

## CHAPTER 4 – RESULTS AND DISCUSSIONS

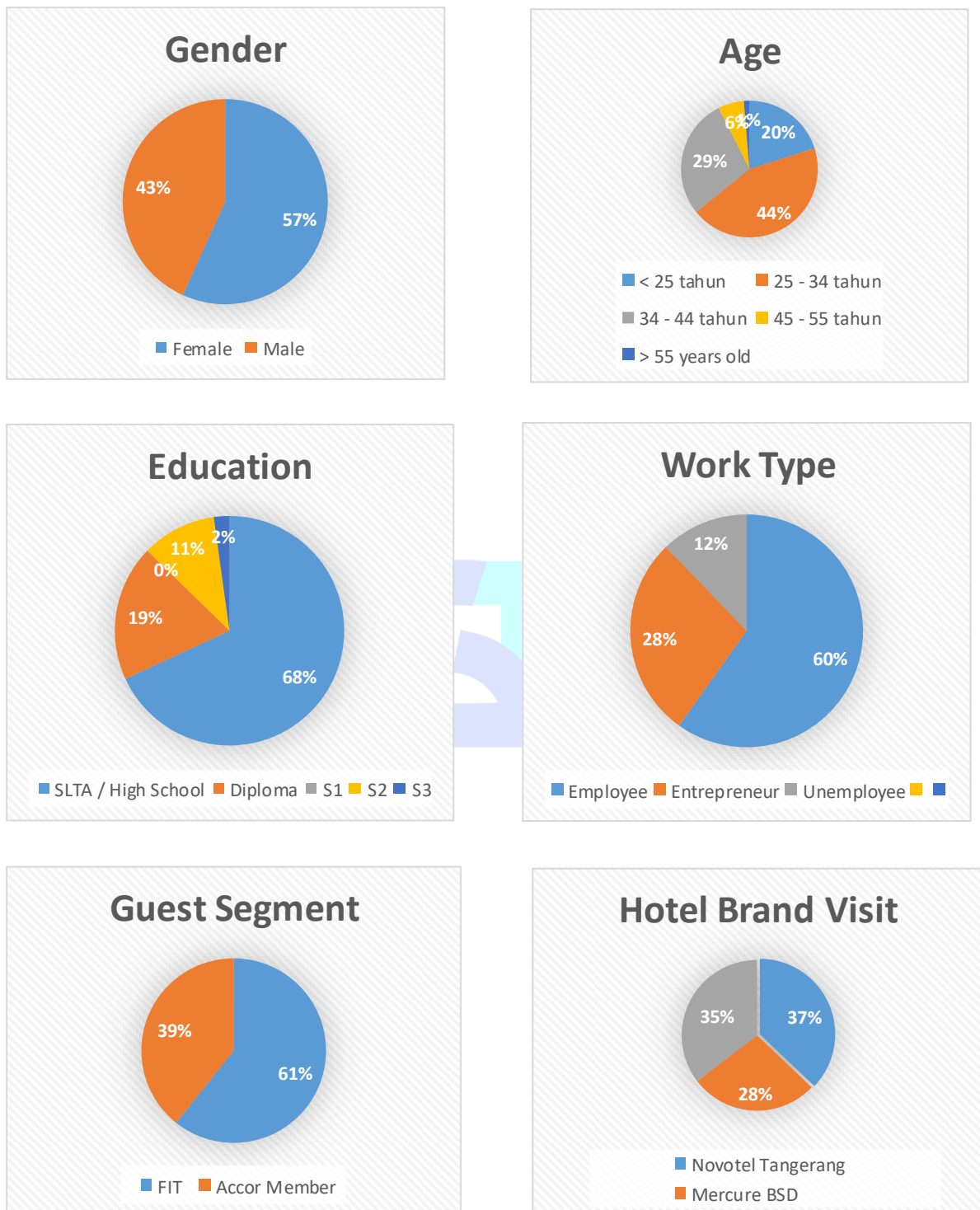
### 4.1 Sample and Procedure

In this study, data was collected from respondents who visited the hotel industry, especially the 4-star Accor Hotels in Tangerang, using a Google form. The Google form containing the research questionnaire with 44 observed variables from the research measurement items and 7 control variables was distributed via email to the target respondents. Questionnaires were distributed to customers in the Accor Hotels Tangerang area who had made their visits more than 2 times. There were 229 people who answered the questionnaire. After additional data screening with SPSS software, The final respondents used in this study were 229 people. The data filtering process will be discussed later in the next subchapter with more detail.

### 4.2 Demographic of Survey Respondent

The demographic profile of the respondents is described by a number of control variables included in this study, including gender, age, level of education, type of employment, number of visits, visitor segmentation, and hotel brands visited. According to poll statistics, 56.8% of respondents were women and 43.2% of respondents were men. The age group 25-34 years (44.1%) dominated the age group of respondents, followed by 35-44 years (28.4%), age < 25 years (20.1%), age 45-55 years (6.1%), and age >55 years (1.3%). The majority of respondents was Senior high school (68.1%) and diploma (19.2%) graduates, followed by master's graduates (10.5%) and doctoral degrees (2.2%). Furthermore, the majority of respondents (59.8%) were employees, followed by entrepreneurs (27.9%), and those who did not have a job (12.2%). According to hotel brand visits, the majority of respondents (37.1%) visited Novotel Tangerang, followed by Mercure Alam Sutera (35.4%) and Mercure BSD (27.5%). FIT accounts for (60.7%) of the guest segmentation, while members registered with Accor account for (39.3%). The majority of respondents (46.3%) used Instagram for 1-2 hours, followed by 1 hour (38%) and >3 hours (15.7%). Figure 4.1 and Table 4.1 are arranged to better show the demographic data of the respondents in this study. The highest respondent in each group is in bold.

