



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 4 Tahun 2023 Page 3698-3711

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

The Influence Of Social Media Marketing Instagram Towards Consumer-Brand Engagement And Brand Knowledge Of Gojek

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Abstrak

Berkat pertumbuhan internet, aplikasi layanan transportasi *online* telah tumbuh secara signifikan di Indonesia. Salah satu pionir layanan transportasi *online* adalah Gojek, khususnya pada aplikasi ojek online. Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Marketing (Entertainment, Interaction, Trendiness Customization dan E-WOM)* yang dilakukan di Instagram terhadap *Customer-Brand Engagement* dan *Brand Knowledge (Brand Awareness dan Brand Image)* Gojek. Penelitian ini menggunakan metode kuantitatif dengan analisis kausal dan deskriptif, dimana kuesioner survei dibagikan kepada pengguna instagram baik yang mengikuti atau pernah melihat konten Gojek di Instagram. Data diambil dari 301 responden melalui Google Forms. Penelitian ini menggunakan analisis Structural Equation Modeling (SEM) dengan menggunakan aplikasi Smart PLS 4. Hasil penelitian menunjukkan pengaruh tidak langsung elemen SMM *Entertainment, Interaction, Customization, dan E-WOM* berpengaruh secara signifikan dan positif terhadap *Brand Knowledge*, sedangkan pengaruh tidak langsung *Trendiness* terhadap *Brand Awareness* dan *Brand Image* lemah dan tidak signifikan. Studi penelitian ini diharapkan dapat memberikan manfaat bagi perusahaan dan peneliti lainnya. Penulis menyarankan agar perusahaan harus meningkatkan kontennya di media socialnya dengan berfokus pada *E-WOM, Entertainment, dan Interaction* untuk mendapatkan *customer-brand engagement* dan meningkatkan *brand knowledge*.

Kata Kunci: *Social Media Marketing; Consumer-Brand Engagement, Brand Knowledge, Jasa Transportasi Online*

Abstract

Due to the growth of the internet, online transportation service application has grown significantly in Indonesia. One of the pioneers of online transportation services is Gojek, especially in ride-hailing applications. The goal of this study is to examine how the Social Media Marketing (Entertainment, Interaction, Trendiness, Customization, and E-WOM) in Instagram on Consumer-Brand Engagement and Brand Knowledge (Brand Awareness and Brand Image) of Gojek. This research uses a quantitative method with causal and descriptive analysis, where the survey questionnaires are distributed to Instagram users that follow or have seen the content of Gojek on Instagram. The data was taken from 301 respondents through Google Forms. This research utilizes Structural Equation Modeling (SEM) analysis using SmartPLS 4 application. The results show it has the indirect effect of SMMs elements of Entertainment, Interaction, Customization, and E-WOM are significant and positive influences on Brand Knowledge, while the indirect effect of Trendiness on Brand Awareness and Brand Image is weak and non-significant. This research study is expected to give benefit for the company and other researchers. The author suggested that the company should improve its content on its social media by focusing on E-WOM, Entertainment, and Interaction to gain customer-brand engagement and improve brand knowledge.

Keywords: Social Media Marketing; Consumer-Brand Engagement, Brand Knowledge, Online Transportation Service

INTRODUCTION

Every year online transportation is growing rapidly in Indonesia. The growth of this online transportation service started when Gojek launched its application in 2015 (Damaini et al., 2018). Gojek stands as the leader of technology platform for on-demand multi-services in Southeast Asia, offering diverse access of services including transportation, payments, grocery delivery, logistics, and various other services (Gojek, 2022).

Being the first application platform that provides online transportation services in Indonesia, giving the consumer the brand knowledge of their services. Thus, the consumer is aware of the brand being the first to offer online transportation services. According to Alamsyah et al. (2014), brand awareness that as a condition of a brand being recognized by the potential customer and can identify a particular product of a brand. Also, known as a pioneer of ride-hailing platforms, Gojek has built a strong brand image. Also, known as a pioneer of ride-hailing platforms, Gojek has built a strong brand image. According to Prasetyo et al. (2022), the customer will participate in a conversation about a brand if they have knowledge about the brand by being aware of the brand they will interest in the conversation.

The competition among digital service platforms in Indonesia makes the company need to choose the best strategy to gain many consumers. Gojek has been the top brand that its consumer chooses over the past years compared to its competitor. Thus, make the researcher is motivated to conduct a study aimed at exploring the impact of social media marketing Instagram towards consumer-brand engagement and brand knowledge of Gojek.

