

## The influence of social media marketing on customer loyalty through perceived usefulness of streaming technology, perceived enjoyment, and brand loyalty

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### ABSTRACT

Social media has become a forum for discussion formed with the rapid development of internet technology. Using the internet makes getting various information according to your needs more leisurely. This research aims to determine the influence of social media marketing on customer loyalty in the use of streaming application technology as a form of technology acceptance model. Data collection was carried out in 2020 -2023 with 1294 respondents spread across several provinces in Indonesia. The data obtained were analyzed using SEM-PLS. The data processing results to answer the research hypothesis showed that social media marketing as a product promotion tool positively impacted increasing perceived usefulness, enjoyment, and brand trust. The perceived usefulness obtained influences increasing brand trust but does not impact increasing perceived enjoyment. Streaming application technology with the growing feeling of being entertained and accessing online movies to get happiness as a form of perceived enjoyment affects brand trust by getting the benefit that the product used meets expectations and never disappoints. Perceived enjoyment and brand trust increase customer loyalty by increasing the number of active users who recommend online films to other people and staying positive about streaming technology on social media. The practical contribution of the research is optimizing social media as a company marketing tool for the film business to promote newly released films in the community of social media users. Theoretical contribution by enriching consumer behavior theory and technology acceptance models in the application of streaming technology in online film access.

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## 1. Introduction

Internet technology has developed rapidly and has always become a daily need for people to communicate quickly, cheaply, and excessively (Basana et al., 2024). Increasing internet use and easy access mean business growth (Chong et al., 2018). The internet has a large capacity and speed in sending data to share opinions and information with other users to form large communities (Cabosky, 2016; Warner-Soderholm et al., 2018). Internet technology has been used as a form of economic growth and can adequately maintain financial stability (Baek et al., 2017). Internet technology has made it easier to carry out online transactions (Ruiz-Mafe et al., 2016). Various buying and selling transactions have been widely used, carried out face to face, and are now changing to virtual ones using the internet (Gupta & Singharia, 2021). Various businesses have used social media to introduce products to users through brand promotions (Nanda et al., 2018). Social media applications include blogs, communities, forums, and others for sharing information (Liao & Huang, 2021). Businesses have used the internet to sell products or services by explaining the advantages of the product or service (Al-Youzbaky & Hanna, 2022). Companies always try to produce innovation to adapt to changes (Novitasari & Tarigan, 2022). People can access internet technology

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anywhere and everywhere (Basuki et al., 2022). Using your communication device, you can access all products on the internet (Xuan et al., 2023). Many of the activities used by society today depend on advances in internet technology, which provides various conveniences in accessing information quickly and widely (Nam et al., 2023). The ease of accessing sports activities through streaming technology can have social and hedonic impacts (Kunz & Santomier, 2020).

Active use of internet technology can access all sites and quickly convey information to users for repeated use (Gao & Bai, 2014). Users can enjoy the convenience of communicating with other users on the platform provided by the organization (Qiu et al., 2016). Users can use the internet to search for information according to their needs over a long period, which can be said to be consumption information (Khan, 2017). Internet technology can use social media to carry out various activities, such as online buying and selling, and meet needs (Chong et al., 2018). Companies can provide applications that users can use via internet technology (Wei et al., 2023). The presence of internet technology makes it easier for users to carry out transactions easily without requiring a long time (Xuan et al., 2023). The presence of social media applications can change the way people interact in communities and carry out product-purchasing transactions (Molinillo et al., 2020). Social media that can be accessed using technology can make it easy for users to access video and audio continuously (Oh et al., 2017).

Social media used today is the primary community for people to interact with one another (Johnson & Ranzini, 2018; Siagian et al., 2022a). Social media has been utilized as a form of online transaction with electronic commerce and can increase purchase loyalty (Hajli et al., 2017). Users can use social media directly and obtain information related to the transaction process's progress and can serve as a forum for resolving the problems they face. Currently, many features are provided with streaming technology features by subscribing to over-the-top streaming films (Gupta & Singharia, 2021; Siagian et al., 2022a). This condition benefits users who can quickly see the products and get reviews from other users related to films (Basuki et al., 2022; Divakaran & Nørskov, 2016). Film service providers such as Netflix, Viu, Disney, and others can be accessed quickly by the public and registered as members (Nam et al., 2023). This process can be said to be a form of real-time interaction in carrying out online transactions. Consumers can access various content on social media without time and space limitations, so with advances in internet technology, they can enjoy it comfortably (Liao & Huang, 2021; Shin et al., 2016). Users can provide images as visual information for other users on social media (Ståhl & Kaihovirta, 2019).

Social media with virtual reality has been widely used to market products as an effective marketing strategy (Kunz & Santomier, 2020). Marketing activities for a product or service using social media platforms by creating a form of promotion that can be accessed by everyone and in real-time on the product brand (Samarah et al., 2022). Many people can access posts provided on social media (Bogaert et al., 2021). Social media marketing used by streaming technology products can be enjoyed easily by users (Nugroho et al., 2023). The products provided in the form of films can be accessed quickly by users (Cabosky, 2016). The payment process to access many films can be done directly via social media. Companies can utilize social media marketing to create important product value for users (Lam et al., 2016). Products marketed on social media can be communicated to users to develop strong relationships through online reviews (Baek et al., 2017). Companies can also hand over products directly to users and can be used directly through access rights via the internet in utilizing streaming technology (Siagian et al., 2022a). Companies as product providers can provide detailed product information to users so that they intend to use them (Ruiz-Mafe et al., 2016).

Social media marketing is closely related to perceived usefulness in marketing products (Al-Youzbaky & Hanna, 2022). Users can easily use social media to get information from product providers or other users (Zha et al., 2023). Users can communicate about streaming technology products through reviews posted on social media, especially on YouTube (Khan, 2017). Applications on streaming technology can have unique features that can be recommended to other users. Social media marketing can create perceived usefulness in sharing information related to the use of the products they own (Nugroho et al., 2023). Companies that provide products have an active role in involving users so that they meet expectations. Perceiving interactivity and openness can make communication and engagement in the community through social media effective in increasing consumer engagement about the products produced by the company (Zha et al., 2023). Users perceive social media activities as an efficient and effective payment tool and can build good relationships with users (Basana et al., 2024).

