CHAPTER V
CONCLUSION

5.1 Conclusion

Based on the result and discussion that have been thoroughly explained in the previous chapter, the main conclusion of this research will be summarized as follows:

1. The respondents were dominated by females, Gen Z and Millennials, students, and spend less than 300,000 IDR on Somethinc products.

2. Brand Interactivity has a positive and significant influence on Social Media Customer Brand Engagement (H1 is accepted).

3. Brand Interactivity has a positive and significant influence on Social Media Customer Brand Engagement (H2 is accepted).

4. Brand Involvement has a positive and significant influence on Social Media Customer Brand Engagement (H3 is accepted).

5. Social Media Customer Brand Engagement has a positive and significant influence on Brand Trust (H4 is accepted).

6. Social Media Customer Brand Engagement has a positive and significant influence on Brand Loyalty (H5 is rejected).

7. Brand Trust has a positive and significant influence on Brand Loyalty (H6 is accepted).

8. Brand Trust positively mediated Social Media Customer Brand Engagement Brand Loyalty (H7 is accepted).

5.2 Managerial Implications

The purpose of this research is to analyze the influence of Brand Interactivity and Brand Involvement that drive Social Media Customer Brand Engagement and Brand Loyalty with Brand Trust as the mediator. Therefore, the author wished this research can provide benefits to Somethinc and perhaps other local beauty brands in the social media scope. From this research, there are several things that can be applied in by the managers of local beauty brands, specifically Somethinc, as follows:

1. The findings of this research show that the majority of the respondents are female and ranging from Generation Z and Millennials, meaning that Somethinc are more favorable among those demographic users. Moreover, most of the respondents only spent less than 300,000 IDR in Somethinc monthly which is in line with Somethinc's affordable products. Somethinc can utilize their advertisement more towards Generation Z and Millennials to gain profit or try innovate new designs that would attract men as well. Afterall, Somethinc provide skincare products for everyone regardless of gender.

2. The findings of this research show that Brand Interactivity positively influence Social Media Customer Brand Engagement. The nature of social media as a two-way interaction site has bridged the disparity relationship between Somethinc and their customers. It invokes a sense of familiarity and friendliness, giving the notion that Somethinc genuinely cares for their customers' wellbeing and listens to their opinions. The Instagram content of Somethinc whether it is entertaining, persuasive, staying up-to-date, and easy to be perceived will boost customers to interact. In addition, customers deem brands that listen to their opinions and give feedback efficiently promptly more favorable than brands that respond late or not at all. Therefore, Somethinc should be more active with customers' responses and respond to their opinions.

3. The findings of this research show that Brand Interactivity positively influence Brand Trust. Somethinc utilized Instagram features of reels, comments, stories, and direct messages for better and more thorough communication with its customers. Information regarding product benefits, e-commerce sites, and discounts are available in many forms of interactivity to diminish ambiguity within social media. Expert knowledge provided by Somethinc can improve clarity the customers are troubled with and support their understanding, leading to trust. Furthermore, Somethinc can be seen having the tone of voice of friendly, fun, patient, and understanding towards Indonesian followers—

fostering a safe forum for customers to interact and trust Somethinc continuously.

4. The findings of this research show that Brand Involvement positively influence Social Media Customer Brand Engagement. Somethinc benefits immensely from using social media sites besides promotional and advertising actions. The same as interactivity, customers would feel important and a sense of familiarity when Somethinc lets customers to be involved on their brand activities, such as new product lines and adjustments of already existing products. Customer criticism and suggestions are beneficial for Somethinc's development and remain relevant in the coming year. Therefore, Somethinc needs to keep making content that allows customers to be involved with their brand activity to maintain the level of brand involvement they already established within the social media context.

5. The findings of this research show that Social Media Customer Brand Engagement does not significantly influence Brand Loyalty. There are other factors and antecedents of customer brand engagement in general that determine the brand loyalty of customers in Somethinc outside of social media, especially in Instagram. The author previously mentioned that the Indonesian beauty industry has experienced a significant surge in growth, characterized by the proliferation of local cosmetic brands. Customers may experience emotional loyalty about Somethinc, but differs greatly when it comes to behavioral loyalty from other factors. Therefore, Somethinc must consider other factors to increase brand loyalty among customers both emotional and behavioral loyalty, and also maintain the already exist loyalty so that customers may have high switching cost to other local brands.

6. The findings of this research show that Social Media Customer Brand Engagement influence positively towards Brand Trust. Social media has made brands easier for customers to engage with brands online. Somethinc already

utilized social media sites for customers to informally create a forum of discussion within their Instagram comment section. In addition, Somethinc has a WhatsApp account specifically for online consultations so that customers may communicate their problems and ask for suggestions of which Somethinc products they need. In conclusion, fostering customer brand engagement through public and personalized communication raise the level of trust the customer has for Somethinc. Therefore, Somethinc should consistently create a positive relationship with the customers as it fulfills their expectations, goals, and desires, consequently, increasing Brand Trust.

7. The findings of this research show that Brand trust positively influence Brand Loyalty and as a mediation between Social Media Customer Brand Engagement and Brand Loyalty. Somethinc has produced many product lines from skincare, body care, makeup, hair care, makeup tools, and accessories since 2019 and has always been innovative with its product line. It was observed that loyal customers of Somethinc report favorable previous experiences of using Somethinc products in Somethinc's Instagram comment section. Customers believe that Somethinc products and Somethinc brand itself are trustworthy and keep purchasing their products or have high switching costs to other beauty brands. Brand Trust was also found to mediate Social Media Customer Brand Engagement, meaning that engagement is not enough for customers to stay loyal. Therefore, Somethinc should still prioritize building Brand Trust toward customers and consider other factors that would increase social media customer brand engagement, for example perceived quality and brand satisfaction.

5.3 Research Limitations

This research is not without its limitations, which follow:

1. The questionnaire is distributed online, so there is a chance that it will have various technical issues that the researcher cannot control, like respondents who are unable to comprehend the questions clearly or respondents who

provide biased answers as a result of the researcher naming the variables in the questionnaire indicators, biased non-response due to there are people who are not able to pass the filter questions, and possible same-answer respondents throughout the whole item indicators.

2. The research object was limited to 1 brand within the scope of Instagram, possibly limiting the generalizability of the research result to the whole makeup industry.

3. The research object was limited to the beauty and cosmetic industry, thus the results of this research might not be useful and applicable for other industries.

4. The questionnaire was collected from the previous study by Samarah et al. (2020), where it was more general and didn't specifically target the social media activity of customer brand engagement of the brand.

5.4 Future Research Suggestions

1. It is advised that the questionnaire be distributed both online and by hand to the respondents. This will allow the researcher to monitor how the respondents complete the questionnaire and address any technical issues.

2. It is advised that future researchers who plan to examine multiple brands or objects and other social media within the same industry as a comparison to provide more definite and evident results.

3. It is advised that this research should also be applied to other industries to further increase the generalizability and gain more insight into customer brand engagement in other social media sites.

4. It is advised to rewrite the questionnaire or add words that narrow down to the social media settings of customer brand engagement.

BIBLIOGRAPHY

10 Brand Skincare Lokal Terlaris di E-Commerce—Compas. (2022). https://compas.co.id/article/brand-skincare-lokal-terlaris/

About Us—The fastest-growing beauty company in Indonesia. Join us to make history of building a beauty unicorn from Indonesia. (2024). https://careers.beautyhaul.com/about-us

Adhikari, K., & Panda, R. K. (2019). The role of consumer-brand engagement towards driving brand loyalty: Mediating effect of relationship quality. Journal of Modelling in Management, 14(4), 987–1005. https://doi.org/10.1108/JM2-03-2019-0067

Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. Journal of Retailing and Consumer Services, 53, 101767. https://doi.org/10.1016/j.jretconser.2019.01.016

Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations.

Bozkurt, S., Gligor, D., Ozer, S., Sarp, S., & Srivastava, R. (2023). The impact of perceived social media interactivity on brand trust. The mediating role of perceived social media agility and the moderating role of brand value. Journal of Marketing Analytics. https://doi.org/10.1057/s41270-023-00268-w

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. Journal of Service Research, 14(3), 252–271. https://doi.org/10.1177/1094670511411703

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. Journal of Business Research, 66(1), 105–114. https://doi.org/10.1016/j.jbusres.2011.07.029

Bowden, J.L.-H. (2009). The Process of Customer Engagement: A Conceptual Framework. Journal of Marketing Theory and Practice, Vol. 17 No. 1, pp. 63-74.

Cahyadi, F. C., & Tunjungsari, H. K. (2023). THE INFLUENCE OF BRAND INTERACTIVITY, INVOLVEMENT, SOCIAL MEDIA CBE ON LOYALTY: TRUST AS A MEDIATION VARIABLE. International Journal of Application on Economics and Business, 1(3), 1749–1757. https://doi.org/10.24912/ijaeb.v1i3.1749-1757

Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (Eighth edition). Pearson.

Cheung, M. L., Pires, G. D., Rosenberger, P. J., & De Oliveira, M. J. (2020). Driving consumer–brand engagement and co-creation by brand interactivity.

Marketing Intelligence & Planning, 38(4), 523–541. https://doi.org/10.1108/MIP-12-2018-0587

Cheung, M. L., Pires, G. D., Rosenberger, P. J., Leung, W. K. S., & Salehhuddin Sharipudin, M.-N. (2021). The role of consumer-consumer interaction and consumer-brand interaction in driving consumer-brand engagement and behavioral intentions. Journal of Retailing and Consumer Services, 61, 102574. https://doi.org/10.1016/j.jretconser.2021.102574

Cheung, M.-L., Pires, G., & Rosenberger III, P. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. Asia Pacific Journal of Marketing and Logistics, ahead-of-print. https://doi.org/10.1108/APJML-04-2019-0262

D. Hollebeek, L., & Chen, T. (2014). Exploring positively- versus negatively-valenced brand engagement: A conceptual model. Journal of Product & Brand Management, 23(1), 62–74. https://doi.org/10.1108/JPBM-06-2013-0332

Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. Technological Forecasting and Social Change, 173, 121092. https://doi.org/10.1016/j.techfore.2021.121092

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. MIS Quarterly, 13(3), 319–340. https://doi.org/10.2307/249008

Delgado-Ballester, E., & Luis Munuera-Alemán, J. (2005). Does brand trust matter to brand equity? Journal of Product & Brand Management, 14(3), 187–196. https://doi.org/10.1108/10610420510601058

France, C., Merrilees, B., & Miller, D. (2016). An integrated model of customer-brand engagement: Drivers and consequences. Journal of Brand Management, 23(2), 119–136. https://doi.org/10.1057/bm.2016.4

Frasquet-Deltoro, M., Alarcón-del-Amo, M.-C., & Lorenzo-Romero, C. (2019). Antecedents and consequences of virtual customer co-creation behaviours. Internet Research, 29(1), 218–244. https://doi.org/10.1108/IntR-06-2017-0243

Gligor, D., & Bozkurt, S. (2020). FsQCA versus regression: The context of customer engagement. Journal of Retailing and Consumer Services, 52, 101929. https://doi.org/10.1016/j.jretconser.2019.101929

Gligor, D., & Bozkurt, S. (2022). The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement. Journal of Product & Brand Management, 31(1), 96–109. https://doi.org/10.1108/JPBM-12-2019-2692

Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. Computers in Human Behavior, 96, 196–206. https://doi.org/10.1016/j.chb.2019.01.026

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook. Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal

of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Higgins, E. T., & Scholer, A. A. (2009). Engaging the Consumer: The Science and Art of the Value Creation Process (SSRN Scholarly Paper 1951198). https://papers.ssrn.com/abstract=1951198

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing, 28(2), 149–165. https://doi.org/10.1016/j.intmar.2013.12.002

Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. Journal of Interactive Marketing, 45, 27–41. https://doi.org/10.1016/j.intmar.2018.07.003

Isaeva, N., Gruenewald, K., & Saunders, M. N. K. (2020). Trust theory and customer services research: Theoretical review and synthesis. The Service Industries Journal, 40(15–16), 1031–1063. https://doi.org/10.1080/02642069.2020.1779225

Jun, S. and Yi, J. (2020), "What makes followers loyal? The role of influencer interactivity in building influencer brand equity", Journal of Product & Brand Management, Vol. 29 No. 6, pp. 803-814. https://doi.org/10.1108/JPBM-02-2019-2280

Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2020). Brand engagement and experience in online services. Journal of Services Marketing, 34(2), 163–175. https://doi.org/10.1108/JSM-03-2019-0106

Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2024, February 3). *Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy.* https://www.ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-#:~:text=Pertumbuhan%20fenomenal%20industri%20kosmetik%20di,1.010%20perusahaan%20pada%20pertengahan%202023

Kotler, P., & Keller, K. L. (2016). Marketing Management . Boston: Pearson.

Lee, J.-H., & Lee, C.-F. (2019). Extension of TAM by Perceived Interactivity to Understand Usage Behaviors on ACG Social Media Sites. Sustainability, 11(20), 5723. https://doi.org/10.3390/su11205723

Lestari, U. D., & Syah, T. Y. R. (2022). Antecedents of Customer Brand Engagement Affecting Customer Satisfaction, Trust, and Commitments in Forming Loyalty and Word of Mouth in Indonesia. Asean Marketing Journal, 14(1). https://doi.org/10.21002/amj.v14i1.1152

Li, M.-W., Teng, H.-Y., & Chen, C.-Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. Journal of Hospitality and Tourism Management, 44, 184–192. https://doi.org/10.1016/j.jhtm.2020.06.015

Liengaard, B. D., Sharma, P. N., Hult, G. T. M., Jensen, M. B., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Prediction: Coveted, Yet Forsaken? Introducing

a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. Decision Sciences, 52(2), 362–392. https://doi.org/10.1111/deci.12445

Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: Branded photo narrative and the role of telepresence. Journal of Research in Interactive Marketing, 14(1), 33–50. https://doi.org/10.1108/JRIM-09-2018-0115

Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. Journal of Business Research, 148, 325–342. https://doi.org/10.1016/j.jbusres.2022.04.068

Lind, D. A., Marchal, W. G., & Wathen, S. A. (2024). Statistical techniques in business & economics (Nineteenth edition). McGraw Hill.

Liu, Y., & Shrum, L. J. (2002). What is Interactivity and is it Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness. Journal of Advertising, 31(4), 53–64. https://doi.org/10.1080/00913367.2002.10673685

Mayer, R. C., & Davis, J. H. (1995). An Integrative Model of Organizational Trust.

Mishra, A. S. (2019). Antecedents of consumers' engagement with brand-related content on social media. Marketing Intelligence & Planning, 37(4), 386–400. https://doi.org/10.1108/MIP-04-2018-0130

Mukherjee, K., & Banerjee, N. (2019). Social networking sites and customers' attitude towards advertisements. Journal of Research in Interactive Marketing, 13(4), 477–491. https://doi.org/10.1108/JRIM-06-2018-0081

Müller, T., Schuberth, F., & Henseler, J. (2018). PLS path modeling – a confirmatory approach to study tourism technology and tourist behavior. Journal of Hospitality and Tourism Technology, 9(3), 249–266. https://doi.org/10.1108/JHTT-09-2017-0106

Oladipo, T. (2024, April 24). 21 Top Social Media Sites to Consider for Your Brand -. Buffer Library. https://buffer.com/library/social-media-sites/

Perez, B. J. Y., & Zanfardini, M. (2023). Customer engagement and loyalty: The moderating role of involvement. European Journal of Management and Business Economics, ahead-of-print(ahead-of-print). https://doi.org/10.1108/EJMBE-03-2022-0074

Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. Data in Brief, 48, 109074. https://doi.org/10.1016/j.dib.2023.109074

Sallaku, R., & Vigolo, V. (2024). Predicting customer loyalty to Airbnb using PLS-SEM: The role of authenticity, interactivity, involvement and customer engagement. The TQM Journal, 36(5), 1346–1368. https://doi.org/10.1108/TQM-12-2021-0348

Samarah, T., Bayram, P., Aljuhmani, H. Y., & Elrehail, H. (2022). The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: The mediating effect of brand trust. Journal of Research in Interactive Marketing, 16(4), 648–664. https://doi.org/10.1108/JRIM-03-2021-0072

Sarstedt, M., Ringle, C., & Hair, J. (2021). Partial Least Squares Structural Equation Modeling (pp. 1–47). https://doi.org/10.1007/978-3-319-05542-8_15-2

Saskia, C. & Nistanto, Riska. N. (2023, February 14). 15 Medsos Favorit Orang Indonesia, Nomor 1 Bukan Instagram. KOMPAS.com.

Schindler, P. S. (2022). Business research methods (Fourteenth edition). McGraw Hill.

Sekaran, U., & Bougie, R. (2019). Research methods for business: A skill-building approach (Eighth edition). Wiley.

SOMETHINC Official Website | Makeup & Skincare Products. (2024). https://somethinc.com/en/

Somethincofficial | Instagram, TikTok. (2024). Linktree. https://linktr.ee/somethincofficial

Sumrak, J. (2024, June 3). How to Make Instagram Reels That Skyrocket Your Engagement (Updated). Foundr. https://foundr.com/articles/social-media/make-instagram-reels

Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. Research in Science Education, 48(6), 1273–1296. https://doi.org/10.1007/s11165-016-9602-2

Tuti, M., & Sulistia, V. (2022). The Customer Engagement Effect on Customer Satisfaction and Brand Trust and Its Impact on Brand Loyalty. Jurnal Manajemen Bisnis, 13(1), 1–15. https://doi.org/10.18196/mb.v13i1.12518

Wang, C. L. (2021). New frontiers and future directions in interactive marketing: Inaugural Editorial. Journal of Research in Interactive Marketing, 15(1), 1–9. https://doi.org/10.1108/JRIM-03-2021-270

Wilk, V., Soutar, G. N., & Harrigan, P. (2021). Online brand advocacy and brand loyalty: A reciprocal relationship? Asia Pacific Journal of Marketing and Logistics, 33(10), 1977–1993. https://doi.org/10.1108/APJML-05-2020-0303

Zaichkowsky, J. L. (1985). Measuring the Involvement Construct. Journal of Consumer Research, 12(3), 341–352.

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. Journal of Consumer Research, 37(2), 197–206. https://doi.org/10.1086/651257

APPENDIX

Attachment 1
Draft of Questionnaire
Brand Interaction and Involvement in Driving Social Media CBE and Brand Loyalty: Brand Trust as the Mediator in Somethinc Instagram Page

Halo! Saya Josephina Kayla Indra Andjani, mahasiswa S1 program studi International Business Management Program Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian yang berjudul **"Interaksi Merek dan Keterlibatan dalam Mendorong CBE Media Sosial dan Loyalitas Merek: Kepercayaan Merek sebagai Mediator di Akun Instagram Somethinc"**.

