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"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

The Influence of Customer Engagment and Online Brand Advocacy on Gen Z Consumer Brand Loyalty on Gofood Services**Medeleine^{1*}**

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***Email:** hmedeleine@gmail.com**ABSTRACT**

Similarly, as a result of the Covid-19 pandemic, online take-away channels and food delivery services through various platforms have become important for restaurant operators and consumers. The purpose of this study is to analyze the influence of customer engagement and online brand advocacy on the brand loyalty of Gen Z consumers on Gofood services. The research method used is quantitative. The sampling technique used is purposive sampling. The sample in this study was 100 respondents. Primary data were obtained from filling out questionnaires distributed via gform. Data analysis techniques use multiple linear regression. The result of this study is that together customer engagement and online brand advocacy affect the brand loyalty of Gen Z in Gofood services. Likewise, partially customer engagement affects the brand loyalty of gen Z in Gofood services. Online brand advocacy affects the brand loyalty of Gen Z in Gofood services.

Keywords: brand loyalty, customer engagment, online brand advocacy

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INTRODUCTION

The food industry is considered stable. Nevertheless, the industry is also considered one of the fastest growing businesses in the global market. Specifically, the food industry is developing through competition and significant challenges in maintaining a competitive position and maintaining an existing target market (Firdaus, A., & Kanyan, 2014). Over the past decade, local food has become popular in the foodservice and retail industries. Local food can be considered a sustainable business for several reasons. For example, searching locally can help avoid last-mile delivery and help support the local economy (Vinish, P., Pinto, P., Hawaldar, I. T., & Pinto, 2021).

Similarly, as a result of the Covid-19 pandemic, online take-away channels and food delivery services through various platforms have become important for restaurant operators and consumers. The competitive direction of the food delivery industry remains highly respected with consumer trends, with many actively using the service. Most players continue to offer discounts and promotions as the main competitive tool. However, rapid expansion can cause the market to become highly saturated (Marketeer Magazine, 2020). Similarly, as a result of the Covid-19 pandemic, online take-away channels and food delivery services through various platforms have become important for restaurant operators and consumers. The competitive direction of the food delivery industry remains highly respected with consumer trends, with many actively using the service. Most players continue to offer discounts and promotions as the main competitive tool. However, rapid expansion can cause the market to become highly saturated.