The social media marketing used today has resulted in many customers using internet technology and interacting actively for a long time, resulting in increased perceived enjoyment with the emergence of being entertained and

relaxed (Khan, 2017). Social media is used as a form of community that is easy and cheap for users to communicate online, such as the Facebook community (Nevzat et al., 2016). Currently, social media is a place for interactive dialogue in digital form between fellow users (Bogaert et al., 2021) and as a communication medium between product or service providers and their users (Johnson & Ranzini, 2018). Social media is used by streaming technology service providers, especially films that can be accessed in real-time (Gupta & Singharia, 2021). Social media informs film fans regarding film trailers, user reviews, and forms of criticism and input as a community (Divakaran & Nørskov, 2016). The activities of social media users will slowly use social media for a long time as a form of enjoyment. Consumers can use the internet as a convenient form of connectivity by accessing film content (Shin et al., 2016).

Social media marketing used by the public relates to a product's brand trust and loyalty (Nevzat et al., 2016; Zha et al., 2023). Users will form communities based on the same interest in a brand (Nadeem et al., 2019). Users can create communities that like movies and music (Siagian et al., 2022a), and it is also possible to dislike them. Film fans using streaming technology tend to have their community discuss platforms for accessing the film and discuss film themes by providing opinions on social media (Nam et al., 2023; Cabosky, 2016). Brand products that are liked by film fans will often be discussed in their community, and they will continuously review these products on an ongoing basis to increase brand trust (Moon et al., 2023). Social media has become one of the favorite forums for users to interact together (Warner-Soderholm et al., 2018). Films can also become the subject of debate on social media (Qiu et al., 2016).

Perceived usefulness becomes essential for users when they feel the benefits of the product they have used. Users will repeatedly use the same product as a form of trust (Samarah et al., 2022). Certain products users use as brand trust can meet users' needs, increasing satisfaction (Basuki et al., 2022). Users generate trust in a product because the product used meets expectations (Wei et al., 2023). Products that can meet these expectations will tend to be used repeatedly, are willing to pay more, and remain loyal customers (Moon et al., 2023). The perceived usefulness that has been felt will be accepted if there is an increase in the price and will also be accepted if there is a change in innovation for the product. Users will be more open to product innovation as a company strategy (Nanda et al., 2018). Streaming technology is valid and satisfying; users can still access and continue as members (Siagian et al., 2022a).

The perceived usefulness that users have used has provided benefits to the product, which can produce perceived enjoyment in playing video games (Bassiouni et al., 2019). The benefits users feel regarding streaming products that provide films that provide relaxation, entertainment, and challenges can be enjoyable (Bogaert et al., 2021). Film fans have experienced increased enjoyment, so they can spend a long time using it (Siagian et al., 2022b). The perceived usefulness obtained by users when it is easy to access films can increase perceived enjoyment (Basuki et al., 2022). Movie attributes that users access to get more information impact purchase intention (Liao & Huang, 2021).

Users' perceived enjoyment will increase loyalty to the video game product used with the family for a relatively long time (Bassiouni et al., 2019). Perceived enjoyment is an aspect felt by users of streaming technology when they have experience using the product. Users of streaming technology have felt and have a positive impression of using this product. Social media can play a good role in influencing consumer trust and loyalty to various companies (Lin et al., 2019). The food and beverage industry use social media as a marketing platform to introduce and increase consumer brand trust to impact consumer loyalty (Attar et al., 2023). Something that is perceived positively by the user can form customer loyalty to persist in using the product (Frasquet et al., 2017) and remain in touch with the newly produced product because it will be considered to give a positive impression (Molinillo et al., 2020). Users will have a strong bond with the product that has been produced so that they will remain loyal (Mainardes & Cardoso, 2019) and willing to pay more (Zha et al., 2023). Increasing user satisfaction with user-friendly pricing will improve customer retention (Nam et al., 2023). Customers who have felt a positive impression of a particular product in streaming technology will find it difficult to switch to another product because they have had high pleasure and happiness in using it. A technology platform that users trust will increase loyalty (Hajli et al., 2017).

Based on the explanation above, several research objectives can be determined using film streaming technology, widely used in Indonesian society. First, get the magnitude of the influence of social media marketing on increasing the perceived usefulness of streaming films, as well as the perceived enjoyment and brand loyalty of certain film

products. Second, get the magnitude of the influence of perceived usefulness on increasing perceived enjoyment, brand loyalty of certain film products, and overall customer loyalty. Third, we get the magnitude of the effect of perceived enjoyment on brand loyalty for certain film products and overall customer loyalty.

## 2. Literature Review

### 2.1. Social Media Marketing

Social media marketing uses internet technology in digital marketing, which uses social media and websites to market business products or services (Al-Youzbaky & Hanna, 2022; Hajli et al., 2017). The increasing increase in social media marketing creates two-way communication between sellers and buyers by using platforms to exchange information online (Oh et al., 2017; Koay et al., 2020). Choosing the social media marketing platform type is also essential for organizations (Qiu et al., 2016). The platform type is related to the suitability of the target market created by estimating the customer's ability to contribute and make purchase intentions (Hajli et al., 2017). The social media marketing platform used by an organization can determine the success of the marketing strategy that has been determined (Ruiz-Mafe et al., 2016). The type of platform that has been determined is closely related to business development, which requires good data analysis to determine the direction and objectives of the social media marketing strategy (Nanda et al., 2018). Organizations can use social media marketing to actively interact directly with customers (Zha et al., 2023) and also have the opportunity to sell products directly (Lam et al., 2016). Organizations can provide solutions directly to customers regarding the problems and complaints they face when using the product so that they can carry out personal self-presentation and editing (Johnson & Ranzini, 2018). Companies can also use it to promote new products or services to customers through their groups. Customers can also quickly recommend films to other users by sharing their opinions (Cabosky, 2016). Social media, as a form of community, can interact by sharing information in the form of content and images (Stähl & Kaihovirta, 2019). Social media is used for interactive communication between users through online shopping reviews (Chong et al., 2018). Communities formed through social media can also be used as a place for discussion to provide companies with input to make improvements related to the products they produce (Samarah et al., 2022). Social media marketing can facilitate discussions between film companies and customers (Liao & Huang, 2021; Baek et al., 2017; Bogaert et al., 2021). Companies can communicate and introduce the products they produce and also offer products online to customers (Molinillo et al., 2020). Social media can also be used as a place for accessible communication between users and product providers to run interactively and quickly (Mainardes & Cardoso, 2019). Social media marketing is measured by adopting research conducted by Koay et al. (2020), namely social media interactivity shares and updates content, informativeness provided by social media, accurate and comprehensive, facilitates personalization of information search, trendy is available on the social media, and trendy for using social media is really.

