed, then proceed to the structural model testing stage which consists of coefficient determination test (r-square), goodness of fit, and hypothesis test. This is because the structural model cannot be confirmed if the measurements are invalid and unreliable (Hair et al., 2021).

RESULT

**Measurement Model (Outer Model)
Convergent Validity**



Source: Survey Data (2023)

In assessing convergent validity, measurements are made based on the Outer Loadings Indicator and Average Variance Extracted (AVE). In this study, the determination of the minimum Outer Loadings value is > 0.70 (Hair et al., 2021). However, the Outer Loadings value of 0.50 – 0.60 is still accepted (Ghozali & Latan, 2015). In addition, convergent validity is also measured using the Average Variance Extracted (AVE). In this study, the minimum AVE value was 0.50 (Hair et al., 2021). Convergent validity test results on table 1 shows that all indicators are valid because they fulfilled outer loadings values and the Average Variance Extracted (AVE) value.

**Table 1
Convergent Validity Test Results**

	Construct	Outer Loadings	AVE	Description
ENT1	The content found on Netflix Indonesia’s Instagram is very interesting	0.793	0.696	Valid
ENT2	It’s really fun when exploring Netflix Indonesia’s Instagram	0.892		Valid
ENT3	It’s fun to collect information about products through Netflix Indonesia’s Instagram	0.840		Valid
ENT4	It’s easy to kill time when browsing Netflix Indonesia’s Instagram	0.807		Valid
CST1	It is possible to find suitable information on Netflix Indonesia’s Instagram	0.805	0.652	Valid
CST2	Netflix Indonesia’s Instagram provides customized services	0.855		Valid
CST3	Netflix Indonesia's Instagram page provides interesting information for me	0.825		Valid
CST4	It is easy to access information through Netflix Indonesia’s Instagram	0.824		Valid
CST5	Netflix Indonesia's Instagram can be accessed anytime and anywhere	0.724		Valid
INT1	It’s very easy to convey my opinion through Netflix Indonesia's Instagram	0.924	0.813	Valid

INT2	It's very easy to share my opinion or conversations with other users via Netflix Indonesia's Instagram	0.929		Valid
INT3	It is possible to carry out two-way interactions through Netflix Indonesia's Instagram	0.907		Valid
INT4	It is very possible to share information with other users through Netflix Indonesia's Instagram	0.843		Valid
EWOM1	I want to convey information about brands, products or services from Netflix Indonesia's Instagram to my friends	0.918	0.842	Valid
EWOM2	I want to upload content from Netflix Indonesia's Instagram on my social media page or blog	0.914		Valid
EWOM3	I want to share my opinion about brands, products or services obtained from Netflix Indonesia's Instagram with my friends	0.921		Valid
TRN1	Content found on Netflix Indonesia's Instagram is always up to date	0.896	0.850	Valid
TRN2	Netflix Indonesia's Instagram is very trendy	0.935		Valid
TRN3	Netflix Indonesia's Instagram content contains the latest information	0.935		Valid
CBE1	Using Netflix Indonesia made me think about Netflix Indonesia	0.796	0.689	Valid
CBE2	I often think about Netflix Indonesia when using it	0.830		Valid
CBE3	Using Netflix Indonesia stimulated my interest to learn more about Netflix Indonesia	0.836		Valid
CBE4	I feel very positive when using Netflix Indonesia	0.869		Valid
CBE5	Using Netflix Indonesia makes me happy	0.854		Valid
CBE6	I feel comfortable when using Netflix Indonesia	0.834		Valid
CBE7	I am proud to use Netflix Indonesia	0.776		Valid
CBE8	I spend a lot of time using Netflix Indonesia compared to other brands	0.860		Valid
CBE9	Whenever I use a movie streaming service, I usually use Netflix	0.805		Valid
CBE10	I mostly use Netflix Indonesia	0.835		Valid
BA1	I am always aware of everything related to Netflix Indonesia	0.914	0.762	Valid
BA2	The characteristics of Netflix Indonesia come to my mind quickly	0.910		Valid
BA3	I can quickly remember the Netflix Indonesia's symbol or logo	0.733		Valid
BA4	I often remember everything about Netflix Indonesia	0.911		Valid
BA5	I can recognize the features of Netflix Indonesia	0.882		Valid
BI1	Compared to other brands, Netflix Indonesia's products are of high quality	0.868	0.745	Valid