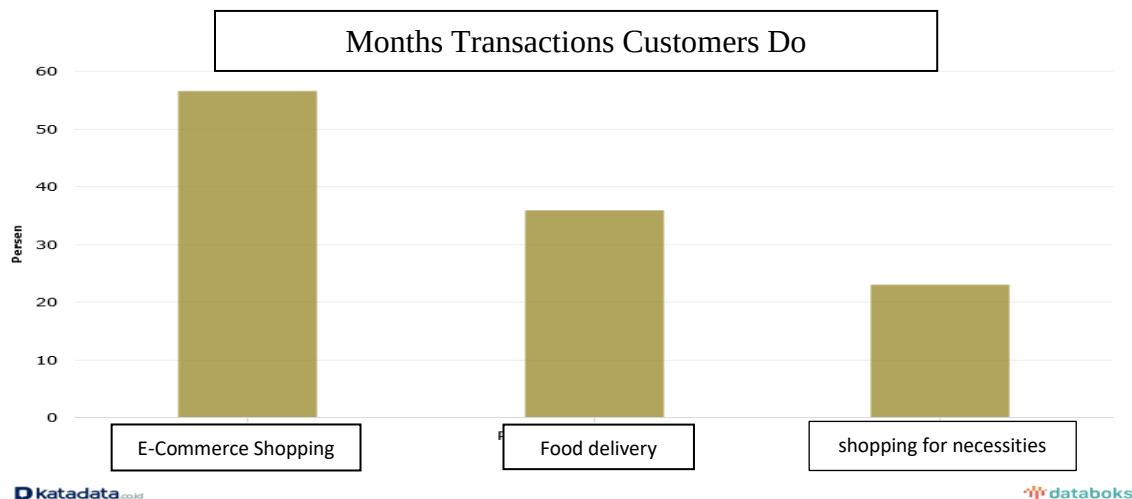


Figure 1. Months Transactions Customers Do

Online shopping (e-Commerce), food delivery services, and food delivery services are three digital services. According to the KIC survey, 57 percent of respondents were active users of e-Commerce sites in the last three months, 36 percent used food delivery services, and 23 percent used grocery delivery services. According to a KIC survey, 44 percent of Gen Z food delivery users are new users who only started using the service during the

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pandemic, and 90 percent said they plan to continue using food delivery services after the pandemic (Hariyanti, 2022b).

Singapore-based venture bundling company Momentum Works recorded gross merchandise value (GMV) in six Southeast Asian countries reaching US\$11.9 billion in 2020 or growing 183 percent year on year. In 2021, the GMV figure grew 30 percent to reach US\$ 15.5 billion. Indonesia is among the three largest markets for the food delivery business, along with Thailand and Singapore. Meanwhile, GMV in Thailand was US\$2.8 billion while Singapore's was US\$2.4 billion. The following is a graph of the transaction value of the food delivery service provider platform displayed as follows.

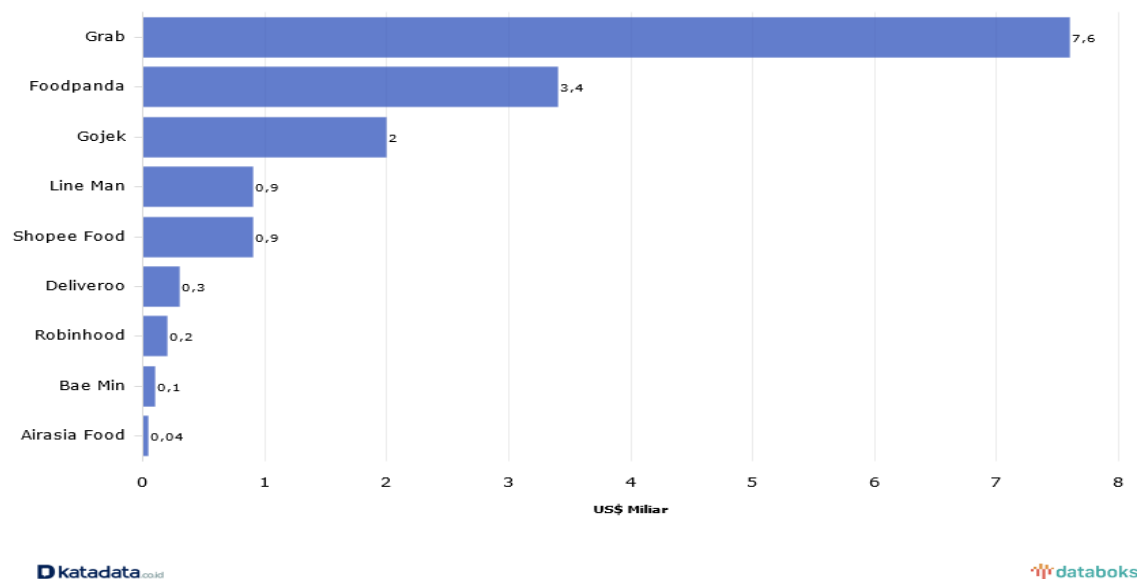


Figure 2. Transaction value for food delivery

Despite increasingly competitive market conditions, GrabFood has successfully expanded its leadership in Indonesia, accounting for almost half (49 percent) of the total GMV of food delivery services in 2021. Followed by GoFood at 43 percent and ShopeeFood at 8 percent (Hariyanti, 2022a).