### 2.2. Perceived Usefulness Streaming

Streaming technology is massive, with the development of processes to compress the video or audio files provided so that they can be accessed on devices connected to the internet anywhere and at any time (Nugroho et al., 2023). Users of this streaming technology state that they can use and run the file without downloading it until it is finished. Users of streaming technology can immediately enjoy video or audio connected to the internet network (Siagian et al., 2022b). The quality and speed of users in quickly accessing video or audio can provide good perception and increase user satisfaction. Streaming technology is very good for users because it has no time limit and can be watched or accessed repeatedly (Siagian et al., 2022a). Streaming technology's weakness is that it depends on the user's bandwidth conditions because it produces slow video, unclear images, and unclear sound. Bandwidth fluctuations will cause the existing video quality to suffer. Siagian et al. (2023) stated that perceived usefulness is the ease of using social networking sites, which benefits users in achieving goals effectively, efficiently, and productively. Social media can benefit users by making work more accessible and meeting expectations (Nugroho et al., 2023). Perceived usefulness determined in the use of technology WeChat in China has been measured in terms of being able to make faster payments, friendly transactions, online transactions that provide a better level of efficiency, improve productivity, and finally, quickly carry out successful online transactions (Wu et al., 2017).

Technology will make it easier for users to complete work quickly and improve their abilities so that the goals they have set are more effective in achieving them (Moghavvemi et al., 2016; Tarigan et al., 2020). Tarigan et al. (2022) stated that perceived usefulness is the benefit users feel in utilizing technology to make activities or work

more accessible. The measurement items used to obtain the Perceived usefulness of streaming technology by adopting the research of Siagian et al. (2023), namely streaming film technology increases effectiveness in getting entertainment, streaming film technology increases efficiency in getting entertainment, streaming film technology makes it easier to stay informed about the latest films and streaming film technology can be accessed repeatedly as needed.

### *2.3. Perceived Enjoyment*

Perceived enjoyment is a motivation within a person that emphasizes using technology by reflecting the pleasure and enjoyment associated with using the system. The use of technology in a system that provides pleasure and makes someone happy in enjoying the services or products provided and can interact with other users in the community (Khan, 2017). Technology users in the system can create added value and be helpful. Users can be motivated to do something or repeat what they have done when they experience a product or service that is enjoyable compared to the same activity but does not have pleasure value. Users' motivation to share popular music or film products can influence other users to enjoy it more and enthusiastically want to enjoy it (Johnson & Ranzini, 2018). Perceived enjoyment makes users feel satisfaction with using the product and creates happiness. Movie users can easily access online on the internet to create happy feelings (Basuki et al., 2022). The high availability of smartphones and broadband internet can support the spread of film services so that they can be accessed quickly and enjoyed for a long time (Shin et al., 2016). The use of technology in China that measures emotions in mobile use of WeChat using a personal computer or cellphone is determined by measurement items, including the use of payment via mobile payment is something funny, payment using WeChat is something enjoyable, mobile payment is pleasant, and WeChat payment is exciting (Wu et al., 2017).

Perceived enjoyment is also a consumer activity using information technology that makes things fun and provides more user benefits (Nugroho et al., 2023). Perceived enjoyment can also provide a feeling of happiness for users when they quickly access products or services online and can be accessed and used at any time. Perceived enjoyment can also be using a particular system that is considered enjoyable, resulting in increased productivity (Basana et al., 2024). Perceived enjoyment can be adopted by Basuki et al. (2022) as measured by items measuring the pleasure of watching online movies; the process of using online movies is delightful, there is happiness when using online movies, and feelings of entertainment when using online movies.

### *2.4. Brand Trust*

Technology users prefer products, so they trust and provide information to other users (Xuan et al., 2023). Consumers will be willing to use brands trusted with product reliability based on experience so they can recommend them to other users via social media (Wei et al., 2023). Trust in social media and electronic commerce sites can impact product trust among Amazon consumers (Lin et al., 2019). Brand social media is also the leading choice for users to get correct information and not provide fake information (Chen & Cheng, 2019). Brands are the focus for companies to be able to communicate their products with users, especially on social media, so that they are easily known (Nevzat et al., 2016). User experiences can be communicated with other users through social media by uploading positive information related to the product brand so that it can influence other users to trust (Samarah et al., 2022). Users can repeatedly use products with a specific brand when they meet expectations (Frasquet et al., 2017). Users' willingness to rely on brands that can be needed according to their function in the online community (Samarah et al., 2022). Repeated use of a brand, becoming a user's preference, and frequently talking about the product creates a strong trust in the product (Attar et al., 2023). Users also inform each other about product brands that are considered reasonable and talk to their community so that other users get better information (Hajli et al., 2015). Increased brand trust can maintain user loyalty, making them reluctant to switch to other products (Mulia et al., 2021). Commitment from users is reflected in consistently being willing to use the product brand compared to similar products. The level of user trust in digital payment brands varies significantly from one user to another. However, users will tend to choose specific products based on experience and recommendations from previous users (Siagian et al., 2022a). The indicators used for brand trust adopted Samarah et al. (2022) are that the product used meets expectations, I am confident in the product used, and the product with the brand used never disappoints.