Kriteria responden yang saya butuhkan adalah:

1. *Follower* Instagram @somethincofficial

2. Pengguna produk Somethinc (*makeup, skincare, bodycare, haircare*, ataupun *tools*/aksesoris)

3. Pernah berinteraksi dengan Somethinc melalui akun Instagram Somethinc, baik meninggalkan komentar pada *story*, postingan, maupun mengirim DM

Waktu yang dibutuhkan untuk mengisi kuesioner ini adalah sekitar 2-5 menit. **Seluruh informasi yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.** Saya berharap Saudara/i untuk mengisi dengan jujur demi kelancaran penelitian skripsi saya.

Terima kasih atas ketersediaan teman-teman untuk mengisi kuesioner ini dan berpartisipasi dalam penelitian ini.

Apabila ada pertanyaan, silahkan menghubungi:

WhatsApp: 0817343395

E-mail: 201225584@students.uajy.ac.id

Terima kasih dan Tuhan memberkati! Hormat saya, Josephina Kayla Indra Andjani.

CONTINUE—Filter Questions & Demographic Questions

Filter Questions

1. Apakah Anda merupakan *follower* Instagram @somethincofficial? O Ya O Tidak
2. Apakah Anda pengguna produk Somethinc (*makeup, skincare, bodycare, haircare*, ataupun *tools*/aksesoris) O Ya O Tidak
3. Apakah Anda pernah berinteraksi dengan Somethinc melalui akun Instagram Somethinc, baik meninggalkan komentar pada *story*, postingan, maupun mengirim DM? O Ya O Tidak

Demographic Questions

Jenis Kelamin O Laki-laki O Perempuan	
Umur (tahun) O <18 O 18-25 O 26-35 O 36-45 O >45	
Pendidikan Terakhir O SD/MI O SMP/MTs O SMA/MA/SMK/MK O D1/D2/D3 O S1 O S2 O S3	
Pekerjaan O Pelajar/Mahasiswa O PNS O Pegawai BUMN O Pegawai Swasta O Wiraswasta O Freelancer O Ibu Rumah Tangga O Lainnya	Rata-rata Pengeluaran Produk Somethinc (per bulan) O <300,000 O 300,001—500,000 O 500,001—1,000,000 O 1,000,001—1,500,000
Rata-penghasilan (per bulan) O <1,000,000 O 1,000,001—3,000,000 O 3,000,001—5,000,000 O >5,000,001	

CONTINUE—Draft of Questionnaire

1. Social Media Brand Involvement

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

1. Merek Somethinc sangat berarti bagi saya.

    O 1   O 2   O 3   O 4   O 5

2. Merek Somethinc istimewa bagi saya.

    O 1   O 2   O 3   O 4   O 5

3. Merek Somethinc penting bagi saya pribadi.

    O 1   O 2   O 3   O 4   O 5

4. Saya tertarik pada merek Somethinc.

    O 1   O 2   O 3   O 4   O 5

5. Saya merasa terlibat dalam aktivitas merek Somethinc.

    O 1   O 2   O 3   O 4   O 5

2. Social Media Brand Interactivity

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

1. Somethinc mendengar opini saya (baik maupun buruk).

    O 1   O 2   O 3   O 4   O 5

2. Somethinc memungkinkan saya untuk berkomunikasi langsung dengan mereka.

    O 1   O 2   O 3   O 4   O 5

CONTINUE—Draft of Questionnaire

3. Somethinc akan merespon saya dengan cepat dan efisien.

  O 1 O 2 O 3 O 4 O 5

4. Somethinc akan menjawab kembali pada pesan/komentar saya.

  O 1 O 2 O 3 O 4 O 5

3. Social Media Customer Brand Engagement (CBE)

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
**4: Setuju**
5: Sangat Setuju

1. Saya memikirkan tentang merek Somethinc ketika saya menggunakan produk Somethinc.

  O 1 O 2 O 3 O 4 O 5

2. Saya sering memikirkan merek Somethinc ketika saya menggunakan produk Somethinc.

  O 1 O 2 O 3 O 4 O 5

3. Menggunakan Somethinc mendorong ketertarikan saya untuk mencari tahu lebih banyak tentang merek Somethinc.

  O 1 O 2 O 3 O 4 O 5

4. Suasana hati saya positif ketika menggunakan merek Somethinc.

  O 1 O 2 O 3 O 4 O 5

5. Menggunakan merek Somethinc membuat saya bahagia.

  O 1 O 2 O 3 O 4 O 5

6. Saya merasa nyaman ketika menggunakan merek Somethinc.

  O 1 O 2 O 3 O 4 O 5

7. Saya bangga menggunakan merek Somethinc.

  O 1 O 2 O 3 O 4 O 5

CONTINUE—Draft of Questionnaire

8. Saya lebih banyak menggunakan merek Somethinc dibandingkan merek lain.

     O 1   O 2   O 3   O 4   O 5

9. Setiap saya membeli makeup, skincare, haircare, bodycare, ataupun alat makeup/aksesoris, saya menggunakan Somethinc.

     O 1   O 2   O 3   O 4   O 5

10. Saya paling sering menggunakan merek Somethinc.

     O 1   O 2   O 3   O 4   O 5

4. Brand Trust

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

1. Merek Somethinc memenuhi ekspektasi saya.

     O 1   O 2   O 3   O 4   O 5

2. Saya mengandalkan merek Somethinc.

     O1   O 2   O 3   O 4   O 5

3. Merek Somethinc tidak pernah mengecewakan saya.

     O1   O 2   O 3   O 4   O 5

5. Brand Loyalty

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

CONTINUE—Draft of Questionnaire

1. Saya akan mengatakan hal-hal positif tentang merek Somethinc ke orang lain.

    O 1   O 2   O 3   O 4   O 5

2. Saya akan merekomendasikan merek Somethinc ke orang lain.

    O 1   O 2   O 3   O 4   O 5

3. Saya akan merekomendasikan teman-teman dan kerabat saya untuk membeli dari merek Somethinc.

    O 1   O 2   O 3   O 4   O 5

4. Saya akan terus melakukan pembelian dari merek Somethinc di beberapa tahun kedepan.

    O 1   O 2   O 3   O 4   O 5
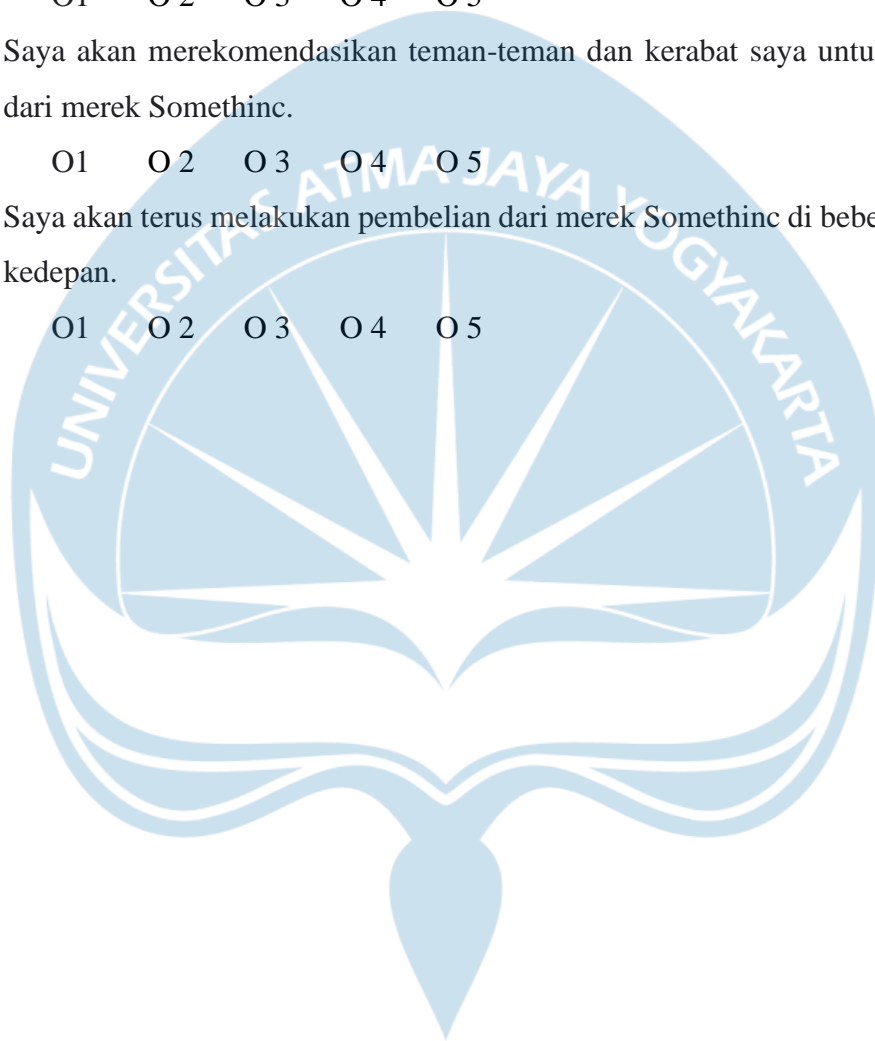
Attachment 2
Proof of Submission from Respondents

Attachment 3
Data Analysis

VARIABLE INDICATOR DATA

FIRST CONSTRUCT AND OUTER LOADINGS
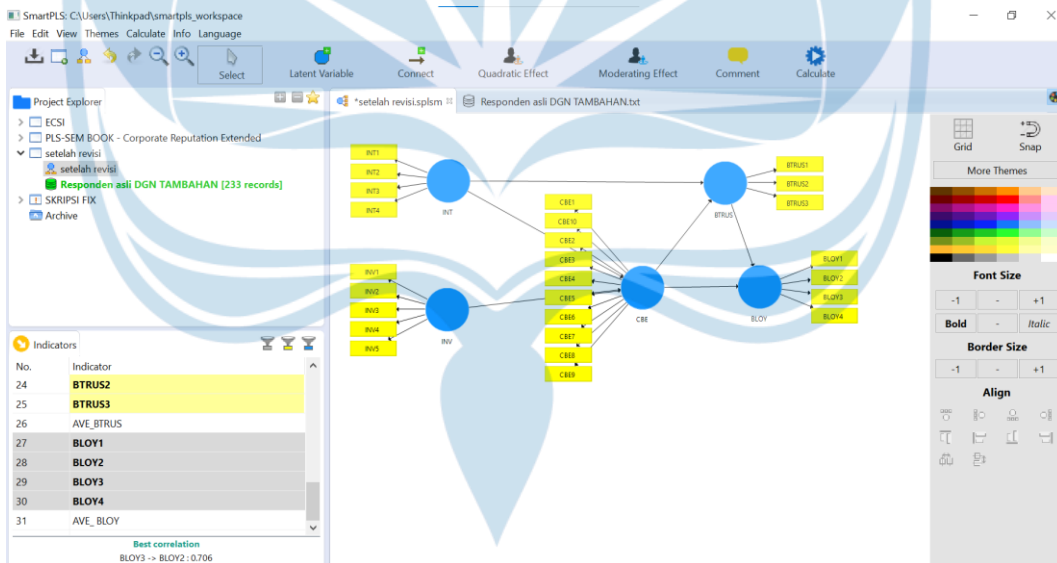
CONTINUE—FIRST OUTER MODEL
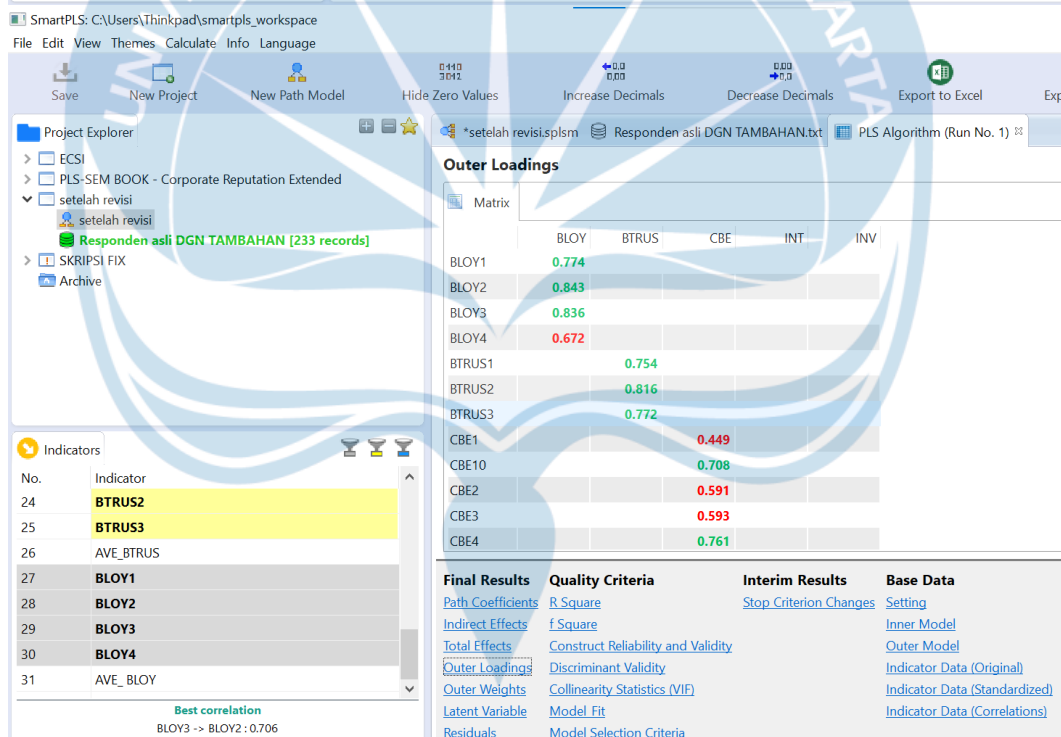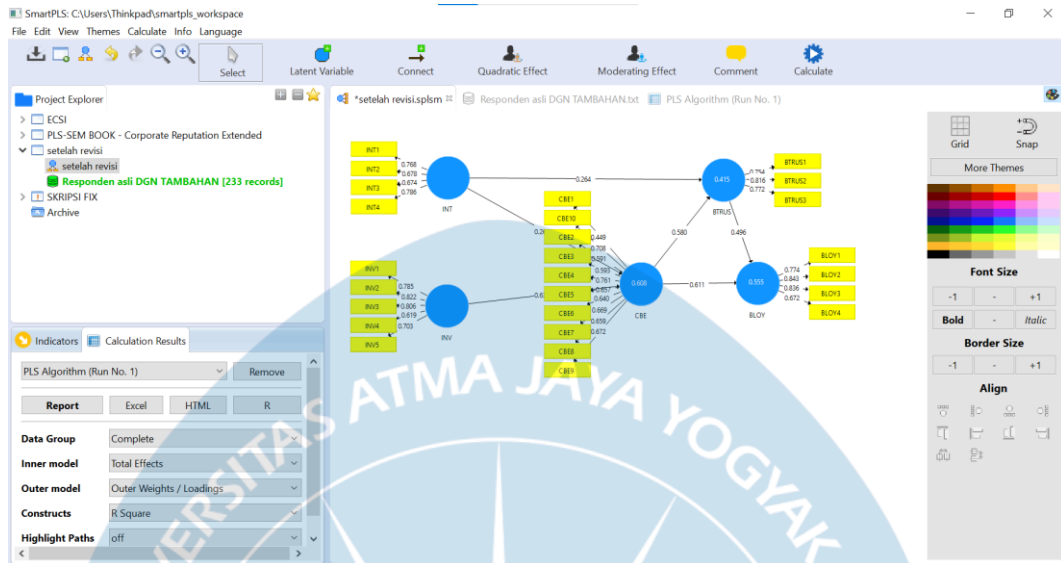
CONTINUE—FIRST OUTER LOADINGS

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Expor

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - **Responden asli DGN TAMBAHAN [233 records]**
- SKRIPSI FIX
- Archive

*setelah revisi.splsm | Responden asli DGN TAMBAHAN.txt | PLS Algorithm (Run No. 1)

Outer Loadings

Matrix

	BLOY	BTRUS	CBE	INT	INV
CBE5			0.657		
CBE6			0.640		
CBE7			0.669		
CBE8			0.659		
CBE9			0.672		
INT1				0.768	
INT2				0.678	
INT3				0.674	
INT4				0.786	
INV1					0.785
INV2					0.822
INV3					0.806

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Exp

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - **Responden asli DGN TAMBAHAN [233 records]**
- SKRIPSI FIX
- Archive

*setelah revisi.splsm | Responden asli DGN TAMBAHAN.txt | PLS Algorithm (Run No. 1)

Outer Loadings

Matrix

	BLOY	BTRUS	CBE	INT	INV
CBE8			0.659		
CBE9			0.672		
INT1				0.768	
INT2				0.678	
INT3				0.674	
INT4				0.786	
INV1					0.785
INV2					0.822
INV3					0.806
INV4					0.619
INV5					0.703

