

CHAPTER 2 - LITERATURE REVIEW

2.1 Theoretical Background and Framework

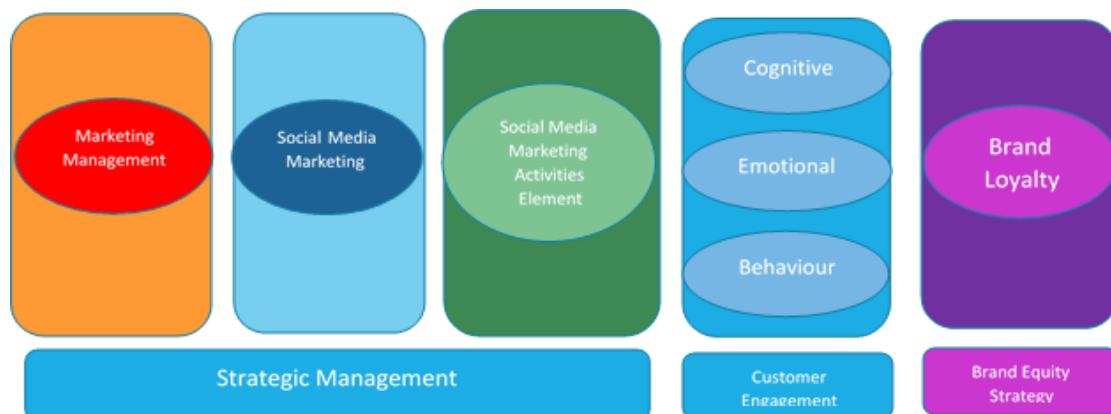


Figure 2.1 Theoretical Framework

2.1.1 Brand

A brand or mark is described by the American Marketing Association as a name, term, sign, symbol, design, or combination of the two that is used to set one product or group of products apart from those of rival sellers. (Kotler & Keller, 2016) define a brand as a good or service whose dimensions are distinct from those of other goods or services made to fulfill the same needs. These distinctions may be practical, logical, or directly connected to how well the product brand is performing. Depending on what the brand stands for or signifies in a more general sense, brands can also be symbolic, emotional, or intangible. According to the description provided above, it may be inferred that a brand is anything that differentiates a good or service from its competitors, such as the brand's name, symbol, or other identifying characteristics.

2.1.1.1 Brand Loyalty

According to (Aaker D. A., 1991), brand loyalty is the constant repurchasing of one brand by consumers instead of a variety of competing brands. Brand loyalty is important because it can stop competitors from entering the market, shield businesses from risks from competitors, increase sales and revenue, and lessen customer price sensitivity (Ballester & Munuera-Alemán, 2001). (Rowley, 2005).

According to (Schiffman, 2004) brand loyalty is a consumer preference for purchasing the same brand on a consistent basis in a specific product or service category. As an outcome, customers are more likely to use the product on a regular basis. Customers' brand loyalty has a large influence on their repeat purchases. Based on the explanation above, it can be concluded that brand loyalty is the extent to which the relationship between customers and brands causes customers to prefer certain brands to others. Consumer satisfaction or dissatisfaction with a brand that has accumulated over time, as well as the perception of product quality, have a strong influence on brand loyalty. Brand loyal customers are an important source of corporate value.

2.1.1.2 Brand Loyalty Levels

According to (Durianto & Budiman, 2004), there are three levels of brand loyalty.

1. Switcher Buyer

Customers with this level of loyalty are referred to as "basic customers." The more frequently consumers switch from one brand to another, indicating disloyalty, all brands are deemed adequate. In this case, the brand has a minor impact on purchasing decisions. One distinguishing feature of this category is that they purchase a brand because it is reasonably priced.

2. Habitual Buyer

Buyers at this level are satisfied with the brand's product they consume or do not experience dissatisfaction while consuming the brand's product.

There is no compelling reason for him to purchase another product or switch brands, especially if the switch necessitates additional effort, expense, or some other sacrifice. It is reasonable to conclude that this buyer purchased a brand out of habit.

3. Satisfied Buyer

At this point, brand consumers are happy with the product and purchase it. However, it is possible for customers to switch to other brands, incurring switching costs in terms of time, money, and the performance risk connected with the switcher customer's actions.