## 2.5. Customer Loyalty

Customers loyal to a product are shown to be the foremost choice when they need it and like to recommend it to other users (Wei et al., 2023). Customer loyalty will provide positive information about the products produced (Frasquet et al., 2017). Loyal customers on social commerce websites will carry out repurchase intention, willingness to create, and positive word of mouth (Molinillo et al., 2020; Koay et al., 2020). Streaming technology subscribers repeatedly renew their membership to access films that suit their interests (Siagian et al., 2022b). Customers continuously add memberships at user-friendly prices to watch films on Netflix streaming with rich content (Nam et al., 2023). Products provided by streaming technology in videos with large amounts of data can be directly accessed according to customer interests (Basuki et al., 2022). Products that customers receive repeatedly can be used by becoming members to access films according to expectations and even exceed what can be said to be audience film satisfaction (Nugroho et al., 2023). Consumer engagement and loyalty possessed by technology platform users refer to the tendency or habit of customers to continue choosing to use the platform application (Nanda et al., 2018). Customers also renew as members to consistently access products or services from a brand or company within a certain period. Customers loyal to accessing box office streaming technology usually prefer a product application and tend to be less likely to consider products from competitors (Bogaert et al., 2021). Customers who are satisfied with the product or service provided will use it repeatedly and can recommend it to others (Moon et al., 2023). Siagian et al. (2023) determined that customer loyalty in measuring excessive use of social networking sites is using social networking sites for movie reviews, creating movie reviews via social networking sites, actively reviewing social networking sites, and influencing others to view movies on social networking sites. Success in providing customer loyalty can provide long-term benefits for companies to continue to exist and win the competition. This research adopts Siagian et al. (2022b). The measurement items in the customer loyalty variable are repeatedly using streaming technology applications, actively recommending streaming technology to others, saying positive things regarding the use of streaming technology, and extending time as a member of streaming technology.

## 3. Relationship between Research Concepts

### 3.1. The Relationship between Social Media Marketing and Perceived Usefulness

Increasingly fast internet technology can be used as a platform for social media marketing in introducing entertainment products directly to users so that they are easily accessible and helpful with the emergence of over-the-top film devices (Gupta & Singharia, 2021). Excessive use of social media with much time spent using the internet and always actively knowing about status updates has an impact on increasing perceived usefulness, which is shown by increasing understanding regarding movie content and easily interacting with other users in trending movies (Siagian et al., 2023). Users use social media to share information about film releases when accessing social media is easy and fast (Cabosky, 2016). Social media marketing, which is used as a community between users by increasing electronic word of mouth can impact perceived usefulness because it is easy to use and access (Siagian et al., 2022b). Effective use of online reviews on interactive social media can impact the perceived effectiveness of e-commerce expertise in shopping (Chong et al., 2018). Social media marketing can provide trendy information and interactivity so that users get the expected benefits by increasing effectiveness and efficiency in search products (Koay et al., 2020). Based on this explanation, the first research hypothesis can be determined.

**H<sub>1</sub>:** *Social media marketing influences perceived usefulness.*

### 3.2. The Relationship between Social Media Marketing and Perceived Enjoyment

The use of over-the-top streaming technology in Korea, which can be accessed via personal computers and smartphones, can provide users with enjoyment when accessing the internet at high speed for a long time and is supported by differentiation in service costs and the quantity of content that can be reached according to needs (Shin et al., 2016). The use of social media marketing in informing sports activities through virtual reality technology can be accessed easily by users and can take much time to enjoy (Kunz & Santomier, 2020). Social media can be used to increase consumer engagement by increasing enjoyment and personal satisfaction (Oh et al., 2017). The internet of things technology can bring social influence and joy to users (Gao & Bai, 2014). Sharing information related to popular films and music with other users on social media Facebook accounts can generate motivation to know, a sense of belonging, and enjoy it (Johnson & Ranzini, 2018). Social media, which can be used as

a place for communities to interact and a forum for engaging people and connecting with people who share some of my values, can produce relaxing entertainment in the form of being enjoyed and entertained (Khan, 2017). This explanation shows that the second research hypothesis can be established.

**H<sub>2</sub>:** *Social media marketing influences perceived enjoyment.*

### 3.3. *The Relationship between Social Media Marketing and Brand Trust*

The social media marketing used by universities through the Facebook community can provide word of mouth to influence brand trust (Nevzat et al., 2016). Social media marketing established with online communities can increase brand trust because the product meets expectations and never disappoints (Samarah et al., 2022). Social media marketing can be used as a forum for consumers to build relationships and recommend products based on reviews and ratings related to brands (Hajli, 2015). Social media on food and beverage company websites can increase consumer brand trust (Attar et al., 2023). Social media marketing, also known as social commerce, can increase brand engagement for consumers using technology in commerce platforms in Iran (Bazi et al., 2019). Users' difficulty responding to the truth of information conveyed on Facebook regarding fake news impacts social media brand trust (Chen & Cheng, 2019). Social media marketing that is used continuously impacts trust in the physical store (Mainardes & Cardoso, 2019). Social marketing relationships can mediate social presence and relationship quality on brand community platforms from social media users (Nadeem et al., 2019). Brand trust is a critical challenge for business, especially in online transactions (Xuan et al., 2023). Based on this explanation, the third research hypothesis can be determined.

**H<sub>3</sub>:** *Social media marketing influences brand trust.*

### 3.4. *The Relationship between Perceived Usefulness and Brand Trust*

The use of social, commercial website technology platforms in Iran impacts retail brands for shopping (Bazi et al., 2019). The use of social media technology provides benefits for users because it can reduce costs and reduce activity processes for suppliers, providing benefits for increasing trust in the online shopping context (Attar et al., 2023). Ease of using the social commerce platform is correlated with trust in the Facebook platform and purchase intention (Hajli et al., 2017). The use of social media that can be accessed well by users can impact trust in physical stores (Mainardes & Cardoso, 2019). The ease of users using the platform impacts increasing brand trust (Moon et al., 2023). Social media makes it easy for users to convey information to the community without data validation because most of it relates to the author's opinion. Social media users who efficiently provide information that does not match the facts or convey fake information have an impact on decreasing user brand trust in social media (Chen & Cheng, 2019). The perceived usefulness used in m-banking with ease in transactions and increasing efficiency in work impacts brand trust information technology by improving the m-bank system to be trustworthy and honest, and the system offers secure personal privacy (Mulia et al., 2021). Digital payment applications can produce increased efficiency and productivity so that users increasingly trust the payment system website (Siagian et al., 2022a). Based on the explanation above, the fourth research hypothesis can be determined.

