

The role of engagement intention in mediating the relationship between brand equity and engagement behavior moderated by social media context

Adhi Prasetyo^{a*} and Mufidatul Azmi^b

^aDoctoral in Management, Lecturer and Researcher, Faculty Economic and Business, Telkom University, Bandung, Indonesia

^bMaster of Management Student, Faculty Economic and Business, Telkom University, Bandung, Indonesia

CHRONICLE

Article history:

Received: August 10, 2023

Received in revised format: September 28, 2023

Accepted: December 2, 2023

Available online: December 2, 2023

Keywords:

Brand equity

Engagement intention

Social media

Engagement behavior

ABSTRACT

The COVID-19 pandemic has brought about significant transformations in various aspects of life. Shifts in consumer behavior, for instance, can exert influence on global economic operations. This situation indirectly boosts the e-commerce sector while expediting the decline of conventional retail. Matahari Department Store is an example of a retail business adapting to this trend. Matahari, a retail company, recently shifted its focus towards online marketing. On one of its social media platforms, Matahari consistently presents engaging content. Nevertheless, this does not necessarily imply that Matahari enjoys a high level of social media engagement. This study aims to evaluate how brand equity influences engagement behavior, with engagement goals acting as a mediator, while considering social media context as a moderating factor. The research employed a quantitative approach with a causal orientation. The target population for this study comprises the followers of the Matahari Department Store Instagram account. The sampling method employed was purposive, indicating that the sample was selected based on specific criteria. Data collection was conducted through the online distribution of questionnaires using Google Forms. The collected data was analyzed through the utilization of SMART PLS 3.0 software employing the Structural Equation Modeling (SEM) method. As per the research results, brand equity is influenced through engagement intention and exhibits a positive and statistically significant impact on both consumption and donation behavior. Additionally, the connection between intention to be involved and behavior in consumption is affected by media richness.

© 2024 by the authors; licensee Growing Science, Canada.

1. Introduction

The emergence of COVID-19 has led to significant alterations in various facets of daily life. COVID-19, an infectious illness caused by a coronavirus initially identified in Wuhan, China, subsequently disseminated globally (Kemkes, 2023). This served as the basis for many countries worldwide to institute lockdown measures. In Indonesia, they introduced Large-Scale Social Restrictions (PSBB) as a strategy to manage the spread of the coronavirus. The implementation of PSBB marked the onset of transformations in various aspects of individuals' lives, influencing areas such as education, employment, and consumer habits, thereby impacting the global economy (Ji et al., 2022; Luo et al., 2023).

The COVID-19 pandemic has had an indirect impact on consumer shopping patterns, resulting in a 22% surge in E-Commerce enterprises. Conversely, it has led to a 15% decrease in the expansion of modern commerce and traditional retail (Pahmi et al., 2022). COVID-19 has accelerated the decline of traditional retail, presenting significant challenges for the industry (Lashgari & Shahab, 2022). In the initial quarter of 2021, Matahari Department Store incurred losses amounting to 95 billion. Additionally, owing to a notable decrease in buying capacity and demand for clothing and fashion items, they anticipate the

* Corresponding author.

E-mail address: adhipras@telkomuniversity.ac.id (A. Prasetyo)

ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)

© 2024 by the authors; licensee Growing Science, Canada.

doi: 10.5267/j.ijds.2023.12.003

closure of 13 outlets in 2021 (Rika, 2021). Moreover, Matahari Department Store has halted direct acquisitions from several brands, which include 361 Degrees, OVS, Home & Co, Monterosa, Catrice, RA Jeans, and Creater. This decision has also contributed to a decline in the company's stock price (Shemi, 2020).

In response to the significant decline in business caused by the COVID-19 pandemic, Matahari Department Store has adapted its operations. PT Matahari Department Store experienced a resurgence in 2022, with intentions to launch five new outlets, aiming for a total of 160 stores by the conclusion of 2023. The company registered a notable 26.5% surge in sales in comparison to the corresponding period in 2021, and sales had escalated by an impressive 144.7% by the conclusion of the initial quarter of 2022 (Sandria, 2021). Matahari's boost in sales can be attributed, in part, to its strategic expansion into digital commerce. As stated by Matahari's CEO, Indonesia presents significant potential for the company's digital sales endeavors, encompassing e-commerce utilization and the establishment of initial client interactions through omni-channel methods. Matahari aims to augment its distribution channels for enhanced customer satisfaction. Moreover, the company plans to provide a seamless integration of physical and digital encounters, ensuring engagement through both online and hands-on interactions. This approach is designed to entice customers back to their retail sector (Purnomo, 2021). In particular, social media has emerged as a crucial platform for businesses, notably for entities like Matahari, to engage with their customer base and employ diverse marketing strategies. Given its extensive public adoption, it has become a potent tool for businesses to engage, communicate, and showcase their offerings to a broad audience. Its growing accessibility and reliability contribute to its escalating popularity. These aspects have captured the interest of marketers, prompting them to closely scrutinize and monitor their social media marketing endeavors (Prasetyo et al., 2022). Consequently, Matahari has seamlessly integrated social media into their digital marketing channels, enabling them to effectively connect and interact with their clientele in the online sphere (Seo & Park, 2018). The statistics from We Are Social underscore the significant impact of social media in Indonesia. With nearly 167 million active users as of January 2023, constituting approximately 60.4% of the nation's overall population, it's evident that social media has become deeply ingrained in the daily lives of Indonesians. This extensive user base represents a substantial opportunity for businesses like Matahari to engage with fresh clientele, connect with their audience, and promote their offerings across various social media platforms (Kelly et al., 2010). Due to its significantly higher ad engagement rate compared to electronic media, standing at 55% higher, social media marketing has garnered considerable attention. Additionally, it wields a substantial influence over total transactions, accounting for 90% of the overall impact (Seo & Park, 2018). In today's landscape of future competitiveness, businesses heavily rely on skills and intellectual resources (Iskamto et al., 2021).