BI2	Netflix Indonesia has a rich history	0.859	Valid
BI3	I can reliably predict how Netflix Indonesia will perform	0.856	Valid
BI4	Netflix Indonesia is a leading company	0.894	Valid
BI5	Netflix Indonesia has extensive experience	0.890	Valid
BI6	Netflix Indonesia represents the industry well	0.823	Valid
BI7	Netflix Indonesia is a customer-oriented company	0.851	Valid

Source: Survey Data (2023)

Discriminant Validity

Discriminant validity test was performed using the Fornell-Larcker Criterion and Cross Loadings. Fornell-Larcker Criterion has a provision that the square root of AVE must be greater than the square root of each construct. Besides that, the Cross Loadings value of each indicator in the construct must be greater than the Cross Loadings value of the indicators in other constructs.

The results of the discriminant validity test concluded that all research variables had good discriminant validity. This is shown in the AVE square root value which is greater than the correlation value of each construct below it. This study also found that the indicator's Cross Loadings value for each variable was greater when compared to the indicators of other variables.

Reliability Analysis

In this study, the reliability test was assessed using the Cronbach's Alpha coefficient and the Composite Reliability value. The minimum value for Cronbach's Alpha is $\alpha > 0.60$ (Babin & Zikmund, 2016). Meanwhile, based on Composite Reliability, the minimum value set is 0.60 (Hair et al., 2021). The results shown in table 2 explain that all variables are reliable because they meet the minimum value of Cronbach's Alpha and the Composite Reliability.

Table 2
Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability	Description
Entertainment	0.853	0.901	Reliable
Customisation	0.867	0.903	Reliable
Interaction	0.923	0.946	Reliable
Electronic Word of Mouth	0.906	0.941	Reliable
Trendiness	0.912	0.945	Reliable
Consumer Brand Engagement	0.950	0.957	Reliable
Brand Awareness	0.920	0.941	Reliable
Brand Image	0.943	0.953	Reliable

Source: Survey Data (2023)

Structural Model (Inner Model)

Coefficient Determination Test (R-Square)

The R-Square test was conducted to find out how much the independent variables affect the dependent variable. The R-Square test in this study was determined by the criterion value of 0.75 which is classified as strong, 0.50 is classified as moderate, and 0.25 is a low category (Hair et al., 2021). The results shown in table 3 explain that the brand image variable was 73.1% influenced by the consumer brand engagement variable. Then, the brand awareness variable is 68.5% affected by the consumer brand engagement variable and the consumer brand engagement variable is 77.3% influenced by the variables of entertainment, customization, interaction, electronic word of mouth, and trendiness.

Table 3
R-Square Test Results

Variable	R-Square	R-Square Adjusted
Brand Image	0.731	0.730
Brand Awareness	0.685	0.683
Consumer Brand Engagement	0.773	0.766

Source: Survey Data (2023)

Goodness of Fit

The Goodness of Fit assessed using the Q-Square value. The provisions for the standard Q-Square value are 0-1 where the Q² coefficient value which is close to 1 has a very close relationship between the independent variables and the dependent variable. Conversely, the Q² coefficient value which is close to 0 indicates a weak relationship between the independent and dependent variables. The results shown in table 4 explain that the Q² values are in the range 0-1, which means that the relationship between all independent and dependent variables is very close.

Table 4
Q-Square Test Result

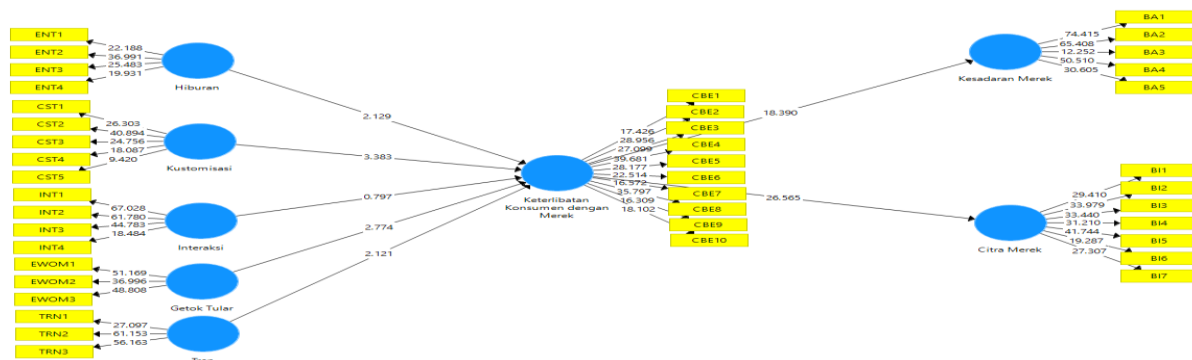
Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Entertainment	640.000	640.000	0.000
Customisation	800.000	800.000	0.000
Interaction	640.000	640.000	0.000
Electronic Word of Mouth	480.000	480.000	0.000
Trendiness	480.000	480.000	0.000
Consumer Brand Engagement	1600.000	767.556	0.520
Brand Awareness	800.000	389.591	0.513
Brand Image	1120.000	523.972	0.532