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

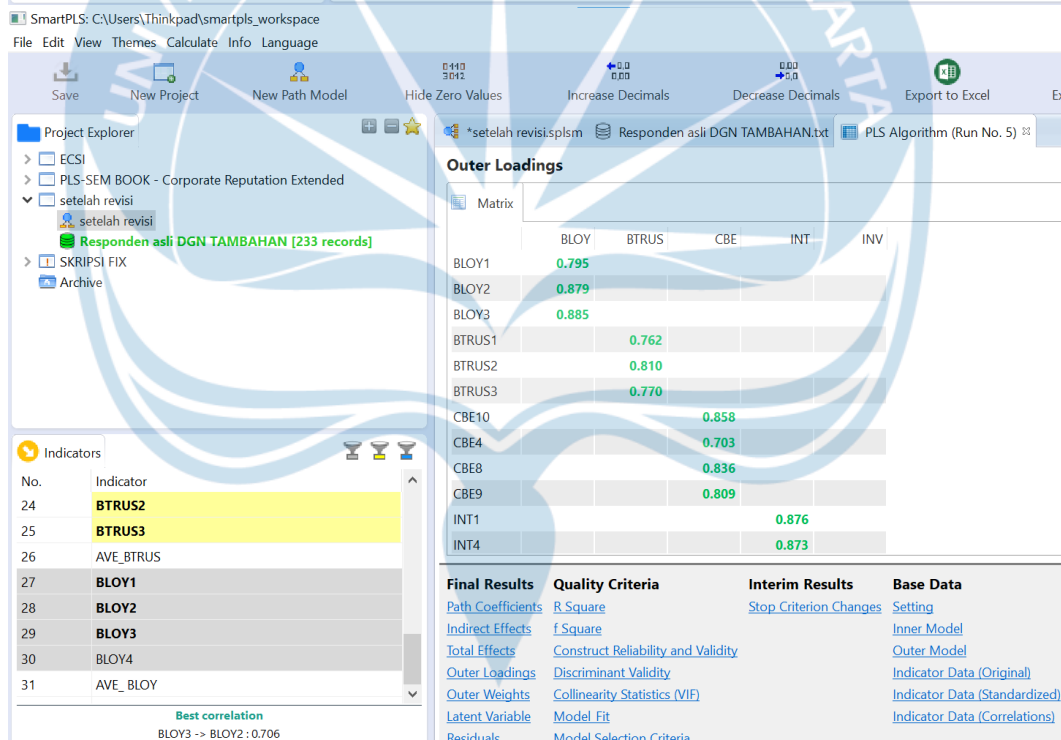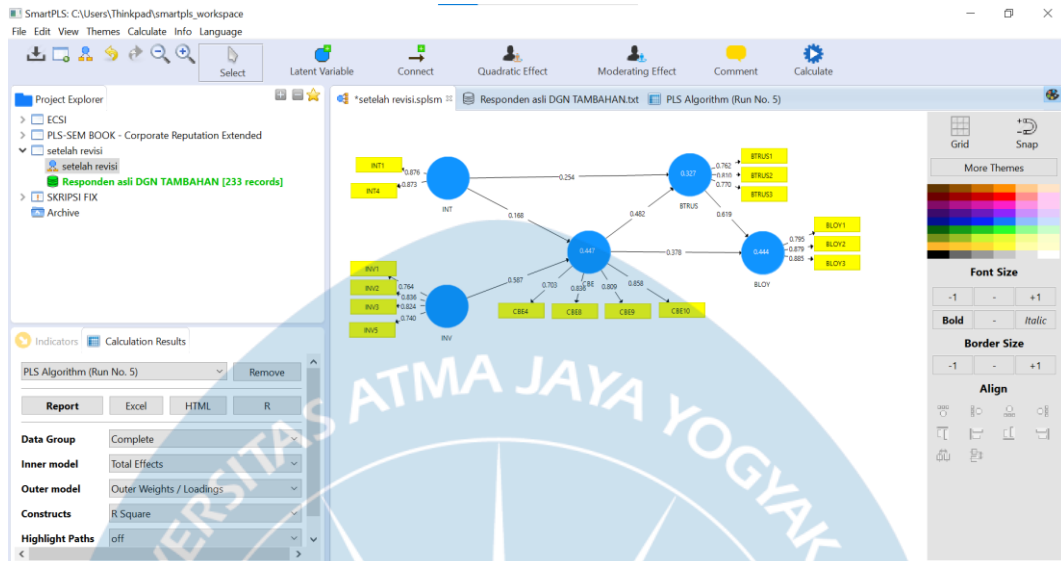| Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

SECOND OUTER MODEL

Outer Loadings

	BLOY	BTRUS	CBE	INT	INV
BLOY1	0.795				
BLOY2	0.879				
BLOY3	0.885				
BTRUS1		0.762			
BTRUS2		0.810			
BTRUS3		0.770			
CBE10			0.858		
CBE4			0.703		
CBE8			0.836		
CBE9			0.809		
INT1				0.876	
INT4				0.873	

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

CONTINUE—SECOND OUTER LOADINGS

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

| Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Ex |

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - **Responden asli DGN TAMBAHAN [233 records]**
- SKRIPSI FIX
- Archive

*setelah revisi.splsm | Responden asli DGN TAMBAHAN.txt | PLS Algorithm (Run No. 5)

Outer Loadings

Matrix

	BLOY	BTRUS	CBE	INT	INV
BTRUS3		0.770			
CBE10			0.858		
CBE4			0.703		
CBE8			0.836		
CBE9			0.809		
INT1				0.876	
INT4				0.873	
INV1					0.764
INV2					0.836
INV3					0.824
INV5					0.740

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_ BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

| Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R |

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - **Responden asli DGN TAMBAHAN [233 records]**
- SKRIPSI FIX
- Archive

*setelah revisi.splsm | Responden asli DGN TAMBAHAN.txt | PLS Algorithm (Run No. 5)

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extract... | Copy to Clipboard: | Excel Format | R Format

	Cronbach...	rho_A	Composi...	Average ...
BLOY	0.813	0.818	0.890	0.730
BTRUS	0.682	0.687	0.824	0.610
CBE	0.817	0.815	0.879	0.646
INT	0.692	0.692	0.866	0.764
INV	0.801	0.810	0.870	0.627

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_ BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

CONTINUE—SECOND OUTER MODEL

CONTINUE—SECOND OUTER MODEL

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

| Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Exp |

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - Responden asli DGN TAMBAHAN [233 records]
- SKRIPSI FIX
- Archive

*setelah revisi.splsm   Responden asli DGN TAMBAHAN.txt   PLS Algorithm (Run No. 5)

Discriminant Validity

| Fornell-Larcker Criter... | Cross Loadings | Heterotrait-Monotrait ... | Heterotrait-Monotrait |

	BLOY	BTRUS	CBE	INT	INV
BTRUS3	0.460	0.770	0.399	0.264	0.431
CBE10	0.273	0.391	0.858	0.251	0.464
CBE4	0.473	0.509	0.703	0.363	0.581
CBE8	0.289	0.415	0.836	0.336	0.467
CBE9	0.253	0.406	0.809	0.264	0.531
INT1	0.239	0.307	0.350	0.876	0.324
INT4	0.320	0.322	0.329	0.873	0.333
INV1	0.543	0.523	0.433	0.327	0.764
INV2	0.503	0.502	0.556	0.253	0.836
INV3	0.385	0.510	0.561	0.299	0.824
INV5	0.408	0.423	0.494	0.324	0.740

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_ BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

INNER MODEL

SmartPLS: C:\Users\Thinkpad\smartpls_workspace

File Edit View Themes Calculate Info Language

| Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Ex |

Project Explorer

- ECSI
- PLS-SEM BOOK - Corporate Reputation Extended
- setelah revisi
  - setelah revisi
  - Responden asli DGN TAMBAHAN [233 records]
- SKRIPSI FIX
- Archive

*setelah revisi.splsm   Responden asli DGN TAMBAHAN.txt   PLS Algorithm (Run No. 5)

R Square

| Matrix | R Square | R Square Adjusted |

	R Square	R Square ...
BLOY	0.444	0.439
BTRUS	0.327	0.321
CBE	0.447	0.442

Indicators

No.	Indicator
24	BTRUS2
25	BTRUS3
26	AVE_BTRUS
27	BLOY1
28	BLOY2
29	BLOY3
30	BLOY4
31	AVE_ BLOY

Best correlation
BLOY3 -> BLOY2 : 0.706

Final Results	Quality Criteria	Interim Results	Base Data
Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		

CONTINUE—BLINDFOLDING

Construct Crossvalidated Redundancy

	SSO	SSE	Q² (=1-S...
BLOY	699.000	477.696	0.317
BTRUS	699.000	567.553	0.188
CBE	932.000	684.305	0.266
INT	466.000	466.000	
INV	932.000	932.000	

Final Results
- Construct Crossvalidated Redundancy
- Construct Crossvalidated Communality
- Indicator Crossvalidated Redundancy
- Indicator Crossvalidated Communality

Base Data
- Setting
- Inner Model
- Outer Model
- Indicator Data (Original)
- Indicator Data (Standardized)

BOOTSTRAPPING

Path Coefficients

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
BTRUS -> BLOY	0.619	0.614	0.060	10.386	0.000
CBE -> BLOY	0.079	0.084	0.079	0.998	0.319
CBE -> BTRUS	0.482	0.486	0.060	8.071	0.000
INT -> BTRUS	0.173	0.170	0.067	2.566	0.011
INT -> CBE	0.168	0.167	0.052	3.228	0.001
INV -> CBE	0.587	0.590	0.053	11.119	0.000

Final Results
- Path Coefficients
- Total Indirect Effects
- Specific Indirect Effects
- Total Effects
- Outer Loadings
- Outer Weights

Histograms
- Path Coefficients Histogram
- Indirect Effects Histogram
- Total Effects Histogram

Base Data
- Setting
- Inner Model
- Outer Model
- Indicator Data (Original)
- Indicator Data (Standardized)

97

CONTINUE—BOOTSTRAPPING

Specific Indirect Effects

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
INT -> CBE -> BTRUS -> BLOY	0.050	0.050	0.018	2.715	0.007
CBE -> BTRUS -> BLOY	0.299	0.298	0.049	6.083	0.000
INV -> CBE -> BTRUS -> BLOY	0.175	0.176	0.035	4.952	0.000
INT -> BTRUS -> BLOY	0.107	0.104	0.042	2.579	0.010
INT -> CBE -> BLOY	0.013	0.013	0.013	1.013	0.312
INV -> CBE -> BLOY	0.046	0.051	0.048	0.961	0.337
INT -> CBE -> BTRUS	0.081	0.081	0.027	3.034	0.003
INV -> CBE -> BTRUS	0.283	0.287	0.049	5.730	0.000

Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BTRUS -> BLOY	0.619	0.614	0.060	10.386	0.000
CBE -> BLOY	0.378	0.383	0.078	4.868	0.000
CBE -> BTRUS	0.482	0.486	0.060	8.071	0.000
INT -> BLOY	0.170	0.167	0.043	3.996	0.000
INT -> BTRUS	0.254	0.251	0.062	4.085	0.000
INT -> CBE	0.168	0.167	0.052	3.228	0.001
INV -> BLOY	0.222	0.228	0.058	3.836	0.000
INV -> BTRUS	0.283	0.287	0.049	5.730	0.000
INV -> CBE	0.587	0.590	0.053	11.119	0.000

Attachment 4
Spreading the Questionnaire

Attachment 5
Raw Data

Timestamp	Apakah Anda merupakan *follower* Instagram @somethincofficial?	Apakah Anda pengguna produk Somethinc (*makeup, skincare, bodycare, haircare*, ataupun *tools*/aksesoris)	Apakah Anda pernah berinteraksi dengan Somethinc melalui akun Instagram Somethinc, baik meninggalkan komentar pada *story*, postingan, maupun mengirim DM?	Jenis Kelamin	Umur (tahun)	Pendidikan Terakhir	Pekerjaan	Rata-penghasilan (per bulan)	Rata-rata Pengeluaran Produk Somethinc (per bulan)
5/31/2024 20:08:36	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
5/31/2024 20:09:51	Ya	Ya	Ya	Laki-laki	18-25	S1	Freelancer	≤ 1,000,000	< 300,000

5/31/2024 20:37:37	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
5/31/2024 20:52:00	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
5/31/2024 22:44:58	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
5/31/2024 23:13:42	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 0:25:47	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/1/2024 7:54:31	Ya	Ya	Ya	Perempua n	18-25	S1	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/1/2024 9:17:11	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/1/2024 10:18:41	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 10:18:42	Ya	Ya	Ya	Perempua n	18-25	S1	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 10:22:40	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	500,001 - 1,000,000
6/1/2024 10:26:29	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000

6/1/2024 10:26:30	Ya	Ya	Ya	Perempuan	26-35	S1	Ibu Rumah Tangga	3,000,001 - 5,000,000	300,001 - 500,000
6/1/2024 10:26:48	Tidak (jika tidak, pengisian form berhenti di sini)								
6/1/2024 10:30:09	Ya	Ya	Ya	Laki-laki	26-35	S3	Wiraswasta	3,000,001 - 5,000,000	1,000,001 - 1,500,000
6/1/2024 10:35:04	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/1/2024 10:35:06	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 12:18:16	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	< 300,000
6/1/2024 12:24:35	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 14:45:42	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 14:49:12	Ya	Ya	Ya	Perempuan	26-35	S1	Ibu Rumah Tangga	1,000,001 - 3,000,000	300,001 - 500,000
6/1/2024 15:34:16	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 15:38:00	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000

6/1/2024 15:52:13	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Wiraswasta	≤ 1,000,000	< 300,000
6/1/2024 16:23:26	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	< 300,000
6/1/2024 16:25:40	Ya	Ya	Ya	Laki-laki	26-35	SMA/MA/ SMK/MK	Pegawai Swasta	3,000,001 - 5,000,000	300,001 - 500,000
6/1/2024 16:28:34	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/1/2024 16:32:40	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/1/2024 16:49:50	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 19:31:43	Ya	Ya	Ya	Laki-laki	26-35	S1	Wiraswasta	3,000,001 - 5,000,000	300,001 - 500,000
6/1/2024 19:35:32	Ya	Ya	Ya	Perempuan	26-35	S1	Freelancer	3,000,001 - 5,000,000	1,000,001 - 1,500,000
6/1/2024 20:00:22	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 20:14:34	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000

6/1/2024 20:21:39	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/1/2024 20:24:28	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 20:43:05	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Lainnya	1,000,001 - 3,000,000	300,001 - 500,000
6/1/2024 20:56:13	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 20:58:58	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	> 5,000,000	300,001 - 500,000
6/1/2024 21:46:05	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/1/2024 23:56:10	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/1/2024 23:57:47	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/2/2024 0:19:59	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/2/2024 1:31:48	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/2/2024 11:17:54	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000

6/2/2024 12:28:04	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000
6/2/2024 13:38:29	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/2/2024 13:40:27	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	3,000,001 - 5,000,000	< 300,000
6/2/2024 13:43:52	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/2/2024 13:47:08	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/2/2024 13:48:56	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 15:21:47	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/2/2024 15:22:13	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/2/2024 15:24:48	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Pegawai Swasta	> 5,000,000	< 300,000
6/2/2024 15:28:50	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/2/2024 15:32:29	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/2/2024 15:38:50	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000

6/2/2024 16:15:36	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/2/2024 16:20:39	Ya	Ya	Ya	Perempuan	26-35	S1	Pegawai Swasta	> 5,000,000	300,001 - 500,000
6/2/2024 17:08:37	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/2/2024 19:53:50	Ya	Ya	Ya	Perempuan	36-45	S1	Freelancer	> 5,000,000	300,001 - 500,000
6/2/2024 19:54:31	Tidak (jika tidak, pengisian form berhenti di sini)								
6/2/2024 20:11:19	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 20:31:09	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/SMK/MK	Lainnya	≤ 1,000,000	< 300,000
6/2/2024 20:41:30	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/2/2024 20:46:09	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 20:48:14	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/2/2024 20:53:12	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	> 5,000,000	300,001 - 500,000
6/2/2024 20:58:27	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000

6/2/2024 21:02:17	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/2/2024 21:02:59	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 21:04:47	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	> 5,000,000	< 300,000
6/2/2024 21:19:42	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 21:21:52	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	> 5,000,000	300,001 - 500,000
6/2/2024 21:29:43	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 21:31:51	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/2/2024 21:59:32	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/2/2024 22:01:18	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/2/2024 22:02:22	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000

6/2/2024 23:24:29	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000
6/3/2024 11:21:25	Ya	Ya	Ya	Perempuan	26-35	D1/D2/D3	Pegawai Swasta	3,000,001 - 5,000,000	300,001 - 500,000
6/3/2024 11:50:57	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/3/2024 12:41:44	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	> 5,000,000	300,001 - 500,000
6/3/2024 13:14:41	Ya	Ya	Ya	Laki-laki	18-25	S1	Pegawai Swasta	> 5,000,000	500,001 - 1,000,000
6/3/2024 13:16:39	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 13:38:50	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	500,001 - 1,000,000
6/3/2024 14:01:31	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/3/2024 14:41:41	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 15:42:41	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 17:13:55	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000

6/3/2024 17:29:47	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai BUMN	> 5,000,000	300,001 - 500,000
6/3/2024 17:32:35	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/3/2024 17:35:11	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 17:40:31	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/3/2024 17:42:55	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	< 300,000
6/3/2024 17:50:37	Ya	Ya	Ya	Perempuan	26-35	S1	Wiraswasta	3,000,001 - 5,000,000	500,001 - 1,000,000
6/3/2024 17:53:27	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	3,000,001 - 5,000,000	500,001 - 1,000,000
6/3/2024 17:58:18	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 18:08:32	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/3/2024 18:14:55	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/3/2024 18:18:17	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000

6/3/2024 18:21:31	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/3/2024 18:30:07	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 18:40:20	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 18:45:01	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 18:50:08	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 18:52:19	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 18:56:56	Ya	Ya	Ya	Perempuan	36-45	D1/D2/D3	Ibu Rumah Tangga	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 19:24:54	Ya	Ya	Ya	Laki-laki	26-35	S1	Wiraswasta	1,000,001 - 3,000,000	< 300,000
6/3/2024 19:28:14	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000

6/3/2024 19:36:15	Ya	Ya	Ya	Laki-laki	18-25	D1/D2/D3	Lainnya	1,000,001 - 3,000,000	< 300,000
6/3/2024 20:24:02	Ya	Ya	Ya	Laki-laki	>45	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 20:27:09	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/3/2024 20:32:11	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/3/2024 20:42:25	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 21:17:14	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/3/2024 21:32:47	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 21:47:38	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 21:52:14	Ya	Ya	Ya	Perempua n	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 22:24:40	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pegawai Swasta	1,000,001 - 3,000,000	300,001 - 500,000

6/3/2024 22:27:15	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/3/2024 22:31:17	Ya	Ya	Ya	Perempuan	26-35	S1	Freelancer	> 5,000,000	1,000,001 - 1,500,000
6/3/2024 22:34:14	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/3/2024 22:36:14	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/3/2024 22:50:23	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 11:03:48	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 11:20:32	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 11:26:04	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Pegawai Swasta	3,000,001 - 5,000,000	300,001 - 500,000
6/4/2024 11:37:43	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 12:10:32	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000

6/4/2024 12:13:24	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 12:15:43	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 12:18:07	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 12:22:11	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/4/2024 12:26:19	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 12:42:06	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 12:43:11	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 12:48:44	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 12:50:01	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 12:55:13	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000

