

CHAPTER 3 – RESEARCH METHODS

3.1 Research Model

This chapter outlines the research methods approach to test the hypotheses that have been constructed using the theories and previous studies elaborated in the previous chapters. The relationships of each of the constructs is illustrated in figure 3.1 below.

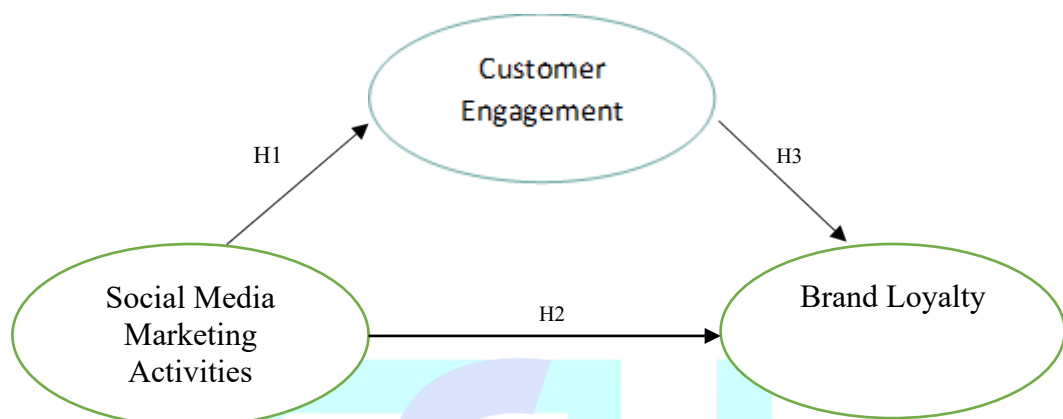


Figure 3.1 Research Model

Using the utility gratification theory, this study explores the connection between social media marketing activity, customer engagement and brand loyalty. Customer engagement, as has been found in studies, is a crucial element in triggering customers' intentions to make brand loyalty. In this study, customer engagement serves as a mediator, making it simple to demonstrate how firms can use social media marketing initiatives as a tool to boost customer brand loyalty. Aspects of social media activity, customer engagement, and brand loyalty will all be examined in this study.

3.2 Research Design

The research type of this study is based on explanatory from literature review, descriptive and confirmatory using quantitative method of hypotheses relationship among constructs/variables. This study explores gaps, research findings, factors and outcomes of constructs from previous studies, then describe quantitatively the relationships among constructs, and finally confirm the theories from the results of

study. Positivism approach that follows rational and logical perspectives to build the relationships between each construct used in this study. This study is based on deductive paradigm to confirm theoretical discussions by synthesizing the factors that shape those constructs and their outcomes or consequences to advance hypotheses addressing their relationships. Hence, this study is not aimed to create theories. This research is using online questionnaire to collect primary data. This is a quantitative study with non-contrived (non-setting condition) and cross-sectional time horizon where questionnaires are distributed into two phases. Questionnaire from the first phase is collected as pilot test to identify if further adjustment would be necessary to the questionnaire. Pilot test is used to test the questionnaire whether they are understandable by respondents or not (Adam, 2012). Questionnaire is developed from validated measurements which is originally in English. Since target respondents will be hotel customers where English is used as common language, thus it is not translated into certain language. The second phase is the data collection using the revised questionnaire from the pilot test results where they were distributed to respondents who are different from the respondents participated in pilot test within target population. Collected data from second phase will be used to measure each construct and analyze it using statistical tools. Details about research design is described in the following table 3.1.

Table 3.1
Design Study

Research Design Section		Approach
Research Type		Descriptive
Research Philosophy		Positive
Research paradigm		Deductive
Research Strategy		Surveys, Questionnaires
Research methods	Choice	Quantitative
	Time Horizon	Cross Sectional
	Procedure	Data Collection & Data Analysis
Time/Duration		December 2022 – February 2023

3.3 Research Context & Unit Analysis

This study's context uses a marketing management science approach to investigate the impact of social media marketing on brand loyalty through customer engagement at a four-star Accor hotel in the Tangerang region. Research variables are characteristics, traits, or values of individuals, things, or activities that have specific variations set by researchers in order to be examined and conclusions drawn, according to Cooper & Schindler (2014). There are three variables in this study:

1. Dependent/Endogenous Variable (Variable Bound) in this study that is Brand Loyalty (BL).
2. Independent/Exogen in this study, the Social Media Marketing Activities (SMMA), which are composed of the variables Entertainment (ENT), Interaction (INT), Trendiness (TRE), Customization (CUS), and EWOM (EWO), become independent variables (Seo & Park, 2018).
3. Intervening Variable in this study that is Customer Engagement (CE).