Building brand advocacy is an important goal for marketers for businesses to achieve long-term success and gain a competitive advantage. Consumer targeting is shifting from emphasizing demographics to more sophisticated and efficient factors as the food market grows, keeping in mind that competition in the consumer food market is primarily about consumer interests. The most important way to overcome these challenges is to foster closer customer relationships to build positive relationships with their customers (Firdaus, A., & Kanyan, 2014). Several significant factors are related to the relationship marketing dimension, such as brand evangelism and brand advocacy (Wilk, V., Soutar, G. N., & Harrigan, 2020). In addition, the study considered brand advocacy as part of relational behavior, which refers to elective behavior in which customers choose activities for engagement (Bhati, R., & Verma, 2020). Xiea, C., Bagozzi, R. P., & Grønhaugc (2018) describes three brand advocacy behaviors: positive word of mouth, negative information

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resistance, and an intention to invest in the company. It can be seen that the three types of customer advocacy are the goals that businesses need. Thus, Brand Advocacy is invaluable for marketers to create factors that influence brand choice and purchasing decisions (Badrinarayanan, V., & Sierra, 2018). However, creating a customer advocate is akin to building brand loyalty in the long run (Schepers, J., & Nijssen, 2018). Therefore, brand advocacy cannot be built with one specific variable in a short period of time.

Co-creation offers a promising way to build valuable relationships with existing or potential customers (Füller, 2010). Service companies have shifted their emphasis from customer acquisition to creating customer engagement and participation (Kandampully, J., Zhang, T. and Bilgihan, 2015). Engaged customers generate product/brand referrals, jointly create experience and value, contribute to the organization's innovation process and demonstrate higher loyalty. Early attempts to define customer engagement included a defining engagement initiative from the Advertising Research Foundation that described it as "bringing prospects to life to a brand idea enhanced by the surrounding context", and the Economist's description of it as an intimate long-term relationship between sellers and customers.

Online Brand Advocacy differs from offline brand advocacy in several ways, as the online context changes the foundation of brand advocacy. First, unlike offline brand advocacy, which is usually measured by one or two recommendation items, Online Brand Advocacy is multidimensional, has cognitive, affective, and virtual visual cue dimensions (Wilk, V., Harrigan, P. and Soutar, 2018). Second, Online Brand Advocacy has a unique aspect of online communication (virtual positive expression cues) not found in offline brand advocacy. Thirdly, like most online communications, Online Brand Advocacy is highly visible, has an unlimited global reach and is permanent, whereas offline brand advocacy generally occurs at a specific time (e.g. face-to-face or telephone conversation) and is directed at one or, at most, a small number, potential customers (Wilk, V., Soutar, G.N. and Harrigan, 2019). Fourth, unlike offline brand advocacy, Online Brand Advocacy uses virtual visual expressions (emoticons, emojis, capital letters, and exclamation points) that enhance emotional expression (Riordan, 2017). Fifth, Online Brand Advocacy occurs organically in an online and convenient environment for both givers and recipients. Prosumers, who are highly connected and active online, provide Online Brand Advocacy when networking and socializing.

Thus, Online Brand Advocacy is convenient to provide. Similarly, potential customers seeking brand information receive Online Brand Advocacy at any time and on any digital device through multiple digital touchpoints. Thus, Online Brand Advocacy is conveniently accepted. Furthermore, Online Brand Advocacy is acceptable and actionable almost simultaneously, as it often includes selfies with the brand, URL links, and materials that allow recipients to "verify information with the click of a button, click through to the brand's website and order a recommended brand within seconds of being exposed to the OBA" (Wilk, V., Soutar, G.N. and Harrigan, 2019).

The concept of customer engagement is growing along with the development of technology and information, especially the internet. The interactive nature of the internet is able to support two-way communication activities between companies and their customers. The internet makes companies not only inform messages, but also be able to create feedback

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immediately. (Mollen A., & Wilson, 2010) define customer engagement specifically in the online context as a commitment cognitively and affectively to a brand personified by a website or other computer medium designed to communicate brand value. In addition, customer engagement requires mutual exchange with respect to customer interaction and participation with brands (Nammir, D.S.S., Marane, B.M., & Ali, 2012).