6/4/2024 13:38:14	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 13:59:45	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 14:17:38	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 15:58:15	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 21:31:49	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 21:34:10	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 21:37:53	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 22:06:44	Ya	Ya	Ya	Perempuan	26-35	S1	Pegawai Swasta	> 5,000,000	< 300,000
6/4/2024 22:09:21	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/4/2024 22:25:24	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 22:35:41	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000

6/4/2024 22:41:14	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/4/2024 22:45:45	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 22:46:20	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 22:47:19	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	500,001 - 1,000,000
6/4/2024 22:52:22	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 23:01:02	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/4/2024 23:06:10	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/4/2024 23:13:55	Ya	Ya	Ya	Perempuan	26-35	S1	Freelancer	1,000,001 - 3,000,000	< 300,000
6/5/2024 0:29:57	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 6:08:31	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 6:42:47	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000

6/5/2024 7:18:08	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 7:49:39	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 8:47:01	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 9:56:04	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Lainnya	1,000,001 - 3,000,000	< 300,000
6/5/2024 11:06:29	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 11:20:44	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/5/2024 11:23:51	Ya	Ya	Ya	Laki-laki	18-25	S1	Lainnya	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 11:30:39	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/5/2024 11:39:42	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 13:07:38	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	1,000,001 - 1,500,000

6/5/2024 13:19:18	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000
6/5/2024 13:23:47	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 14:03:11	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 17:29:36	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 18:08:40	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 18:14:12	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 18:28:15	Ya	Ya	Ya	Perempuan	26-35	S1	Pegawai Swasta	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 18:29:41	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 18:32:16	Ya	Ya	Ya	Perempuan	<18	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 19:52:12	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/5/2024 20:04:03	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000

6/5/2024 20:36:32	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 20:38:12	Ya	Ya	Ya	Perempuan	<18	SMP/MTs	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 20:40:11	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 20:44:08	Ya	Ya	Ya	Perempuan	26-35	S1	Pegawai Swasta	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 21:02:37	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 21:04:45	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/5/2024 21:08:27	Ya	Ya	Ya	Perempuan	26-35	S1	Wiraswasta	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 21:40:11	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000
6/5/2024 21:54:15	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Freelancer	1,000,001 - 3,000,000	300,001 - 500,000
6/5/2024 22:00:14	Ya	Ya	Ya	Laki-laki	18-25	SMA/MA/ SMK/MK	Pelajar/ma hasiswa	≤ 1,000,000	< 300,000

118

6/5/2024 22:01:53	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	300,001 - 500,000
6/5/2024 22:15:46	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	3,000,001 - 5,000,000	< 300,000
6/5/2024 22:18:31	Ya	Ya	Ya	Perempuan	26-35	S1	Wiraswasta	3,000,001 - 5,000,000	< 300,000
6/5/2024 22:27:44	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/5/2024 22:30:40	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 22:38:36	Ya	Ya	Ya	Perempuan	26-35	S1	Freelancer	1,000,001 - 3,000,000	< 300,000
6/5/2024 22:39:10	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/5/2024 22:51:29	Ya	Ya	Ya	Perempuan	18-25	S1	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/6/2024 7:57:39	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/6/2024 8:21:39	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000

6/6/2024 9:15:15	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	< 300,000
6/6/2024 9:27:09	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	≤ 1,000,000	300,001 - 500,000
6/6/2024 10:08:03	Ya	Ya	Ya	Perempuan	18-25	D1/D2/D3	Lainnya	1,000,001 - 3,000,000	< 300,000
6/7/2024 13:19:55	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pelajar/mahasiswa	1,000,001 - 3,000,000	300,001 - 500,000
6/7/2024 13:22:59	Ya	Ya	Ya	Perempuan	18-25	S1	Lainnya	≤ 1,000,000	< 300,000
6/7/2024 13:23:36	Ya	Ya	Ya	Laki-laki	18-25	S1	Pelajar/mahasiswa	1,000,001 - 3,000,000	< 300,000
6/7/2024 16:08:05	Ya	Ya	Ya	Perempuan	18-25	SMA/MA/SMK/MK	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000
6/13/2024 12:24:01	Ya	Ya	Ya	Perempuan	>45	SMA/MA/SMK/MK	Wiraswasta	3,000,001 - 5,000,000	300,001 - 500,000
6/13/2024 12:42:39	Ya	Ya	Ya	Perempuan	26-35	S1	Ibu Rumah Tangga	> 5,000,000	300,001 - 500,000
6/13/2024 12:47:46	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000

6/13/2024 13:02:12	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/SMK/MK	Ibu Rumah Tangga	1,000,001 - 3,000,000	< 300,000
6/13/2024 13:03:29	Ya	Ya	Ya	Perempuan	36-45	S1	Ibu Rumah Tangga	> 5,000,000	500,001 - 1,000,000
6/13/2024 13:21:50	Ya	Ya	Ya	Perempuan	18-25	S1	Pegawai Swasta	> 5,000,000	< 300,000
6/13/2024 13:29:51	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/SMK/MK	Freelancer	1,000,001 - 3,000,000	< 300,000
6/13/2024 13:43:27	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/SMK/MK	Lainnya	1,000,001 - 3,000,000	< 300,000
6/13/2024 13:50:48	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/SMK/MK	Freelancer	1,000,001 - 3,000,000	300,001 - 500,000
6/13/2024 14:04:22	Ya	Ya	Ya	Perempuan	26-35	SMA/MA/SMK/MK	Ibu Rumah Tangga	1,000,001 - 3,000,000	< 300,000
6/13/2024 14:14:50	Tidak (jika tidak, pengisian form berhenti di sini)								
6/13/2024 14:22:37	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 14:22:50	Ya	Ya	Ya	Perempuan	36-45	S1	PNS	> 5,000,000	< 300,000
6/13/2024 14:36:40	Ya	Ya	Ya	Perempuan	26-35	S2	Freelancer	> 5,000,000	< 300,000

6/13/2024 14:58:42	Ya	Ya	Ya	Perempuan	36-45	S1	Ibu Rumah Tangga	> 5,000,000	< 300,000
6/13/2024 15:10:14	Ya	Ya	Ya	Perempuan	26-35	S1	Ibu Rumah Tangga	> 5,000,000	< 300,000
6/13/2024 15:17:12	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 15:17:40	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 15:23:06	Ya	Ya	Ya	Perempuan	36-45	SMA/MA/SMK/MK	Ibu Rumah Tangga	> 5,000,000	300,001 - 500,000
6/13/2024 15:57:39	Ya	Ya	Ya	Perempuan	36-45	D1/D2/D3	Wiraswasta	1,000,001 - 3,000,000	< 300,000
6/13/2024 16:16:14	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 16:33:00	Ya	Ya	Ya	Perempuan	36-45	S1	Lainnya	1,000,001 - 3,000,000	< 300,000
6/13/2024 17:27:22	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 17:29:50	Ya	Ya	Ya	Perempuan	26-35	S1	Lainnya	> 5,000,000	300,001 - 500,000
6/13/2024 18:20:13	Ya	Tidak (jika tidak, pengisian form berhenti di sini)							

122

6/13/2024 18:45:55	Ya	Ya	Ya	Perempuan	26-35	S1	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000
6/13/2024 19:27:27	Ya	Ya	Ya	Perempuan	36-45	S1	Pegawai Swasta	1,000,001 - 3,000,000	< 300,000
6/13/2024 19:37:55	Ya	Ya	Ya	Perempuan	36-45	S1	PNS	> 5,000,000	< 300,000
6/13/2024 19:42:06	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 20:23:05	Ya	Ya	Ya	Perempuan	26-35	S1	Lainnya	1,000,001 - 3,000,000	< 300,000
6/13/2024 20:53:34	Ya	Ya	Ya	Perempuan	>45	S1	Wiraswasta	> 5,000,000	500,001 - 1,000,000
6/13/2024 21:18:08	Ya	Ya	Tidak (jika tidak, pengisian form berhenti di sini)						
6/13/2024 21:25:15	Ya	Ya	Ya	Perempuan	36-45	S1	Ibu Rumah Tangga	> 5,000,000	< 300,000
6/14/2024 7:02:10	Ya	Ya	Ya	Perempuan	26-35	S1	PNS	3,000,001 - 5,000,000	300,001 - 500,000
6/14/2024 11:23:49	Ya	Ya	Ya	Perempuan	26-35	S1	PNS	1,000,001 - 3,000,000	< 300,000

	INV1	INV2	INV3	INV4	INV5	INT1	INT2	INT3	INT4	CBE1	CBE2	CBE3	CBE4	CBE5	CBE6	CBE7	CBE8	CBE9	CBE10	BTRUS1	BTRUS2	BTRUS3	BLOY1	BLOY2	BLOY3	BLOY4
1	4	5	5	4	4	4	5	4	4	5	4	4	5	5	4	5	4	4	5	5	5	4	4	5	5	4
2	4	4	4	5	2	2	5	4	4	5	5	5	5	5	5	4	1	4	2	5	5	4	5	4	4	4
3	2	2	4	5	2	4	5	5	4	2	1	4	4	4	4	4	5	4	4	4	4	4	2	2	2	4
4	4	5	4	5	5	4	5	5	5	5	5	5	4	5	4	5	4	4	5	5	5	5	4	4	4	5
5	4	4	5	5	2	4	5	5	5	4	4	5	4	2	5	4	5	5	5	4	4	5	4	5	5	5
6	4	2	2	4	2	4	5	2	4	4	4	5	4	4	4	5	2	2	2	4	5	4	4	5	4	5
7	4	4	4	5	4	4	4	4	4	5	4	5	4	4	4	4	2	2	2	4	4	2	4	4	4	2
8	5	4	5	5	4	4	4	5	5	5	4	4	5	4	5	4	4	4	4	5	5	4	5	5	5	4
9	4	5	4	5	4	4	4	5	4	4	5	5	4	4	5	4	5	5	4	5	5	4	4	5	5	4
10	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	4	5	5	5	5
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5
12	4	4	3	2	2	5	5	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	4	4	4	4	3	3	2	3	2	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4
14	4	4	4	5	4	4	5	3	3	5	5	5	4	4	4	3	5	4	4	5	5	5	4	4	4	5
15																										
16	1	2	5	2	5	5	5	5	5	1	5	5	5	5	5	5	5	5	5	4	2	4	1	1	2	5
17	2	2	2	5	2	1	2	2	2	4	3	4	4	4	4	3	2	2	3	4	4	4	3	3	3	3
18	2	3	3	4	3	4	2	4	4	5	2	3	4	4	5	5	2	2	3	4	4	5	5	5	4	3
19	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	5	3	4	3	4	5	5	4	4	4	4
20	4	4	5	5	4	2	4	4	2	4	5	4	4	5	5	5	2	4	4	4	5	5	4	4	4	4
21	3	3	4	5	4	5	5	4	4	4	4	5	4	4	4	4	2	3	2	5	4	5	5	4	3	3
22	4	4	4	4	2	5	5	5	5	4	3	5	4	3	5	5	5	5	5	5	5	5	4	4	4	3

23	4	4	4	5	4	3	3	3	3	5	4	5	5	5	5	5	3	3	3	4	5	4	5	5	5	5
24	3	3	3	3	3	1	2	3	3	3	3	1	3	3	3	3	3	3	3	4	2	4	3	3	3	3
25	3	3	3	4	5	4	3	4	3	4	5	4	4	4	4	5	5	3	4	5	4	4	5	5	5	4
26	3	3	3	4	3	3	4	4	4	4	4	4	3	3	4	3	2	3	2	4	4	4	4	4	4	4
27	5	5	5	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
28	4	5	5	4	4	5	4	4	5	5	4	4	5	5	4	4	5	5	5	4	5	5	4	5	5	4
29	4	5	5	4	5	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4
30	4	5	4	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	5	5	5	5	4	5	5	4
31	4	4	4	5	4	4	4	5	4	5	4	4	4	4	4	4	4	5	4	5	4	5	4	5	4	4
32	3	4	4	4	3	4	4	4	3	4	4	4	5	5	5	5	5	4	5	5	4	4	5	5	5	5
33	2	2	2	4	2	4	4	2	4	2	2	4	4	2	4	2	1	1	1	4	2	4	4	2	2	2
34	5	4	4	5	5	5	5	4	4	4	5	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4
35	3	3	3	4	3	4	4	4	4	4	3	4	3	3	4	3	2	2	2	4	4	4	4	4	4	4
36	4	3	3	5	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	4	5	4	4	4	4	4
37	2	3	3	2	3	4	5	5	4	4	4	3	4	3	5	5	2	1	1	4	4	4	2	4	3	3
38	4	3	3	5	3	4	5	4	4	4	4	5	5	5	4	4	4	5	4	5	5	4	5	5	5	4
39	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5
40	5	5	5	5	4	4	5	5	5	5	5	5	5	5	5	5	3	3	3	4	5	5	5	5	5	5
41	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	5	5	5	5
42	4	4	4	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
43	2	1	2	3	1	4	5	4	4	5	4	4	2	2	2	2	1	2	1	2	1	2	2	2	2	1
44	2	4	2	4	1	2	4	5	3	5	4	5	4	3	4	2	4	2	4	4	2	4	5	4	4	3
45	4	3	4	4	2	4	5	5	5	4	4	5	5	5	5	5	3	3	4	4	5	4	5	5	5	5
46	4	4	4	4	4	4	4	4	3	3	2	3	3	3	4	3	2	3	2	5	4	5	4	4	4	2
47	4	5	5	4	2	4	5	4	5	4	2	4	5	4	5	4	2	2	4	4	5	4	4	5	4	4
48	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4
49	5	3	4	4	2	3	5	4	4	4	4	4	4	4	4	4	2	2	4	4	5	4	4	4	4	4

50	4	3	3	4	3	4	3	3	3	4	4	4	4	4	4	5	3	4	4	4	4	4	3	4	4	3
51	5	4	4	5	4	5	4	5	5	5	5	4	5	5	5	4	5	5	5	3	4	3	3	4	4	3
52	4	3	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4
53																										
54	2	2	2	3	2	3	3	3	3	4	2	3	3	3	3	2	2	2	4	4	4	4	4	4	4	3
55	4	4	4	5	3	3	4	4	4	4	4	4	4	4	4	5	4	4	4	5	5	4	4	4	4	
56	3	3	3	3	2	2	2	3	4	4	4	4	3	4	3	4	2	2	3	4	2	4	4	3	4	3
57	3	3	3	4	4	3	3	3	3	4	4	3	4	3	3	3	4	3	4	4	4	4	4	4	4	4
58	3	3	3	4	2	3	2	3	2	4	4	3	3	3	4	3	2	2	2	4	2	4	3	2	3	2
59	4	5	5	5	3	4	4	4	4	4	4	4	4	4	5	4	5	4	5	5	5	5	4	5	5	5
60	5	5	5	5	5	5	5	5	5	3	3	4	5	5	5	5	3	3	4	5	5	5	5	5	5	5
61	4	4	4	5	2	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	5	5	4	4	4	4
62																										
63	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	4	5	5	4	4	4	4	3
64	3	4	3	4	3	3	3	3	3	4	3	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3
65	4	5	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
66	4	5	4	5	2	4	5	4	5	5	4	5	5	4	4	5	4	4	5	5	4	5	5	5	4	5
67	4	4	5	5	3	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	4	4	4	4
68	4	4	5	5	4	4	5	5	5	5	4	4	4	5	4	5	4	4	5	4	5	4	5	4	5	4
69	5	5	5	5	5	5	5	4	5	3	5	5	4	3	5	5	5	5	5	5	5	4	5	5	5	5
70	4	4	4	5	5	4	4	5	4	4	4	4	4	5	5	4	4	4	4	5	4	4	4	4	5	5
71	4	5	4	5	5	4	5	5	5	4	4	5	5	5	4	5	4	4	4	4	4	5	4	4	5	5
72	4	4	4	4	4	5	5	5	4	4	5	5	5	5	5	5	4	4	4	5	4	5	5	5	5	4
73	4	4	5	4	4	4	5	4	5	4	5	5	5	4	4	5	5	3	4	4	5	5	4	5	4	5
74	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5
75	4	5	4	4	2	4	5	4	2	2	4	5	2	4	2	2	4	5	2	4	5	2	2	4	2	4
76	4	5	4	5	2	4	5	4	5	4	4	5	4	5	4	5	2	2	2	4	5	4	5	4	5	4

77	5	4	4	4	4	5	4	4	5	5	4	4	5	4	5	4	5	4	4	5	4	4	5	4	4	5
78	4	5	5	5	4	4	5	4	4	5	5	4	4	5	5	5	4	4	5	4	5	5	5	4	5	4
79	5	5	5	5	4	5	5	4	5	5	5	4	5	5	5	5	5	4	5	5	5	5	4	5	4	5
80	5	4	5	5	4	4	5	5	4	4	5	4	5	4	5	5	4	4	5	5	5	4	5	4	4	5
81	4	5	4	5	4	4	5	4	2	4	2	4	4	5	5	4	2	2	5	5	4	4	4	5	4	5
82	4	4	4	5	4	4	4	4	4	4	4	4	4	4	5	5	4	4	4	4	4	5	5	5	5	5
83	3	4	3	5	2	4	5	4	5	4	4	5	4	4	4	4	2	3	2	4	4	5	4	4	4	4
84	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
85	4	4	4	5	3	4	3	4	4	4	4	5	4	4	4	4	5	3	4	4	4	5	4	4	5	4
86	5	4	4	5	5	4	4	5	5	5	5	4	5	4	4	4	5	4	5	5	4	5	5	4	4	5
87	4	5	4	5	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	5	5	4	5	5	4
88	4	4	5	5	4	2	4	4	2	4	4	5	3	4	4	4	4	4	3	4	4	5	4	5	4	5
89	5	4	4	5	5	4	5	5	5	5	5	5	4	4	4	4	5	5	4	4	5	4	4	5	5	4
90	4	4	5	5	4	4	4	4	4	5	5	5	4	4	5	4	5	4	5	5	5	5	5	5	5	5
91	4	5	4	5	4	4	4	5	5	5	4	4	5	4	5	4	4	4	5	4	4	5	5	5	5	4
92	4	4	4	5	4	4	4	4	4	5	4	4	4	4	5	4	5	4	5	5	5	4	5	5	5	5
93	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	4	5	4	5	5	5
94	5	5	5	5	4	5	3	4	3	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	5
95	4	4	4	4	4	2	3	4	4	4	3	4	4	3	3	2	1	4	3	4	2	2	4	3	4	4
96	5	4	4	5	4	4	2	4	5	4	5	2	4	4	5	4	5	4	5	4	4	5	4	5	4	5
97	4	5	4	5	4	4	4	5	5	5	4	5	5	4	5	5	5	4	5	5	4	5	5	4	4	5
98	4	5	5	4	4	4	4	5	2	4	5	4	5	4	5	5	2	2	4	5	4	4	5	4	4	5
99	5	5	5	4	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
100	4	4	5	5	5	5	4	5	5	4	4	5	5	4	5	5	5	4	5	5	4	4	4	5	5	4
101	4	4	4	5	4	4	4	5	4	4	2	4	4	5	4	5	2	2	2	4	4	5	4	5	5	4