Respondents in this study were FIT customers' users of the Instagram social media platform to see the marketing activities of the hospitality business at 4-star Accor Hotels in Indonesia. This research will last less than one year, from September to December 2022. This study, which will focus on social media marketing activities, customer engagement, and brand loyalty, will be carried out in the 4 star Accor hotel sector in the Tangerang area. The hotel sector is a rapidly expanding global industry. For a variety of reasons, including business trips, family visits, and vacations, people are relying more and more on hotels (Shamsudin et al., 2019). The method used is cross sectional. The cross sectional method is a method that is carried out only once and represents a certain time period (Cooper & Schindler, 2014). By obtaining empirical information about the object under study from part of the population collected directly at the research site. The unit of analysis was determined for the level of inquiry regarding the research problem (Adam, 2012).

Table 3.2 Research Context of This Study

Context	Unit of Analysis	Respondents
Hotel Industry, Accor 4 Star Hotel at Tangerang Raya	FIT customers' and Accor member users of the Instagram social media platform	229 Respondents

3.4 Data Collection

3.4.1 Sampling

3.4.1.1 Sampling Method

Probability sampling techniques and non-probability sample approaches are the two main categories of sampling techniques (Malhotra et al., 2017). In a probability sampling strategy, every population has an equal chance of being represented in a study's sample. Meanwhile, non-probability sampling is a sampling strategy in which each person of the population does not have the same opportunity to participate in a sample in a study; often, special conditions established by the researcher must be met in order to be a sample in a study research (Malhotra et al., 2017). The researcher utilized a non-probability sampling technique in this study, and the sample was chosen based on convenience sampling (the convenience and convenience of the researcher). The researcher then employs judicial sampling. where the sample is chosen based on the criteria of specific features that correspond to the given sample members Respondents from judgmental sampling must meet specified criteria, such as being between the ages of 18 and 40 and making two purchases at Square Restaurant within two months.

(Riduwan, 2015) studied a subset of the population that has certain characteristics or conditions The sampling technique used in this study was purposive sampling. In (Sugiyono, 2012). purposive sampling is a sampling technique with specific considerations According to this purposive sampling technique is appropriate for use in quantitative research or research that does not generalize.

The respondents were given a total of 240 questionnaires using the convenience sampling technique. Given that there were more than a thousand respondents, the sample size used in this study is deemed appropriate by the recommendations of (Krejcie & D. W, 1970). Additionally, the chosen sample size complies with AMOS's requirements, which are used in this study's data analysis.

3.4.1.2 Sampling Procedures

The number of elements taking part in the investigation is referred to as the sample size. According to Hair et al., (2014). According to Roscoe (1975) in Sekaran & Bougie (2016) explains that the minimum number of samples is more than 30 and less than 500 which is appropriate for most studies. According to Cohen (1992) in Hair, Jr et al. (2014:20). The number of respondents is dependent on the number of questions, and the computation of the number of respondents can be considered to equal $n \times 10$. There are 31 questions or indicators in this study. The sample size employed in this study is a minimum of $44 \times 5 = 220$ respondents. In calculating the number of samples. The number of study samples is determined by the number of questions used in 51 surveys by assuming $n \times 5$ to $n \times 10$ observations, according to Hair et al., (2014).



Figure 3.2 Sampling Procedures

3.4.1.3 Measure Data Collection

This research is quantitative research in which the author uses a survey to obtain primary data. Descriptive research is used to summarize the results of questionnaires distributed to respondents. The author uses primary data, which is the result of observational data, and this study uses validated measurements from previous studies. This study uses online questionnaires made with google form. WhatsApp platform is used as a media to invite respondents categorized in the target sample and to distribute the questionnaire link. Targeted population are asked to fill out each questions using the 5-points Likert Scale. Distribution of the online

questionnaire is through the link send via email or WhatsApp. Likert Scale is commonly used in the social science research using ordered scores. This research will us 5-point Likert Scale as below:

Table 3.3
5-point Likert scale

1	2	3	4	5
Strongly disagree	Slightly disagree	Neutral	somewhat agree	Strongly agree

Sources: James T Croasmun & Lee Ostrom (2011); Jamieson (2004)

3.4.1.4 Research Samples

The sample frame for this research was obtained from the Hotel Industry in Indonesia. Utilizing online form questionnaires developed by Google Forms, this study will encourage the respondents within the populations to participate in a sample by sending them an email with the survey link and distributing the survey questions through WhatsApp platforms. However, one potential disadvantage of adopting this electronic and digital technology to collect data for this study is some respondents may response biasedly the questions. Furthermore, such a negative factor is mitigated by pilot testing, then defining the outlier and performing a focus group discussion (FGD) to fix those inappropriate translated questions prior to conducting the questionnaire survey to ensure the face validity of the research measurements (i.e., questionnaires). The time frame of the study will be five months as research begins in December 2022 and ends in February 2023.