LITERATURE REVIEW

Marketing Management

Marketing management refers to the art and science that aims to build a customer relationship through a select target market by creating, delivering, and communicating its value to the customers. (Kotler et al., 2005). Kotler & Keller (2012) define marketing management as social and managerial.

Social Media Marketing

Marketing According to Kotler & Keller (2012) one of the new capabilities to help companies is the use of social media that can increase their brand message. Companies can use blogs or other internet platforms to post their updates to online communities. Kotler & Keller also categorize three main social media platforms as online communities and forums, bloggers, and social networks. Utilizing social media platforms also enables engagement between consumers and the brand. Social media enables a brand to amplify its public presence and expand its online visibility. It can create a community and active engagement through personal and self-driven expression, discussion forums, online chat spaces, and blogs. (Keller, 2013). Cheung et al. (2020) executed the components of social media marketing elements as entertainment, interaction, trendiness, customization, and word-of-mouth (E-WOM). Users explore social media for amusement and entertainment (Nawi et al., 2020). For consumers, social media is a place to find excitement to play (Zhang et al., 2014). Interaction allows consumers to share information and trigger other social media users' enthusiasm and enjoyment with the online community (Dessart et al., 2015). Trendiness refers to how the brand communicates or shares its latest information about the brand to the community that might become "hot topics" (Naaman et al., 2011). Social media shares the latest information and becomes the central product search channel (Godey et al., 2016). Zhu and Chen (2015) mostly describe the types of posts depending on the customization level, there are customized messages and broadcasts. Instagram post or Facebook post that targets specific audience is the example of a customized message. A broadcast message targets those who are interested such as Twitter tweets (Godey et al., 2016). Traditionally

World-of-Mouth is typically involved direct communication among individuals regarding brands or product, but with the growth of the internet, Word-of-Mouth has evolved into electronic form, commonly referred to as Electronic World-of-Mouth (E-WOM) (Indrawati et al., 2022).

Brand Engagement

According to Keller (2013), there are three senses of brand engagement; actual brand engagement, which encompasses actions related to the consumer engagement with the brand, ideal brand engagement, which includes the activities consumers desired to do with the brand, and other one is market brand engagement that is the activities that both consumers think they are doing the same thing with the brand.

Brand Knowledge

According to Keller (1993), brand knowledge is a vital precursor to consumer-brand value, conceptualized as a memory-based node with various linked associations. Keller (2013) considers brand knowledge into two components: brand awareness and brand image, according to an associative network model. According to Keller (2013), brand awareness is the consumer's capacity in identifying a brand in distinct situations. Brand awareness measures the potential of a brand that comes into mind in every situation. Brand awareness measures the potential of a brand that comes into mind in every situation. Aaker (1991) states that brand awareness is the capability of potential buyers to identify and remember that a brand associated to a particular product category. Furthermore, there is a link between the product class and the brand itself. While the Brand image is the perceptions of the brand according to its consumer that is associated with consumers' memory (Keller, 2013). Hsieh et al. (2004) state that a successful brand image allows the consumer to recognize their requirements and sets the brand apart from its rivals, thus enhancing the potential of consumers choosing to buy the brand.

Research Hypothesis

According to the theoretical framework in Figure.1, the hypothesis can be listed are:

- H1: Entertainment SMM content variable positively influences consumer-brand engagement.
- H2: Interaction SMM content variable positively influences consumer-brand engagement.
- H3: Trendiness SMM content variable positively influences consumer-brand engagement.
- H4: Customization SMM content variable positively influences consumer-brand engagement.
- H5: E-WOM SMM content variable positively influences consumer-brand engagement.
- H6: Consumer-brand engagement variable positively influences brand awareness.

H7: Consumer-brand engagement variable positively influences brand image.

RESEARCH METHODOLOGY

In this research, quantitative techniques with descriptive-causal approach were employed. Data was gathered through questionnaires and analyzed using PLS-SEM through SmartPLS 4 software. A total of 301 participants took part in this study.

According to Hair et al. (2021), Structural Equation Modeling (SEM) is a method that can quantifying intricate associations of numerous dependent and independent variables. Therefore, it is suitable for research with numerous independent and dependent variables and is also favored as a predictive technique. Structural Equation Modeling (SEM) has two types which are covariance-based metric (CB-SEM) and variance-based metric (VB-SEM) (Indrawati, 2017).

PLS-SEM is preferred for the theory development and explanation of variance research (Hair et al., 2021). Therefore, PLS is suitable for research with multiple independent and dependent variables and is also favored as a predictive technique. According to Hair et al. (2021), PLS-SEM seeks to enhance the explained variance of endogenous latent variable's by estimating partial model relationships through a series of iterative ordinary least squares regressions.