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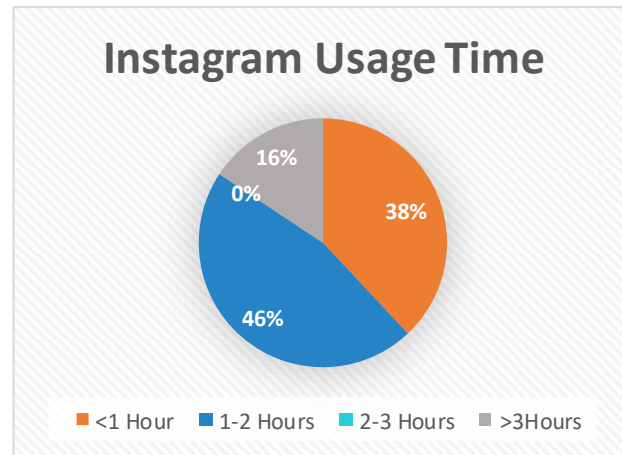


**Figure 4.1. Demographic of Survey Respondent**

**Tabel 4.1. Details of Respondent Demographic Data Based on Control Variables**

| Control Variable                                  | Measured Variable   | Scale | N   | %     |
|---------------------------------------------------|---------------------|-------|-----|-------|
| Jenis Kelamin                                     | Pria                | 0     | 99  | 43,2  |
|                                                   | Wanita              | 1     | 130 | 56,8  |
|                                                   |                     |       | 229 | 100,0 |
| Jenis Pekerjaan                                   | Pegawai             | 0     | 137 | 59,8  |
|                                                   | Pengusaha           | 1     | 64  | 27,9  |
|                                                   | Belum Bekerja       | 2     | 28  | 12,2  |
|                                                   |                     |       | 229 | 100,0 |
| Segmen                                            | FIT                 | 0     | 139 | 60,7  |
|                                                   | Member Accor        | 1     | 90  | 39,3  |
|                                                   |                     |       | 229 | 100,0 |
| Hotel yang pernah dikunjungi dlm 2 tahun terakhir | Novotel Tangerang   | 0     | 85  | 37,1  |
|                                                   | Mercure BSD         | 1     | 63  | 27,5  |
|                                                   | Mercure Alam Sutera | 2     | 81  | 35,4  |
|                                                   |                     |       | 229 | 100,0 |
| Usia                                              | < 25 Tahun          | 0     | 46  | 20,1  |
|                                                   | 25-34 Tahun         | 1     | 101 | 44,1  |
|                                                   | 35-44 Tahun         | 2     | 65  | 147,7 |
|                                                   | 45-55 Tahun         | 3     | 14  | 6,1   |
|                                                   | > 55 Tahun          | 4     | 3   | 1,3   |
|                                                   |                     |       | 229 | 219,3 |

|                            |            |   |     |       |
|----------------------------|------------|---|-----|-------|
| Pendidikan Terakhir        | SLTA       | 0 | 156 | 68,1  |
|                            | DIPLOMA    | 1 | 44  | 19,2  |
|                            | S1 atau D4 | 2 | 0   | 0,0   |
|                            | S2         | 3 | 24  | 10,5  |
|                            | S3         | 4 | 5   | 2,2   |
|                            |            |   | 229 | 100,0 |
| Waktu Penggunaan Instagram | <1 jam     | 0 | 87  | 38,0  |
|                            | 1-2 jam    | 1 | 106 | 46,3  |
|                            | 2-3 jam    | 2 | 0   | 0,0   |
|                            | > 3 jam    | 3 | 36  | 15,7  |
|                            |            |   | 229 | 100,0 |

### 4.3. Pre-Data Analysis Measures

This study run pre-data analysis measures using SPSS version 26.

#### 4.3.1 Data Screening

After data collection, data from google form then exported to excel format. The original questionnaire data then will be coded to make it SPSS ready. Then Mahalanobis Distance (MD) analysis is performed to screened possible invalid or outlier data. MD analysis determines the acceptable distance from the data sample mean, defining outliers as those who are far beyond this value. MD will plot the data and find the furthest acceptable distance from the centre.

The analysis starts by calculating probability value by comparing MD to a chi-square distribution with the same degrees of freedom. The degrees of freedom will correspond to the total independent variables used in this study, which is three (3). Multivariate outliers will be indicated by the value of probability that is less than 0.001. The MD analysis in this study resulted in no data outliers, therefore keeping 229 respondent's data as the final data sample to be used in the analysis.

#### 4.3.2 Normality, Collinearity, and Homogeneity

##### 4.3.2.1 Normality

Normality test is conducted to decide if the study have normal distribution, this can be analysed using the Kolmogorov-Smirnov, and Shapiro-Wilk test. For all constructs, both tests calculate a significance level of less of  $0.000 < 0.05$ , which is referring to the fact that the data distribution is not normal. The result of normality test is shown in the Table 4.2 below.

Table 4.2 Test of Normality

|       |                                 | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|-------|---------------------------------|---------------------------------|-----|------|--------------|-----|------|
|       | Kelas                           | Statistic                       | df  | Sig. | Statistic    | df  | Sig. |
| Total | Brand Loyalty                   | .228                            | 229 | .000 | .842         | 229 | .000 |
|       | Customer Engagement             | .297                            | 229 | .000 | .690         | 229 | .000 |
|       | Social Media Marketing Activity | .192                            | 229 | .000 | .780         | 229 | .000 |
|       |                                 |                                 |     |      |              |     |      |