4. Liking the Brand

Buyers in this category are similar to brand buyers. At this level, there are emotional feelings associated with the brand. This buyer's liking could have been based on a positive association with symbols, a series of previous experiences in use, both personally and with relatives or others, or the perception of high quality.

5. Committed Buyer

At this point, the buyer is a satisfied customer. They take pride in being a brand user, and a brand has become very important to them in terms of both function and expression of who they truly are. At this level, one of the ways to actualize customer loyalty is to recommend and promote the brand to others.

2.1.1.3 Brand Loyalty Measurement

According to Durianto (2011; 132) and Rangkuti (2004; 64) in Fitriani (2008), brand loyalty can be measured in five ways, depending on the level of brand loyalty, which are as follows.

1. Behavior Measures

Knowing the typical purchasing patterns of consumers is a direct way to determine loyalty, particularly for habitual behavior. The following measurements are acceptable:

a) Repurchase rates

Specifically, the percentage of purchases made by customers of a product brand when purchasing a specific type of product.

b) Percent of purchase

Specifically, the percentage of recent purchases by customers of a product brand.

c) Number of brands purchase

Specifically, the percentage of customers that buy a product from more than one brand.

2. Switching Cost

Since the sacrifice is the foundation for building brand loyalty, an analysis of the cost of tradeoffs to switch brands can offer more comprehensive

understanding. An extremely low transfer rate will occur if customers need to incur a very high cost and a very high level of risk.

3. Measuring Satisfaction

Generally, if a customer is satisfied with a brand, there will be no reason for them to switch brands unless there are strong pull factors. Measuring consumer satisfaction or dissatisfaction is an important tool for determining consumer loyalty. As a result, the company must conduct an analysis or research to determine the reasons why customers switch to a different brand.

4. Measuring Liking the Brand

This measurement will provide information about brand proximity to consumers and companies. The willingness of customers to acquire his favorite brand, even if at a higher price than other brands, is typically reflected in the measure of liking brand.

5. Committed

Positive interaction and communication relating to the mark to other parties can be used to measure committed customers at this stage. Brands with a high level of commitment will have a large number of customers. Another indicator is how useful the level of brand importance is for customers, both in terms of activities, personality, and the benefits provided by the brand itself in relation to its use.

2.1.2 Customer Engagement

The notion of customer engagement, including its definitions, obstacles, predictors, and predecessors, has long been explored by marketing professionals (Harmeling, J.W., Arnold, & Carlson, 2017). According to the marketing literature, "customer interactive and co-creative actions imply customer engagement." (So, Wei, & & Martin, 2021). According to some researchers contend that the understanding of customer engagement should encompass psychological and behavioral characteristics in addition to only an action-focused approach (So, King, & Sparks, 2014). The causes and effects of brand engagement may be studied utilizing important social media usage measurements including affirmations of approval, ratings, comments, and shares considering social media is interactive and collaborative in nature (Barger & Labrecque, 2013). Additionally, it defines customer engagement as "physical, behavioral, and personal engagement that builds relationships with the company."

(So, Wei, & & Martin, 2021). Customer engagement refers to the level of participation of current or prospective customers, as well as their relationship to the company's offerings or overall organizational activities carried out by customers or organizations (Vivek, Beatty, Dalela, & Morgan, 2014). Engagement is defined as "turning prospects to brand ideas enhanced by the surrounding context," implying that engagement is about emotionally and cognitively connecting with people. When customers are emotionally and cognitively connected to a brand's content, they become more attentive to and like it (Strauss, 2012). Consumer engagement, on the other hand, is the process of developing a customer portfolio (a select group of important customers) and maintaining relationships with them (Kumar, 2013).

Customer Engagement, according to Time Inc., has three pillars: Content engagement, media engagement, and engagement business activities are all examples of engagement. Social media content is what customers see first, even if the customer is the user's brand, so engaging with that content is crucial. However, if it is not interesting and relevant to them, the customer is unlikely to join and interact with the social media content. As a result, there is no relationship established between the brand and the customer.