102	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
103	4	3	4	5	5	3	4	5	4	4	5	4	4	4	5	4	2	2	4	4	5	4	4	4	4	5
104	4	4	5	5	4	4	4	5	5	5	5	5	5	5	5	4	4	4	5	4	5	5	5	5	5	5
105	5	5	4	5	4	4	5	5	4	4	4	5	5	4	5	4	5	4	5	4	5	5	5	5	4	4
106	4	5	4	5	4	4	5	5	4	4	5	5	4	4	5	5	4	4	5	4	5	5	5	5	4	4
107	5	5	4	4	5	5	4	4	5	5	4	4	5	5	4	5	4	5	5	5	4	5	4	5	5	4
108	4	5	5	4	4	4	5	4	4	4	4	5	5	4	5	4	4	5	5	5	4	4	4	4	5	5
109	5	5	4	5	4	5	4	5	2	5	4	4	5	5	4	4	2	4	4	5	5	4	4	4	5	4
110	4	5	4	5	4	4	5	2	2	4	4	5	5	4	4	5	2	4	2	4	4	4	4	5	4	4
111	4	5	5	4	4	4	5	5	4	2	2	4	5	4	4	5	4	4	2	5	4	4	4	5	5	4
112	4	4	5	5	4	4	5	4	4	4	4	5	4	4	5	5	2	4	2	4	5	4	4	5	5	4
113	5	4	4	5	2	4	4	5	5	5	2	4	5	4	5	4	5	2	4	4	5	4	4	5	4	5
114	5	4	4	5	4	4	4	4	5	4	4	4	4	5	5	5	2	2	2	4	4	4	4	5	5	4
115	4	4	2	4	2	4	4	5	2	5	4	4	4	4	4	4	2	4	2	4	4	5	4	4	4	4

116	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4	5	4	5	4	4	4	4	4
117	4	4	4	5	4	4	4	5	4	5	5	5	5	4	4	4	4	4	4	5	4	5	5	5	5	4
118	2	2	2	4	2	4	5	5	4	4	2	2	2	2	4	3	2	2	2	4	2	2	4	4	4	2
119	4	4	4	5	4	4	4	5	5	5	5	4	4	4	4	4	2	4	2	4	4	4	5	5	5	4
120	4	5	2	2	4	4	4	5	4	5	4	4	5	5	5	4	5	2	4	4	4	5	5	4	5	4
121	4	5	5	4	5	4	5	4	5	4	5	5	5	4	5	5	5	5	4	5	5	4	4	5	5	4
122	5	5	4	5	4	2	4	4	4	2	2	5	2	4	4	4	2	3	1	5	4	4	5	5	5	2
123	4	5	5	5	4	2	2	4	2	4	2	4	4	5	4	4	3	5	4	4	5	5	4	4	5	2
124	4	4	5	5	4	5	5	4	4	2	2	4	4	5	4	4	5	4	4	5	5	5	5	5	5	4
125	4	4	5	5	4	4	5	2	4	2	2	4	4	4	5	5	4	4	4	5	4	4	4	5	5	5
126	4	5	4	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5
127	4	4	5	5	2	5	4	4	5	5	5	4	4	5	4	5	2	4	5	5	4	5	4	5	5	4
128	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	5	4	4	4	4
129	5	4	4	5	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	5	4	5	5	5	4

130	4	2	4	3	2	2	4	5	2	4	4	2	3	4	4	5	2	4	4	4	4	3	4	4	5	4
131	4	4	5	5	4	4	5	5	4	4	4	5	4	4	5	4	4	5	4	4	5	4	4	5	5	4
132	4	2	1	4	4	5	4	4	5	5	5	4	2	2	4	4	2	2	2	5	4	5	4	4	4	4
133	3	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4	3	3	2	4	4	4	4	5	5	4
134	4	4	4	5	2	4	4	4	4	5	4	4	4	4	5	5	2	2	2	4	4	4	5	5	4	4
135	4	4	4	4	4	4	4	4	4	4	4	5	5	4	5	4	4	4	4	4	5	4	4	4	4	5
136	4	4	5	4	4	5	4	4	5	4	5	5	4	4	4	4	2	4	2	4	4	5	5	5	4	4
137	4	4	4	5	4	4	4	5	4	4	4	4	4	5	5	4	4	5	5	5	4	5	5	5	5	5
138	5	5	4	5	4	4	4	5	4	5	4	4	4	5	5	5	5	5	4	5	5	4	4	5	4	4
139	4	5	4	5	5	5	4	4	5	4	5	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4
140	4	4	4	5	2	4	5	4	4	4	4	5	4	4	4	4	4	4	5	5	4	5	5	4	4	4
141	4	4	5	5	4	5	4	5	4	4	5	4	5	4	5	4	2	2	2	4	4	5	4	4	5	4
142	4	2	2	5	2	4	4	5	4	4	2	4	2	4	5	4	2	2	2	4	5	4	4	5	4	4
143	5	5	5	5	5	4	3	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4

144	4	4	5	4	5	5	5	4	4	4	5	4	4	5	5	4	4	5	4	4	4	5	5	4	4	5
145	4	5	4	5	4	4	5	4	2	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	4	5
146	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	5	4	5	4	5
147	4	2	2	5	4	5	4	2	5	5	2	2	4	4	5	4	4	2	4	5	4	2	5	5	4	2
148	4	2	4	4	2	2	4	4	4	4	4	5	4	4	5	4	1	2	2	4	5	5	4	4	5	4
149	4	4	5	5	5	2	4	2	2	4	4	5	4	4	5	5	2	2	2	5	4	5	5	5	5	4
150	4	5	5	5	4	5	4	5	4	5	4	5	5	4	5	5	4	5	5	5	5	4	5	4	4	5
151	2	4	2	4	4	4	5	4	4	4	2	4	4	2	4	4	2	2	2	4	4	5	5	5	5	4
152	4	5	4	5	5	4	2	4	5	4	5	2	4	4	5	4	5	2	4	5	4	5	4	5	5	4
153	4	5	4	5	4	2	4	5	4	4	2	4	4	5	4	4	2	4	2	5	4	4	5	4	5	4
154	4	4	5	5	4	5	4	2	5	4	5	5	4	4	5	5	2	1	2	4	5	4	5	5	4	5
155	4	5	4	4	5	4	4	4	5	4	5	5	4	4	5	5	5	3	3	4	4	5	3	3	3	4
156	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	5	4	5	2	5	4	2	5	4	5
157	4	5	4	5	4	5	4	4	5	4	5	5	4	5	5	4	4	5	4	4	4	5	4	3	3	4

158	4	4	4	5	4	5	4	4	4	4	4	5	4	4	5	5	2	4	2	4	4	2	4	4	4	5
159	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	5	2	4	2	5	4	5	4	5	5	4
160	4	5	5	4	5	4	5	4	5	5	4	4	4	5	4	5	5	4	5	4	5	5	4	5	5	5
161	4	4	5	5	4	5	5	4	5	5	5	4	5	5	4	4	5	5	4	5	5	5	5	5	4	5
162	4	4	5	5	5	4	4	5	4	5	4	4	5	4	4	5	4	5	5	5	4	5	4	4	5	5
163	4	5	4	5	4	4	4	2	4	5	4	5	5	5	4	4	2	4	4	5	4	4	4	5	4	4
164	4	4	5	4	5	4	5	5	4	4	5	4	4	5	5	4	5	4	4	5	5	4	4	4	5	4
165	4	3	3	4	2	2	3	4	3	5	5	4	3	4	5	3	2	2	2	3	2	3	3	4	4	3
166	5	4	5	5	4	4	5	4	4	4	4	5	4	5	5	5	4	4	5	5	4	5	5	4	4	5
167	5	5	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	4	5	4	5	4	5	4	4
168	5	4	4	5	5	2	2	4	5	4	4	5	4	4	5	4	4	2	2	4	4	5	4	5	5	5
169	4	5	5	4	4	4	5	4	5	4	5	4	4	5	5	4	1	2	2	5	5	4	4	5	5	4
170	5	4	4	5	5	4	5	5	4	4	3	4	5	5	4	5	4	4	5	4	5	5	5	5	4	4	5
171	4	4	4	5	2	4	5	5	4	4	4	4	3	3	4	4	5	5	5	5	4	4	4	4	4	5

172	5	4	4	4	5	3	5	4	4	5	4	4	5	4	5	5	5	5	4	4	4	5	5	5	4	4
173	4	4	5	5	4	5	5	4	5	4	2	5	5	4	5	5	2	2	4	4	5	5	4	5	5	4
174	5	4	5	4	4	5	4	4	5	5	5	4	5	4	4	5	4	5	5	4	5	5	5	4	4	5
175	5	4	4	5	4	4	5	4	4	5	4	5	4	4	5	4	4	2	4	5	4	4	5	4	4	5
176	4	4	5	5	4	5	4	5	4	5	5	4	4	4	5	5	5	4	2	5	4	5	4	4	5	4
177	5	5	4	5	5	5	5	4	4	5	5	5	4	5	5	4	4	5	5	5	4	4	4	5	5	4
178	2	2	2	4	2	4	4	5	5	5	4	4	4	5	4	4	2	2	2	5	4	4	4	4	5	4
179	4	5	4	5	5	4	5	5	4	4	5	4	4	5	5	4	4	5	5	5	5	4	5	4	5	4
180	4	4	4	5	2	5	5	5	5	2	2	4	4	5	5	5	1	2	2	5	5	5	4	5	5	4
181	4	2	4	5	2	4	5	5	5	5	5	4	4	5	5	1	2	2	2	5	5	5	4	4	4	2
182	4	5	5	5	4	4	4	5	5	5	5	5	5	5	5	4	4	5	4	5	5	4	5	4	4	5
183	5	4	4	5	4	4	5	4	4	5	5	4	4	5	5	4	4	4	5	4	5	4	5	5	4	4
184	5	4	5	5	2	4	4	5	4	4	2	4	4	5	4	5	2	2	1	5	4	5	5	4	4	5
185	5	4	4	5	4	5	4	4	5	2	2	4	4	5	4	4	2	2	1	5	4	4	5	4	5	5

186	4	4	2	5	2	4	5	4	4	2	2	4	4	5	4	4	1	2	2	5	4	4	5	4	4	5
187	4	4	5	5	2	2	5	2	1	5	5	4	4	5	5	4	1	2	4	4	2	2	4	2	2	4
188	4	4	5	4	4	5	5	4	5	5	4	5	5	4	4	5	5	4	5	5	5	4	5	4	4	5
189	5	4	4	5	4	4	4	5	4	4	2	4	5	5	4	5	4	4	5	4	5	5	4	4	5	5
190	5	4	5	5	4	5	4	4	5	5	4	5	5	4	4	5	2	2	1	5	4	5	4	4	5	4
191	4	5	4	5	5	4	5	4	4	5	5	4	5	5	4	4	2	2	4	4	2	5	4	5	5	4
192	4	4	5	4	5	5	4	5	5	4	4	5	5	4	5	5	4	4	5	5	4	4	5	5	4	5
193	4	2	4	4	2	4	4	5	4	2	2	1	4	4	5	4	2	1	2	5	4	4	4	4	5	4
194	5	4	5	5	4	4	5	2	4	4	2	4	4	5	4	4	2	2	1	5	5	4	5	5	4	5
195	4	4	2	4	2	4	5	4	4	2	1	2	4	4	5	4	2	2	1	4	4	5	4	5	5	4
196	5	5	4	5	5	5	5	2	4	4	4	5	5	4	5	4	2	2	1	5	4	5	5	4	5	5
197	4	4	5	5	4	4	5	4	4	4	5	4	5	5	4	5	4	4	5	4	5	5	5	4	5	5
198	5	4	5	5	2	4	4	5	5	4	4	5	4	5	4	4	5	5	4	5	5	4	4	5	4	5
199	5	4	5	5	4	5	4	4	5	4	5	4	5	5	4	5	4	4	5	5	4	5	4	5	5	4

|																										
200	5	5	5	4	5	5	4	5	5	4	4	5	4	4	4	5	4	4	5	5	5	5	4	5	4	5
201	4	5	5	5	4	2	4	5	4	4	2	4	5	4	5	4	4	2	4	5	4	5	5	5	5	4
202	5	5	4	4	5	4	5	5	4	5	5	4	5	4	5	4	2	2	1	4	5	5	5	4	5	5
203	4	5	5	4	2	5	4	5	5	4	5	2	4	5	5	4	2	4	5	5	4	3	5	4	4	5
204	5	4	4	5	4	5	4	4	5	5	5	4	5	4	4	5	5	2	4	5	5	4	5	5	4	4
205	5	4	5	4	4	5	5	4	4	5	5	4	4	5	5	4	5	5	4	5	4	4	5	4	4	4
206	5	4	5	4	5	4	4	5	5	5	5	4	5	4	5	5	2	2	1	4	5	5	4	4	5	5
207	4	4	5	4	5	4	4	5	5	4	5	5	4	5	4	5	4	5	5	4	5	5	4	5	4	5
208	4	4	5	4	5	4	4	5	5	4	4	5	4	4	5	5	4	4	5	4	5	5	5	5	4	5
209	4	4	4	5	4	4	5	5	5	5	5	5	5	4	5	2	4	4	4	5	5	4	4	5	5	5
210	5	4	5	5	4	4	4	5	5	4	4	5	4	5	5	4	4	5	5	5	5	5	4	5	5	4
211	4	4	4	5	4	4	4	4	4	5	5	5	4	5	5	5	4	4	4	4	4	4	4	4	4	4
212	3	3	3	3	2	3	4	4	4	3	2	2	3	3	3	3	2	2	2	3	3	3	3	3	3	3
213	5	4	3	5	3	3	3	4	3	5	5	5	4	4	4	4	5	3	5	5	4	5	5	5	5	5

214	5	4	3	5	4	5	5	5	5	4	4	4	4	5	5	5	3	3	3	5	3	5	5	5	5	5
215	4	4	5	5	3	3	3	3	3	5	4	4	5	3	5	3	5	4	4	4	5	3	5	5	5	5
216	2	2	2	3	3	3	4	3	3	4	2	3	3	3	2	2	1	2	2	2	2	2	3	2	2	2
217	4	3	3	4	3	3	4	3	4	4	3	4	3	3	4	3	4	2	4	4	4	3	4	4	4	4
218	4	3	4	4	3	4	4	4	4	3	3	4	4	4	4	4	3	3	4	4	3	4	4	3	3	3
219	4	4	4	4	4	3	3	3	3	3	4	4	4	4	4	5	4	4	4	5	5	4	5	5	5	5
220	3	3	2	3	2	3	2	2	4	5	4	3	1	2	3	2	3	1	2	3	2	3	3	3	3	3
221																										
222																										
223	4	3	4	4	4	5	4	4	4	3	4	5	4	4	4	4	2	2	3	4	3	4	4	4	4	4
224	4	3	3	3	2	4	4	3	3	4	2	2	3	4	4	4	2	2	2	3	3	2	4	4	4	4
225	3	3	3	4	3	3	4	3	3	3	2	3	3	4	4	4	1	1	1	4	3	3	3	3	3	3
226	3	3	3	4	2	5	4	4	4	4	4	4	3	3	4	3	3	3	3	3	2	2	3	3	3	3
227																										

228																										
229	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4
230	5	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
231																										
232	4	4	4	5	2	3	4	4	4	4	4	5	3	3	4	3	4	4	3	4	3	2	3	4	4	3
233																										
234	4	3	4	4	4	4	4	4	4	4	4	2	2	3	4	3	4	4	4	5	5	4	4	4	4	5
235																										
236	1	2	1	3	2	3	2	3	2	2	2	1	1	3	3	3	2	2	2	3	2	2	3	3	3	3
237	3	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	4	4	3	3	3	5
238	4	3	3	5	3	5	5	5	5	5	5	5	3	3	3	5	3	3	2	3	3	2	4	4	4	4
239																										
240	5	5	5	5	3	3	4	4	4	5	5	4	4	4	5	5	3	4	4	4	4	3	4	4	4	5
241	4	4	4	4	4	4	3	4	4	4	4	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4

242																										
243	2	3	3	4	2	3	4	3	1	3	3	4	4	4	3	3	1	1	2	3	2	3	3	3	3	5
244	4	4	4	5	4	4	5	5	5	5	5	5	5	5	4	3	4	4	4	4	5	5	5	4		
245	4	4	3	5	4	4	5	4	4	5	4	5	5	5	5	5	4	4	4	4	4	4	5	4	4	4
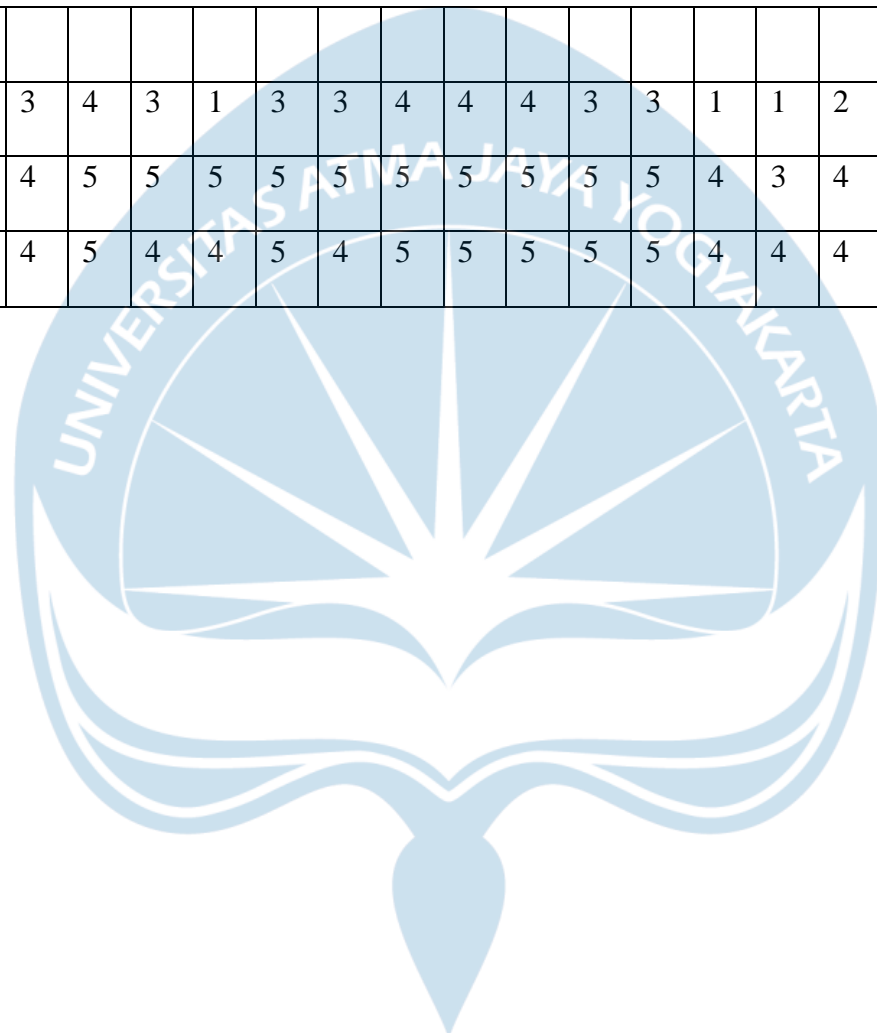
Attachment 6
Main Journal

The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust

Tariq Samarah
Faculty of Business and Economics, Girne American University, Kyrenia, Turkey
Pelin Bayram
Faculty of Economics and Administrative Sciences, European University of Lefke, Lefke, Turkey
Hasan Yousef Aljuhmani
Faculty of Business and Economics, Centre for Management Research, Girne American University, Kyrenia, Turkey, and
Hamzah Elrehail
Leadership and Organizational Development Department, Abu Dhabi School of Management, Abu Dhabi, United Arab Emirates and Faculty of Business and Economics, American University of Cyprus, Nicosia, Cyprus

Abstract

Purpose – This study explores central questions related to the connections between brand interactivity and involvement on brand-related outcomes (brand trust and loyalty) through understanding the role played by customer brand engagement (CBE) through social media platforms.