Another expert, (Hollebeek, 2011) views customer engagement as an individual's level of motivation, which is related to the brand and a context-dependent state of mind characterized by a specific cognitive, emotional and behavioral level in the activity of interaction with the brand. Three dimensions of customer engagement, namely generic cognitive, emotional and behavioral nature of engagement. Therefore consumers who interact with a brand used will be bound cognitively, emotionally and exhibit behavioral engagement. So, the stronger the customer engagement, the more loyal they are to the brand used.

Brand loyalty is one of the elements of the strength of a brand or brand equity. Brand loyalty is a valuable asset for a brand because they can predict the smallest possible sales of the products they will sell through the large number of consumers who are loyal to their brand. Brand loyalty is closely related to purchasing decisions which are certainly influenced by other components behind it to determine whether a product is buying or not. (Giddens, 2002), defines brand loyalty as the choice consumers make to buy a certain brand over another brand in a product category. Meanwhile, according to (Aaker, A., 2013), brand loyalty is "a measure of the attachment that a customer has to a brand. The five measurements of brand loyalty measurement according to (Aaker, A., 2013) are satisfaction, switching cost, habitual behavior, liking the brand, and commitment.

METHOD

This research uses a quantitative approach. This research wants to examine certain samples, data collection using research instruments, data analysis is quantitative using statistical calculations (Sugiyono, 2018). The research method used in this study is descriptive because it aims to describe and explain the state of customer engagement and brand advocacy for brand loyalty. The sampling technique was carried out in a simple random sampling and then calculated using the Slovin formula so that a sample of 100 respondents was obtained. Data analysis using Go Food's customer engagement and online brand advocacy on consumer brand loyalty from Gen Z. Primary data collection through questionnaires on google form. Teknik analisis data menggunakan analisis regresi berganda. Adapun persamaan yang akan dibentuk dalam penelitian ini adalah sebagai berikut :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

With :

Y : Customer engagement
 X_1 : Online Brand Advocacy
 X_2 : Brand Loyalty

This research framework can be described as follows

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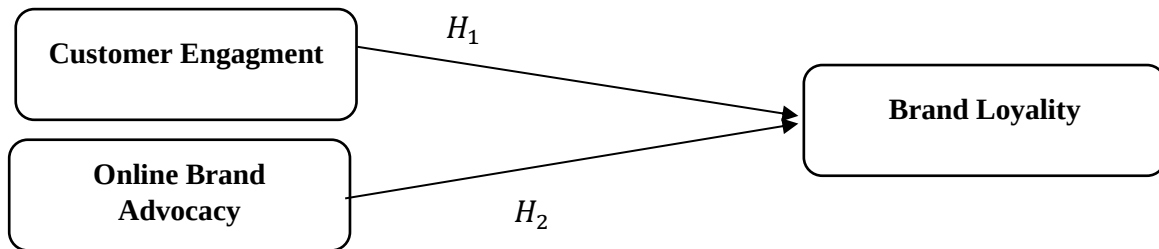


Figure 3. Research Framework

RESULT AND DISCUSSIONS

1. Descriptive Analysis Results

Table 1 Descriptive Statistics

	N	Mean	Std Deviation
Customer engagement	100	25,100	4,914
Online Brand Advocacy	100	43,590	6,751
Brand Loyalty	100	30,370	4,563
Valid N	100		

Source : Author's compilation

The results of the descriptive analysis in table 1 show the average score of respondents who answered the questionnaire on the customer engagement variable of 25.10 and the standard deviation of 4.914. The online brand advocacy variable with an average of 43,590 and a standard deviation of 6,751. Brand loyalty variable with an average of 30,370 and a standard deviation of 4,563.