The likelihood that customers will engage with a brand is increased by the amount of interesting, entertaining, and emotional content that it posts on social media (Strauss, 2012). Engagement marketing activities are employed to draw viewers to media outlets through content. Customers can develop personal associations with brands through engaging engagement marketing activities, such as when they can customize their purchases, leave comments on social media posts, share these posts with friends, etc.

Because of the interactive nature of social media, marketers can not only connect and exchange information, but customers can also connect and exchange information with other customers. (Vivek, Beatty, Dalela, & Morgan, 2014). By using social media, a brand can build relationships with existing customers and new customers that allows brands to create online communities that collaborate with each other to identify and understand existing problems, then provide solutions to customers. There is contingency interactivity in Consumer Engagement, namely user interest in reading posts uploaded on online media. The company's activity or content becomes a

measuring tool for customer engagement in interactive interactions on Instagram (Sundar, Bellur, Oh, Jia, & Kim, 2014). The following factors can be used to assess customer engagement in the digital world:

1. Like - Appreciate the content.
2. Comments - Provide feedback on content, including interacting with digital platform administrators by asking questions.
3. Share - Subscribers share content because they like it and don't mind Sharing it on private digital platform.

Furthermore, (Vivek, Beatty, Dalela, & Morgan, 2014) added the dimensions that exist in Consumer Engagement, namely;

1. Conscious Attention: The degree to which people are interested or willing to interact with their focus of engagement.
2. Excited Participation: A person's enthusiastic reactions and feelings when using or interacting with his or her engagement point.
3. Social Connection: Interaction based on feedback from others with focus involvement, which is shown in the presence of others.

Knowing the insights about media users allows us to further elaborate on the seven sub dimensional points of consumer engagement: enthusiasm, enjoyment, paying attention, absorbing, sharing, learning, and supporting.

2.1.2.1 Customer Engagement Dimensions

This study's perspective is similar to that of Hollebeek (2011a, 2011b) and Brodie et al. (2011), who consider customer engagement to be a multidimensional structure with elements of cognition, emotion, and behavior. This dimension is thought to be capable of allowing for a two-way interaction between customer and brand activity.

2.1.2.1.1 The emotional dimension

According to Hollebeek et al. (2014), the emotional dimension is defined as the level of positive influence related to customer brand activity. Aspect Feelings of gratitude, empathy, trust, safety, and a sense of community belonging are all examples of emotional feelings.

2.1.2.1.2 The Cognitive dimension

Cognitive dimension, resulting from relationships formed through the sharing of knowledge and experience. The cognitive dimension is defined as the level of thought processing and elaboration by the relevant customer brand activity (Hollebeek L. D., 2013).

2.1.2.1.3 The behavioral dimension

The customer's willingness to exert time, effort, and energy toward brand activity is referred to as the behavioral dimension. The behavioral dimension is highlighted by (Van Doorn et al. (2010) and (Wallace et al. (2014) as activities connected to consumer behavior and physical activity. Examples include giving likes or comments on company-shared content, participating in online communities, and reporting online and offline activity in the community. All of these behaviors can be positive or negative.

According to, cognitively, engagement can be defined as a positive state of mind characterized by energy, high loyalty, and commitment. Meanwhile, behavioral engagement is an action that extends beyond simply transacting with the company. As a result, these two dimensions describe different levels of involvement while representing a single construct overall. Each of these dimensions plays a different role in different contexts because it depends on the context.

2.1.3 Social media marketing

(Kotler & Keller, 2016) state that social media is a platform for people to share product information with one another as well as between merchants and customers. Users of social media can access various platforms such as Instagram, Tik Tok, Facebook, YouTube, and so on. And each social media platform provides unique features and benefits to its users. A major application of digital technology that facilitates communication is social media. Customers can communicate with one another regarding services, product brands being sold, offered items, personality explanations, and current events via social media, the most recent source of information that is typically a result of the development of cutting-edge internet technology. According to (Cheung, Pires, & Rosenberger, 2019), Social media marketing is the practice of persuading customers that a business's goods or services are advantageous to them by using social media (Neti, 2011).