a. Lilliefors Significance Correction

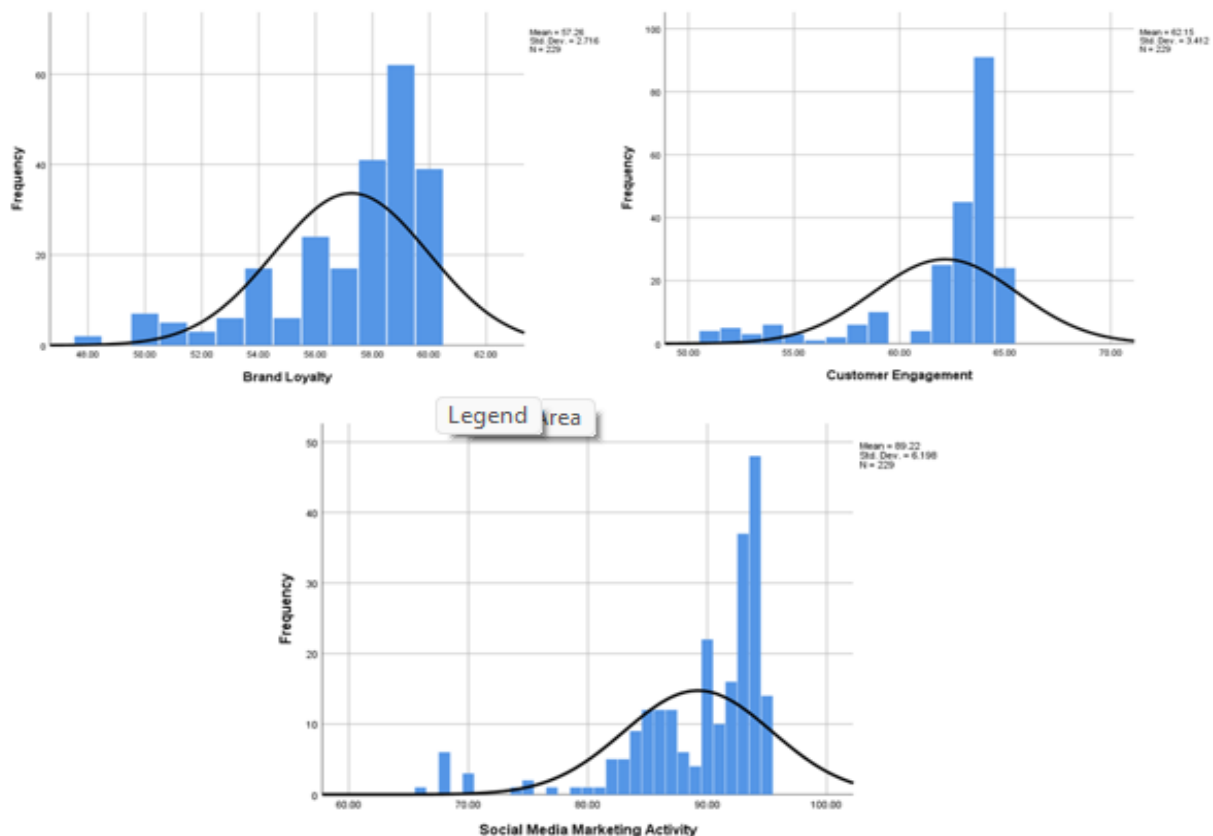


Figure 4.2. Histogram Result of Normality Test

#### 4.3.2.2 Collinearity

When there are close relationships between two or more independent variables in a multiple regression model, this statistical phenomenon is known as

multicollinearity. This study test bivariate correlations among constructs using Spearman correlation coefficients. Correlation coefficients larger than 0.85 indicating that multicollinearity exist among respective constructs. Figure 4.3 shows Spearman correlation coefficients below 0.85, therefore collinearity among constructs doesn't exist.

Table 4.3 Spearman's Correlation Coefficient

| Correlations   |                                 |                         | Brand Loyalty | Customer Engagement | Social Media Marketing Activity |
|----------------|---------------------------------|-------------------------|---------------|---------------------|---------------------------------|
| Spearman's rho | Brand Loyalty                   | Correlation Coefficient | 1.000         | .485**              | .006                            |
|                |                                 | Sig. (2-tailed)         | .             | .000                | .931                            |
|                |                                 | N                       | 229           | 229                 | 229                             |
|                | Customer Engagement             | Correlation Coefficient | .485**        | 1.000               | .174**                          |
|                |                                 | Sig. (2-tailed)         | .000          | .                   | .008                            |
|                |                                 | N                       | 229           | 229                 | 229                             |
|                | Social Media Marketing Activity | Correlation Coefficient | .006          | .174**              | 1.000                           |
|                |                                 | Sig. (2-tailed)         | .931          | .008                | .                               |
|                |                                 | N                       | 229           | 229                 | 229                             |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation between the variables is significant, but it is not too high ( > 0.85), as = 1 denotes a strong positive relationship between the variables, while = 0 denotes no relationship at all between the variables (Zeltzer, 2020). This implies that there is a relationship between the variables, and Table 4.3's values of the correlation can be used to determine how strong that relationship is. Second method to confirm whether collinearity exist is by using regression. This study is assessing the value of VIF, Tolerance and Condition Index to confirm whether collinearity exists between dependent variables and independent variables, and among independent variables. The VIF's value less than 5,

tolerance value more than 0.2 and condition index below 30 indicates that collinearity doesn't exist between constructs.

The purpose of the homogeneity test, a statistical procedure, is to demonstrate that two or more groups of sample data originate from populations with the same variance. In other words, homogeneity means that the data sets we examine have the same characteristics. If there are more than two groups of data, Levene's test is used to determine whether the variance is homogeneous. The data is said to be homogeneous if the Sig. Levene Statistics  $> 0.05$  (Nuryadi, Utami & Budiantara, 2017). The homogeneous test results in this study are as follows:

Table 4.4. Test of Homogeneity

|       |                                      | Levene Statistic | df1 | df2     | Sig. |
|-------|--------------------------------------|------------------|-----|---------|------|
| Total | Based on Mean                        | 50.282           | 2   | 684     | .000 |
|       | Based on Median                      | 28.584           | 2   | 684     | .000 |
|       | Based on Median and with adjusted df | 28.584           | 2   | 459.827 | .000 |
|       | Based on trimmed mean                | 39.412           | 2   | 684     | .000 |

Based on Table 4.4, the value of Sig. Levene Statistics  $< 0.05$  so that it can be stated that the data is not homogeneous or it can be said that the data set under study has different characteristics.

#### 4.3.3 Reliability

Cronbach's alpha measures internal consistency, or how closely related a set of items are to one another. It is also used as a scale dependability indicator.. It is also regarded as a gauge of scale dependability. The alpha coefficient for the five constructs is greater than 0.70, as seen in figure 4.3, indicating that the items have a high degree of internal consistency. Generally speaking, a reliability coefficient of 0.70 or higher is considered "acceptable" in social science study contexts.

Brand Loyalty  
Reliability Statistics

Customer Engagement  
Reliability Statistics

| Cronbach's<br>Alpha | N of Items | Cronbach's<br>Alpha | N of Items |
|---------------------|------------|---------------------|------------|
| .717                | 12         | .829                | 13         |

Social Media Marketing Activity  
Reliability Statistics

| Cronbach's<br>Alpha | N of Items |
|---------------------|------------|
| .891                | 19         |

**Figure 4.3 Cronbach's Alpha**

#### 4.4 Descriptive Statistic Analysis

Based on the findings of the statements of 229 research respondents, descriptive analysis was used in this study to determine the average, minimum, and maximum values of each variable studied. There are standards that can be applied to establish class interval values in order to categorize the outcomes of the average value of each variable (Lawal, 2014: 14).

$$\text{Class Interval} = \frac{(\text{Highest-Lowest Score})}{(\text{Number of Classes})}$$

In this study, the lowest rating score was 1 and the highest rating was 5. So that the assessment limits for each variable were obtained as follows:

1-1.80 categorized strongly disagree

1.81-2.60 categorized as disagree

2.61-3.40 is categorized as neutral

3.41-4.20 are categorized as agree

4.21-5.00 categorized strongly agree

The results of the processing of descriptive analysis in this study used the help of SPSS Version 26 software. The following are the results of the descriptive statistical analysis of each variable.