2. Validity and Reliability Test

Table 2 Validity test Customer Engagment

	R test	R table	Result
Item 1	0,812	0,196	Valid
Item 2	0,816	0,196	Valid
Item 3	0,847	0,196	Valid
Item 4	0,772	0,196	Valid
Item 5	0,747	0,196	Valid
Item 6	0,765	0,196	Valid

Source : Author's compilation

From the results of the questionnaire validity test on the customer engagement variable, it can be said that all items of questions about customer engagement are valid. The r test result of the customer engagement variable is 6 items more than the table r of 0.196.

Table 3 Validity test Online Brand Advocacy

	R test	R table	Result
Item 1	0,819	0,196	Valid
Item 2	0,835	0,196	Valid
Item 3	0,861	0,196	Valid
Item 4	0,815	0,196	Valid
Item 5	0,835	0,196	Valid
Item 6	0,815	0,196	Valid
Item 7	0,834	0,196	Valid
Item 8	0,847	0,196	Valid
Item 9	0,848	0,196	Valid
Item 10	0,834	0,196	Valid

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Source : Author's compilation

From the results of the questionnaire validity test on the online brand advocacy variable, it can be said that all question items about online brand advocacy are valid. The r test results from the online brand advocacy variable are 10 items more than the table r of 0.196.

Table 4 Validity test Brand Loyalty

	R test	R table	Result
Item 1	0,717	0,196	Valid
Item 2	0,720	0,196	Valid
Item 3	0,704	0,196	Valid
Item 4	0,688	0,196	Valid
Item 5	0,699	0,196	Valid
Item 6	0,783	0,196	Valid
Item 7	0,797	0,196	Valid
Item 8	0,783	0,196	Valid

Source : Author's compilation

From the results of the questionnaire validity test on the brand loyalty variable, it can be said that all question items about brand loyalty are valid. The r test result of the brand loyalty variable is 8 items more than the table r of 0.196.

Table 5 Reliability test

	Alpha Cronbach
Customer engagement	0,826
Online Brand Advocacy	0,849
Brand Loyalty	0,768

From the results of the reliability test using the criteria, it is said to be reliable if the Alpha cronbach > 0.60. The variables of customer engagement, online brand advocacy and brand loyalty are said to be reliable because cronbach's alpha value > 0.60.

3. Hypothesis Test

a. F Test

Table 6 Descriptive Statistics

	Sum of square	Df	Mean square	F	Sig.
Regresion	1295,625	2	647,813	82,068	0,000
Residual	765,685	97	7,894		
Total	2061,310	99			

Source : Author's compilation

The results of the hypothesis test using the F test with a significance level of 0.05 obtained a p-value of $0.000 < 0.05$, so the hypothesis was accepted that there was a joint influence of customer engagement and online brand advocacy on brand loyalty gen z on Gofood services.

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b. T Test

Table 7 T Test

	B	T	Sig
(Constant)	7,004	3,792	0,000
Customer engagement	0,111	1,259	0,021
Online Brand Advocacy	0,472	7,384	0,000

Source : Author's compilation

The results of the hypothesis test using a t test with a significance level of 0.05 obtained a p-value for the customer engagement variable of $0.021 < 0.05$, so the hypothesis is accepted that there is an influence of customer engagement on brand loyalty. For the online brand advocacy variable, a p-value of $0.000 < 0.05$ was obtained, so the hypothesis is accepted that there is an influence of online brand advocacy on gen z brand loyalty on gofood services. The equations obtained from this study are

$$Y = 7,004 + 0,111X_1 + 0,472X_2$$

4. Coefficient of determination test results

Table 8 Coefficient Determinasi

R	R Square	Adjusted R Square	Std. Error of The Estimate
0,793	0,629	0,621	2,80957

Source : Author's compilation

The results of the coefficient of determination test obtained by R² of 0.629 showed that the customer engagement and online brand advocacy variables affected the brand loyalty variable by 62.9%. The remaining 37.1% is influenced by other variables.