According to another source, Social media marketing refers to the application of social media platforms, channels, and tools to the creation, exchange, and delivery of value for organizational stakeholders (Tuten & Solomon, 2016). When a business uses social media for marketing purposes, it helps to forge personal connections with its clients and offers chances for it to gain access to those clients (Kelly, 2010). (Kim & Ko, 2012). Classifying social media activities into several elements as entertainment, lifestyle, and product promotion through word of mouth. According to (Seo & Park, 2018) several social media activity dimensions include entertainment (Entertainment), engagement (Interaction), trendiness (Following the Trend), customization (Customization), and EWOM (Electronic Word of Mouth). Meanwhile, the researcher defines social media as an online media in which any user can freely share and participate in both information and entertainment, which can contribute to sustainable for social interaction. Entrepreneurs can use social media to promote their products to consumers at a low cost and receive feedback from them in a variety of ways, including entertainment, interaction, trendiness, customization, and Ewom.

2.1.3.1 Social Media Platforms

According to Kotler and Keller's book Marketing Management (2016), social media marketing tools are classified into three broad categories:

1. Forums and online communities

Online forums and communities come in a wide variety. Many are produced by people or consumer organizations that have no connections to businesses or corporations. Others are supported by businesses, and their participants work there or have access to the business directly. Through postings, text messages, and chat conversations about specialized topics related to the company's products and brand, they communicate with one another in the online community. These online communities and forums can be an important resource for businesses, serving a variety of functions like information gathering and dissemination.

2. Blogs

Blogs or online journals that are regularly updated have emerged as important word-of-mouth channels. The internet is filled with a wide variety of blogs, some of which are personal and are aimed at close friends and family,

while others are created with the goal of influencing a large audience. The fact that blogs connect people with similar interests is one of their clear advantages.

3. Social Networks

Social networks have grown to be a crucial part of business, the consumer-business relationship, and business-to-business marketing. Facebook, one of the most popular social media networks, is a key component of social networks. LinkedIn is a social networking site that focuses on one's professional career.

Then there's Twitter, which has messages with a character limit of 140 letters, also known as tweets, and Instagram, which is a social network where you can upload photos and videos to share with friends or followers. You can provide different benefits to the company by utilizing various social networks. For example, Instagram can be used for product marketing communication.

2.1.3.2 Social Media Marketing Goals

Current empirical research looks at a few social media marketing objectives, such as enhancing brand awareness, enhancing brand perception, luring users to social media platforms, cutting marketing expenses, and promoting user interaction. via promoting the publication or distribution of content. Companies might employ conventional marketing channels in a more reactive manner in addition to this extremely proactive purpose. For instance, businesses can track and examine social media conversations to learn how customers feel about them or their actions (Schweidel, 2014). By developing guidelines for how social media should be used in work-related situations, many businesses also attempt to lower the danger of their employees using the platforms inappropriately (Rokka & Tienari, 2014). In fact, unique social media marketing objectives and difficulties may vary by business and industry.

2.1.3.2 Social Media Marketing Indicators

Studies with a range of authors and contexts have discussed social media marketing indicators. In one of the most influential studies on evaluating these activities, the traits of social media marketing activities on luxury brands were

separated into entertainment, interaction, trendiness, customization, and word-of-mouth (WOM) (Kim & Ko, 2012). In his analysis of insurance services, (Sano 2015) identifies the four elements of social media marketing as interaction, trendiness, customization, and perceived risk (Seo & Park, 2018).

The entertainment, interaction, trendiness, customization, and perceived risk factors can be used to classify the social media marketing traits in the aviation sector. Social media marketing activities are categorized by Yadav (2017) as word-of-mouth, interaction, trendiness, customization, and information (WOM). The classification of social media marketing activities with the traits of entertainment, interaction, trendiness, customization, and word-of-mouth (WOM) was used as the basis for this study, which was conducted earlier.

2.1.3.2.1 Entertainment

Entertainment can be obtained through social media platforms like fun and games (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). Entertainment influences follower behavior and responses on social media by fostering positive feelings or emotions about the brand in the minds of followers (Bilgihan et al., 2019). According to (Cheung, Pires, & Rosenberger, 2019), marketers use social media to amuse and gratify the needs of their customers by posting images and straightforward information about products.