**H<sub>4</sub>:** *Perceived Usefulness influences brand trust.*

### 3.5. *Relationship between Perceived Usefulness and Perceived Enjoyment*

The ease of using video game technology can increase the number of users enjoying it as entertainment so they can play together repeatedly (Bassiouni et al., 2019). Siagian et al. (2023) stated that the ease of obtaining movie content and the relatively affordable cost as a form of perceived usefulness can increase the time spent watching movies and enjoying movies on an ongoing basis. Perceived usefulness, described by increasing productivity in payments and efficiency of online transactions, can be determined by increasing mobile payments with funny and enjoyable WeChat (Wu et al., 2017). The ease of getting information about exciting things and learning how to do things can create interactive social interaction that impacts passing the time when bored and relaxing to create enjoyment (Khan, 2017). Perceived usefulness by more effectively getting entertainment online and online movies available in real-time can impact perceived enjoyment by forming the idea that it is nice to see movies online, and watching movies online becomes an encouraging thing (Basuki et al., 2022). Based on the explanation above, the fifth research hypothesis can be determined.

**H<sub>5</sub>:** *Perceived usefulness influences perceived enjoyment.*

### 3.6. Relationship Perceived Enjoyment, Brand Trust, and Customer Loyalty

The ease of getting information and generating ideas as a form of interaction in the consumption and participation of YouTube products can produce social interaction and relaxing entertainment for a long time so that they enjoy using the product repeatedly. User loyalty by getting enjoyment and entertainment by using YouTube products repeatedly and continuously (Khan, 2017). Perceived enjoyment, which is described by perceived emotion in using the mobile payment tool with WeChat, which is enjoyable, funny, pleasant, and exciting, can have an impact on users by increasing the use of WeChat in the following period and intending to use it as a form of acceptance (Wu et al., 2017). A person's attitude in using technology provided by an organization can increase customer loyalty (Ruiz-Mafe et al., 2016). A person's enjoyment and entertainment as a primary reason for using social commerce applications has an impact on increasing the willingness to share brand shopping experiences with friends on websites or applications through ratings and reviews (Bazi et al., 2019).

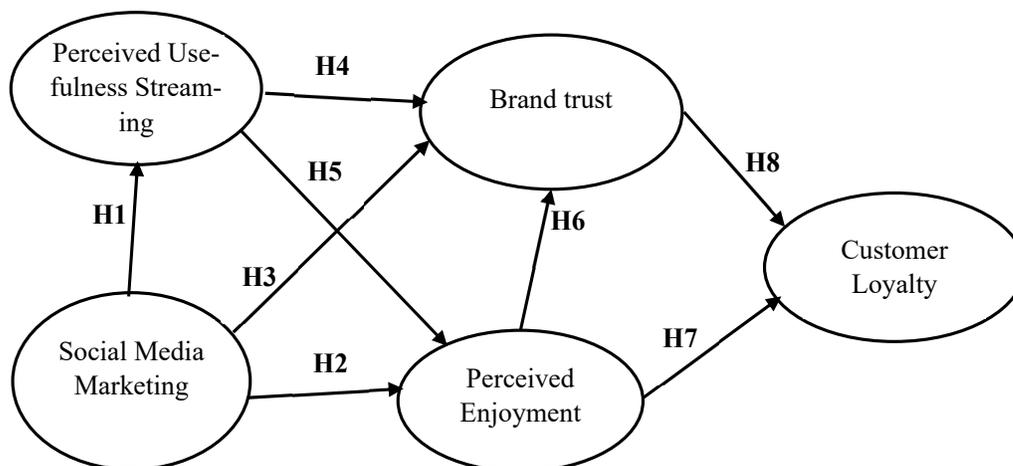
M-banking and e-banking, with adequate use of specific brand information technology, can impact increasing user loyalty (Mulia et al., 2021). The university's ability to build brand trust by meeting student expectations and the quality of education influences customer loyalty by increasing students' willingness to remain at the university even though other universities offer lower prices (Nevzat et al., 2016). Brand trust built by a company is essential in food marketing because it can provide concise and easy-to-understand information so that consumers are willing to pay more (Moon et al., 2023). Feeling a fluency level of satisfaction and likeliness perceived enjoyment in banking channel transactions can have an impact on increasing brand trust as determined by trust, honesty, and safety of this bank (Xuan et al., 2023). Using digital payments on website applications can increase trust, thereby impacting customer loyalty (Siagian et al., 2022a). The brand trust that a company's product has by showing that they feel confident about the product and that the company can provide fair service to users can increase loyalty by forming loyalty to the product and recommending it to other users (Wei et al., 2023). A company owns brand trust by providing products that meet expectations and can impact loyalty by making recommendations to other users and saying positive words about the product (Samarah et al., 2022). Social media is a forum for introducing influential product brands to grow brand trust, which impacts increasing customer loyalty (Attar et al., 2023). Social media used as a trusted product platform impacts purchase intention as a form of customer loyalty (Hajli et al., 2017). Trust for information technology used in banking by implementing e-banking and m-banking can provide user satisfaction (Mulia et al., 2021). Based on this explanation, research hypotheses can be determined successively.

**H<sub>6</sub>:** *Perceived enjoyment influences brand trust.*

**H<sub>7</sub>:** *Perceived enjoyment influences customer loyalty.*

**H<sub>8</sub>:** *Brand trust influences customer loyalty.*

Based on the previous explanation and the research model established in Fig. 1.



**Fig. 1.** Proposed Research Model

## 4. Research Method

Data was obtained from social media users who have subscribed to the film technology platform application; films subscribed to Viu, Netflix, HBO, Disney, GoPlay, Video, and others. Users determined to have made subscription purchases for at least one month and have extended their membership as a form of customer loyalty. Data was collected using a questionnaire distributed via Google Form sharing to users in Indonesia. Researchers use judgmental sampling to obtain data with predetermined criteria (Sekaran & Bougie, 2016). The respondents obtained were users of streaming applications in Indonesia and had previously extended their membership and made payments online. The questionnaire distributed consists of, first, essential information that is directly related to the problem being studied. This basic information relates to the measurement of each measurement item that has been determined. Second, classification information related to the respondent's profile is used as a form of descriptive analysis, namely, classification based on the respondent's characteristics. Third, identification information related to the respondent's profile. The data that has been obtained from distributing questionnaires via Google Form is 1294 respondents, which can be processed further, and the data has been distributed from May 2020 to September 2023. The distribution has been carried out with financial assistance from research grants from the Indonesian government.