Riduwan (2012) suggests that descriptive analysis is employed to convert data into measures of central tendency, distribution, and variability. The aims of descriptive analysis in this research is to explore the SMM's content (Entertainment, Interaction, Trendiness, Customization, and E-WOM) affects Brand Knowledge (Brand Awareness and Brand Image) through the intermediary of Customer-Brand Engagement of Gojek. In this research, a Likert scale with five intervals ranging from 1, signifying strong disagreement, to 5, indicating strong agreement, is employed to represent the frequency distribution.

According to Zikmund et al. (2017), the goodness-of-fit test assesses how closely a computed table or set of values matches as a population or a defined table or set of the same size. The formula for GoF is as follows:

$$GoF = \sqrt{\overline{AVE} \overline{R^2}} \quad (1)$$

where: \overline{AVE} : Average Communalities Index

$\overline{R^2}$: The R square model (the average of R^2 from latent variable)

The GoF ranges from 0-1, where 0.1 indicates small GoF, 0.25 indicates moderate GoF, and 0.36 indicates large GoF (Ghozali & Latan, 2012).

There are two kinds of hypotheses: the null hypothesis and the alternative hypothesis. The null hypothesis is denoted as H0, and the alternate hypothesis is denoted as H1, H2, H3, etc.

RESULT AND DISCUSSION

Descriptive Analysis Result

Table 2 Descriptive Analysis

Variable	Percentage
Entertainment	85,86%
Interaction	86,36%
Trendiness	87,73%
Customization	87,59%
Electronic Word-of-Mouth	82,59%
Consumer- Brand Engagement	86,68%
Brand Awareness	87,79%
Brand Image	86,93%

Source: SmartPLS Processed Data (2023)

According to Table 2, the descriptive analysis the Entertainment, Interaction, Trendiness, Customization, Consumer-Brand Engagement, Brand Awareness, and Brand Image variables are all included in a "Very Good" category. However the Electronic Word-of-Mouth variable is placed within the "Good" category, exhibiting an overall average percentage of 82.59% below 84%.

Outer Model Result (Measurement Model)

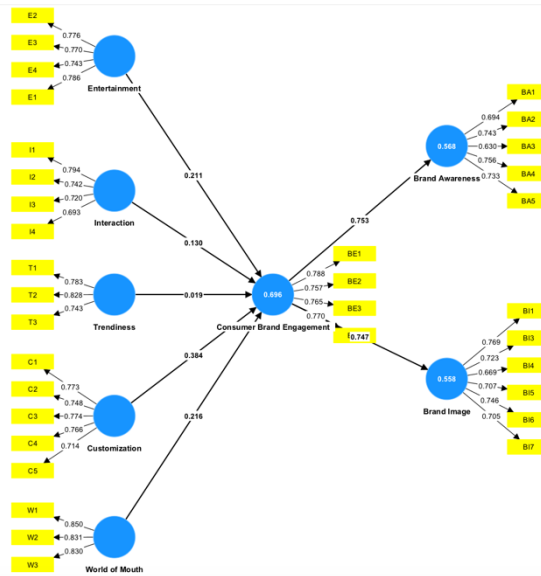


Figure 2 Outer Model Result (SmartPLS Processing Result, 2023)

Figure 4.9 shows the results of measurement model testing. The testing of this measurement model aims to establish the questionnaire items' validity and reliability.

Table 3 Convergent Validity

Latent Variable	Item	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Entertainment (E)	E1	0.787	0.591	0.770	0.853
	E2	0.770			
	E3	0.767			
	E4	0.752			
Interaction (I)	I1	0.797	0.545	0.721	0.827
	I2	0.733			
	I3	0.720			
	I4	0.700			
Trendiness (T)	T1	0.780	0.617	0.689	0.827
	T2	0.824			
	T3	0.750			
Customization (C)	C1	0.772	0.570	0.812	0.869
	C2	0.754			
	C3	0.764			
	C4	0.764			
	C5	0.717			

Word-of-Mouth (W)	W1	0.837	0.701	0.787	0.875
	W2	0.840			
	W3	0.836			
Consumer Brand Engagement (BE)	BE1	0.736	0.593	0.771	0.853
	BE2	0.684			
	BE3	0.709			
	BE4	0.700			
	BE5	0.771			
	BE6	0.596			
	BE7	0.596			
	BE8	0.631			
	BE9	0.633			
	BE10	0.639			
Brand Awareness (BA)	BA1	0.675	0.508	0.759	0.837
	BA2	0.737			
	BA3	0.641			
	BA4	0.764			
	BA5	0.744			
Brand Image (BI)	BI1	0.752	0.519	0.814	0.866
	BI2	0.661			
	BI3	0.697			
	BI4	0.677			
	BI5	0.705			
	BI6	0.733			
	BI7	0.702			

Source: SmartPLS Processed Data (2023)

Measure the accuracy level of the items in a variable that to be measured need convergent validity (Indrawati, 2017). According to Indrawati (2017), the loading factor is considered valid if it is greater than 0.6. Other than the loading factor, the items categorized as valid as the AVE exceeds 0.5 (Indrawati, 2017). In this research, all AVE values exceeded 0.5 which can be concluded that all of the variables are valid.