The significant influence of social media on marketing underscores the importance of utilizing it proficiently and precisely. Matahari has adeptly seized the chance to promote its products to a wider client base through social media. Notably, on its Instagram platform, Matahari boasts an impressive 1.8 million followers, follows 4 accounts, and has made a total of 9971 posts. The Instagram account of Matahari Department Store remains actively engaged, consistently sharing updates about discount vouchers, merchandise, and ongoing events. Nevertheless, in comparison to its rivals, these endeavors have not yet yielded a higher Engagement Rate for Matahari. The Engagement Rate serves as a metric for assessing the level of audience interaction and involvement with specific content or activities, especially on social media platforms. It quantifies the ratio of interactions (such as likes, comments, and shares) to the number of followers or content views garnered by the material (Buffer, 2020). The engagement rate is employed to assess the impact of individual Instagram posts. When the computed ER falls within the range of 3.5% to 6% or higher, it signifies that the content has achieved a high ER value (Ambarsari, 2023). An alternative perspective suggests that an acceptable engagement rate for an Instagram account with 500K to 5M followers falls between 1% and 3%. Consequently, it can be inferred that Matahari's engagement rate is still below the desired range. Meaningful interactions on social media that facilitate direct, interactive, and prompt two-way communication with customers can lead to increased customer satisfaction and delight. This, in turn, can impact Behavioral Engagement, which encompasses actions like likes, shares, and comments, ultimately resulting in an elevation of the social media Engagement Rate (Onofrei et al., 2022). Positive effects on Brand Equity can result from the presence of Behavioral Engagement (Mishra, 2021).

Brand Equity strongly impacts Engagement Intention. This study introduces a novel perspective on social media engagement intention, evaluating the value of engagement actions like liking, commenting, and sharing in bolstering brand equity and fostering brand loyalty (Coursaris et al., 2016). Brand Equity strongly impacts Engagement Intention. This study introduces a novel perspective on social media engagement intention, evaluating the value of engagement actions like liking, commenting, and sharing in bolstering brand equity and fostering brand loyalty (Cao et al., 2021). The highest level of connection occurs when customers share images or videos providing feedback or expressing their views about the organization. The research investigates how Engagement Intention influences these diverse levels of engagement behavior within the realm of social media (Muntinga et al., 2011). As per the results of this study, the social media environment, particularly factors like media richness and content credibility, intensifies the relationship between Engagement Intention and Engagement Behavior. However, prior research did not explore whether Brand Equity could influence Engagement Behavior via Engagement Intention. This research gap underscores the necessity for further studies on the potential impact of Brand Equity on different tiers of Engagement Behavior, considering the mediating role of Engagement Intention and the moderating influence of the social media context.

2. Theoretical Referential

2.1 Marketing

According to the definition, marketing is an internal company process that involves generating value for customers and fostering robust customer relationships to ultimately receive value from customers in return (Kotler and Armstrong, 2017). Marketing encompasses a series of activities, sequences, and processes designed to generate, convey, deliver, and trade valuable offerings for consumers, clients, partners, and the broader community (Kotler and Keller, 2017). Marketing strategies are shaped by factors like sales volume, market share, enhanced revenues, and overall profitability. These crucial metrics have a significant impact on the direction and effectiveness of marketing initiatives within a company (Suherman, 2021).

2.2 Marketing Management

Marketing management involves the efficient creation and delivery of high-quality goods or services with the aim of attracting, enhancing, and retaining customers. It encompasses the deliberate and executed activities of a company (Kotler and Keller, 2016).

2.3 Consumer Behavior

Consumer behavior encompasses every facet of acquiring, utilizing, and disposing of goods and services, including the decision-making processes that culminate in their acquisition and utilization (Kotler and Keller, 2016).

2.4 Brand Equity

Brand equity refers to the value that is obtained, whether directly or indirectly, from a brand (Yuxuan, 2023). Brand equity is the extent to which individuals recognize and trust a brand, along with the sentiments and preferences associated with it (Kotler and Lehmann, 2006). Brand equity refers to the financial value that is augmented due to the trust and confidence consumers have in a particular brand (Kotler, 2017). Brand equity encompasses a brand's attractiveness, competitive edge, and economic benefits. It encapsulates the intangible assets that contribute to a brand's value and success in the market (Algharabat et al., 2020). Brand equity signifies a brand's capacity to influence how individuals perceive the products it produces (Warbung et al., 2023).

2.5 Customer Engagement

Customer engagement, as defined, pertains to the extent of a customer's interest and active participation in communication, indicating a notably more dynamic response than mere impression. This level of involvement is more likely to bring value to the organization. Businesses can leverage customer engagement to prioritize customer satisfaction by providing greater value than competitors, aiming to establish trust and foster long-term commitment in the relationship (Kotler and Keller, 2016).

2.6 Social Media Marketing

Social media marketing involves disseminating information about a company's product or service through diverse online marketing communication platforms accessible to the public. The objective is to cultivate a positive perception of the advertised product or service (Kotler and Keller, 2016).

2.7 Social Media

Consumers turn to social media to access information presented in various formats such as images, text, graphics, and videos (Kotler dan Keller, 2016). Social media refers to an online platform that enables individuals and groups to exchange, participate in, and interact with user-generated content (Kaplan, 2010). Social media functions as a communication tool, enabling users to connect and share content with others within their community (Qualman, 2009). Social media context is assessed through the variables of media richness and content trustworthiness. Media richness pertains to a medium's capacity to convey intricate information swiftly, incorporating interactivity and a greater range of nonverbal communication subtleties (Cao et al., 2021). Media richness denotes the capability of a communication channel to convey information that is more intricate, ambiguous, and diverse (Kock, 2005). On the other hand, content trustworthiness pertains to the degree of user confidence in the reliability, truthfulness, and integrity of a piece of content (Metzger, 2007). Content trustworthiness is the unbiased assessment made by users regarding the honesty and authority of informative content (Jeng et al, 2018). The credibility of the content provider, the consistency of information, and the reputation of the source all contribute to the trustworthiness of content (Flanagin & Metzger, 2013). The widespread use of social media has empowered individuals to exert influence over their established audiences. Consequently, the marketing industry must evolve to cater to the expanding population of social media users, with a particular focus on millennials, who tend to have higher disposable income (Sethuraman et al., 2023).