All variables have been determined, and measurement items have been created. The social media marketing (SMM) variable is determined by five items, namely social media interactivity share and update content (SMM1), informativeness provided social media accurate and comprehensive (SMM2), facilitates personalization information search (SMM3), trendy is available on the social media (SMM4), and trendy for using social media is really (SMM5). The variable perceived usefulness of streaming (PUS) is determined by four items: film streaming technology increases effectiveness in getting entertainment (PUS1), film streaming technology increases efficiency in getting entertainment (PUS2), film streaming technology makes it easier to stay informed about the latest films (PUS3) and streaming film technology can be accessed repeatedly as needed (PUS4). Perceived enjoyment (PE) is the third variable with four items measuring enjoyment of watching online movies (PE1), the process of using online movies is delightful (PE2), there is happiness when using online movies (PE3), and feeling entertained when using online movies (PE4). The brand trust (BT) variable determined with three measurement items is the product used as expected (BT1), with high confidence in the product used (BT2), and the product with the brand used never disappoints (BT3). The final variable is customer loyalty (CL), with four measurement items using streaming technology applications repeatedly (CL1), actively recommending streaming technology to others (CL2), saying positive things regarding the use of streaming technology (CL3), and extending time as a member of streaming technology (CL4). The measurement for each item answered by respondents is in a five-Likert scale format from 1 (strongly disagree) to 5 (strongly degree).

Data processing using PLS-SEM using SmartPLS acts as a prediction model that does not assume a specific distribution in parameter estimates (Shiau et al., 2019; Hair et al., 2019). PLS model evaluation can be done using outer model and inner model evaluation. The outer model is a specific relationship between a variable and its indicators (Khan et al., 2019). The outer model is shown by the validity value with a loading value greater than 0.5. The second outer loading is by getting the composite reliability value. Reliability testing can be conducted using composite reliability, with the limit value allowed to be accepted at the composite reliability level of 0.700. Evaluation of the inner model shows the relationship between latent variables, namely between the independent variable and the dependent variable (Hair et al., 2019). The inner model is evaluated by looking at the percentage of variance explained, namely by looking at  $R^2$  for dependent latent constructs, Q-square test, or predictive relevance. The stability of the estimated influence between variables was evaluated using the t-statistical test and the original sample obtained through the bootstrapping procedure. The hypothesis is accepted if the t-statistic  $> 1.96$  or the p-value  $< 0.05$  (Khan et al., 2019; Shiau et al., 2019).

## 5. Data analysis

### 5.1. Descriptive Analysis

Data has been obtained from respondents using field staff in each region. Researchers use research grant data from the Ministry of Higher Education in Indonesia to pay field workers to collect data per the terms and conditions. Descriptive data from the sample distribution obtained from respondents is in Table 1.

**Table 1**  
Profile of research respondents

Variables	Description	Frequency	%
Gender	Male	598	46
	Female	696	54
Age	17-30	982	76
	31-40	239	18
	41-50	45	3
	Above 51 years old	28	2
Occupation	College students	664	51
	Employee	236	18
	Unemployed	112	9
	Professional	143	11
	Lecturer	79	6
	Retired	24	2
	Business owners/ Entrepreneurs	36	3
The respondents live	East Java	499	39
	Central Java & Yogyakarta	167	13
	West Java & DKI Jakarta	98	8
	Kalimantan	148	11
	Sulawesi	76	6
	Sumatra	198	15
	Bali & Nusa Tenggara	77	6
	Ambon & Papua	31	2
As a member application platform technology	2-4 months	305	24
	5-7 months	368	28
	8-10 months	145	11
	11-12 months	138	11
	More than one years	338	26
Use of electronic devices	Smartphones	892	69
	Tablets	463	36
	Desktop	578	45
	Laptop	986	76
	TV Streaming	1015	78

Based on Table 1, it was found that 46% of respondents were male and 54% female, with the largest age group being between 17-30 years old at 76% and followed by those between 31-40 years old at 18%. Respondents' occupations were 51% college students, 18% employees, 11% professionals, and 9% unemployed. The most prominent respondent profile based on residence is East Java 39%, Sumatra 15%, Central Java & Yogyakarta 13%, and Kalimantan 11%. The characteristics of respondents are based on subscriptions or members on the most extensive application platform technology between 5-7 months at 28%, more than one year at 26%, 2-4 months at 24%, 8-10 months at 11% and the same as 11-12 months at 11%. The largest number of respondents accessing films using electronic devices was TV Streaming at 78%, Laptops at 76%, and Smartphones at 69%.

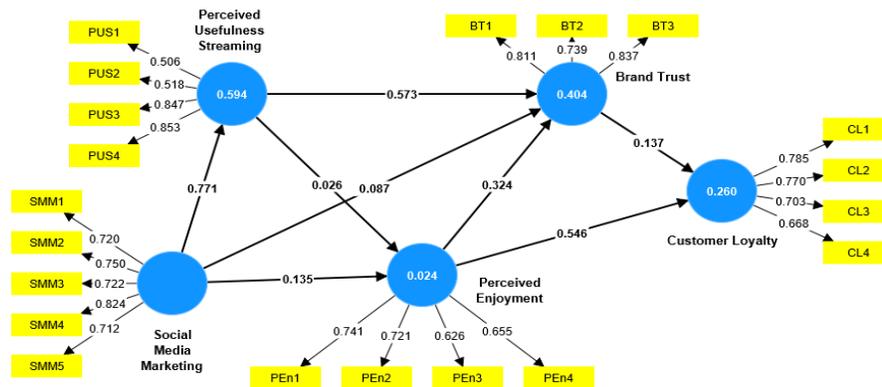
## 5.2. Inferential Analysis

Inferential statistical analysis is used to determine conclusions based on a sample representing the research population. Inferential statistical analysis used SEM PLS, which is shown from the outer and inner model values in Table 2. Based on Table 2, the outer model test uses validity and reliability tests. The validity test is indicated by the loading value obtained for the lowest social media marketing measurement item in the trend for using social media, which is really (SMM5) of 0.712, which fulfills the validity test of greater than 0.500. The perceived usefulness of streaming with the lowest measurement item is that film streaming technology increases effectiveness in obtaining entertainment (PUS1) by 0.506 (loading factor >0.500), which meets the requirements. Perceived enjoyment with the lowest item is happiness when using online movies (PEn3) of 0.626 (loading factor >0.500), which meets the requirements. Brand trust with the lowest measurement item is the item with high confidence in the product used (BT2) of 0.739 (loading factor >0.500), which meets the requirements. Customer loyalty with a loading value of the lowest factor is found in the item extending time as an application member technology streaming (CL4) of 0.668 (loading factor >0.500) has met the requirements. The social media value marketing obtains the outer model shown by the composite reliability value of 0.863, perceived usefulness of streaming amounted to 0.785, perceived enjoyment amounted to 0.781, brand trust amounted to 0.839, and customer loyalty to 0.708. The composite reliability value meets the requirements above 0.700 for all variables stated as reliability. The inner model is indicated by the  $Q^2$  value calculated with the  $R^2$  value on Table 2. The value of  $Q^2 = 1 - [(1 - 0.594) \times (1 - 0.024) \times (1 - 0.404) \times (1 - 0.260)] = 0.8252 = 82.52\%$ . These results show that customer loyalty can be explained by

social media marketing, perceived usefulness streaming, perceived enjoyment, and brand trust. Nilai  $Q^2$  is greater than 0, then the model is predictive relevant.