## 4.5 Structural Equation Modelling Analysis

Structural Equation Modelling Analysis (SEM) is a combination of factor analysis and path analysis to test the hypotheses that built from relationship among constructs in the used research model (Fan et al., 2016). This study conducts a structural equation modelling (SEM) using SmartPLS version 3 software.

### 4.5.1 Measurment Model Analysis (Outer Model)

#### 4.5.1.1 Convergent Validity Testing

Examining each indicator's outer loading value or loading factor in relation to the construct is how the convergent validity test is conducted. If the loading factor value is higher than 0.50, an indicator is said to be valid. This implies that indicators will be removed and retested if their loading factor value is less than 0.50.

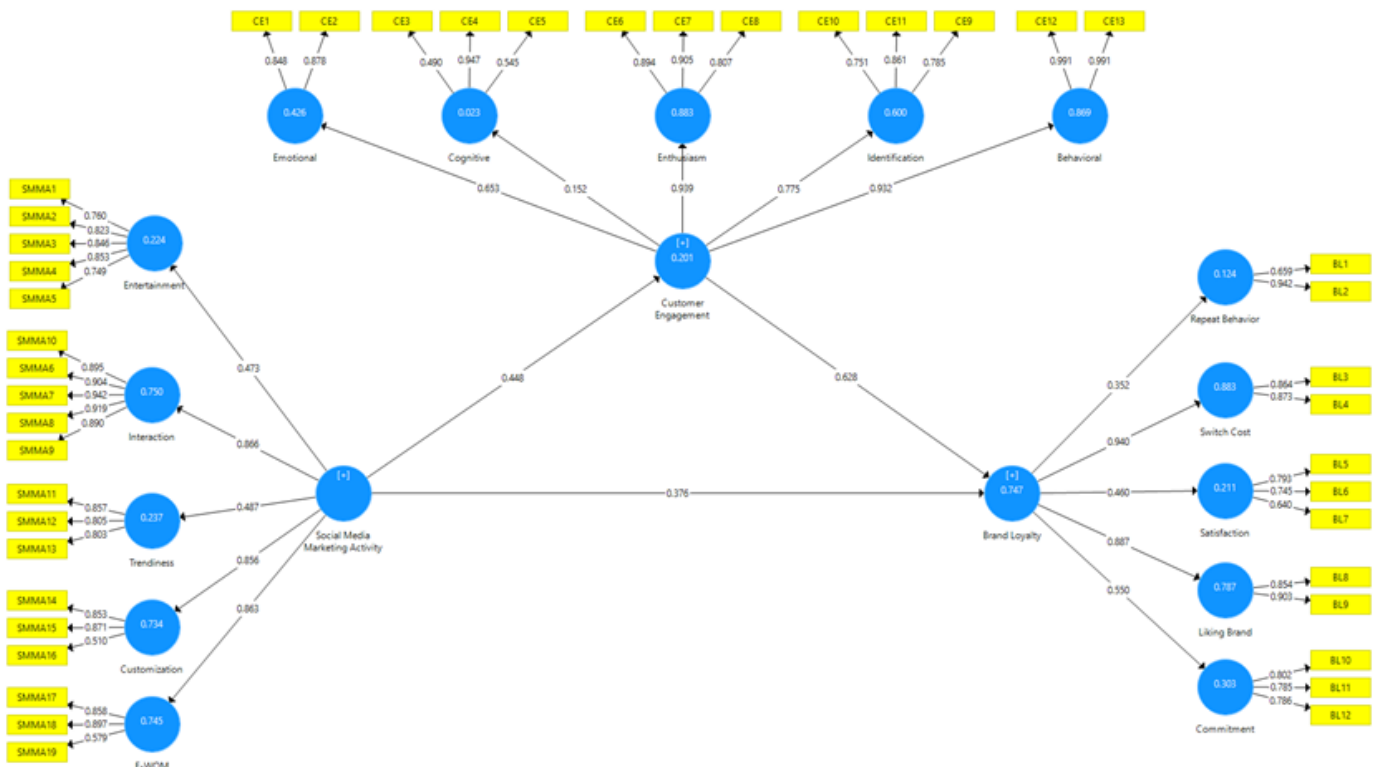


**Figure 4.4 Convergent Validation Test Results for All Indicators**

The correlation between the constructs and the variables in Figure 4.4 can be seen to have an outer loading or loading factor value of 0.490 (0.70), which indicates that the correlation does not meet the criteria for convergent validity because the loading factor value is still below 0.70. Therefore, the CE3 indicator must be removed before performing this test again. As a result, the algorithm's findings from the second convergent validity test are as follows.