3.4.1.5 Research Instruments

A research instrument is any tool used to collect or obtain data, measure data, or analyze data relevant to the research subject, such as a questionnaire, survey, interview, or checklist. The research instruments used in this study are listed in Table

Table 3.4
Operation Variable Study

No	Variable	Dimension	Dfinition	Scale	Reference
1.	Brand Loyalty	Repeat Behaviour	The Level of Consumer buying habits are used to assess behavior.	Likert Scale	(Kotler & Keller, 2016),
		Switch Cost	The Level of how much consumers are willing to give up in order to switch brands	Likert Scale	(Sugiyono, 2017)
		Satisfaction	The level of satisfaction from consumers to the brand.	Likert Scale	
		Liking The Brand	The Level of Customer willingness to pay a higher price for a brand favorite®	Likert Scale	
		Commitment	The Level of how deep the commitment is owned by the parties other than the brand through positive interaction and communication	Likert Scale	
2.	Customer Engagement	Emotional	The level of feelings of gratitude, empathy, trust, security, and belonging to a group with which to participate in community	Likert Scale	
		Cognitive	Relationships formed through the sharing of information and experience	Likert Scale	
		Behavioural	Refers to the customer's willingness to invest energy, effort, and time in brand activity.	Likert Scale	

3.	Social Media Activities	Enthusiasm	A strong individual's level of excitement and interest in brands is represented by this feeling.	Likert Scale	
		Identification	Refers to the overall consistency of consumer perceptions of the brand.	Likert Scale	
		Entertainment	The result of pleasure and interest derived from social media experience	Likert Scale	
		Interaction	when a user has the option of communicating with a company directly and easily online or exchanging ideas and information with other users in an online community.	Likert Scale	
		Trendiness	The Level of ability to provide current news as well as interesting topics for discussion	Likert Scale	
		Customization	The Level of the act of generating customer satisfaction through business interactions with specific users	Likert Scale	(Ding and Keh, 2016; Seo and Park, 2018)
		E-WOM	The Level of dissemination of information obtained by someone or the dissemination of information in the form of the disseminators' own opinion	Likert Scale	(Kim & Ko, 2010).

3.4.2 Variables

The study uses a questionnaire to gather information from primary sources and measures the three variables it uses, Social Media Marketing activity, Customer Engagement, and Brand Loyalty. Each construct's dimensions and observed variables are mentioned in Table 3.4 below. The measurement of the respective constructs, which are the questionnaires attained from prior studies, have been altered to match the research context and is seen in their respective tables in Appendix A. This study applies the seven-point Likert scale to measure the construct. Thus, the scale used in this study is an interval scale, as described by James T Croasmun & Lee Ostrom (2011) as a form of the Likert scale. The independent and dependent variables are measured numerically and on a scale of 1 to 5. The Likert Scale 5-point as a rating scale implemented in this study.

3.4.2.1 Dependant Variable

Brand Loyalty is dependent variables analyzed in this study. For these variable, there are several measurements taken from the previous studies. Brand Loyalty uses indicators from (Aaker D. A., 2013). The measurement consists of total indicators as presented in table below:

TABLE 3.5

Brand Loyalty (Dependent Variable)

Variable	Dimension	Item
Brand Loyalty	- Behavior	I will stay at 4 star Hotel Accor at Tangerang again.
	- Switch Cost	All products at 4 star Hotel Accor at Tangerang are less expensive than similar other 4 star
	- Satisfaction	hotels brand
	- Liking Brand	I am impressed with the 4 star Hotel Accor at Tangerang products and services
	- Commitment	Even though the product is more expensive, I will still spend the money for 4 star Accor Hotel brand.

I recommend that my friends follow 4 star Accor Hotel at Tangerang on Instagram to learn more. I'm telling them to go to their page, look at the additional details, and ask the Instagram admin more questions.

The survey was filled out individually, but the responses were consolidated to represent the organizational perspective toward the measurements in this study research model.