Design/methodology/approach – Using an online survey, the data for this study were collected from 353 participants who follow Royal Jordanian Airlines on their Facebook page. A cross-sectional research approach was implemented using a partial least squares path modeling approach.

Findings – The study finds that perceived brand interactivity and involvement are positively associated with social media CBE. The authors also find that social media CBE is positively related to brand trust and that brand trust is positively associated with brand loyalty. Consequently, the authors observe that social media CBE is positively related to brand loyalty.

Originality/value – This study investigates the impact of perceived brand interactivity and involvement on social media CBE while accounting for the mediating role of brand trust through which social media CBE influences brand loyalty of airline brands in the Jordanian context. Finally, the findings have noteworthy theoretical and managerial implications.

Keywords Brand interactivity, Involvement, Customer brand engagement, Brand trust, Brand loyalty, Facebook, Social media marketing, Jordan

Paper type Research paper

1. Introduction

Traditional broadcast advertising and one-way mass media communication have been overtaken by the rise of two-way interactivity and developments in the consumer–brand relationship (Wang, 2021). The latter has been propelled forward by industry-wide marketing

tactics implemented through a variety of interactive technology platforms such as Facebook, Instagram and Snapchat (Mukherjee and Banerjee, 2019). Over recent decades, social networking platforms like Facebook have become a common tool for brands to build interaction and raise brand awareness (Kabadayi and Price, 2014). Moreover, Facebook brand pages have emerged as a significant platform for customers to communicate with brands in a direct and immediate manner (Busalim et al., 2021). Thus, the emergent use of social media platforms such as Facebook has prompted scholarly interest in the process of driving customer engagement through consumer–brand interactions (Hinson et al., 2019).

Brands can interact with customers via their own communications as well as through the communications of other consumers. In this new context, achieving consumer engagement is crucial for companies to combat rising consumer resistance to and skepticism toward traditional commercial media. Customer brand engagement (CBE) is defined as a consumer's cognitive, emotional and behavioral activity tied to unique consumer–brand interactions (Brodie et al., 2013). Closer examination of the literature in the area of social media shows that the impact of the brand interactivity and involvement on CBE has rarely been tested. For instance, assessment of the role of brand interactivity within social media is an important as well as relatively new topic for interactive marketing, although understanding of how it influences customer engagement is currently limited (e.g. France et al., 2016; Gligor et al., 2019; Read et al., 2019).

Customer engagement fosters mutually beneficial interactions between customers and service providers, which elevates their brand loyalty through brand trust (Li et al., 2020; So et al., 2016). Brand loyalty is measured by how strongly customers feel connected to a brand and how frequently they make repeated purchases (Liu et al., 2012). Consistently favorable thoughts and expectations about the brand help customers in building a brand trust relationship. Furthermore, trust between customers and brands is essential for the development of brand loyalty, particularly in a social media context (Raji et al., 2019).

The relationship between CBE, antecedents and mediators' outcomes has been widely studied. However, to the best of the authors' knowledge, no previous research has investigated these relationships within the same framework. Accordingly, this study was inspired by the research question of whether perceived brand interactivity and involvement positively affect CBE, which in turn influence brand trust and brand loyalty in the context of social media marketing. To answer this and fill the literature gap, it considers the effects of brand interactivity and involvement on the CBE–brand loyalty relationship in the social media context, with the possible mediation effect of brand trust. To effectively address these research avenues, this paper stipulates a more holistic approach by integrating the unexplored drivers of CBE in the social media pages of brands (i.e. perceived brand interactivity and brand involvement) that are responsible for the development of brand-related outcomes such as brand trust and brand loyalty, through understanding the role played by CBE in social media, particularly Facebook.

The remainder of this paper is structured as follows. The next section addresses a gap in the literature by focusing on two antecedents (perceived brand interactivity and consumer brand involvement) and two outcomes (brand trust and brand loyalty) and their relationships to CBE through social media. The third section describes the research methods and item measurement, followed by the empirical research results. Finally, the paper discusses the results and concludes by summarizing the findings in both theory and practice, reflecting on areas for improvement, and recommending paths for future research.

2. Theoretical framework and hypothesis development
2.1 Customer brand engagement in social media
The basic premises of this study are based on the emergence of social media CBE. To date, scholars have defined CBE in a variety of ways in social media marketing research. Although

in the literature there is "a lack of consensus on what consumer engagement is" (Dessart *et al.*, 2015, p. 28), earlier studies by Brodie *et al.* (2011), Hollebeek (2011) and Hollebeek *et al.* (2014) are considered the main contributors to measuring and conceptualizing CBE. A review of definitions and dimensionality of customer engagement in the marketing literature is provided in Table 1. The general agreement is that CBE is a multi-dimensional construct with brand-related cognitive, emotional and behavioral activity around specific consumer–brand interactions (Brodie *et al.*, 2013; Islam and Rahman, 2016). As such, Hollebeek *et al.* (2014) created a multidimensional approach to CBE in social media, with three main components: cognitive processing, affection and activation dimensions. These three dimensions as a higher-order construct were adopted in this research to measure the concept of customer brand engagement in social media platforms (see e.g. Hinson *et al.*, 2019; Islam *et al.*, 2018).

Extensive efforts have been devoted to examining CBE conceptualization and measurement (Brodie *et al.*, 2011; Hollebeek *et al.*, 2014; Islam and Rahman, 2016); nevertheless, understanding the impact of CBE is still at an early stage (France *et al.*, 2016, p. 120), and thus more investigation is required, given its significant role in strategic brand decisions (Algharabat *et al.*, 2020). Specifically, customer engagement is considered a strategic and powerful tool that positively influences customer loyalty (Bowden, 2009; Brodie *et al.*, 2013), firm performance and value (Verhoef *et al.*, 2010), and firms' profits and sales revenue (Bijmolt *et al.*, 2010). As such, the concept merits further investigation (Hollebeek *et al.*, 2014; Vander Schee *et al.*, 2020), where "theoretical relationships remain nebulous, as well as debated" (Hollebeek *et al.*, 2019, p. 163). Thus, previous research has not investigated the impact of social media brand interactivity and involvement on CBE dimensions (cognitive

Author(s)/Research type	Concept	Definition	Dimensions
Bowden (2009) Conceptual	Customer engagement	"A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand" (p. 65)	N/A
Brodie *et al.* (2011) Conceptual	Customer engagement	"A psychological state that occurs by virtue of interactive, cocreative customer experiences with a focal agent/object (e.g. brand) in focal service relationships" (p. 260)	Cognitive Emotional Behavioural
Hollebeek (2011) Conceptual	Customer brand engagement	"The level of an individual customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioral activity in direct brand interactions" (p. 790)	Cognitive Emotional Behavioral
Brodie *et al.* (2013) Empirical (qualitative)	Consumer engagement	"A context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes" (p. 107)	Cognitive Emotional Behavioral
Hollebeek *et al.* (2014) Empirical (qualitative and quantitative)	Consumer brand engagement in social media	"A consumer's positively-valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions" (p. 154)	Cognitive Affection Activation

Table 1.
Definitions and dimensionality of customer engagement in the marketing literature

processing, affection and activation) over social media platforms. Further empirical research is needed to strengthen the theoretical framework underpinning CBE, focusing on how the two forms of customer–brand interaction, namely brand interactivity and involvement, drive CBE in social media and brand-related outcomes such as brand trust and brand loyalty (Gligor *et al.*, 2019; Harrigan *et al.*, 2018; Hollebeek *et al.*, 2014). Each of these is discussed next, leading to the development of our hypotheses.

2.2 Brand interactivity and customer brand engagement in social media

Perceived brand interactivity is a relatively new concept and has been regarded as an important antecedent to customer engagement (France *et al.*, 2016; Gligor and Bozkurt, 2021). Companies can use the interactive nature of social media to strengthen their relationships with customers, resulting in a higher level of customer engagement (Gligor *et al.*, 2019). Perceived brand interactivity is defined as "being dependent on the user's perception of taking part in a two-way communication with a mediated persona" (Labrecque, 2014, p. 136). According to this conceptualization, we investigate perceived brand interactivity in terms of both response speed and message type (Labrecque, 2014). Thus, the concept of brand interactivity is relatively novel and deals with the consumers' perception regarding the willingness and true desire of the brand to interact with them (France *et al.*, 2016). The way in which perceived brand interactivity influences CBE over social media platforms remains unclear, with little empirical evidence (Gligor *et al.*, 2019; Read *et al.*, 2019).

Perceived brand interactivity has been investigated with a number of customer–brand consequences, such as brand attitude, brand experience, purchase intention and brand engagement (Gligor and Bozkurt, 2021; Read *et al.*, 2019). Prior research established the relationship between perceived brand interactivity and customer engagement (France *et al.*, 2016). For example, France *et al.* (2016) found that perceived brand interactivity is positively related to customer engagement. The few studies reported in the literature lack the investigation of perceived brand interactivity on the three dimensions of social media CBE (cognitive processing, affection and activation) conceptualized by Hollebeek *et al.* (2014), focusing mainly on psychological aspects of CBE (France *et al.*, 2016; Gligor *et al.*, 2019) and hence failing to examine the impact of the behavioral aspect of the construct (Gligor and Bozkurt, 2021). Consequently, the limited number of studies and the lack of a comprehensive way of defining and conceptualizing CBE have led to this research. Thus, along with the findings of France *et al.* (2016) and Gligor *et al.* (2019), we argue that perceived brand interactivity leads customers to display a higher level of CBE in social media. To this end, the research reported here stipulates a relationship between social media brand interactivity and CBE (cognitive processing, affection and activation). Accordingly, the following hypothesis is postulated:

> *H1.* Perceived brand interactivity positively influences customer brand engagement in social media.

2.3 Brand involvement and customer brand engagement in social media

Brand involvement has garnered enormous amounts of attention over recent decades, from both practitioners and academics, partly because of its potential influence on customer engagement (France *et al.*, 2016; Hollebeek *et al.*, 2014; So *et al.*, 2014). In line with France *et al.*'s (2016) conceptualization, involvement can be defined as the "person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985, p. 342). Although brand involvement has been compared in the literature to customer engagement, the two constructs are distinct (Harrigan *et al.*, 2017, 2018): involvement is typically restricted

to a cognitive facet, while engagement encompasses cognitive, emotional and behavioral aspects (Hollebeek, 2011; So *et al.*, 2014).

Despite the agreement that brand involvement is widely considered as an influential antecedent of customer engagement, where customers have a level of personal relevance and interest in a brand before a specific engagement behavior (e.g. Gligor *et al.*, 2019; Harrigan *et al.*, 2018; Hollebeek *et al.*, 2014; So *et al.*, 2014), there is little consensus as to the true composition of the engagement concept and how it should be measured (Obilo *et al.*, 2021). Also, more research is required to identify the applicability of consumer brand engagement with the related nomological networks (i.e. involvement) that have been proposed in the engagement literature. For example, Harrigan *et al.* (2018) and Hollebeek *et al.* (2014) found that brand involvement is positively related to the three dimensions of CBE (cognitive processing, affection and activation). As such, we will re-examine the posited conceptual relationships between brand involvement using France *et al.*'s (2016) conceptualization and the higher-order construct of CBE in social media, including cognitive processing, affection and activation (shown in Figure 1) conceptualized by Hollebeek *et al.* (2014) to examine whether brand involvement is a factor that must be present for overall customer engagement in social media to occur. As such, we argue that social media brand involvement leads customers to show a high level of CBE (Algharabat *et al.*, 2020; Harrigan *et al.*, 2018; Hollebeek *et al.*, 2014; Leckie *et al.*, 2016). Thus, the following hypothesis is presented:

H2. Brand involvement positively influences customer brand engagement in social media.

2.4 Customer brand engagement and brand trust in social media

Brand trust is defined as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri and Holbrook, 2001, p. 82). According to Halaszovich and Nel (2017, p. 125), trust is the most critical variable that influences outcomes at different points in the buyer–seller relationship, serving as a "potent glue that holds buyer-seller relationships together". However, brand trust is necessary for a relationship to progress from a positive transactional orientation toward brand-to-brand engagement (Halaszovich and Nel, 2017). The role of brand trust is more salient in situations of uncertainty, fear of opportunism or information asymmetry (Laroche *et al.*, 2012). While previous studies have discussed how CBE dimensions could be predicted by the role of brand trust (e.g. Brodie *et al.*, 2011; Gligor *et al.*, 2019; Hinson *et al.*, 2019), others have proposed brand relationship factors (e.g. commitment, trust and satisfaction) as an important outcome of customer engagement (e.g. Brodie *et al.*, 2013; Dessart, 2017; Hollebeek, 2011; So *et al.*, 2014). For example, in a study of online brand communities, Laroche *et al.* (2012) found that engagement with brand communities is not associated with brand trust. It should be noted that previous research did
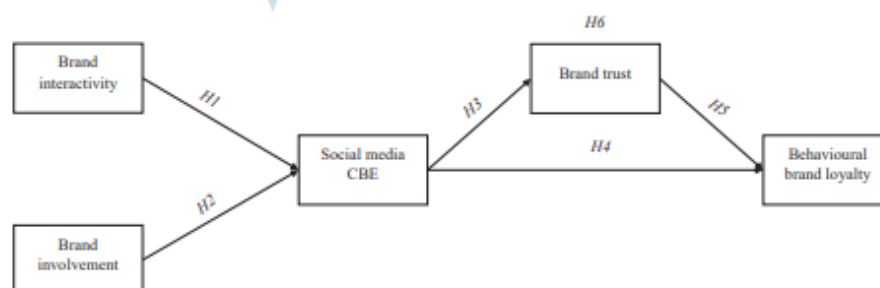
Figure 1.
Conceptual
research model

not investigate the impact of CBE on brand trust over social media platforms. Following this line of argument, we argue that social media CBE will positively affect brand trust. Thus, we propose the following hypothesis:

H3. Customer brand engagement positively influences brand trust in social media.

2.5 Customer brand engagement and behavioral brand loyalty in social media

Studies have found that CBE enhances performance variables, such as positive word of mouth, retention of members and loyalty through the co-creation of consumer value (Bowden, 2009; Brodie *et al.*, 2013; Verhoef *et al.*, 2010). Brand loyalty refers to the degree of attachment a customer has for a particular brand (Liu *et al.*, 2012, p. 924) and is considered in the marketing literature as one of the most important outcomes (He *et al.*, 2012). Mostly, brand loyalty is conceptualized either as behavioral loyalty or attitudinal loyalty (Chaudhuri and Holbrook, 2001). Following previous studies (e.g. Islam *et al.*, 2018; Kumar and Nayak, 2019), we focus on the behavioral aspects of brand loyalty. Behavioral brand loyalty, as operationalized by Zeithaml *et al.* (1996), measures a customer's intention to say positive things about a brand, to recommend a brand generally and to friends, and to purchase this brand in the near future. Recently, Harrigan *et al.* (2017) concluded that customer engagement leads to an enhanced level of behavioral intentions of loyalty toward a tourism social media brand.

Consequently, the social media marketing literature suggests that a number of marketing studies have theoretically discussed how behavioral brand loyalty could be predicted by the role of CBE dimensions (Bowden, 2009; Brodie *et al.*, 2011; Hollebeek, 2011), while empirical validation of this relationship remains unclear and more research is needed (Fernandes and Moreira, 2019; Islam *et al.*, 2018). Previous research empirically highlights that customer engagement promotes the development of behavioral brand loyalty (Harrigan *et al.*, 2017; Kumar and Nayak, 2019). However, this relationship has not been explored in the context of social media marketing. Therefore, to address this void in the social media marketing literature, we propose the following hypothesis:

H4. Customer brand engagement positively influences behavioral brand loyalty in social media.