Customers can enjoy themselves on social media by taking part in fun activities like games, video sharing, and quizzes, which motivates them to join brand communities on social media (Ashley & Tuten, 2015). Through entertainment, customers and brands can form close relationships, increasing brand awareness and image. Therefore, in the context of social media, entertainment refers to the degree to which social media platforms offer users intriguing, impressive, and entertaining content and information (Gallaughier & Ransbotham, 2010). Influencing follower behavior and responses requires instilling positive emotions or feelings about the product in the minds of social media followers. Participating in games, video sharing, and quizzes allows customers and brands to form close relationships while also increasing brand awareness and image.

2.1.3.2.2 Interaction

According to (Bilqin, 2018) interaction is defined as real-time communication provided by social media in order to discover or collect customer requests and needs, as well as to generate opinions and suggestions about the products offered. Interaction in social media marketing activities allows customers to share their brand-related experiences with other customers (Cheung, Pires, & Rosenberger, 2019). This social media platform is used to interact with other customers within and between customers and businesses/companies. Using social media platforms such as Instagram, Facebook, and YouTube, you can quickly and continuously notify all followers or subjects the use of social networks allows for interaction through the latest broadcasts, and customer can quickly obtain information (Fischer & Reuber, 2011). It would be possible to obtain real-time customer requests and needs, as well as consumer opinions and suggestions about products and brands, by leveraging the benefits of social media as an interactive communication link between firms and customers.

2.1.3.2.3 Trendy

The provision of updated information about a product or service is defined as trendiness (Bruno, et al., 2016). Keeping up with what is currently popular as an additional component of social media marketing activities necessitates providing social media users and customers with up-to-date information about the product (Godey, et al., 2016).

Advertising on social media platforms is part of business people's advertising and promotional campaigns on social media to increase customers and build company portfolios. Developments are things that can influence consumer behavior forward towards a desired lifestyle by increasing product knowledge in consumers' collective consciousness.

2.1.3.2.4 Customization

Companies can use social media customization to interact their innovative product content, enhancing customer loyalty (Martin & Todorov, 2010). Customization is performed as part of the evaluation of customer satisfaction consistent with organizational contacts with all other individual users (Seo & Park, 2018). Social media businesses can help their customers understand the distinctiveness of their products and brands by engaging in peer-to-peer

communication. According to (Bilqin, 2018), business contacts with specific users are the action component that leads to customer satisfaction. Customers who customize their products do so in an effort to maintain current trends and establish their preferred personal style.

Social media customization is a tool that businesses may use to promote the distinctiveness of their products and foster customer preference.

2.1.3.2.5 EWOM

E WOM requires feedback and results from sharing experiences with others in order to influence purchase intentions to buy or use products or services. The term "electronic word-of-mouth" first appeared when a conceptual framework in word-of-mouth communication was brought about by the existence of the internet (EWOM). Electronic Word of Mouth (EWOM) as a response, commitment, and emotional response Increasing brand knowledge, which includes brand image and brand awareness, is one way to generate customer perceptions in the form of EWOM (Seo & Park, 2018). Gupta and Harris (2010) assert that the growth of internet technology is responsible for e-WOM. More and more customers are sending and receiving messages over the internet since the peak of this modern media period. Anyone online has access to e-WOM, which is a remark about a product or business made by past, present, or potential customers (Hennig Thureau et al., 2004). Consumers frequently check for product reviews or information online when they want to learn more about a product before making a purchase (Jalilvand & Samiei, 2012). According to Baker et al. (2016), positive word-of-mouth marketing will boost purchase intentions, whilst bad word-of-mouth marketing will decrease interest in making a purchase.

In their study, Goyette et al. (2010) classified e-WOM into four categories: intensity, positive value, negative value, and content. The intensity of consumer reviews or opinions posted on social networking sites is known (Goyette et al., 2010). Positive and negative consumer opinions about goods or services are considered to have a positive value or favorable feedback. Positive Valance is a social media compliment left by customers. Negative comments are usually the result of a customer's dissatisfaction with the product or service. The information on social networking sites is frequently about goods and services.

2.1.2 Previous Study

Previous Studies and Study Differences/Similarities Previous studies that are used to describe as main literature can be seen in the following Table 2.4.