3.4.2.2 Independent Variable

Social Media Marketing Activity is the only independent variable analyzed in this study. Social Media Marketing Activity variable uses the dimensions and indicators from (Seo & Park, 2018). The measurement consists of 5 dimensions which consists of total indicators as presented in table below:

TABLE 3.6
Social Media Marketing (Independent Variable)

Variable	Dimension	Item
Social Media Marketing Activities	Entertainment	Hotel Instagram content appears to be interesting..
		Looking at Instagram Accor Hotel is so much fun.
		It's very entertaining to collect product information from the Hotel Instagram
		Following the giveaway program from Accor Hotel's Instagram is entertaining
		Following the live broadcast from Accor Hotel's Instagram is entertaining
	Interaction	Following the live broadcast makes me relax and feel there for a long time to watch it
		It's easy to express my thoughts on the Hotel's Instagram platform.
		It's very easy to pass my feedback through this hotel's Instagram

	is allowed to share information with other users via Instagram Hotel
	This Hotel's Instagram makes it easy to share information with others
	When following the live broadcast, I can exchange and share opinions with other viewers easily
	When following a giveaway program, I feel more comfortable and feel spark to sharing my opinion with other and streamers
trendiness	This Hotel brand Instagram content contains the latest information.
	The use of this Hotel Instagram is very popular
	The Hotel Instagram content is up to date.
Customization	The information I'm looking for can be found easily on this Hotel Instagram.
	The Hotel Instagram platform offers a personalized service.
	The hotel Instagram platform provides an interesting feed of information that I'm interested in.
	The Accor Hotel Instagram can be accessed anytime and from any location.
EWOM	I want and easily share brand, product or service information from the Hotel Instagram with my friends.
	I want to share the Hotel Instagram content on my Instagram and share to others users.
	I want to share my opinion on the hotel Instagram about, products or services with my friends.

3.4.2.3 Intervening Variable

Customer Engagement is the intervening variable analyzed in this study. Customer Engagement variable uses the dimensions and indicators from (Vivek, Beatty, Dalela, & Morgan, 2014). The measurement consists of dimensions, which consists of total indicators as presented in table below:

TABLE 3.7
Customer Engagement (Intervening Variable)

Variable	Dimension	Item
Customer Engagement	Cognitive	Anything related to Hotel information is certainly of interest to me.
		I'm interested in learning more about this Hotel and will pay attention to anything related to the Hotel info or content.
		I pay close attention the Hotel Instagram Stories accounts and feeds (a section of information on the profile page).
		I'm excited to spend time looking at any information in this hotel's social media
		I enjoy taking the time to look at content, feed, live in this Hotel's social media
	Emotional	This Hotel's social media has piqued my interest.
		I'm inspired by this Hotel's Social Media.
		I enjoy following this Hotel's social media on Instagram and interacting with this Hotel on social media.
	Behavioural	I'm interested in giving a like on the content (photos/videos) uploaded by this Hotel's Instagram
		I'd like to leave feedback on content (photos/videos) posted on the Hotel's

Instagram account

I enjoy taking part in the activities organized by this Hotel's through their Instagram account.

3.4.2.3. Control Variable

There are 42 Accor hotels in Jabodetabek, according to the Accor Hotel star classification, including ibis Budget, ibis, ibis Styles, Mercure, Novotel, Grand Mercure, Pullman, Swissôtel, Fairmont, and Raffles (Febrinastri, 2022). They are from three-, four-, and five-star hotels, respectively. The 4-star classification in Tangerang was used as the control variable in this study.

3.4.3 Validity

The measurement used in research must be valid in order to ensure that it is measuring what it is intended to measure and not something else (Sekaran, 2016). This study assesses the validity of its measurements in terms of its content validity, face validity, construct validity, and external validity

- Content Validity

Content validity refers to how well the measurement items represents the domain or concept that it is supposed to measure (Sekaran, 2016). A panel of judges will determine whether the measurement is valid in terms of content validity. However, to measure the constructs, this study only uses questionnaires that have been used in prior studies. Thus, it is possible to ensure that the questionnaire items employed in the study are valid in terms of its content validity.

- Face Validity

Face validity is referring to whether the measurement items from the looks of it measures what it is supposed to measure. The measurement items with face validity measures what its name suggests it measures (Sekaran, 2016). As earlier mentioned, this study employs only questionnaires that have been used to measure the constructs in prior studies. The questionnaire items

used in this study should have face validity. Since this study adapts the

questionnaire items into Indonesian, backtranslation was conducted in accordance with Brislin's (1970) guidelines to guarantee that the questionnaires retain their original meanings and ensure face validity. A pilot test is implemented to ensure that all observed variables are reasonably clear on what is being asked of respondents.