2.6 The mediating effect of brand trust

Brand trust plays a vital role in enhancing purchase intention over the Internet (Corbitt *et al.*, 2003) and is positively related to customer experience and satisfaction (Urban *et al.*, 2000). Thus, a great deal of research supports the positive effect of brand trust on brand loyalty in both online and offline contexts (e.g. Chaudhuri and Holbrook, 2001; He *et al.*, 2012; Laroche *et al.*, 2012). Trust is essential in building strong relationships between consumers and brands (Urban *et al.*, 2000). While brand trust is one of the most important antecedents of brand loyalty (He *et al.*, 2012), customer engagement is an important driver of brand trust (Brodie *et al.*, 2013; Hollebeek, 2011) and brand loyalty (Bowden, 2009). Furthermore, the positive relationship between brand trust and brand loyalty in social media-based brand communities is supported by Laroche *et al.* (2012). Moreover, studies indicate that trust mediates the relationship between customer engagement and brand loyalty (Li *et al.*, 2020). Dessart (2017) and Hollebeek (2011) indicate that trust is an important factor in explaining the relationship between engagement and loyalty. However, in the social media CBE literature, there is little emphasis on this relationship, so we hypothesize the following:

H5. Brand trust positively influences brand loyalty in social media.

H6. Brand trust mediates the positive influence of customer brand engagement on brand loyalty in social media.

3. Methodology

3.1 Sampling and data collection procedures

This study employed a quantitative cross-sectional approach to address our research questions; we sought to collect data from a total of 1,000 Jordanian consumers who follow Royal Jordanian Airlines on Facebook, using an online survey employing a questionnaire. Social media platforms are actively used by airline companies (Gómez et al., 2019) and thus are considered as an appropriate industry for investigating CBE (Dijkmans et al., 2015). Royal Jordanian is considered a leader in the commercial use of social media (Royal Jordanian, 2017), with more than 615,000 Facebook followers in 2020. We decided that its advantages justified using non-probability convenience sampling (Roberts, 2014) in testing the proposed hypothesized model. This sampling approach is widely used in social media CBE research with Facebook (e.g. Algharabat et al., 2020; Halaszovich and Nel, 2017; Hollebeek et al., 2014). We targeted 1,000 respondents who were already following the Royal Jordanian Facebook page and asked them to complete the questionnaire based on their general perception of interacting and dealing with this page over the past year. An initial sample of 384 participants returned the online survey; 31 were excluded because they did not fully complete the survey. The remaining 353 responses (response rate = 35.3%) were used in our analysis.

By gender, 60.9% of respondents were male; most were relatively young, with over half (54.1%) aged 17–24 and nearly a third (32.3%) in the 25–29 age group. Most respondents had undergraduate degrees (61.5%) or a high school or diploma level of education (23.8%), with 14.7% having a postgraduate degree. Nearly three-quarters indicated that they were not married (74.5%). The length of time of their relationship with the Royal Jordanian Airlines Facebook pages varied as follows: less than one year (24.9%), between one and two years (35.4%), between three and four years (20.4%), between five and six years (9.1%), and over seven years (10.2%).

3.2 Measurements

The online questionnaire was developed in English and translated into Arabic; to ensure the accuracy of the translation (Brislin, 1986), it was back translated by second parties from Arabic into English and the two versions compared. The participants were invited to respond to each item considering various aspects of the drivers and consequences of CBE. The original sources of the main scale items are presented in Table 2.

The operationalization of our scales was based on existing related research, with items measured on seven-point Likert scales, anchored by 1 ("strongly disagree") to 7 ("strongly agree"). To measure brand interactivity (two-way communication), we adopted the four items proposed by Labrecque (2014); brand involvement was measured by five items adopted from France et al. (2016). To operationalize CBE in social media, we distinguished between three dimensions (cognitive processing, affection and activation) and used the 10 items proposed by Hollebeek et al. (2014). These three dimensions were averaged to capture the scale of CBE. We measured the mediating effect of brand trust by using a three-item scale adapted from Chaudhuri and Holbrook (2001) and Laroche et al. (2012). Finally, a scale to measure behavioral aspects of brand loyalty, composed of four items, was adopted from Zeithaml et al. (1996) and Harrigan et al. (2017).

4. Data analysis and results

We use the partial least squares-structural equation modeling (PLS-SEM) approach to examine the hypothesized constructs for two reasons. First, we wanted our analysis to benefit from the robust ability of SEM to simultaneously examine and isolate significant paths in complex models (Barclay et al., 1995); second, this approach is increasingly being embraced in

Construct/Indicators	Outer loadings (*t*-values)	VIF	Mean	Standard deviation	Cronbach's α	CR	AVE
Social media brand involvement (INV)					0.902	0.924	0.710
INV1: This brand means a lot to me	0.741 (11.271)	2.118	5.303	1.174			
INV2: This brand is significant to me	0.837 (27.301)	2.673	5.411	1.225			
INV3: For me personally, this brand is important	0.887 (42.566)	3.117	5.567	1.244			
INV4: I am interested in this brand	0.876 (56.598)	2.496	5.830	1.188			
INV5: I am involved with this brand	0.863 (53.685)	2.156	5.465	1.190			
Social media brand interactivity (INT)					0.850	0.898	0.689
INT1: The brand listens to what I have to say	0.856 (53.054)	2.036	5.074	1.171			
INT2: The brand allows me to communicate directly with it	0.824 (37.980)	2.005	5.190	1.291			
INT3: The brand would respond to me quickly and efficiently	0.838 (37.803)	1.917	5.201	1.283			
INT4: The brand will talk back to me if I post a message	0.800 (28.065)	1.729	5.300	1.157			
Brand loyalty (BL)					0.893	0.926	0.757
BL1: I would say positive things about this brand to other people	0.879 (56.366)	2.689	5.487	1.032			
BL2: I would recommend this brand to someone who seeks my advice	0.855 (35.903)	2.226	5.382	1.121			
BL3: I would encourage friends and relatives to do business with this brand	0.860 (40.540)	2.331	5.428	1.068			
BL4: I would do more business with this brand in the next few years	0.887 (64.748)	2.555	5.365	1.067			
Brand trust (BT)					0.826	0.895	0.740
BT1: This brand gives me everything that I expect out of the product	0.903 (70.979)	2.173	5.249	1.253			
BT2: I rely on this brand	0.885 (62.761)	2.022	5.252	1.249			
BT3: This brand never disappoints me	0.789 (17.898)	1.654	5.170	1.255			
Social media customer brand engagement (CBE)					0.914	0.929	0.567
CBE cognitive processing (COG)					0.822	0.894	0.738
COG1: Using this brand gets me to think about it	0.654 (41.615)	1.700	4.822	1.316			
COG2: I think about this brand a lot when I'm using it	0.685 (59.068)	2.216	4.581	1.481			

Table 2.
Scale's measurement, reliability and validity
(*continued*)

147

Construct/Indicators	Outer loadings (*t*-values)	VIF	Mean	Standard deviation	Cronbach's α	CR	AVE
COG3: Using this brand stimulates my interest to learn more about it	0.733 (70.847)	1.874	4.822	1.516			
CBE affection (AFF)					*0.881*	*0.918*	*0.736*
AFF1: I feel very positive when I use this brand	0.766 (48.909)	2.133	5.017	1.188			
AFF2: Using this brand makes me happy	0.826 (65.240)	2.417	5.037	1.380			
AFF3: I feel good when I use this brand	0.764 (43.250)	2.348	5.000	1.346			
AFF4: I'm proud to use this brand	0.743 (45.852)	2.252	5.235	1.303			
CBE activation (ACT)					*0.850*	*0.909*	*0.769*
ACT1: I spend a lot of time using this brand, compared to other brands	0.792 (58.063)	1.966	4.941	1.306			
ACT2: Whenever I'm using airline services, I usually use this brand	0.746 (63.259)	2.442	4.771	1.282			
ACT3: I use this brand the most	0.804 (54.956)	2.017	4.841	1.316			

Note(s): Variance inflation factor (VIF), Composite reliability (CR), Average variance extracted (AVE)

Table 2.

marketing research (Hair *et al.*, 2012). To conduct the analysis, we relied on the computational rigor of the SmartPLS 3.0 software package (Ringle *et al.*, 2015).

4.1 Construct validities

Table 2 presents a summary of the mean and standard deviation of each variable with all their items in the current study. Psychometric properties of the variables were examined using PLS-SEM. The reliability of the scale was assessed to determine its degree of internal consistency. Table 2 also shows composite reliability (CR), with all values higher than the threshold of 0.60 (Bagozzi and Yi, 1988); average variance extracted (AVE), all variables meeting the required threshold of 0.50 (Fornell and Larcker, 1981); and Cronbach's α greater than 0.70 indicating reliability (Nunnally, 1978). Therefore, convergent validity is established. Table 2 shows the outer loadings for each construct, confirming the evidence for a satisfactory degree of internal consistency (Dijkstra and Henseler, 2015). Further, we reviewed the variance inflation factors (VIFs) and found no evidence of multicollinearity.

Discriminant validity was evaluated using Fornell-Larcker's (1981) criteria; the Heterotrait–Monotrait ratio (HTMT) shown in Table 3 indicates that extracted variance achieved higher values than the constructs' squared correlations. Finally, Table 3 confirms that the HTMT values between the constructs are all below the 0.85 thresholds, confirming discriminant validity (Henseler *et al.*, 2015). That is, the constructs in this research have good convergent and discriminant validity.

4.2 Common method variance

After ensuring convergent and discriminant validity, it is important to analyze the potential impact of common method variance (CMV); this can occur when all the independent and

dependent constructs are measured by a single questionnaire from the same respondent (Podsakoff *et al.*, 2003). For this reason, we performed Harman's single factor test (Harman, 1976), which is indicative of CMV (Podsakoff *et al.*, 2003); all indicators were factored by being entered into an unrotated exploratory factor analysis of all the eight study factors with all their items. The results show that the eigenvalue of a single factor is greater than 1, while the total variance explained for the first factor, 36.52%, is less than the indicative 50%. Therefore, we can conclude that CMV should not be a serious concern in this research.

4.3 Test of hypotheses
The PLS-SEM estimation indicated that the model has good explanatory power; it explains 18.4%, 24.4% and 58.8% of the variance in social media CBE, brand trust and brand loyalty, respectively. Table 4 presents the proposed model's estimated standardized path coefficients and *t*-values for the main and indirect effect. We first hypothesized that perceived brand interactivity is positively related to CBE in social media. As the results show, brand interactivity is positively and significantly associated with social media CBE ($\beta = 0.304$, $p < 0.001$), thereby supporting H1. Similarly, there is a positive direct effect of brand involvement on social media CBE ($\beta = 0.192$, $p < 0.001$), supporting H2. We observe that social media CBE is positively related to brand trust ($\beta = 0.199$, $p < 0.01$), supporting H3. We also find a positive and significant relationship between social media CBE and brand loyalty ($\beta = 0.423$, $p < 0.001$), in support of H4. Finally, we find that brand trust is positively associated with brand loyalty in social media ($\beta = 0.395$, $p < 0.001$), supporting H5.

4.4 Mediating effect of brand trust
Next, we analyze our mediation hypothesis. To test for mediation, we used Baron and Kenny's (1986) four-step approach, with brand trust acting as mediator. The mediating effect

Factors	1	2	3	4	5
1. Brand loyalty	*0.870*	*0.564*	*0.473*	*0.586*	*0.747*
2. Brand trust	0.492	*0.860*	*0.215*	*0.554*	*0.428*
3. Social media customer brand engagement	0.433	0.199	*0.753*	*0.441*	*0.333*
4. Brand interactivity	0.511	0.471	0.395	*0.830*	*0.533*
5. Brand involvement	0.676	0.380	0.335	0.470	*0.842*

Note(s): Diagonals (in bold and italic) represent the square-root of AVE, while the lower triangular represents the shared variance (the squared correlations), and the upper triangular (in italic) represents the HTMT correlation values

Table 3. Discriminant validity of measures

Hypothesized direct paths	Standardized estimates	*t*-values	*p*-values	Decision
H1: Brand interactivity → social media CBE	0.304	5.241	0.000[***]	Supported
H2: Brand involvement → social media CBE	0.192	3.799	0.000[***]	Supported
H3: Social media CBE → brand trust	0.199	3.298	0.001[**]	Supported
H4: Social media CBE → brand loyalty	0.348	9.152	0.000[***]	Supported
H5: Brand trust → brand loyalty	0.423	9.922	0.000[***]	Supported
H6: Social media CBE → (brand trust) → brand loyalty	0.084	3.155	0.002[**]	Supported

Note(s): Customer brand engagement (CBE). Absolute values are applied to standardized path coefficients, [**]Statistically significant at $p < 0.010$, [***]Statistically significant at $p < 0.001$. In this table, the mediator effect is represented in parenthesis

Table 4. Hypotheses testing result of the direct and indirect effect

of brand trust was assessed using a bias-corrected bootstrapping percentile method based on 2,000 bootstrap samples at 95% confidence intervals to determine the significance of indirect effects. To test for H6, we obtained the indirect effect of social media CBE on brand loyalty based on the bias-corrected bootstrapping (a bootstrap sample of 2,000 was employed). The results in Table 4 validating the mediation effect of brand trust indicate that the indirect effect of social media CBE is positively and significantly related to brand loyalty via brand trust (β = 0.084, p < 0.01), which supports H6. Thus, the indirect effect of CBE on brand loyalty through brand trust does not include zero in-between the values that specify mediation (LBCI = 0.032; UBCI = 0.136). Taken together, these results suggest the presence of the mediation effect of brand trust through which social media CBE influences brand loyalty.

5. Discussion and conclusion

The present research developed and tested an integrated model that examined the effects of perceived social media brand interactivity and involvement on brand-related outcomes (brand trust and brand loyalty) through understanding the role played by CBE in social media, with a focus on consumers who follow Royal Jordanian Airlines on their Facebook page. Using the PLS-SEM approach, our findings supported the hypothesized relationships. Our empirical study suggested that, as was expected, perceived brand interactivity and involvement directly impact social media CBE. Additionally, we found that social media CBE is strongly related to brand trust and the behavioral aspect of brand loyalty. Consequently, we observe that brand trust is positively associated with brand loyalty. The results indicate that brand trust also plays a crucial mediating role in social media airline marketing. Thus, this research fills an existing gap in the area of social media CBE and its role in the airline industry by focusing on an airline's followers on Facebook (Dijkmans *et al.*, 2015; Gómez *et al.*, 2019; So *et al.*, 2014). The present study was conducted in the Jordanian context and contributes to the general understanding of social media CBE (Dessart *et al.*, 2015; Hollebeek *et al.*, 2014, 2019; Islam and Rahman, 2016; Obilo *et al.*, 2021; So *et al.*, 2014; Vander Schee *et al.*, 2020) by analyzing the role of social media brand interactivity and involvement (France *et al.*, 2016; Gligor *et al.*, 2019; Harrigan *et al.*, 2018; Read *et al.*, 2019) and important brand-related outcomes such as brand trust and loyalty (Chaudhuri and Holbrook, 2001; Dessart, 2017; Hollebeek, 2011; Laroche *et al.*, 2012; Urban *et al.*, 2000). Consequently, the study has the following theoretical and practical implications.

5.1 Theoretical implications

First, we sought to examine the relationship between perceived social media brand interactivity and CBE. Specifically, this perceived brand interactivity promotes the notion that the brand appreciates the time and effort customers put into the exchange process. Given the interactive nature between social media platforms and customers, as two-way communication, it is necessary to understand how perceived social media brand interactivity affects the various aspects of CBE (Gligor *et al.*, 2019). For example, more studies have focused on the affective and cognitive facets of CBE rather than its behavioral aspects (e.g. France *et al.*, 2016; Gligor *et al.*, 2019). While these studies shed some light on the interactivity–engagement relationship in both online and offline contexts, their conceptualization of CBE does not fully capture the behavioral aspect of the construct (Gligor and Bozkurt, 2021). The inclusion of behavioral aspects as customer activities that constitute engagement is crucial to further validate the CBE scale (Hollebeek *et al.*, 2014). In this regard, our results reveal that perceived brand interactivity is positively related to CBE in social media. These findings are in line with previous studies (France *et al.*, 2016; Gligor *et al.*, 2019; Read *et al.*, 2019). More specifically, the results of this study indicate that customers are more willing to engage with a brand on social media when they perceive it to be highly interactive.

Meanwhile, the positive effect of social media brand involvement on CBE received support in line with prior studies which assert that consumers with a high level of involvement show a heightened level of engagement (France *et al.*, 2016; Harrigan *et al.*, 2018; Leckie *et al.*, 2016), although in a different context. Our results suggest that customers who follow an airline's Facebook page perceive social media brand engagement as highly relevant and valuable as a result of social media brand involvement. By placing and testing the CBE model as conceptualized by Hollebeek *et al.*'s (2014) nomological framework, we emphasize the interdependence. That is, we assessed the impact of perceived brand involvement on social media CBE when the interdependencies among the elements of the CBE model are considered in their entirety as a three-dimensional construct, comprising cognitive, emotional and behavioral components. There is considerable support for the belief that brand involvement is positively related to the three individual dimensions of CBE (e.g. Algharabat *et al.*, 2020; Harrigan *et al.*, 2018; Hollebeek *et al.*, 2014; Leckie *et al.*, 2016), there is a dearth of research on how brand involvement contributes to general customer engagement in social media. For example, Harrigan *et al.* (2018) and Hollebeek *et al.* (2014) demonstrate that brand involvement is positively related to the three elements of CBE: cognitive, affective and activation. Our results suggest that highly involved customers feel that the Facebook page of the airline company brand reflects their personal attitudes and values and thus positively enhances their engagement level with those brands over social media.

Second, the results contribute to the brand engagement literature by validating the influence of CBE on two crucial brand-related outcomes (brand trust and brand loyalty) using the airline's social media page. As such, we have validated the three dimensions of CBE on brand trust proposed by Laroche *et al.* (2012) in the context of airline social media marketing. We observe that the strength of the relationship between customer and brand (i.e. CBE) results from brand trust, which is in line with previous research (Hollebeek, 2011; So *et al.*, 2014), although in a different context. Additionally, our results confirm that social media CBE is positively related to the behavioral aspect of brand loyalty. This is a relationship proposed by many other researchers (Hollebeek, 2011), although empirical validation of this relationship remained unclear and more research was needed (Islam *et al.*, 2018). Thus, while the relationship between CBE and brand loyalty was claimed extensively in the literature, research has been predominantly conceptual and has still not provided robust evidence regarding how these variables relate to each other (Fernandes and Moreira, 2019). The few empirical studies lack generalizability (Dessart, 2017; Hollebeek *et al.*, 2014) and hence fail to investigate the behavioral aspect of brand loyalty (Kumar and Nayak, 2019). For example, Leckie *et al.* (2016) examined the impact of the three dimensions of CBE on attitudinal brand loyalty. Our findings also build on Harrigan *et al.*'s (2017) parallel work on the effects of customer engagement on brand loyalty, which did not explicitly consider the role of social media CBE developed by Hollebeek *et al.* (2014).