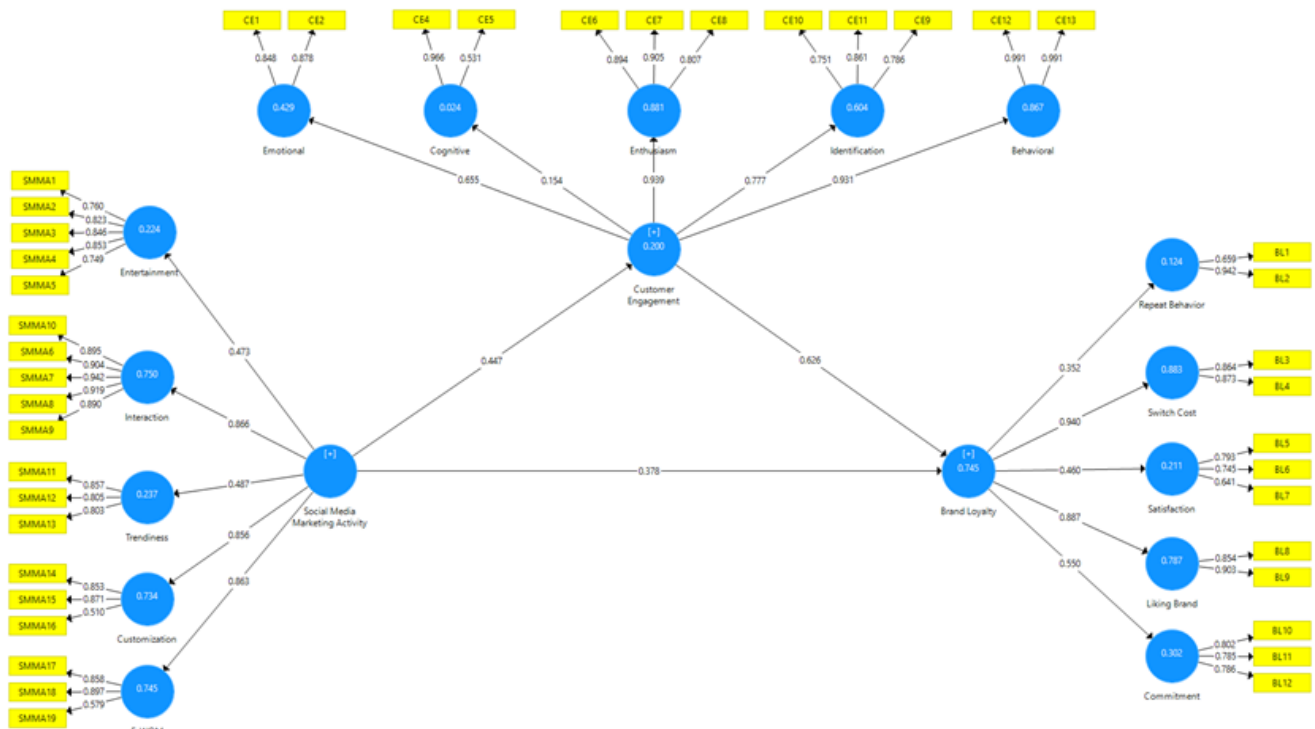


**Figure 4.5 Convergent Validation Test Results Without CE3 Indicators**

It can be seen that all indicators have a loading factor value higher than 0.50 after re-testing without the CE3 indicator, as shown in Figure 4.5. As a result, it satisfies the criteria for convergent validity, meaning that all indicators are reliable for measuring the construct.

Additionally, the Average Variance Extracted (AVE) value can be used to gauge convergent validity (Jogiyanto, 2011). A good and appropriate AVE value is one of 0.40 or higher (Hair and Black, 2010). The Average Variance Extracted (AVE) value for this study is as follows:

**Table 4.5 Average Variance Extracted (AVE) Value**

| Variable                        | Dimension       | Average Variance Extracted (AVE) |
|---------------------------------|-----------------|----------------------------------|
| Brand Loyalty                   | Repeat Behavior | 0.661                            |
|                                 | Switch Cost     | 0.754                            |
|                                 | Satisfaction    | 0.532                            |
|                                 | Liking Brand    | 0.772                            |
|                                 | Commitment      | 0.625                            |
| Customer Engagement             | Emotional       | 0.745                            |
|                                 | Cognitive       | 0.608                            |
|                                 | Enthusiasm      | 0.757                            |
|                                 | Identification  | 0.641                            |
|                                 | Behavioral      | 0.983                            |
| Social Media Marketing Activity | Entertainment   | 0.652                            |
|                                 | Interaction     | 0.829                            |
|                                 | Trendiness      | 0.676                            |
|                                 | Customization   | 0.583                            |
|                                 | E-WOM           | 0.625                            |

In table 4.5 it can be seen that the AVE value of all variables is above 0.40. Thus, the construct meets the required convergent validity criteria.

#### **4.5.1.2 Discriminant Validity Testing**

To make sure that each concept of each latent variable is distinct from the other variables, discriminant validity is used. The Fornell-Lacker Criteria test can demonstrate discriminant validity. If the squared value of the average variance extracted for each exogenous construct (values on the diagonal) exceeds the correlation between the construct and other constructs (values below the diagonal), then according to the Fornell-Larcker criterion test, the model is considered to have good discriminant validity (Henseler et al, 2015). The Fornell-Larcker criterion test yields the following results:

**Tabel 4.6 Results of Discriminant Validity Testing Through the Fornell Larcker Test**

|                                 | Behavioral | Cognitive | Commitment | Customization | E-WOM | Emotional | Entertainment | Enthusiasm | Identification | Interaction | Liking Brand | Repeat Behavior | Satisfaction | Switch Cost | Trendiness |
|---------------------------------|------------|-----------|------------|---------------|-------|-----------|---------------|------------|----------------|-------------|--------------|-----------------|--------------|-------------|------------|
| Behavioral                      | 0.991      |           |            |               |       |           |               |            |                |             |              |                 |              |             |            |
| Cognitive                       | 0.234      | 0.78      |            |               |       |           |               |            |                |             |              |                 |              |             |            |
| Commitment                      | 0.478      | 0.375     | 0.791      |               |       |           |               |            |                |             |              |                 |              |             |            |
| Customization                   | 0.433      | 0.19      | 0.194      | 0.763         |       |           |               |            |                |             |              |                 |              |             |            |
| E-WOM                           | 0.396      | 0.185     | 0.302      | 0.717         | 0.791 |           |               |            |                |             |              |                 |              |             |            |
| Emotional                       | 0.581      | -0.161    | 0.164      | 0.161         | 0.162 | 0.863     |               |            |                |             |              |                 |              |             |            |
| Entertainment                   | 0.558      | 0.112     | 0.28       | 0.27          | 0.388 | 0.368     | 0.807         |            |                |             |              |                 |              |             |            |
| Enthusiasm                      | 0.85       | 0.222     | 0.367      | 0.337         | 0.262 | 0.478     | 0.477         | 0.87       |                |             |              |                 |              |             |            |
| Identification                  | 0.583      | -0.099    | 0.186      | 0.253         | 0.115 | 0.394     | 0.307         | 0.669      | 0.8            |             |              |                 |              |             |            |
| Interaction                     | 0.387      | 0.145     | 0.264      | 0.681         | 0.645 | 0.138     | 0.155         | 0.247      | 0.194          | 0.91        |              |                 |              |             |            |
| Liking Brand                    | 0.737      | 0.224     | 0.318      | 0.518         | 0.422 | 0.436     | 0.543         | 0.637      | 0.452          | 0.481       | 0.879        |                 |              |             |            |
| Repeat Behavior                 | 0.3        | -0.016    | 0.027      | 0.299         | 0.197 | 0.153     | 0.198         | 0.278      | 0.308          | 0.358       | 0.25         | 0.813           |              |             |            |
| Social Media Marketing Activity | 0.37       | 0.047     | -0.15      | 0.242         | 0.118 | 0.297     | 0.348         | 0.331      | 0.201          | 0.113       | 0.387        | -0.039          | 0.729        |             |            |
| Switch Cost                     | 0.847      | 0.286     | 0.465      | 0.49          | 0.436 | 0.46      | 0.598         | 0.709      | 0.434          | 0.467       | 0.778        | 0.301           | 0.398        | 0.868       |            |
| Trendiness                      | 0.088      | 0.175     | 0.128      | 0.479         | 0.428 | -0.077    | -0.031        | 0.055      | 0.076          | 0.296       | 0.135        | 0.169           | 0.101        | 0.134       | 0.822      |