- **Construct Validity**

(Sekaran, 2016) define construct validity as the degree to which the test results obtained via measurement suit the theories. As mentioned earlier, this study measures the constructs using measurements that have been utilized and validated in previous studies. The measuring instruments utilized in this inquiry should be legitimate, given they have all been used and validated in previous studies.

- **External Validity**

External validity refers to the generalizability of results of a causal study to other settings, or in other words the replicability of the tests (Sekaran & Bougie, 2016). It differs from internal validity; whose definition is the degree of confidence for causal effects. Since the constructs in this study are only measured using already validated methods. External validity should be verified for the questionnaire items used in this study, since the measures used have been replicated in several other studies and are also replicated in this study.

3.4.4. Reliability

According to (Cooper & Schindler, 2014), reliability is about the consistency of the of a measurement, avoided from random error. A research instrument might be reliable, but not always valid. In addition, if the instrument is not reliable, it must be not valid. The similar concept also stated by Creswell & Creswell (2018) that reliability is how the instrument are consistent and

stable over time, especially the items. The measurement is using Cronbach's alpha with range of value of consistency between 0.7 and 0.9.

3.4.5. Confirmatory Factor Analysis

Through this statistical technique, a researcher will be able to verify the hypothesis which has some relationships between variables. Because it is supported by relevant previous studies or theory to explain the results found. This quantitative study will use statistical software, SmartPLS, to test the causal relationship between independent and dependent variables through structural equation modelling as known as SEM (Ong & Puteh, 2017).

3.4.6. Ethical Consideration

Data is the critical aspect in this study to analyze the relationship between variables. Thus, the objective of the study is also explained in the beginning of questionnaire section to get the consent first from the respondents. Several concerns of ethical standards for the respondents includes physical safety and privacy of the respondents (Cooper & Schindler, 2014). In this study, the research instrument does not require name or email of the respondent to enforce the ethical consideration and minimize the potential conflict in the future.

3.5. Questionnaire Development

The questionnaires are expected to achieve the objective of this study. Thus, the researcher came from reviewing relevant literature and indicators of variables to develop the questionnaire. Then, decided the population and the sample before starting to collect the data. Moreover, the questionnaire should be validity tested and finalized before the online distribution. In addition, to ensure the understanding of the respondents, the questionnaire will be in bilingual—English and Bahasa—for all statements or questions in the questionnaires.

3.6 Data Coding

The study applies the notation for the constructs, dimensions, and indicators mentioned in Table 3.8 as follow.

TABLE 3.8

Data Coding of Variable

Variable	Dimension	Coding	Operationalization indicators
Social Media Marketing Activity (SMMA)	Entertainment	SMMAE	SMMA1, SMMA2, SMMA3, SMMA4, SMMA5
	Interaction	SMMAI	SMMA6, SMMA7, SMMA8, SMMA9, SMMA10
	Trendiness	SMMAT	SMMA11, SMMA12, SMMA13
	Customization	SMMAC	SMMA14, SMMA15, SMMA16
	E-WOM	SMMAW	SMMA17, SMMA18, SMMA19
Customer Engagement (CE)	Cognitive	CEC	CE1, CE2
	Emotional	CEE	CE3, CE4, CE5
	Behavioral	CEB	CE6, CE7
	Enthusiasm	CEN	CE8, CE9, CE10
	Identification	CEI	CE11, CE12, CE13
Brand Loyalty (BL)	Repeat Behavior	BLB	BL1, BL2
	Switch Cost	BLC	BL3, BL4
	Satisfaction	BLS	BL5, BL6, BL7
	Liking Brand	BLL	BL8, BL9
	Commitment	BLH	BL10, BL11, BL12

Table 3.5 above shows all dimensions and indicators of operational variables in this study with the data coding.

3.7.Data Analysis

Method The questionnaire data will be analyzed using descriptive and inferential statistical techniques. Data will be collected, screened, and analyzed in descriptive statistical analysis to determine the relationship between variables. Meanwhile, in inferential statistical analysis, data will be generalized to represent the selected population. To test all hypotheses, data from questionnaires will be analyzed using the SmartPLS software and the partial

least square structural equation model (PLS-SEM). Due to its benefit, PLS-SEM is growing in popularity in both commercial and academic research. The benefits are :

- 1) Estimates theoretical model which includes reflective and formative latent variables.
- 2) Normal distribution of data is not necessary
- 3) Any sample size is possible
- 4) Latent variable measures may be metric or nonmetric
- 5) If missing values are few and coded correctly, solutions are possible
- 6) Identification issues are avoided by using complex models
- 7) Prediction is the main research interest instead of theory testing;
- 8) Early stage research is exploratory in design.

Here is a description of overall structural model including observed variables in this research.