2.8 Social Media Engagement Intention

The notion of social media engagement intention refers to an individual's drive to actively take part in discussions on social media platforms. Within this context, the desire for social connection, self-expression, interaction with peers, and access to information were identified as the primary motivators for engagement intention (Kim and Ko, 2012). The intention to use social media is influenced by the yearning for social approval, the inclination to share experiences, and the pleasure derived from utilizing social media platforms (Lin, 2015).

2.9 Social Media Engagement Behavior

Social media engagement behavior refers to the active interactions individuals have with content, brands, or communities on social media platforms, indicating substantial involvement and dynamic participation. This encompasses actions like expressing gratitude, providing feedback, sharing, and connecting with content or other individuals within this framework (Balakrishnan, 2019). There are three tiers of brand-related social media engagement behavior, with consumption representing the lowest level of activity. This involves activities such as reading comments, viewing images, and watching videos (Muntinga et al., 2011; Cao et al., 2021). Contributing on social media signifies a higher level of involvement that involves peer-to-peer connectivity. Indicators of this include leaving comments and forwarding them to colleagues. The highest level of participation is creation, where users generate and share images or videos to offer feedback or comments on the business.

2.10 Hypothesis

In the study conducted by Coursaris et al (2016) The study examined the relationship between brand equity and engagement intention. The findings indicate that engagement intention exerts influence over engagement behavior, particularly in activities like likes, comments, and shares, which can enhance brand equity. In the context of the brand's presence on social media, a notable and positive correlation was discovered between brand equity and engagement intention. This research underscores the robust connection between brand equity and engagement intention, underscoring their pivotal role in influencing customer interaction and perception within the realm of social media networks. Research conducted by Simon & Tossan (2018) This statement asserts that brand satisfaction has a positive influence on virtual media engagement. This research is also consistent with prior studies conducted by Fagundes et al. (2021) which state that brand equity has a strong relationship with social media attributes in the business-to-business market. In this context, social media can serve as a communication platform focused on technology that emphasizes behavior, interaction, and engagement.

H1_a: *Brand equity has a positive impact on Engagement intention.*

H1_b: *Engagement intention has a positive and significant mediating effect on the relationship between Brand equity and Consumption.*

H1_c: *Engagement intention has a positive and significant mediating effect on the relationship between Brand equity and Contribution.*

H1_a: *Engagement intention has a positive and significant mediating effect on the relationship between Brand equity and Creation.*

Ji and Mieiro (2022) Social Media Engagement Behavior (SMEB) refers to user involvement with marketing content on social media, including both brand-generated and peer-generated content on platforms such as Facebook or YouTube. Research conducted by Cao et al. (2021) Suggesting that engagement intention plays a pivotal role, it becomes evident that it serves as a determining factor across all three tiers of engagement behavior namely, consumption, contribution, and creation. Within this framework, engagement intention exerts a favorable impact on consumption and contribution engagement behavior; however, its impact on creation behavior lacks statistical significance. Previous research conducted by supports this finding Bryła et al. (2022) states that engagement intention has an influence on all levels of engagement behavior, namely consumption, contribution, and creation, in social media marketing activities. Research conducted by (Kim & Kim, 2020) states that the intention to engage positively on social media can influence engagement behavior. The intention to engage is considered a crucial initial step in creating more active interactions (Brodie et al., 2011). The intention to engage is identified as a significant factor in influencing engagement behavior leading to loyalty (Homburg et al., 2009).

H2_a: *Engagement intention has a positive impact on Consumption Behavior.*

H2_b: *Engagement intention has a positive impact on Contribution Behavior.*

H2_c: *Engagement intention has a positive impact on Creation Behavior.*

Media richness involves the ability of media to convey information that is more complex, ambiguous, and diverse in a communication channel (Kock, 2005). Research conducted by Cao et al (2021) The research indicates that the social media environment exerts a beneficial impact on all three dimensions of engagement behavior—consumption, contribution, and creation. Furthermore, the study unveils that diverse content requirements exist across various platforms. The concept of Media Richness assists social media users in engaging more effortlessly. This is consistent with research conducted by previous studies

(Onofrei et al., 2022) states that Social media interaction influences behavioral engagement. Additionally, this research aligns with previous studies conducted by Ligita dan Inga (2021) states that Social media marketing communication significantly influences customer engagement behavior.

H3_a: *Media Richness has a positive impact on Consumption Behavior.*

H3_b: *Media Richness has a positive impact on Contribution Behavior.*

H3_c: *Media Richness has a positive impact on Creation Behavior.*

The effectiveness of marketing strategies is significantly shaped by the reliability of content or the audience's trust in it. Content perceived as dependable by the audience is more inclined to effectively cultivate favorable connections with customers. Cheung on Lestari (2022) Stating that content trustworthiness impacts purchase intention through Instagram. In the context of e-commerce, it demonstrates that a high level of trust can enhance consumers' purchase intent (Wang et al., 2022). Therefore, by emphasizing trust in content, companies can enhance positive interactions with consumers (Aloqool & Alsmairat, 2022). Trustworthy content can build stronger trust and engagement with the brand. This can also create a positive long-term impact (Lestari, 2022).

H4_a: *Content Trustworthiness has a positive impact on Consumption Behavior.*

H4_b: *Content Trustworthiness has a positive impact on Contribution Behavior.*

H4_c: *Content Trustworthiness has a positive impact on Creation Behavior.*

Liu et al. (2009) stating that media richness plays a crucial role in online acceptance. Media richness also has the potential to influence the effectiveness of group support systems. Media richness moderates relationships in the context of communication effectiveness. (Yoo & Alavi, 2014). Research conducted by Cao et al (2021) The study asserts that the association between Engagement Intention and Engagement behavior is moderated by the degree of Media richness. This moderation by Media richness was indeed observed. In cases of low media richness, there is a positive stimulation of passive engagement behavior. However, within this context, this passive engagement results in reduced social media interaction due to a lack of engagement (Shahbaznezhad et al., 2020).