Reliability involves gauging the extent to which the indicator variable increases as the latent variable increase (Indrawati, 2017). According to Abdillah & Jogiyanto (2015), the value

that is considered reliable must have Cronbach's Alpha above 0.60 and Composite Reliability above 0.7. In this research all Cronbach's Alpha value exceed 0.6 and they exhibit a Composite Reliability value exceeding 0.70, indicating that the questionnaire used in this research meets the reliability standards.

Inner Model Result (Structural Model)

The goal of the structural model assessment is to observe the relationship between one latent variable with another (Indrawati, 2017).

Table 4 Path Coefficient and T-Value

Path Diagram	Path Coefficient	t-value	P-value	Conclusion
E -> BE	0.211	3.030	0.002	H1 Accepted
I -> BE	0.130	2.410	0.016	H1 Accepted
T -> BE	0.019	0.352	0.725	H1 Rejected
C -> BE	0.384	4.936	0.000	H1 Accepted
W -> BE	0.216	3.309	0.001	H1 Accepted
BE -> BA	0.753	13.800	0.000	H1 Accepted
BE -> BI	0.747	13.118	0.000	H1 Accepted

Source: SmartPLS Processed Data (2023)

In this study, a significance level of 0.05 was employed, and the t-value was set at 1.65. According to Table 4.20, all H1 is accepted, except for the Trendiness variables that H1 is rejected in this research. Therefore, only the Trendiness variable does not have positive and significant effect on the Consumer-Brand Engagement variable.

Table 5 Path Coefficient and T-Value

Variable	R Square	Conclusion
Consumer Brand Engagement	0.568	Moderate
Brand Awareness	0.558	Moderate
Brand Image	0.696	Good

Source: SmartPLS Processed Data (2023)

Table 4.5 shows that the Consumer Brand Engagement variable has an R2 value of 0.568, meaning that 58.8% of the variance in Consumer-Brand Engagement can be accounted for by variables Entertainment, Interaction, Trendiness, Customization, and E-WOM. Same as the 55.8% of the variance in Brand Awareness can be accounted for by the variable Entertainment, Interaction, Trendiness, Customization, and E-WOM. And 69.6% of the variance in Brand Image can be accounted for by variable Entertainment, Interaction, Trendiness, Customization, and E-WOM.

Goodness of Fit Testing

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = 0.594$$

The result of GoF calculation is 0.594, which can be concluded that the model of this study is good or high because the value is greater than 0.36.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of data analysis that has been conducted, the influence of social media marketing Instagram towards consumer-brand engagement and brand knowledge of Gojek, there are some conclusions that can be taken as follows:

1. There is a significant and positive influence of the indirect effect of the social media marketing dimension of entertainment on brand knowledge through consumer-brand engagement. This suggests that as the content becomes more entertaining, it increasingly captivates users, leading to greater engagement with the brand.
2. There is a significant and positive influence on the indirect effect of the social media marketing dimension interaction on brand knowledge through consumer-brand

engagement. This implies that the users are able to share enjoyment and excitement with others which will increase engagement with the brand.

3. There is no significant and positive influence of the indirect effect of the social media marketing dimension trendiness on brand knowledge through consumer-brand engagement. Consequently, it can be concluded that trendiness does not play a role in influencing the users to engage with the brand.
4. There is a significant and positive influence on the indirect effect of the social media marketing dimension customization on brand knowledge through consumer-brand engagement. This indicates that users perceive Gojek providing them with customized information.
5. There is and positive influence of the indirect effect of the social media marketing dimension of E-WOM on brand knowledge through consumer-brand engagement. This suggests that the users believe that engaging with the brand allows them to pass the information to others.
6. There is a significant and positive influence of consumer-brand engagement on brand knowledge of brand awareness. This implies that users believe engaging with the brand enhances their understanding of the brand.
7. There is a significant and positive influence of consumer-brand engagement on brand knowledge of brand image. This indicates that users who engage with the brand perceive an improvement in their knowledge of the brand's image.

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