**Table 2**  
Outer and inner test instrument study

Construct and Item	Loading	Composite Reliability	R-Square
<b>Social Media Marketing (SMM):</b>			
Social media interactivity shares and update content (SMM1)	0.720	0.863	-
Informativeness provided social media accurate and comprehensive (SMM2)	0.750		
Facilitates personalization information search (SMM3)	0.722		
Trendy is available on the social media (SMM4)	0.824		
Trendy for using social media is really (SMM5)	0.712		
<b>Perceived usefulness streaming (PUS):</b>			
Streaming film technology increases effectiveness in getting entertainment (PUS1)	0.506	0.785	0.594
Streaming film technology increases efficiency in obtaining entertainment (PUS2)	0.518		
Streaming film technology makes it easy to stay informed about the latest films (PUS3)	0.847		
Streaming film technology can be accessed repeatedly as needed (PUS4)	0.853		
<b>Perceived enjoyment (PEn):</b>			
Enjoy watching movies online (PEn1)	0.741	0.781	0.024
The process of using online movies is delightful (PEn2)	0.721		
There is happiness when using movies online (PEn3)	0.626		
Feeling entertained when using online movies (PEn4)	0.655		
<b>Brand trust (BT):</b>			
The product used meets expectations (BT1)	0.811	0.839	0.404
With high confidence, believe in the product used (BT2)	0.739		
Products with the brand used never disappoint (BT3)	0.837		
<b>Customer loyalty (CL):</b>			
Repeated application of streaming technology (CL1)	0.785	0.708	0.260
Actively recommend streaming technology to others (CL2)	0.770		
Saying positive things about the use of streaming technology (CL3)	0.703		
Extending time as a member of the streaming technology application (CL4)	0.668		



**Fig. 1.** PLS path coefficient results

**Table 3**  
Hypothesis and Standard Beta

Hypothesis of Research	Std Beta	T-statistics	P-Value	Decision
Social Media Marketing → Perceived Usefulness Streaming	0.771	57.313	0.000	Accepted
Social Media Marketing → Perceived Enjoyment	0.135	2.991	0.003	Accepted
Social Media Marketing → Brand Trust	0.087	2.335	0.020	Accepted
Perceived Usefulness Streaming → Brand Trust	0.573	15.514	0.000	Accepted
Perceived Usefulness Streaming → Perceived Enjoyment	0.026	0.592	0.554	Rejected
Perceived Enjoyment → Brand Trust	0.324	10.070	0.000	Accepted
Perceived enjoyment → Customer Loyalty	0.546	18.018	0.000	Accepted
Brand Trust → Customer Loyalty	0.137	4.473	0.000	Accepted

The research hypothesis test is obtained from Fig. 1 and Table 3, with the results of each research hypothesis. The first hypothesis (H1), with the statement that social media marketing has an influence of 0.771 on perceived usefulness, is found to be positive and significant (t-statistic 57.313 > 1.96; and p-value 0.000 ≤ 0.05), so it can be stated that the first hypothesis is accepted. The second hypothesis (H2) states that social media marketing has a positive and significant influence of 0.135 on perceived enjoyment (t-statistic 2.991 > 1.96; and p-value 0.003 ≤ 0.05), so it can be stated that the second hypothesis is accepted. The third hypothesis (H3) states that social media

marketing has a positive and significant influence of 0.085 on brand trust (t-statistic  $2.335 > 1.96$ ; and p-value  $0.020 \leq 0.05$ ). It is stated that the third hypothesis is accepted. The fourth hypothesis (H4) found that the perceived usefulness of streaming had a positive and significant influence of 0.573 on brand trust (t-statistic  $15.514 > 1.96$ ; and p-value  $0.020 \leq 0.05$ ). It was stated that the fourth hypothesis was accepted. The fifth hypothesis, indicated by perceived usefulness having no effect of 0.026 on perceived enjoyment (t-statistic  $0.592 < 1.96$ ; and p-value  $0.554 > 0.05$ ), states that the fourth hypothesis is rejected. The sixth hypothesis, which is determined by perceived enjoyment, influences brand trust of 0.324 positively and significantly (t-statistic  $10.070 > 1.96$ ; and p-value  $0.000 \leq 0.05$ ). It is stated that the sixth hypothesis is acceptable. The seventh hypothesis is determined by perceived enjoyment influencing customer loyalty of 0.546 positively and significantly (t-statistic  $18.018 > 1.96$ ; and p-value  $0.000 \leq 0.05$ ). It is stated that the seventh hypothesis is acceptable. Finally, in the eighth hypothesis, it was found that brand trust influenced customer loyalty by 0.137 positively and significantly (t-statistic  $4.473 > 1.96$ ; and p-value  $0.000 \leq 0.05$ ); it was stated that the seventh hypothesis was acceptable. The results of research hypothesis testing showed that seven research hypotheses were accepted, and one research hypothesis was rejected. The research model has shown that 82.52% of the models have been able to describe problems related to customer loyalty in online films.