H5_a: *Media Richness has a positive moderating effect on the relationship between Engagement intention and Creation Behavior.*

H5_b: *Media Richness has a positive moderating effect on the relationship between Engagement intention and Contribution Behavior.*

H5_c: *Media Richness has a positive moderating effect on the relationship between Engagement intention and Creation Behavior.*

Content trustworthiness is influenced by factors such as the source of information, consistency, and the reputation of the content provider (Flanagin & Metzger, 2013). Content trustworthiness refers to users' objective evaluation of the credibility and honesty of informational content. (Jeng et al, 2018). Research conducted by Huang & Liang (2021) Testing the moderating effect of trustworthiness on online review platforms related to products and consumer responses. Trust in these reviews subsequently influences how consumers perceive the reviews. Trustworthiness strengthens the relationship between social media users and the brand (Phua et al., 2017). In this context, trust in content plays a crucial role in interactions.

H6_a: *Content Trustworthiness has a positive moderating effect on the relationship between Engagement intention and Consumption Behavior.*

H6_b: *Content Trustworthiness has a positive moderating effect on the relationship between Engagement intention and Contribution Behavior.*

H6_c: *Content Trustworthiness has a positive moderating effect on the relationship between Engagement intention and Creation Behavior.*

Drawing upon the outcomes of prior studies as well as the formulated hypotheses, a research model is constructed, illustrated in the subsequent representation.

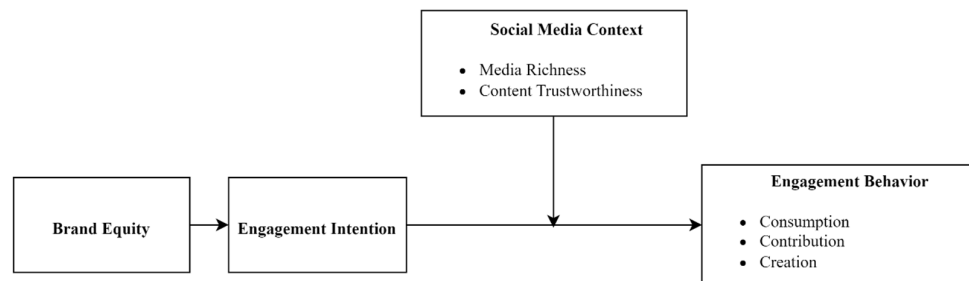


Fig. 1. Framework (Coursaris et al., 2016 & Cao, et al., 2021)

3. Methodology

This research employs a quantitative approach with a descriptive method. The population in this study consists of all followers of Matahari Department Store's Instagram account, totaling 1.8 million followers as of May 2, 2023, who have visited a Matahari Department Store and are aged between 15 to 45 years, reflecting the highest percentage of Instagram users in 2023. The sampling technique used is non-probability sampling through purposive sampling. Based on sample size calculations, a minimum sample size of 170 respondents was determined. In this study, a total of 196 respondents were initially obtained, but after a screening process, only 174 respondents met the initial criteria established.

Subsequently, these respondents were analyzed, and various characteristics were found to align with the analysis results. The study was conducted utilizing a cross-sectional technique, since it took place throughout a single research period, from the start of the study to the end, upon effectively addressing all research inquiries and deriving conclusions through statistical examination.

4. Result and Discussion

Based on the results of the descriptive analysis, it is evident that Matahari Department Store has a very strong brand equity, with 90.1% of respondents agreeing. This indicates that Matahari Department Store has been effective in conveying the value of its products to customers, both directly and indirectly. Engagement intention reflects the degree of consideration consumers have regarding their involvement with social media. In this aspect, Matahari Department Store has performed reasonably well in enticing customers to engage with its social media content, as evidenced by 88% of respondents agreeing. Social media context, particularly media richness, has led customers to feel more inclined to engage with the brand's social media. Approximately 63.7% of respondents agree with this. Meanwhile, the content trustworthiness of Matahari's social media has been rated positively, with 86.83% of respondents agreeing. Engagement behavior, specifically consumption and contribution towards Matahari Department Store's social media content, has been rated very positively, with over 80% of respondents agreeing. However, concerning creation behavior, where customers actively generate content related to Matahari's social media, the performance is not as strong. A majority of respondents have not engaged in this highest level of engagement behavior.

The study employed the SmartPLS 3.2.9 software along with the Partial Least Squares Structural Equation Modeling (PLS-SEM) measurement method for conducting the research. The assessment of the outer measurement model involved performing tests to ensure validity and reliability. The objectives of the outer model is to define the constructions or variables (Hair et al., 2016). The results of the outer model evaluation are presented as an overview of the analysis.

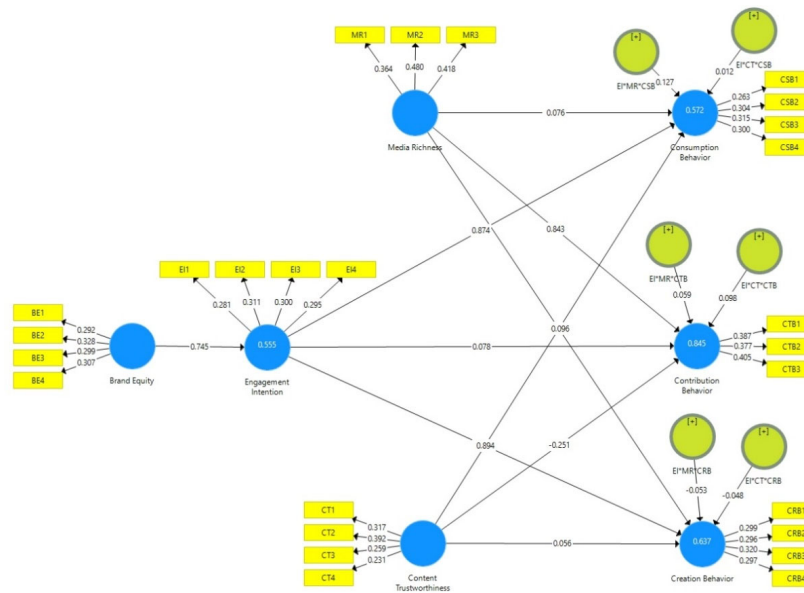


Fig. 2. Result PLS Algorithm Measurement Model

Source: Smart PLS, 2023

Following that, validity and reliability tests were performed to determine whether each indication in this study is valid and reliable. In this study, the Average Variance Extracted (AVE) values were used to assess validity, while the Composite Reliability (CR) values were used to assess reliability. The AVE and CR values are shown in Table 1.