**4.5.1.3** According to the Fornell Larcker criterion test results in Table 4.6, the square root value of the Average Variance Extracted for each construct is greater than the correlation value between constructs and other constructs in the model. As a result, the requirements for discriminant validity have been met.

#### 4.5.1.4 Reliability Test

If the composite reliability value is 0.70, a construct has good reliability or a questionnaire is used as a reliable and consistent research tool. The following are the results of reliability testing:

**Tabel 4.7 Reliability Test Result**

| Variable            | Dimension       | Composite Reliability |
|---------------------|-----------------|-----------------------|
| Brand Loyalty       | Repeat Behavior | 0.791                 |
|                     | Switch Cost     | 0.860                 |
|                     | Satisfaction    | 0.772                 |
|                     | Liking Brand    | 0.871                 |
|                     | Commitment      | 0.833                 |
| Customer Engagement | Emotional       | 0.854                 |
|                     | Cognitive       | 0.741                 |
|                     | Enthusiasm      | 0.903                 |

|                                 |                |       |
|---------------------------------|----------------|-------|
| Social Media Marketing Activity | Identification | 0.842 |
|                                 | Behavioral     | 0.991 |
|                                 | Entertainment  | 0.903 |
|                                 | Interaction    | 0.960 |
|                                 | Trendiness     | 0.862 |
|                                 | Customization  | 0.800 |
|                                 | E-WOM          | 0.829 |

Table 4.7 shows that the construct's composite reliability value is 0.7, implying that all constructs met the required reliability and that the questionnaire used for this study is reliable, consistent, and researchable.

#### 4.5.2 Structural Modelling Analysis (Inner Model)

As shown in Figure 4.6, structural model fit analysis is used in this study to measure the relationships between constructs in the research model. The results of the structural model fit are used to test hypotheses, which will be discussed in the following section.

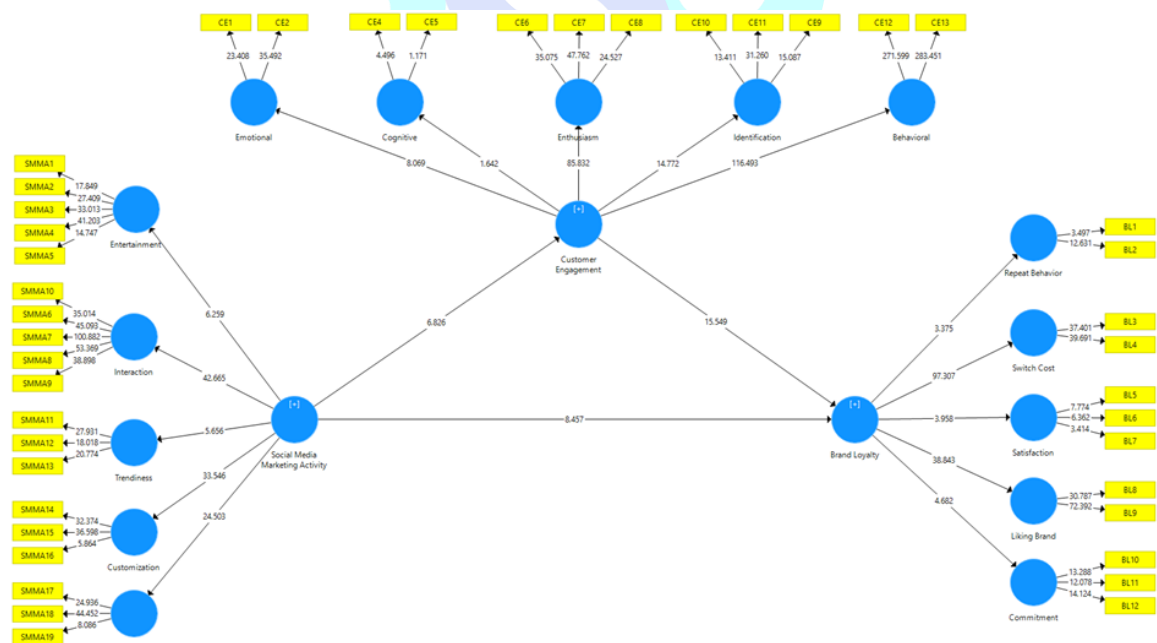


Figure 4.6 Research Model of This Study

#### 4.5.2.1 Testing the Goodness of Fit Model

Following the validation and reliability of the construct, the goodness of fit model was tested. The Q-Square value indicates the fit of the PLS model on SMART PLS. Q-Square ( $Q^2$ ) is a predictive relevance metric that attempts to determine whether or not a model is predictively relevant. The  $Q^2$  value can be used for testing the Good of Fit Model, where if the  $Q^2$  value  $> 0$  for certain endogenous latent variables indicates the PLS pathway model has a relevant predictive value or the model is feasible and can be said to be a fit model (Hair et al, 2017)). The following are the results of the predictive relevance test ( $Q^2$ ):

**Tabel 4.8 Results Predictive Relevance Value ( $Q^2$ )**

| Variable                        | Dimension       | SSO  | SSE     | $Q^2 (=1-SSE/SSO)$ |
|---------------------------------|-----------------|------|---------|--------------------|
| Brand Loyalty                   | Repeat Behavior | 458  | 426.64  | 0.068              |
|                                 | Switch Cost     | 458  | 155.715 | 0.66               |
|                                 | Satisfaction    | 687  | 620.545 | 0.097              |
|                                 | Liking Brand    | 458  | 185.421 | 0.595              |
|                                 | Commitment      | 687  | 565.141 | 0.177              |
| Customer Engagement             | Emotional       | 458  | 318.474 | 0.305              |
|                                 | Cognitive       | 458  | 457.742 | 0.001              |
|                                 | Enthusiasm      | 687  | 233.815 | 0.66               |
|                                 | Identification  | 687  | 431.293 | 0.372              |
|                                 | Behavioral      | 458  | 70.581  | 0.846              |
| Social Media Marketing Activity | Entertainment   | 1145 | 986.58  | 0.138              |
|                                 | Interaction     | 1145 | 443.478 | 0.613              |
|                                 | Trendiness      | 687  | 581.821 | 0.153              |
|                                 | Customization   | 687  | 405.941 | 0.409              |
|                                 | E-WOM           | 687  | 373.141 | 0.457              |

According to the results of predictive relevance calculations in table 4.8, all endogenous variables have a value of  $Q^2 > 0$ . As a result, the model is said to be fit or feasible, and it has a relevant predictive value.