Table 2.4
Previous Studies

No	Author	Year	Article Title	Key Findings	Study Gaps
1	(Yusuf Bilgin)	2018	The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty.	- The analysis' findings demonstrate that Brand Awareness is significantly impacted by Social Media Marketing Activity. - Brand loyalty or brand image as perceived by customers with similar levels of brand awareness are not reflected in brand awareness. - Consumer brand loyalty is largely influenced by brand awareness and brand perception.	- Not every aspect of social media marketing has an impact on customer loyalty. The two most significant social media marketing initiatives are customization and entertainment. - Trendiness and interaction are considered by consumers to be the least significant social media marketing strategies. - Brand image or brand loyalty have no relation to how social media marketing initiatives affect brand awareness.
2	(Eun-Ju Seo and Jin-Woo Park)	2018	A study on the effects of social media marketing activities on brand equity and customer response in the airline industry	- SMMA's improved brand awareness and image, demonstrating their value as a precedent for enhancing airline brand equity. - Brand image significantly affected e-WOM and commitment, demonstrating that SMMA's have a	- This study shows relationship between SMMA, Brand Awareness and Brand Image. - Brand Image have positive effect by affecting E-WOM - The Context of this study is in Airlines Industry - This study found that consumers in social media marketing

			Brand image had a significant impact on e-WOM and commitment, proving that SMMAs have a favorable impact on brand and help to create loyal customers by influencing customer emotions and e-WOM.	activities most often take trendiness into account.
3	(Brian Garda Muchardie, Nabila Hanindya Yudiana, Annetta Gunawan)	2016	Effect of Social Media Marketing on Customer Engagement and its Impact on Brand Loyalty in Caring Colours Cosmetics, Martha Tilaar	- There is a significant effect of the variable Social Media Marketing to Brand Loyalty through Customer Engagement - This study shows relationship between SMMA, BL through CE - The context of this study is in Cosmetic Brand
4	(Fernandes, T.M; Inverneiro, I.)	2020	From fandom to fad: are millennials really engaged with and loyal to their loved brands on social media?	- Regarding social media platforms, 52.2% follow self-selected brands on Instagram, 37.9% on Facebook and the remainder on e.g. YouTube or Snapchat - Findings point to a disconnect between relationships between brands online and offline: Millennials love and are very loyal to their favorite - This study explain there non-significant effect of engagement on brand loyalty - Moreover, together with brand identification, brand experience was found to play a major role in developing brand love, which, in turn, is positively related to engagement and loyalty.

			brands, but they are not actively engaged on social media, which helps to explain why engagement on social media has no statistically significant impact on brand loyalty.	
5		The Impact of Social Media Marketing on University Students' Brand Loyalty	- The findings suggest that brand loyalty among university students is most strongly influenced by social media marketing content that is pertinent to the brand. The students' brand loyalty is also influenced by helpful and well-liked social media marketing content. In order to win the brand loyalty of university students, it is therefore a challenge for marketers to ensure these qualities in their social media marketing efforts.	- The outcome indicates that the outdatedness of the contents, the influence of online communities, and electronic word of mouth have a negative impact on university students' brand loyalty (E-WOM)
	(Hossain, Sahadat & Sakib, Md Nazmus)	2016		
6	Lafi Afifah, Arianis Chan, Healthy Nirmalasari	2020	Pengaruh Customer Engagement Media Sosial Terhadap Brand Loyalty Indosat Ooredoo	- There is a significant effect of social media customer engagement on brand loyalty - The context of this study is in mobile internet provider

			significant effect of social media customer engagement on brand loyalty at Indosat Ooredoo is at a moderate level. This means that every increase in customer engagement will cause an increase in customer engagement on brand loyalty.	
7		Pengaruh Customer Engagement terhadap kepuasan Pelanggan dan Kepercayaan Merek Serta dampaknya pada Loyalitas Merek	- This study aims to investigate how customer engagement affects brand satisfaction, brand trust, and mediated brand loyalty in mobile phone operator services. - The findings indicated that while brand loyalty is unaffected by customer engagement, it positively influences customer satisfaction and brand trust. - Customer satisfaction positively affects brand loyalty, but it has no effect on brand trust, and brand trust positively affects brand loyalty.	- The results shows There is positive influence on Customer satisfaction and brand trust from Customer Engagement. However There is no effect from customer engagement on Brand Loyalty
	(Evi Rahmawati & Sanaji SE, Msi 2018)			