Table 1
Result Validity and Reliability

Variable	AVE Value	CR Value
Brand Equity (BE)	0.666	0.833
Engagement Intention (EI)	0.709	0.863
Media Richness (MR)	0.626	0.704
Content Trustworthiness (CT)	0.686	0.851
Consumption Behavior (CSB)	0.714	0.867
Contribution Behavior (CTB)	0.732	0.817
Creation Behavior (CRB)	0.68	0.842
EI*MR*CSB	1.000	1.000
EI*CT*CSB	1.000	1.000
EI*MR*CTB	1.000	1.000
EI*CT*CTB	1.000	1.000
EI*MR*CRB	1.000	1.000
EI*CT*CRB	1.000	1.000

Source: Smart PLS, 2023

The Average Variance Extracted (AVE) values for each variable in this investigation are shown in Table 1. All variables have AVE values more than 0.50, and Composite Reliability (CR) values greater than 0.7 show that the indicators within each variable are connected and accurately represent the relevant factors. As a result, they can be deemed valid and trustworthy.

Subsequently, the R Square (R^2) test was conducted to determine the extent to which exogenous variables can explain the variation in endogenous variables and to measure the level of their influence. The results of the R Square test are shown in Table 2.

Table 2
R Square Result

Endogen Variable	R-Square Value
Engagement Intention (EI)	0.555
Consumption Behavior (CSB)	0.573
Contribution Behavior (CTB)	0.845
Creation Behavior (CSB)	0.637

Source: Smart PLS, 2023

In Table 2, it can be observed that the R^2 value for engagement intention is 0.555, indicating that the engagement intention variable can be explained by consumption, creation, and contribution behavior to the largest extent, which is 55.5%, with 45.5% of the variance attributed to other variables outside the study. Consumption behavior has an R^2 value of 0.573, meaning that this variable can be explained by engagement intention to the extent of 57.3%, with 42.7% of the variance attributed to other variables outside the study. Contribution behavior has an R^2 value of 0.845, indicating that this variable can be explained by engagement intention to the extent of 84.5%, with 15.5% of the variance attributed to other variables outside the study. Creation behavior has an R^2 value of 0.637, meaning that this variable can be explained by engagement intention to the extent of 63.7%, with 36.3% of the variance attributed to other variables outside the study.

Based on the classification by Chin (1998), if the R-Square value is above 0.33 but less than 0.67 (67%), it indicates a moderate influence, while if it is above 0.67, it indicates a strong influence. In this study, the contribution behavior variable has a strong influence, while engagement intention, consumption, and creation behavior have moderate influences. Next, the Q2 Predictive Relevance test was conducted to represent the synthesis or validation and the adequacy function with the prediction between manifest variables towards the estimation of construct parameters, where Q Square > 0 denotes that the model is predictive. However, if Q Square is zero, it shows that the model is not predictive (Ghozali, 2014).

Table 3
Q Square Result

	SSO	SSE	$Q^2 (1-SSE/SSO)$
Brand Equity	696.000	696.000	
Content Trustworthiness	696.000	696.000	
EI*CT*CRB	174.000	174.000	
EI*CT*CSB	174.000	174.000	
EI*CT*CTB	174.000	174.000	
EI*MR*CRB	174.000	174.000	
EI*MR*CSB	174.000	174.000	
EI*MR*CTB	174.000	174.000	
Media Richness	522.000	522.000	
Creation Behavior	696.000	404.659	0.419
Consumption Behavior	696.000	417.197	0.401
Engagement Intention	696.000	426.682	0.387
Contribution Behavior	522.000	206.234	0.605

Source: Smart PLS, 2023

The Q2 predictive relevance values for the variable's creation behavior, consumption behavior, engagement intention, and contribution behavior are 0.419, 0.401, 0.387, and 0.605, respectively, according to Table 3. As a result, the total model of the research, comprising both exogenous and endogenous factors, exceeds zero, suggesting that the research model is thought to have predictive relevance.

To test the relationships between the researched variables, hypothesis testing was conducted using the PLS method and bootstrapping technique. The bootstrapping technique was employed to obtain the t-statistic values for each relationship or path in the model. This hypothesis testing follows specific criteria: if the t-statistic value > 1.65 (one-tailed) and the beta coefficient is positive, then the hypothesis can be accepted. Additionally, if the p-value > 0.05, the hypothesis can be considered significant. The results of the hypothesis testing can be found in Table 4.

Table 4
Bootstrapping Result

Hypothesis	Causality	Path Coefficient	T-Statistics	P-value	Conclusion
H1	BE→EI	0.745	15.825	0.000	Accepted
H2	EI→CSB	0.874	8.414	0.000	Accepted
H3	EI→CTB	0.843	17.132	0.000	Accepted
H4	EI→CRB	-0.894	1.238	0.000	Rejected
H5	BE→EI→CSB	0.651	7.655	0.000	Accepted
H6	BE→EI→CTB	0.058	2.188	0.029	Accepted
H7	BE→EI→CRB	-0.666	8.083	0.000	Rejected
H8	MR→CSB	0.076	2.109	0.035	Accepted
H9	MR→CTB	0.843	17.132	0.000	Accepted
H10	MR→CRB	0.084	1.238	0.216	Rejected
H11	CT→CSB	0.096	3.131	0.002	Accepted
H12	CT→CTB	0.251	3.84	0.000	Accepted
H13	CT→CRB	0.056	1.034	0.302	Rejected
H14	EI*MR*CSB	0.127	2.171	0.03	Accepted
H15	EI*MR*CRB	0.059	1.199	0.231	Rejected
H16	EI*MR*CTB	-0.053	0.45	0.653	Rejected
H17	EI*CT*CSB	0.012	0.158	0.875	Rejected
H18	EI*CT*CRB	0.098	1.721	0.086	Rejected
H19	EI*CT*CTB	-0.048	0.47	0.638	Rejected

Source: SmartPLS, 2023

Table 4 shows the bootstrapping results for hypothesis testing in this study. 10 of the 19 presented hypotheses were accepted, while the remaining 9 were rejected. According to the findings, there is a significant association between Brand Equity and engagement intention. There is a strong link between engagement intention and consumption and donation behavior. A robust connection exists between brand equity and consumption and contribution behavior, with engagement intention acting as a mediating factor. There is a strong link between media wealth and consumption as well as contribution behavior. There is a strong link between content trustworthiness and both consumption and donation behavior. Furthermore, media wealth modifies the link between involvement intention and consumption behavior.