Source: Survey Data (2023)

Hypotheses Test

In this study, hypothesis testing uses the Path Coefficient. The provisions for testing the hypothesis in this study are based on the P-Value and T-Value. In this case, the P-Value and T-Value assessment uses an alpha of 5% where the P-Value is less than 0.05 (P-Value < 0.05) and the T-Value is more than 1.96 (T-Value > 1,96).

Figure 3
Path Coefficient Test Results



Source: Survey Data 2023

Based on the Path Coefficient model above, the results of the hypothesis testing are further described as follows:

Table 5
Path Coefficient Test Results

Hypothesis	Original Sample	Standard Deviation	T Statistic	P Values
Entertainment → Consumer Brand Engagement	0.181	0.085	2.129	0.034
Customisation → Consumer Brand Engagement	0.241	0.071	3.383	0.001
Interaction → Consumer Brand Engagement	0.084	0.105	0.797	0.426
EWOM → Consumer Brand Engagement	0.295	0.106	2.774	0.006
Trendiness → Consumer Brand Engagement	0.193	0.091	2.121	0.034
Consumer Brand Engagement → Brand Awareness	0.827	0.045	18.390	0.000
Consumer Brand Engagement → Brand Image	0.855	0.032	26.565	0.000

Source: Survey Data (2023)

Based on figure 3 and table 5 above, it can be concluded that the results of 6 out of 7 hypotheses are supported with the criteria of P-Value < 0.05 and T-Value > 1.96. Regarding the relationship between SMM elements and CBE, the effect of customization is the strongest ($\beta=3.383$ $p=0.001$), followed by EWOM ($\beta=2.774$ $p=0.006$), entertainment ($\beta=2.129$ $p=0.034$), and trendiness ($\beta=2.121$ $p=0.034$). This indicates that H2, H4, H1, and H5 are supported. However, the impact of interaction on CBE was weak and non-significant ($\beta=0.797$ $p=0.426$) which means H3 is not supported. The influence of CBE on brand awareness ($\beta=18.390$ $p=0.000$) and the influence of CBE on brand image ($\beta=26.565$ $p=0.000$) was strong and significant, which means H6 and H7 are supported.

DISCUSSION

The Effect of Entertainment on Consumer Brand Engagement

Consumers tend to engage in the appeal of entertaining content on the product or service offered by the brand on social media. Besides searching for suitable products and services, consumers will be interested in visiting social media brand pages with entertaining content to reduce boredom. Thus, hypothesis 1 proves that entertainment can influence consumer brand engagement. The results of this study are in line with previous research where entertainment is a highlight in social media marketing to provide fun and interesting content so as to increase consumer brand engagement on social media (Liu et al., 2021; Mujica-Luna et al., 2021; Rimadiaz et al., 2021; Sumardi & Ganawati, 2021).

The Effect of Customization on Consumer Brand Engagement

Customized brand pages will easily facilitate consumers to find what they need. Thus, consumers will be more willing to visit customized brand pages as their needs can be met quickly. This represents the results of hypothesis 2 which states that customization can influence consumer brand engagement. The results are supported by (Mujica-Luna et al., 2021) and (Cheung et al., 2021) who proved that customization is a strongest social media marketing element in promoting consumer brand engagement.

The Effect of Interaction on Consumer Brand Engagement

Interesting content on social media brand pages can trigger interaction between consumers. In this case, consumers can exchange ideas about certain brands with other consumers. But often this interaction does not occur in two directions. In addition, there is little direct interaction between consumers and brands. So, hypothesis 3 proves that interaction has no effect on consumer brand engagement. This result are supported by (Cheung et al., 2021) and (Shofiya & Fachira, 2021) who prove that interactions are weak in influencing consumer brand engagement.