### 5.3. Discussion

Social media marketing is the right place for users and companies to build communities that build relationships with each other that can provide mutual benefits. Companies can use social media to introduce their products so that users quickly recognize them. Apart from that, from the user side, they get detailed information about the company's products and quickly determine the product benefits according to the user's needs. The data processing results showed that social media marketing positively and significantly influenced perceived usefulness. This shows that social media marketing, which is demonstrated by the informativeness provided by social media, accuracy, comprehensibility, and trend, is available on social media, can increase perceived usefulness through increasing efficiency in obtaining entertainment. This research confirms research results which state that social media marketing has an influence on perceived usefulness (Siagian et al., 2023; Cabosky, 2016; Siagian et al., 2022b; Chong et al., 2018; Koay et al., 2020). Social media marketing has a positive and significant effect on perceived enjoyment. Social media marketing, which is formed by increasing social media interactivity, sharing and updating content, and facilitating personalization of information search, influences perceived enjoyment. This is shown by the fact that many users enjoy watching online movies for a long time, and using online movies is very enjoyable. The research results following research results state that social media marketing influences perceived enjoyment (Shin et al., 2016; Kunz & Santomier, 2020; Oh et al., 2017; Gao & Bai, 2014; Johnson & Ranzini, 2018; Khan, 2017). Social media marketing has a positive and significant influence on brand trust.

Trendy social media marketing is available on social media, trendy use of social media facilitates personalization of information search, able to influence increasing the brand trust of a product. The company can use social media marketing to improve product brands by creating products for user expectations. The research results following research results which state that social media marketing influences brand trust (Nevzat et al., 2016; Samarah et al., 2022; Hajli, 2015; Attar et al., 2023; Bazi et al., 2019; Chen & Cheng, 2019; Mainardes & Cardoso, 2019; Nadeem et al., 2019; Xuan et al., 2023). Perceived usefulness of streaming has a positive and significant influence on brand trust. The perceived usefulness felt by users of streaming technology applications is happiness when using online movies, and having a feeling of comfort when using online movies can increase brand trust that the product used with the brand never disappoints and even increases the feeling of pleasure. This research supports research results that state perceived usefulness of streaming has an influence brand trust (Attar et al., 2023; Hajli et al., 2017; Mainardes & Cardoso, 2019; Moon et al., 2023; Chen & Cheng, 2019; Mulia et al., 2021; Siagian et al., 2022).

Perceived usefulness does not affect perceived enjoyment. Perceived usefulness, described by streaming film technology, increases effectiveness and efficiency in getting entertainment and makes it easier to stay informed about the latest films without impacting perceived enjoyment. This condition was obtained due to limitations in collecting research data obtained during the pandemic, with as many as 798 respondents in the year and post-pandemic as many as 496. This condition illustrates the vigilance of users in maintaining their health. Users have yet to achieve perceived enjoyment due to movement restrictions. This research contradicts research that states that perceived usefulness does not affect perceived enjoyment (Bassiouni et al., 2019; Siagian et al., 2023; Wu et al., 2017; Basuki et al., 2022). Perceived enjoyment has a positive and significant influence on brand trust. Users stated that the perceived enjoyment they get when using film streaming technology to watch online films is delightful, and the feeling of entertainment when using online films has an impact on increasing brand trust. This condition

illustrates that users get benefits when they enjoy using streaming film technology, being able to state that the products used meet expectations and that the products of the particular brand used never disappoint. The results confirm previous research, which states that perceived enjoyment influences brand trust (Wu et al., 2017; Ruiz-Mafe et al., 2016; Bazi et al., 2019).

Perceived enjoyment has a positive and significant influence on customer loyalty. Users' perceived enjoyment by watching online movies and feeling entertained when using online movies has an impact on increasing customer loyalty. This condition is obtained by repeatedly using streaming technology applications and extending the time as a member of streaming technology applications to increase customer loyalty. The results of this research support research that states that perceived enjoyment influences customer loyalty (Mulia et al., 2021; Nevzat et al., 2016; Moon et al., 2023; Xuan et al., 2023). Brand trust obtained from data analysis has a positive and significant influence on increasing customer loyalty. Brand trust is described by the product being used in line with expectations and with high confidence in the product being used, and the product with the brand being used never disappoints, which can increase customer loyalty. Users experience increased loyalty as they become more active in recommending streaming technology to others, stating positively regarding the use of streaming technology and extending membership to streaming technology applications. The results of this research support the results of previous research, which states that brand trust affects increasing customer loyalty (Siagian et al., 2022a; Wei et al., 2023; Samarah et al., 2022; Attar et al., 2023; Hajli et al., 2017; Mulia et al., 2021). This research shows that social media marketing owned by businesses can create a community for users to get information related to streaming technology applications. Users can quickly get films at lower costs because they get fast and cheap film access according to their needs. Users can spend a long time accessing the internet to watch movies online for a long and enjoyable time to increase brand trust and loyalty. This increase is seen through repeated application use and recommending streaming technology to others. The results of this research provide a practical contribution for users in utilizing social media marketing to obtain information about their needs. For business practitioners, it provides enlightenment in using social media marketing optimally in building communities to promote the products produced so that they are easily recognized by users with their existing strengths and weaknesses. The theoretical contribution of the research is that it can enrich the theory about technology acceptance models with social media marketing and online film access. Contribution to consumer behavior theory in increasing brand community and customer loyalty.

## 6. Conclusions

Internet technology is necessary for society to build efficient and effective communication. Increasingly advanced internet technology can create a community based on the suitability of needs. The formed community is the right tool for building community social communication. Social media has a strategic role in building communities easily and quickly without being limited by location. Businesses can use social media as a product promotion tool that users can recognize. Marketing activities provided by businesses using digital technology through social media and websites in marketing products or services are the focus of social media marketing. The research showed that social media marketing positively impacted perceived usefulness, enjoyment, and brand trust. Social media marketing in businesses with informativeness, accuracy, comprehensiveness, and trendiness provided by social media is available on social media. Perceived usefulness shows that users of streaming technology applications feel happy when using online movies and entertained when using online movies, which can increase brand trust but cannot increase perceived enjoyment. Data analysis also shows that there is perceived enjoyment among application users technology Indonesian streaming using online movies is very enjoyable, and the feeling of being entertained when using online movies has an impact on increasing brand trust get the benefit is that the product used meets expectations and the product of the brand used never disappoints. Perceived Enjoyment can also increase customer loyalty by using streaming technology applications repeatedly and extending the time as an application member technology streaming. Brand trust in using streaming application technology is described by the product being used in line with expectations and with high confidence in the product being used, and the product with the brand being used never disappoints, which can increase customer loyalty. Users experience increased loyalty as they become more active in recommending streaming technology to others and expressing positive things regarding the use of technology streaming. Social media has become a convenient platform for the current generation to build communities by getting information and expressing opinions.

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