Brand equity has a large and favorable impact on engagement intention. This means that the stronger a company's Brand Equity, the more likely it is that people will want to participate with the company's social media. The findings of this investigation are consistent with earlier research Coursaris (2016). This suggests that Brand Equity exerts a favorable and notable influence on the intention to engage on social media platforms. A strong Brand Equity can drive increased consumer purchases, which can be achieved by building a strong presence on social media and fostering positive relationships. Therefore, to achieve optimal brand equity and greater recognition among consumers, the company can enhance its relationship with customers through social media by increasing audience engagement.

Engagement intention has a strong and favorable influence on consumption and donation behavior. This suggests that increased levels of Engagement Intention can improve both consumption and donation behavior. Furthermore, engagement intention mediates the association between brand equity and consumption behavior in a positive and significant way. Within this framework, it signifies that an individual's inclination to actively participate in social media leads to an increased tendency to consume the company's social media content, as well as engage in interactions like expressing approval, providing feedback, and sharing the company's social media materials. This is consistent with research conducted by Cao et al. (2021) This suggests that Engagement Intention exerts a constructive and noteworthy impact on both consumption behavior and contribution behavior. In this context, to enhance a positive relationship with customers on social media, companies can provide content that boosts audience engagement intention, thereby increasing their level of engagement in observing the company's social media content.

A notable correlation was identified between media richness and the reliability of content concerning consumption and contribution behavior. This implies that heightened levels of media richness and trustworthy content can amplify both consumption and contribution behavior. In this context, it implies that if content could convey complex information with diverse

nuances on social media, it will lead to increased audience interaction in terms of viewing the content and engaging with comments, subsequently impacting the overall content views. This is consistent with findings from previous research by Cao et al. (2021) It is suggested that Media Richness exerts a constructive and substantial impact on consumption and contribution behavior. To cultivate a favorable connection with customers on social media, businesses can offer content that imparts intricate information with varied intricacies across social media platforms. Regarding content trustworthiness, in order to foster a strong relationship with customers on social media, companies can offer content that provides reliable, accurate, and integrity-driven information.

In the context of this study, there was no notable correlation observed between each individual variable and consumption behavior. This could potentially be attributed to the suboptimal performance of Matahari's creation behavior, which might have influenced the results Shneiderman (2007). The lack of influence of engagement intention on creation behavior could potentially be attributed to technical or skill limitations. Even with the intention, an individual may struggle to engage in creation behavior if they lack the necessary technical skills. Additionally, emotional factors such as lack of confidence, fear of judgment from others, or anxiety could also hinder both creation behavior and engagement intention (Baas et al., 2008). Furthermore, this could also be attributed to the presence of other dominant variables that exert a stronger influence on creation behavior compared to media richness. Deci (1985) states that intrinsic motivation stemming from personal satisfaction with an activity can drive an individual to engage in creation behavior. Amabile (1996) states that the level of individual creativity can influence the extent to which someone can engage in creation behavior. Dolan & Hons (2015) states that creation behavior represents the highest level within engagement behavior, characterized by knowledge seeking, experience sharing, advocating, socializing, co-developing, and affirming behaviors. This behavior becomes the most active and positive engagement behavior related to brand involvement. However, even though it is the most active, the presence of consumption and contribution also represents positively valued expressions of engagement.

In this study, moderation effects were only found between media richness and consumption behavior. Additionally, no moderation effects were observed in relation to other variables. Several factors that may contribute to the absence of moderation effects among these variables include the differing research subjects and varying sample sizes. Dawson (2014) It can be stated that in certain cases of moderation, moderation effects might exist, but the interactions between variables can be highly complex, leading to the absence of a straightforward linear pattern that is easy to interpret.

5. Conclusion

The objective of this study is to assess the role of engagement intention as an intermediary factor in the interplay between brand equity and engagement behavior within the parameters of social media context, aligning with the research objectives laid out in the introductory section. The findings derived from the SmartPLS data analysis reveal that engagement intention, media richness, and content trustworthiness collectively exert a positive impact on engagement behavior, particularly in terms of consumption and contribution behavior. The connection connecting brand equity and engagement behavior, specifically consumption and contribution behavior, is mediated by engagement intention. Additionally, the correlation between intention to engage and consumption behavior is influenced by the level of media richness.

By bolstering and upholding brand equity through the provision of customer-centric value, both directly and indirectly, the inclination of the audience to engage with content experiences an elevation, resulting in heightened counts of views, likes, comments, and shares. Moreover, media richness and content trustworthiness equally exert a positive impact on engagement behavior, specifically in relation to consumption and contribution behavior. To enhance engagement behavior on the Matahari department store's Instagram platform, their social media team should concentrate on augmenting and sustaining the consistency of media richness and content reliability. This encompasses encouraging audience members to engage with the content by means of likes, comments, and shares.

Only a moderation effect, mediated by media richness, was discovered between engagement intention and consumption behavior. Furthermore, no significant relationship was observed among variables with respect to creation behavior. In this context, creation behavior involves interactions such as giving reviews on social media or posting content related to Matahari's products. This is impacted by internal concerns within the audience, such as a lack of self-assurance and apprehensions about external judgment. Creation behavior represents the highest level of engagement behavior. It becomes the most active and positive behavior related to brand involvement. Despite its high activity, consumption and contribution also represent positively valued engagement expressions.