The Effect of Electronic Word of Mouth on Consumer Brand Engagement

Consumers often trust the experience of previous users before using a brand. Thus, EWOM is considered effective in providing information to find out more about the brand which in turn can influence consumer evaluation of the brand. So, hypothesis 4 proves that EWOM can influence

consumer brand engagement. These results are consistent with previous research which states that EWOM on social media brand pages can create a positive brand experience to strengthen consumer brand engagement (Bilal et al., 2020; Cheung et al., 2020a; Cheung et al., 2020b; Mujica-Luna et al., 2021; Rimadiaz et al., 2021; Shofiya & Fachira, 2021).

The Effect of Trendiness on Consumer Brand Engagement

The latest and hotly discussed information can attract consumers' attention. Moreover, consumers who always follow trends will prefer to visit social media brand pages that shows the latest updates about the brand. So, hypothesis 5 proves that trendiness can influence consumer brand engagement. This result are supported by previous research which states that trendy brand updates on social media will attract consumers' attention to always visit the brand's page, so that consumers will engage with the brand (Cheung et al., 2020a; Tjhin & Widodoatmodjo, 2022; Liu et al., 2021; Mujica-Luna et al., 2021; Sumardi & Ganawati, 2021).

The Effect of Consumer Brand Engagement on Brand Awareness

Consumer brand engagement can build familiarity between brands and consumers. This makes the existence of the brand will always appear in the minds of consumers. So, hypothesis 6 proves that consumer brand engagement can influence brand awareness. The results of this study are in accordance with previous research that consumer brand engagement encourages some brand-related information so that consumers will always remember the brand which will foster consumer awareness of the brand (Cheung et al., 2020a; Mujica-Luna et al., 2021; Rimadiaz et al., 2021; Sumardi & Ganawati, 2021).

The Effect of Consumer Brand Engagement on Brand Image

Brand image is one aspect that can represent the identity of a business. In this case consumers tend to choose brands with a good and positive brand image. Thus, consumer brand engagement will provide a positive perception of the brand that makes the brand known as having a good image. This proves the results of hypothesis 7 which states that consumer brand engagement can influence brand image. The results are supported by previous research which state that consumer brand engagement is not only a means of increasing brand memory but also an important factor in building brand image (Cheung et al., 2020a; Rimadiaz et al., 2021; Sumardi & Ganawati, 2021).

CONCLUSIONS

The rapid development of technology has made most brands switch from traditional marketing to social media marketing. Social media marketing is the most popular brand marketing strategy today because of the ease of its features that can reach a wider audience. This research was conducted to determine the role of social media marketing elements including entertainment, customization, interaction, electronic word of mouth, and trendiness in influencing consumer brand engagement that can develop consumer brand knowledge in terms of brand awareness and brand image of Netflix Indonesia.

The findings show that social media marketing elements including customization, EWOM, entertainment, and trendiness have proven to influence consumer brand engagement and increasing brand knowledge. Meanwhile, interaction was found to have no effect on consumer brand engagement and brand knowledge. These findings indicate that brands can use their greatest social media marketing elements to create consumer brand engagement and increase brand knowledge in the minds of consumers.

RECOMMENDATIONS

Practical Implications

This research invites companies, especially those involved in social media, to apply social media marketing elements in building consumer brand engagement and increasing consumer brand knowledge. This indicates that besides the role of social media to market products and services from brands, social media can also be used by companies to get closer to consumers. Thus, companies not only get more profitability through marketing products and services on social media, but also get

commitment from consumers who are always engaged with brands. Finally, companies must pay attention to their priorities related to social media marketing elements that are suitable for the context of the products or services offered. Thus, the existence of these elements can encourage consumer brand engagement and increase consumer knowledge regarding brands.

Theoretical Implications

This research only focuses on the Instagram platform in social media marketing, so further research is suggested to be able to use other social media platforms to compare their effectiveness in marketing products and services from brands. This study also used social media marketing elements which are limited to entertainment, customization, interaction, electronic word of mouth, and trendiness elements. So, in future research is expected to use more diverse marketing elements and be considered effective in encouraging consumer brand engagement.

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