#### 4.5.2.2 Hypothesis Testing

The structural modeling analysis (inner model) is performed after the measurement model analysis (outer model) meets the requirements and the model is fit. With the bootstrapping technique, all of these tests will be used to test the research hypothesis. Bootstrapping aims to determine the direction of the relationship and the significance of each latent variable. Decision making in the PLS-SEM analysis is that an independent variable is declared to have a significant positive effect on the dependent variable if the t-statistic produced in the bootstrapping test is greater than the one tail t-table, namely 1.69 for a standard error of 5% or p value generated at smaller than 0.05. (Hair et al. 2017: 320).

**Tabel 4.9 Hypothesis Testing Result**

| Hypothesis |                                                        | Path Coefficient | T Value | P Values | Hypothesis Test Result |
|------------|--------------------------------------------------------|------------------|---------|----------|------------------------|
| H1         | Social Media Marketing Activity -> Customer Engagement | 0.447            | 6.826   | 0.000    | Acceptable             |
| H2         | Social Media Marketing Activity -> Brand Loyalty       | 0.378            | 8.457   | 0.000    | Acceptable             |
| H3         | Customer Engagement -> Brand Loyalty                   | 0.626            | 15.549  | 0.000    | Acceptable             |

The hypothesis test results show that social media marketing activities improve customer engagement. H1 is accepted, as indicated by the p-value of  $0.000 < 0.05$ . Meanwhile, social media marketing activities boost brand loyalty. H2 is accepted because the p-value is  $0.000 < 0.05$ . Then, customer engagement influences brand loyalty positively. H3 is accepted, as indicated by p-values of  $0.000 < 0.05$ .

| Hypothesis |                                                  | Path Coefficient | T Value | P Values | Hypothesis Test Result |
|------------|--------------------------------------------------|------------------|---------|----------|------------------------|
|            | Social Media Marketing Activity -> Customization | 0.856            | 33.546  | 0        | Acceptable             |
|            | Social Media Marketing Activity -> E-WOM         | 0.863            | 24.503  | 0        | Acceptable             |
|            | Social Media Marketing Activity -> Entertainment | 0.473            | 6.259   | 0        | Acceptable             |
|            | Social Media Marketing Activity ->               | 0.866            | 42.665  | 0        | Acceptable             |

|  |                                                  |       |       |   |            |
|--|--------------------------------------------------|-------|-------|---|------------|
|  | Interaction                                      |       |       |   |            |
|  | Social Media Marketing Activity -><br>Trendiness | 0.487 | 5.656 | 0 | Acceptable |

|  | Hypothesis                               | Path Coefficient | T Value | P Values | Hypothesis Test Result |
|--|------------------------------------------|------------------|---------|----------|------------------------|
|  | Customer Engagement -><br>Behavioral     | 0.931            | 116.493 | 0        | Acceptable             |
|  | Customer Engagement -><br>Cognitive      | 0.154            | 1.642   | 0.051    | Not Acceptable         |
|  | Customer Engagement -><br>Emotional      | 0.655            | 8.069   | 0        | Acceptable             |
|  | Customer Engagement -><br>Enthusiasm     | 0.939            | 85.832  | 0        | Acceptable             |
|  | Customer Engagement -><br>Identification | 0.777            | 14.772  | 0        | Acceptable             |

|  | Hypothesis                       | Path Coefficient | T Value | P Values | Hypothesis Test Result |
|--|----------------------------------|------------------|---------|----------|------------------------|
|  | Brand Loyalty -> Commitment      | 0.55             | 4.682   | 0        | Acceptable             |
|  | Brand Loyalty -> Liking Brand    | 0.887            | 38.843  | 0        | Acceptable             |
|  | Brand Loyalty -> Repeat Behavior | 0.352            | 3.375   | 0        | Acceptable             |
|  | Brand Loyalty -> Satisfaction    | 0.46             | 3.958   | 0        | Acceptable             |
|  | Brand Loyalty -> Switch Cost     | 0.94             | 97.307  | 0        | Acceptable             |

## 4.6 Discussion

### 4.6.1 Social Media Marketing Activity and Customer Engagement (H1: Supported)

The first hypothesis, “It is suspected that Social Media Marketing Activity has a positive impact on Customer Engagement”, is supported. The structural coefficient was 0.447, the T-value was  $6.826 > 1.69$  and P Values was  $0.000 < 0.05$ . This finding indicates that both constructs have a positive relationship. According to the findings of this study, social media marketing has a positive and significant impact on customer engagement at the Accor Tangerang 4 Star Hotel. This is demonstrated by the results of hypothesis testing, which show that H1 is accepted. Changes in social

media marketing can impact customer engagement. Customer engagement is significantly influenced by social media and its dimensions (customization, E-WOM, interaction, entertainment, and trendiness). Customer engagement increases as the impact of social media marketing grows. (Farook and Abeysekara, 2016). Because promotions on social media platforms can have an impact on a brand's decision-making. Social media marketing entails marketing products on social media platforms such as Instagram in order to pique the interest of consumers.