This study has certain limitations. Firstly, the participants considered for this research are solely individuals who follow Matahari's social media presence in Indonesia, falling between the age range of 15 to 45, reflective of the predominant age bracket of Instagram users. Secondly, the study's participant pool encompasses 174 respondents. Thirdly, the data collected for this study pertains to the month of July 2023. Additionally, the sample size in this research solely represents the viewpoint of Matahari department store followers, which might yield diverse outcomes if other subjects were involved. For forthcoming research, it is advisable to employ a larger sample size. Subsequent investigations could also employ a mixed-method approach, merging quantitative and qualitative methodologies to attain more comprehensive conclusions. Furthermore, the

inclusion of new variables such as brand loyalty and brand awareness is recommended for further exploration.

References

- Algharabat, R., Rana, N. P., Abdallah, A., & Baabdullah, A. (2020). Journal of Retailing and Consumer Services Investigating the antecedents of customer brand engagement and consumer- based brand equity in social media. *Journal of Retailing and Consumer Services*, 53(January 2019), 101767. <https://doi.org/10.1016/j.jretconser.2019.01.016>
- Aloqool, A., & Alsmairat, M. (2022). The impact of social commerce on online purchase intention: The mediation role of trust in social network sites. *International Journal of Data and Network Science*, 6(2), 509-516. <https://doi.org/10.5267/j.ijdns.2021.12.003>
- Amabile, T. (1996). *Creativity in context: Update to "The Social Psychology of Creativity."* Westview Press.
- Ambarsari, R. (2023). *Menghitung Engagement Rate Instagram*. Mashmosem.Co.Id. <https://mashmoshem.co.id/cara-menghitung-engagement-rate-instagram/>
- Baas, M., Dreu, C. K. W. De, & Nijstad, B. A. (2008). A Meta-Analysis of 25 Years of Mood – Creativity Research : Hedonic Tone , Activation , or Regulatory Focus ? *Psychological Bulletin*, 134(6), 779–785. <https://doi.org/10.1037/a0012815>
- Balakrishnan, B. K. (2019). Examining antecedents and outcomes of social media engagement behavior in the context of brand pages. *Journal of Product & Brand Management*, 28(1), 19–33. <https://doi.org/https://doi.org/10.1016/j.jbusres.2019.113778>
- 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.
- Bryła, P., Chatterjee, S., & Ciabiada-Bryła, B. (2022). The impact of social media marketing on consumer engagement in sustainable consumption: A systematic literature review. *International Journal of Environmental Research and Public Health*, 19(24), 16637. <https://doi.org/10.3390/ijerph192416637>
- Buffer. (2020). *State of Social Media (2020)*.
- Cao, D., Meadows, M., Wong, D., & Xia, S. (2021). Understanding consumers ' social media engagement behaviour : An examination of the moderation effect of social media context. *Journal of Business Research*, 122(June 2020), 835–846. <https://doi.org/10.1016/j.jbusres.2020.06.025>
- Coursaris, C. K., Van Osch, W., & Balogh, B. A. (2016, January). Do Facebook likes lead to shares or sales? Exploring the empirical links between social media content, brand equity, purchase intention, and engagement. In *2016 49th Hawaii international conference on system sciences (HICSS)* (pp. 3546-3555). IEEE.
- Dawson, J. F. (2014). *Moderation in Management Research : What , Why , When , and How*. 1–19. <https://doi.org/10.1007/s10869-013-9308-7>
- Deci, E. L. (1985). Conceptualizations of Intrinsic · Motivation and Self-Determination. *Springer Science+Business Media New York*, 11–40. https://doi.org/https://doi.org/10.1007/978-1-4899-2271-7_2
- Dolan, R. M., & Hons, B. C. (2015). *SOCIAL MEDIA ENGAGEMENT BEHAVIOUR : A USES AND GRATIFICATIONS PERSPECTIVE*.
- Fagundes, L., Munaier, C. G., Paulo, U. D. S., & Paulo, S. (2021). *The influence of social media and brand equity on business-to- business marketing*. <https://doi.org/10.1108/REGE-07-2021-0114>
- Flanagin, A. J., & Metzger, M. J. (2013). *Trusting expert- versus user-generated ratings online: The role of information volume, valence, and consumer characteristics*. *Computers in Human Behavior*, 29(4). <https://doi.org/https://doi.org/10.1002/asi.20672>
- Ghozali. (2014). *Aplikasi analisis Multivariate dengan Program SPSS*. Badan Penerbit UNDIP.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Homburg, C., Wieseke, J., & Hoyer, W. D. (2009). *Social Identity and the Service – Profit*. 73(March), 38–54.
- Huang, G., & Liang, H. (2021). Uncovering the effects of textual features on trustworthiness of online consumer reviews : A computational-experimental approach. *Journal of Business Research*, 126(December 2020), 1–11. <https://doi.org/10.1016/j.jbusres.2020.12.052>
- Iskamto, D., Yapentra, A., Gultom, E., & Syahsudarmi, S. (2021). *The Exploratory Factor Analysis on Firms Performance of Micro and Small The Exploratory Factor Analysis on Firms Performance of Micro and Small Enterprises in Indonesia. March 2022*.
- Jeng, W., Mahmud, J. U., & Al Hasan, M. (2018). *Detecting reliable information from social media: A survey*. *ACM Computing Surveys*.
- Ji, C., Mieiuro, S., & Huang, G. (2022). How social media advertising features influence consumption and sharing intentions: The mediation of customer engagement. *Journal of Research in Interactive Marketing*, 16(1), 137-153. <https://doi.org/10.1108/JRIM-04-2020-0067>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Keller, K.L., & Lehmann, D. . (2006). Brands and branding: research findings and future priorities. *Marketing Science*, 25(6), 740–757.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of interactive advertising*, 10(2), 16-27. <https://doi.org/10.1080/15252019.2010.10722167>