2.2 Empirical Review and Hypothesis Development

2.2.1 Social Media Marketing Activities on Customer Engagement

According to (Kotler & Keller, 2016), currently, there is fierce competition on a worldwide scale in locations for company where consumers are gathered both physically and online. Businesses must find additional ways to keep customers' loyalty because the numerous elements of a brand are not enough to create income for every company when they are included into traditional marketing. In order to develop customer engagement with products and maintain a positive customer interaction experience, consumer engagement is primarily seen as a marketing concept. Agichtein et al., (2008) conducted research and (Ashley & Tuten, 2015) shows how customer engagement is positively impacted by the characteristics of entertainment and interaction and how this motivates customers to use their larger cognitive abilities to better comprehend companies. Research conducted by (Vivek, Beatty, Dalela, & Morgan, 2014); Leckie et al., (2016), and Ashley & Mention how consumer-brand interaction helps brands develop new products by increasing customer engagement and product understanding when customers actively share thoughts and suggestions about an items.

Popular and timely conversation starters on social media platform fan pages will successfully entice as much followers to engage in discussions with other customers at work, enhancing customers' perceptual presence in brand-related connections and assisting in the development of positive brand perceptions. According to studies by Chan et al. (2014), Gallagher & Ransbotham (2010), and Dessart et al. (2015), information that is trendy will help draw customers' attention, elicit positive feelings, increase customer engagement, and increase knowledge of specific brand images. Customization can enhance the perceived value of brand pages and boost consumer trust in the brand, according to research by (Dehghani & Tumer (2015) and (Ismail,

2017). As a result, it has been shown to have an impact on consumer engagement and may even improve consumers' cognitive understanding of the brand. The following hypothesis is constructed by taking into account the aforementioned description as follow:

hypothesis is constructed by taking into account the aforementioned description as follow:

H1 : Social Media Marketing Activity have a positive effect on customer engagement.

2.2.2 Social Media Marketing Activities on Brand Loyalty

Social media presents numerous opportunities as a marketing tool for fostering consumer relationships with brands (Vukasovic, 2013). Social marketing initiatives aim to attract new clients, boost sales, enhance word-of-mouth advertising, and increase client loyalty (Tsimonis & Dimitriadis, 2014).

According to (Bilqin, 2018), (Azmar & Laksamana, 2018) discovered that social media marketing has a significant impact on brand loyalty. This is consistent with (Erdogmus & Cicek, 2012) study of the social impact of media marketing on brand loyalty in Turkey, which demonstrates that customers' brand loyalty is positively impacted when a brand offers lucrative campaigns and pertinent content in social media. Additionally, if the brand regularly updates and appears on a variety of social media platforms, brand loyalty will also be positively impacted. As a result, there is a link between social media management and social media management brand loyalty. The following hypotheses can be developed based on these findings:

H2 : Social media marketing activities has a direct and significant impact on brand loyalty.

2.2.3 Customer Engagement on Brand Loyalty

Customer engagement is a new approach to using customer relationship management that aims to increase brand loyalty. It has recently gained attention in academic literature and practitioner discussion (Rahmawati & SANAJI, 2018) This problem is being caused by the emergence of new channels for communication, specifically social media and the rise in internet usage, which enable companies to have more direct interactions with customers. An investigation by (Jahn and Kunz 2014), titled "A Brand Like a Friend: The Influence of Customer Engagement with

Social Media Brand Pages on Brand Relationships and Loyalty Intentions," found that customer engagement (both active and passive participation) through social media has a favorable impact on customer relationships as well as behavioral intentions, such as loyalty and word-of-mouth marketing. It was stated that the media was involved, social media is a successful strategy for not only maintaining relationships but also

attracting and retaining new customers. This is consistent with the findings of (Mazarina, 2016) and (So & Wang, 2016), who discovered that customer engagement has a significant impact on brand loyalty. The following hypotheses can be formulated based on these findings:

H3 : Customer Engagement has a direct and significant impact on brand loyalty.