#### **4.6.2 Social Media Marketing Activity and Brand Loyalty (H2: Supported)**

The second hypothesis, "It is suspected that Social Media Marketing Activity has a positive impact on Brand Loyalty," is supported. The structural coefficient was 0.378, the T-value was  $8.457 > 1.69$ , and the P values were  $0.000 < 0.05$ . This finding indicates that both constructs have a positive relationship. The findings of this study show that social media marketing has a positive and significant impact on brand loyalty. The results of hypothesis testing show that H2 is accepted. Social media helps businesses develop brand loyalty through networking, conversation, and community building (Purnomo & Isharina, 2013). That is, if brand loyalty is properly maintained, it will result in long-term profits for the company (Kiyani et al., 2012). Social media marketing, according to Bilgin (2018), is an effective factor for brand image and brand loyalty. The most important aspect of social media marketing is interaction. Consumer involvement will increase due to the consistency with which brands meet consumer satisfaction, and the quality of products received by consumers is consistent with expectations (Yunaida, 2017). This supports the finding of (Amalia 2016) that if social media marketing is properly managed, brand loyalty will increase. As a result, employee loyalty is regarded as a key indicator of a company's success.

#### **4.6.3 Social Media Marketing Activity and Brand Loyalty (H3: Supported)**

The third hypothesis, "It is suspected that Social Media Marketing Activity has a positive impact on Brand Loyalty", is supported. The structural coefficient was 0.626, the T-value was  $15.549 > 1.69$  and P Values was  $0.000 < 0.05$ . This result indicates that there is a positive relationship among both constructs. The results of this

study are in line with the statement of So et al. (2016) and Mazarina (2016) that customer engagement has a positive effect on brand loyalty. This result is also

supported by the statements of several previous researchers (Brodie et al., 2011; Hollebeek et al., 2011) which states that loyalty is one consequences of customer engagement (So et al., 2016). The positive effect of customer engagement on brand loyalty provides support for the argument involving individuals who are more likely to feel loyal to the entity (Vivek et al., 2012). The findings of this study provide evidence that underscores the role important customer engagement in developing a brand relationship with profitable customers, which is a requirement for building retail brand loyalty.

Customers who have high engagement tend to increase their liking for a product, company, or brand, which indicates loyalty to these things (Vivek et al., 2012; So et al., 2014). Because the existence of a customer engagement relationship with the company is important to achieve competitive advantage company as a way to form loyalty without reason that goes beyond reason (Reitz, 2012).

#### **4.7 Research Contributions**

##### **4.7.1 Theoretical Contribution**

The concept and connection between social media marketing activities, customer engagement, and brand loyalty are theoretically advanced by this study. The first study examines the connection between customer engagement and social media marketing. This demonstrates the beneficial effect social media marketing initiatives have on customer engagement. The second study examines the link between brand loyalty and social media marketing activities. This demonstrates that brand loyalty is positively impacted by social media marketing initiatives. The third study examines the relationship between brand loyalty and consumer engagement. This demonstrates that brand loyalty is positively impacted by customer engagement.

In this study, the significance of consumer engagement and brand loyalty is examined. Consumer engagement behavior and its relevance to online marketing efforts provide evidence (Aluri et al., 2015). Additionally, academic research has examined how consumer engagement behavior affects online marketing, which is advantageous for those initiatives. The fact is that shared social interaction and customer engagement behavior are not included in academic literature on the service industry (Baumol et al., 2016). The proposed conceptual framework claims that consumer engagement behavior on Instagram platforms affects brand loyalty. The model also suggests that consumer engagement behavior influences social media

marketing activity via behavioral, emotional, Enthusiasm, and This study makes it possible for social media or service sector managers to comprehend the level of brand loyalty displayed by customers on social media. For instance, a study revealed that consumer engagement behavior—specifically, affection and cognitive processing brand loyalty (Hollebeek et al., 2016). It has been extrapolated that consumer engagement behavior may be functioning plausibly in that effect, taking into account the specific support from previous research, and that cognition may be completely integrated with the construct to foster brand loyalty. The cognition and affect measures, particularly those pertaining to a construct's measurement scale and its dimensionality, have increased knowledge of consumer engagement behavior in academic literature (Hollebeek et al., 2014).

When customers read and interact with the information provided on the social media, they comprehend the good or service and become engrossed in the target objectives of the business, product offerings, mission, and history. According to (Jaakkola and Alexander, 2014), who found that consumers are engaged when Facebook pages share and think about information that is fascinating, satisfying, and enjoyable, this finding has been supported. By providing more evidence for the idea that social interaction positively predicts brand loyalty, participation has been recognized as a prerequisite to online consumer engagement. Consumer engagement behavior is influenced by their participation and social interaction on the social media page, providing important perceptions for the sector (Labrecque, 2014). According to the study, brand loyalty is impacted by social interaction. When customers are aware of a chance to communicate with a responsive business, it has been observed that they are more engaged.

#### **4.7.2 Managerial/ Practical Contribution**

The findings of this study have implications for how social media marketing can affect Wardah Cosmetics brand loyalty through customer engagement. According to the findings of this study, the better a brand's social media marketing activity, the higher the consumer's intention to engage with the brand. This is what can increase consumer brand loyalty. Several things can be inferred from the results of the hypothesis test described above for the company based on the results of the hypothesis test.

1. 4-star Accor hotel in Tangerang requires more effort to manage the Instagram account respectively in terms of communication with followers on Instagram in order to build a closer relationship with their customers. By establishing a direct relationship, followers of the hotel's Instagram accounts will instantly voluntarily share content related to hotel information in their personal accounts, as well as followers of the Instagram accounts @novoteltangerang, @mercurealamsutera, and @mercurebsdcity. Not as a "number of followers," but as friends who will later have a positive impact on participation in activities held on the 4-star Accor Hotel Instagram account in Tangerang.
2. Each 4-star Accor hotel can interact more directly with followers of each Instagram account without going through brand ambassadors and spokespersons, allowing consumers to mingle more closely in person. The more interactions done, the more likely the followers are to respond to such interactions by actively leaving comments and having discussions with other followers, increasing the rate profile activity of each hotel's Instagram account page, which is beneficial to the growth of brand value.
3. Customer engagement has provided an implication in social media relations marketing towards brand loyalty. All forms of content, interaction, and information shared via Instagram account 4 star hotel accor must be supported or strengthened with positive engagement in order to form brand loyalty to Accor Hotel via Instagram accounts @novoteltangerang, @mercurealamsutera, @mercurebsdcity. Given that it is a large mean indicator, this engagement support is devoted to emotional and cognitive aspects. Information content shared on the Instagram account of the 4-star Accor Hotel can be made more detailed and interactive so that potential consumers can learn more about and become followers of Instagram accounts for each hotel, as well as so that existing followers are more familiar and close to all of the information and promotions shared on the Instagram account of the 4-star Accor Hotel.