- Kemkes. (2023). *COVID-19*. Kemkes.Go.Id. <https://www.kemkes.go.id/>
- Kim, A. J., & Ko, E. (2012). Do Social Media Marketing Activities Enhance Customer Equity? *Journal of Business Research*, 65, 1480–1486. <https://doi.org/https://doi.org/10.1109/HICSS.2016.444>
- Kim, B., & Kim, D. (2020). Understanding the key antecedents of users' disclosing behaviors on social networking sites: The privacy paradox. *Sustainability*, 12(12), 5163. <https://doi.org/https://doi.org/10.3390/su12125163>
- Kock, N. (2005). Media naturalness and media richness: A theoretical model. In International Conference on Mobile Business. *IEEE International Conference on Industrial Engineering and Engineering Management*, 350–355.
- Kotler, P., & Keller, K. L. (2017). *Marketing management*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12th ed.). PT. Indeks.
- Lashgari, Y. S., & Shahab, S. (2022). The impact of the COVID-19 pandemic on retail in city centres. *Sustainability*, 14(18), 11463. <https://doi.org/https://doi.org/10.3390/su141811463>
- Lestari, U. D. (2022). *Antecedents of Customer Brand Engagement Affecting Customer Satisfaction, Trust, and Commitments in Forming Loyalty and Word of Mouth in Indonesia*. 14(1). <https://doi.org/10.21002/amj.v14i1.1152>
- Lin, C. A. (2015). Why people use social networking sites: An empirical study integrating network externalities and motivation theory. *Computers in Human Behavior*, 45, 100–109.
- Liu, S., Liao, H., & Pratt, J. A. (2009). Computers & Education Impact of media richness and flow on e-learning technology acceptance. *Computers & Education*, 52(3), 599–607. <https://doi.org/10.1016/j.compedu.2008.11.002>
- Luo, Q., Forscher, T., Shaheen, S., Deakin, E., & Walker, J. L. (2023). Impact of the COVID-19 pandemic and generational heterogeneity on ecommerce shopping styles—A case study of Sacramento, California. *Communications in Transportation Research*, 3, 100091. <https://doi.org/10.1016/j.commtr.2023.100091>
- Metzger, M. J. (2007). Making sense of credibility on the web: Models for evaluating online information and recommendations for future research. *Journal of the American Society for Information Science and Technology*, 58(13), 2078–2091. <https://doi.org/https://doi.org/10.1002/asi.20672>
- 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>
- Muntinga, D., Moorman, M., & Smit, E. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/https://doi.org/10.2501/IJA-30-1-013-046>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142(December 2021), 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Pahmi, M. A., Ayob, A. F. M., & Suprayitno, G. (2022). *Review : Dampak Disrupsi ICT dan Covid 19 Terhadap Perubahan Perilaku Konsumen dan Digital E-Commerce di Indonesia A Review : ICT Disruptions and Covid 19 Impacted on Customer Behavior and Digital E-Commerce Growth in Indonesia*. 3, 22–32. <https://doi.org/10.37373/jenius.v3i1.234>
- Phua, J., Jin, S. V., & Kim, J. J. (2017). Uses and Gratifications of Social Networking Sites for Bridging and Bonding Social Capital: A Comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2017.02.041>
- Prasetyo, A., Rahman, D., Sary, F., Pasaribu, R., & Sutjipto, M. (2022). The role of Instagram social media marketing activities and brand equity towards airlines customer response. *International Journal of Data and Network Science*, 6(4), 1195–1200. <https://doi.org/10.5267/j.ijdns.2022.6.014>
- Purnomo, K. (2021). *Penjualan Digital Matahari Departemen Store*. Kompas.Com. <https://money.kompas.com/read/2021/09/10/181342126/matahari-department-store-lirik-konsep-penjualan-digital>
- Qualman, E. (2009). *Socialnomics: How social media transforms the way we live and do business*. John Wiley & Sons.
- Rika, H. (2021). *Rumor Matahari Departemen Store*. Cnnindonesia.Com. <https://www.cnnindonesia.com/ekonomi/20210426203653-92-635060/rumor-soal-investor-baru-matahari-tidak-ada-diskusi>
- Sandria, F. (2021). *Matahari Cetak Laba Rp 532 M, Sinyal Bisnis Ritel Bangkit?* Cnbcindonesia.Com. <https://www.cnbcindonesia.com/market/20210826172854-17-271549/matahari-cetak-laba-rp-532-m-sinyal-bisnis-ritel-bangkit>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/DOI:10.1016/j.jairtraman.2017.09.014>
- Sethuraman, P. (2023). Social Media's Effect on Millennials and Generation Z's Green Purchasing Habits. *International Journal of Professional Business Review*, 8(5), 16.
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2020). The Role of Social Media Content Format and Platform in Users' Engagement ScienceDirect The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53(March 2022), 47–65. <https://doi.org/10.1016/j.intmar.2020.05.001>
- Shemi, H. (2020). *Matahari Departement Store Tutup 13 Gerai hingga Akhir Tahun*. Idntimes.Com. <https://www.idntimes.com/business/economy/helmi/matahari-departement-store-tutup-13-gerai-hingga-akhir-tahun/1>
- Shneiderman, B. (2007). Creativity Support Tools Accelerating Discovery and Innovation. *Communications of the ACM*, 50(12). <https://doi.org/10.1145/1323688.1323689>
- Simon, F., & Tossan, V. (2018). Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media. *Journal of Business Research*, 85(December 2017), 175–184.

<https://doi.org/10.1016/j.jbusres.2017.12.050>

Suherman, U. D. (2021). *Jurnal Manajemen Indonesia Effect of Relationship Marketing and Competitive Advantage on Marketing Performance (Survey on Cellphone Customers in Bandung)*. 21(2), 191–197.

<https://doi.org/10.25124/jmi.v21i2.2293>

Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and consumers' purchase intention in a social commerce platform: A meta-analytic approach. *Sage Open*, 12(2), 21582440221091262.

<https://doi.org/10.1177/21582440221091262>

Warbung, C. J. E., Wowor, M. C., Walean, R. H., & Mandagi, D. W. (2023). The impact of social media marketing on beauty clinic brand equity: the Case of Zap Manado. *International Journal of Professional Business Review*, 8(4), 8.



© 2024 by the authors; licensee Growing Science, Canada. This is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) license (<http://creativecommons.org/licenses/by/4.0/>).