The third theoretical contribution involves our examination of the impact of brand trust on brand loyalty. We find that higher levels of brand trust increased behavioral brand loyalty over social media platforms. Additionally, the relationship between brand trust and brand loyalty has been evidenced in past studies, as brand trust contributes to brand loyalty (Chaudhuri and Holbrook, 2001; Urban *et al.*, 2000). Although these paths have not been documented in the social media CBE literature, they have been investigated in other contexts. It is useful to acknowledge the role of brand trust in strengthening the behavioral aspect of brand loyalty (He *et al.*, 2012; Laroche *et al.*, 2012).

Fourth, this study contributes to the CBE literature in a social media context by providing a comprehensive understanding of the vitality of brand trust as an intervening mechanism through which social media CBE influences brand loyalty as an additional path to those already established, enabling marketers to build strong relationships between customers and brands. Our research lends strong evidence of the vitality of brand trust as a mediator

between social media CBE and brand loyalty, thereby extending knowledge about the social media CBE model proposed by Hollebeek *et al.* (2014), differing from prior research that investigated the direct relationship between CBE, brand trust and brand loyalty (e.g. So *et al.*, 2016). Previous studies have demonstrated that customer engagement boosts brand loyalty through brand trust in online brand communities (Brodie *et al.*, 2013; Laroche *et al.*, 2012; Li *et al.*, 2020). This line of thinking suggests a theoretical connection of brand trust in the conceptually direct linkage between customer engagement and brand loyalty (Brodie *et al.*, 2011), thus substantiating the theoretical underpinnings of social media CBE.

Finally, this study was conducted in a developing country (Jordan) due to the different values and characteristics compared to the more researched contexts of developed countries (Algharabat *et al.*, 2020), which supports the generalizability of the social media CBE by providing evidence from a different cultural background context.

5.2 Practical implications

By addressing the main antecedents of social media CBE and their consequences for brand trust and loyalty. First, both brand interactivity and involvement based on social media exhibited have statistically significant effects on CBE. Customers who interact directly with airline brands over social media platforms have a highly relevant influence on CBE. Two-way communication on the airline's Facebook page could encourage customers to offer feedback when they perceive that the airline brand is highly interactive and effectively responds to their specific requirements. In addition, the perceived social media brand involvement is important in stimulating customers' cognitive processing, affection and activation (i.e. CBE) in the social media marketing environment, where involvement plays a vital role in the customer–brand relationship. Accordingly, marketing managers may use this finding to develop customer–brand relationships to drive the involvement of existing and potential consumers. To do so, the airline's Facebook page content should be designed based on the customer interests, values and needs that motivate a customer to engage with the brand over social media platforms. Thus, we suggest that if airline companies improve brand involvement by creating what is important according to the customer demands, this would enhance customer engagement level with airline companies' Facebook pages.

Second, our findings indicate that if airline marketing managers wish to increase and enhance their Facebook page brand loyalty, they must promote the development of customer engagement on their social media brand. This implies that marketers could increase brand loyalty over social media platforms by creating a close relationship between customers and brands. Social media is the ideal channel through which to increase the customer's level of cognitive processing, affection and activation (i.e. CBE) with a brand. Importantly, by increasing the level of CBE process that leads to more measurable outcomes such as brand trust, airlines companies will attract more loyal consumers over the social media platforms.

Finally, the study confirms the mediating effect of brand trust through which social media CBE influences the behavioral aspect of brand loyalty, which may provide fertile ground for airline managers to redesign their engagement strategies and tactics. Our findings suggest that the behavioral aspect of brand loyalty can be easily achieved when the CBE goes through the process of faithfully building brand trust. Instilling confidence and trust in customers is a way of building a strong relationship between customers and brands, also driving customers to engage with airline brands on Facebook pages. For example, marketing managers in the airline industry should provide the promised services to customers (Agustin and Singh, 2005).

5.3 Limitations and directions for future research

Although this study made several theoretical and practical contributions to the body of literature on social media CBE research, there are several limitations that should be

acknowledged. First, as our hypotheses were tested using a convenience sample of consumers who follow Royal Jordanian Airlines on Facebook, our results are generalizable with some limitation to the context of social media platforms particularly Facebook users within the airline context. Second, we also looked only at customers who follow the Royal Jordanian Facebook page and did not take into account other social media platforms such as Instagram and Twitter. We call for future research to validate the study research model by examining these platforms to increase the generalizability of our findings. Third, the study investigates the role of social media CBE based on Hollebeek *et al*'s (2014) work. So *et al*'s (2014) customer engagement scale, as adapted by previous studies (e.g. Gómez *et al.*, 2019; Harrigan *et al.*, 2017), could be used and compared with the Hollebeek scale in terms of predictive and explanatory power (Harrigan *et al.*, 2018). Further studies might also provide further insights into the nature of the relationship between social media CBE and brand-related outcomes, using a different context such as hotels and mobile phone service providers. Another stream of future research may consider the cultural factors that may impact the results. Finally, a longitudinal study is needed to improve the generalization of results.

References

Agustin, C. and Singh, J. (2005), "Curvilinear effects of consumer loyalty determinants in relational exchanges", *Journal of Marketing Research*, SAGE Publications, Vol. 42 No. 1, pp. 96-108.

Algharabat, R., Rana, N.P., Alalwan, A.A., Baabdullah, A. and Gupta, A. (2020), "Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media", *Journal of Retailing and Consumer Services*, Vol. 53, p. 101767.

Bagozzi, R.P. and Yi, Y. (1988), "On the evaluation of structural equation models", *Journal of the Academy of Marketing Science*, Vol. 16 No. 1, pp. 74-94.

Barclay, D., Higgins, C. and Thompson, R. (1995), "The partial least squares (PLS) approach to casual modeling: personal computer adoption and use as an illustration", *Technology Studies*, Vol. 2 No. 2, pp. 285-309.

Baron, R.M. and Kenny, D.A. (1986), "The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations", *Journal of Personality and Social Psychology*, Vol. 51 No. 6, pp. 1173-1182.

Bijmolt, T.H.A., Leeflang, P.S.H., Block, F., Eisenbeiss, M., Hardie, B.G.S., Lemmens, A. and Saffert, P. (2010), "Analytics for customer engagement", *Journal of Service Research*, SAGE Publications, Vol. 13 No. 3, pp. 341-356.

Bowden, J.L.-H. (2009), "The process of customer engagement: a conceptual framework", *Journal of Marketing Theory and Practice*, Vol. 17 No. 1, pp. 63-74.

Brislin, R.W. (1986), "The wording and translation of research instruments", *Field Methods in Cross-Cultural Research*, Sage Publications, Thousand Oaks, CA, pp. 137-164.

Brodie, R.J., Hollebeek, L.D., Jurić, B. and Ilić, A. (2011), "Customer engagement: conceptual domain, fundamental propositions, and implications for research", *Journal of Service Research*, Vol. 14 No. 3, pp. 252-271.

Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013), "Consumer engagement in a virtual brand community: an exploratory analysis", *Journal of Business Research*, Vol. 66 No. 1, pp. 105-114.

Busalim, A.H., Ghabban, F. and Hussin, A.R.C. (2021), "Customer engagement behaviour on social commerce platforms: an empirical study", *Technology in Society*, Vol. 64, p. 101437.

Chaudhuri, A. and Holbrook, M.B. (2001), "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty", *Journal of Marketing*, Vol. 65 No. 2, pp. 81-93.

Corbitt, B.J., Thanasankit, T. and Yi, H. (2003), "Trust and e-commerce: a study of consumer perceptions", *Electronic Commerce Research and Applications*, Vol. 2 No. 3, pp. 203-215.

Dessart, L. (2017), "Social media engagement: a model of antecedents and relational outcomes", *Journal of Marketing Management*, Routledge, Vol. 33 Nos 5-6, pp. 375-399.

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2015), "Consumer engagement in online brand communities: a social media perspective", *Journal of Product and Brand Management*, Vol. 24 No. 1, pp. 28-42.

Dijkmans, C., Kerkhof, P. and Beukeboom, C.J. (2015), "A stage to engage: social media use and corporate reputation", *Tourism Management*, Vol. 47, pp. 58-67.

Dijkstra, T.K. and Henseler, J. (2015), "Consistent partial least squares path modeling", *MIS Quarterly*, Management Information Systems Research Center, University of Minnesota, Vol. 39 No. 2, pp. 297-316.

Fernandes, T. and Moreira, M. (2019), "Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships", *Journal of Product and Brand Management*, Vol. 28 No. 2, pp. 274-286.

Fornell, C. and Larcker, D.F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.

France, C., Merrilees, B. and Miller, D. (2016), "An integrated model of customer-brand engagement: drivers and consequences", *Journal of Brand Management*, Vol. 23 No. 2, pp. 119-136.

Gligor, D. and Bozkurt, S. (2021), "The impact of perceived brand interactivity on customer purchases. The mediating role of perceived brand fairness and the moderating role of brand involvement", *Journal of Product and Brand Management*, Vol. ahead-of-print No. ahead-of-print, doi: 10.1108/JPBM-12-2019-2692.

Gligor, D., Bozkurt, S. and Russo, I. (2019), "Achieving customer engagement with social media: a qualitative comparative analysis approach", *Journal of Business Research*, Vol. 101, pp. 59-69.

Gómez, M., Lopez, C. and Molina, A. (2019), "An integrated model of social media brand engagement", *Computers in Human Behavior*, Vol. 96, pp. 196-206.

Hair, J.F., Sarstedt, M., Ringle, C.M. and Mena, J.A. (2012), "An assessment of the use of partial least squares structural equation modeling in marketing research", *Journal of the Academy of Marketing Science*, Vol. 40 No. 3, pp. 414-433.

Halaszovich, T. and Nel, J. (2017), "Customer–brand engagement and Facebook fan-page 'Like'-intention", *Journal of Product and Brand Management*, Vol. 26 No. 2, pp. 120-134.

Harman, H.H. (1976), *Modern Factor Analysis*, 2nd ed., University of Chicago Press, Chicago.

Harrigan, P., Evers, U., Miles, M. and Daly, T. (2017), "Customer engagement with tourism social media brands", *Tourism Management*, Vol. 59, pp. 597-609.

Harrigan, P., Evers, U., Miles, M.P. and Daly, T. (2018), "Customer engagement and the relationship between involvement, engagement, self-brand connection and brand usage intent", *Journal of Business Research*, Vol. 88, pp. 388-396.

He, H., Li, Y. and Harris, L. (2012), "Social identity perspective on brand loyalty", *Journal of Business Research*, Vol. 65 No. 5, pp. 648-657.

Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), "A new criterion for assessing discriminant validity in variance-based structural equation modeling", *Journal of the Academy of Marketing Science*, Vol. 43 No. 1, pp. 115-135.

Hinson, R., Boateng, H., Renner, A. and Kosiba, J.P.B. (2019), "Antecedents and consequences of customer engagement on Facebook: an attachment theory perspective", *Journal of Research in Interactive Marketing*, Vol. 13 No. 2, pp. 204-226.

Hollebeek, L.D. (2011), "Demystifying customer brand engagement: exploring the loyalty nexus", *Journal of Marketing Management*, Vol. 27 Nos 7-8, pp. 785-807.

Hollebeek, L.D., Glynn, M.S. and Brodie, R.J. (2014), "Consumer brand engagement in social media: conceptualization, scale development and validation", *Journal of Interactive Marketing*, Vol. 28 No. 2, pp. 149-165.

154

Hollebeek, L.D., Srivastava, R.K. and Chen, T. (2019), "S-D logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM", *Journal of the Academy of Marketing Science*, Vol. 47 No. 1, pp. 161-185.

Islam, J.U. and Rahman, Z. (2016), "The transpiring journey of customer engagement research in marketing: a systematic review of the past decade", *Management Decision*, Emerald Group Publishing, Vol. 54 No. 8, pp. 2008-2034.

Islam, J.U., Rahman, Z. and Hollebeek, L.D. (2018), "Consumer engagement in online brand communities: a solicitation of congruity theory", *Internet Research*, Vol. 28 No. 1, pp. 23-45.

Kabadayi, S. and Price, K. (2014), "Consumer – brand engagement on Facebook: liking and commenting behaviors", edited by Angela Hausman, D. *Journal of Research in Interactive Marketing*, Emerald Group Publishing, Vol. 8 No. 3, pp. 203-223.

Kumar, J. and Nayak, J.K. (2019), "Consumer psychological motivations to customer brand engagement: a case of brand community", *Journal of Consumer Marketing*, Emerald Publishing, Vol. 36 No. 1, pp. 168-177.

Labrecque, L.I. (2014), "Fostering consumer–brand relationships in social media environments: the role of parasocial interaction", *Journal of Interactive Marketing*, Vol. 28 No. 2, pp. 134-148.

Laroche, M., Habibi, M.R., Richard, M.-O. and Sankaranarayanan, R. (2012), "The effects of social media based brand communities on brand community markers, value creation practices, brand trust and brand loyalty", *Computers in Human Behavior*, Vol. 28 No. 5, pp. 1755-1767.

Leckie, C., Nyadzayo, M.W. and Johnson, L.W. (2016), "Antecedents of consumer brand engagement and brand loyalty", *Journal of Marketing Management*, Vol. 32 Nos 5-6, pp. 558-578.

Li, M.-W., Teng, H.-Y. and Chen, C.-Y. (2020), "Unlocking the customer engagement-brand loyalty relationship in tourism social media: the roles of brand attachment and customer trust", *Journal of Hospitality and Tourism Management*, Vol. 44, pp. 184-192.

Liu, F., Li, J., Mizerski, D. and Soh, H. (2012), "Self-congruity, brand attitude, and brand loyalty: a study on luxury brands", edited by Abimbola, T., *European Journal of Marketing*, Vol. 46 Nos 7/8, pp. 922-937.

Mukherjee, K. and Banerjee, N. (2019), "Social networking sites and customers' attitude towards advertisements", *Journal of Research in Interactive Marketing*, Emerald Publishing Limited, Vol. 13 No. 4, pp. 477-491.

Nunnally, J.C. (1978), "An overview of psychological measurement", in Wolman, B.B. (Ed.), *Clinical Diagnosis of Mental Disorders*, Springer US, Boston, MA, pp. 97-146.

Obilo, O.O., Chefor, E. and Saleh, A. (2021), "Revisiting the consumer brand engagement concept", *Journal of Business Research*, Vol. 126, pp. 634-643.

Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P. (2003), "Common method biases in behavioral research: a critical review of the literature and recommended remedies", *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879-903.

Raji, R.A., Rashid, S. and Ishak, S. (2019), "The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention", *Journal of Research in Interactive Marketing*, Emerald Publishing, Vol. 13 No. 3, pp. 302-330.

Read, W., Robertson, N., McQuilken, L. and Ferdous, A.S. (2019), "Consumer engagement on Twitter: perceptions of the brand matter", *European Journal of Marketing*, Vol. 53 No. 9, pp. 1905-1933.

Ringle, C.M., Wende, S. and Becker, J.-M. (2015), *SmartPLS 3*, SmartPLS GmbH, Boenningstedt.

Roberts, K. (2014), *Convenience Sampling through Facebook*, SAGE Publications, London, Vol. 1.

Royal Jordanian (2017), "Royal Jordanian wins prestigious awards for social media campaign - Royal Jordanian", *Rj.Com*, available at: https://rj.com/de/meet-rj/our-media-center/news/2017/06/07/prestigious-awards-for-social-media (accessed 28 March 2020).

So, K.K.F., King, C. and Sparks, B. (2014), "Customer engagement with tourism brands: scale development and validation", *Journal of Hospitality and Tourism Research*, Vol. 38 No. 3, pp. 304-329.

So, K.K.F., King, C., Sparks, B.A. and Wang, Y. (2016), "The role of customer engagement in building consumer loyalty to tourism brands", *Journal of Travel Research*, Vol. 55 No. 1, pp. 64-78.

Urban, G.L., Sultan, F. and Qualls, W.J. (2000), "Placing trust at the center of your internet strategy", *Sloan Management Review*, Vol. 42 No. 1, pp. 39-48.

Vander Schee, B.A., Peltier, J. and Dahl, A.J. (2020), "Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions", *Journal of Research in Interactive Marketing*, Vol. 14 No. 2, pp. 239-268.

Verhoef, P.C., Reinartz, W.J. and Krafft, M. (2010), "Customer engagement as a new perspective in customer management", *Journal of Service Research*, Vol. 13 No. 3, pp. 247-252.

Wang, C.L. (2021), "New frontiers and future directions in interactive marketing: inaugural editorial", *Journal of Research in Interactive Marketing*, Emerald Publishing, Vol. 15 No. 1, pp. 1-9.

Zaichkowsky, J.L. (1985), "Measuring the involvement construct", *Journal of Consumer Research*, Vol. 12 No. 3, p. 341.

Zeithaml, V.A., Berry, L.L. and Parasuraman, A. (1996), "The behavioral consequences of service quality", *Journal of Marketing*, Vol. 60 No. 2, pp. 31-46.

About the authors

Tariq Samarah is a PhD candidate at Girne American University. His current areas of research are in digital marketing and e-commerce in general, and consumer behavior in particular.

Pelin Bayram is an Assistant Professor at European University of Lefke. She holds a BA degree in Faculty of Communication and Media Studies from Eastern Mediterranean University, an MBA degree in Business Administration from Istanbul Bilgi University, and a PhD degree in Marketing from Girne American University. She was the Head of Business Management and IACBE and ECBE Accreditation Coordinator for the Faculty of Business and Economics in Girne American University since 2008.

Hasan Yousef Aljuhmani is a senior lecturer and research assistant at the centre for management research (CMR) at Girne American University. His research interests are in strategic management, public administration, strategic HRM and marketing strategy in general; upper echelons theory (UET), organizational behavior and strategic leadership in particular.

Dr. Hamzah Elrehail serves as an Assistant Professor of Management at Abu Dhabi School of Management, Abu Dhabi, United Arab Emirates. His research spans into Leadership, HRM, Innovation management, Knowledge management and Strategy. He published several papers in ISI and Scopus indexed journals such as European Journal of International Management, Computers in Human Behaviour, Telematics and Informatics, Journal of Workplace Learning, Journal of Information Technology, Journal of Innovation and Knowledge and Journal of Intellectual Capital. Hamzah Elrehail is the corresponding author and can be contacted at: cs-hamzah@hotmail.com; h.elrehail@adsm.ac.ae