DISCUSSION

Effect of Consumer Engagement on Brand Loyalty

Moreira, M. Fernandes (2019), through interactive brand experiences beyond purchase and enduring psychological connection, consumer brand engagement leads to intense relational bonds with a brand, which consumers may wish to sustain in the future through loyalty intentions such as repatronage and advocacy. As such the commitment and connection of the highly engaged customer is expected to be influential in their loyalty behavior. However, through consumer brand engagement is expected to predict brand loyalty and to generate increased brand intention. In short, when consumers have been involved in brand activities, a strong relationship with the brand will be formed, which is expected to achieve brand loyalty and retention through advocacy and positive intentions.

Brodie, R.J. Ilic, A. Juric, B. Dan Hollebeek (2011) which states that customer engagement as a psychological process that encourages customer loyalty and forms of connections that consumers make with other consumers, companies, and certain brands for increased brand loyalty. Similarly, the statement of (Harigan, P., Evers, U., Miles, M. & Daly, 2017) states that customer engagement leads to customer engagement, which in turn leads to brand loyalty. Consumer engagement is a broadened relationship marketing domain that the firm's focus is on existing and prospective customers, as well as consumer communities and their organizational value co-creative networks. As such, the consumer

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engagement concept centers on specific interactive consumer experiences. Based on this theory, consumer engagement itself is basically a way for brands to maintain relationships with old consumers and to reach potential consumers, as well as the consumer community (Vivek, S. D., Beatty, S. E. and Morgan, 2012).

Consumer engagement itself basically also involves the psychological process of consumers and potential consumers with an interactive delivery model. According to Bowden in Brodie et al (2013), customer engagement is a psychological process comprising cognitive and emotinal aspects. Specifically the author examines the differences in the engagement of new, as opposed to existing, customers. Based on this theory, the psychological related to consumer engagement itself is the cognitive aspect as well as the emotional aspect of the consumer, where when consumers have a good experience and good memories with a brand, then they have been psychologically attached to the brand.

Effect of Online Brand Advocacy on Brand Loyalty

The connection between Online Brand Advocacy (OBA) and brand loyalty is complex. Brand loyalty was a strong predictor of OBA, implying that the more loyal a consumer is to a brand, the more likely they are to give OBA. OBA contains elements of relational worth and, in online contexts, can be viewed as an online vehicle through which loyal customers can present a brand's best interests by speaking favorably on behalf of that brand to other (potential) customers. These findings support previous offline research (Melancon, J.P., Noble, S.M. and Noble, 2011). Thus, regardless of the context, there appears to be a positive relationship between brand advocacy and brand loyalty.

When consumers have been emotionally attached to a brand and become brand advocates, consumers will promote the product to their environment without being asked by the brand, which is part of brand advocacy. In short, brand advocacy is a phase where consumers promote a brand well to their relationships based on experience. Brand advocacy is also closely related to Word of Mouth, where consumers will tell about a brand to those closest to them based on their experiences, but a story about a brand can be a positive story if the experience is good, it can also be negative if the experience in using the brand is bad. When consumers have become brand advocators, it is a very good and positive phase for the brand, because it is usually more effective than other marketing strategies based on the credibility of the information released.

Brand advocacy can be the most influential source of information for the purchase of some products because it is perceived as originating from a less biased source. Brand advocacy is also closely related to one type of marketing, namely word of mouth (WOM) marketing which is included in the referral marketing section. Word of mouth marketing has better effectiveness than other marketing strategies in increasing brand awareness. WOM was more important than advertising in raising awareness of an innovation and in securing the decision to try the product. Basically, WOM is more effective in making someone's decision to be interested/not in a product.

In the brand loyalty phase, the brand is no longer talking about promotion, but about how the brand must be able to maintain consumer loyalty in various ways. Brand loyalty is the choice consumers make to buy a certain brand over another brand in one product category. In short, consumers prefer to be loyal to only one product brand as long as the brand still suits consumer needs. Brand loyalty is a deeply held commitment to rebuy or

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repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing, despite situational influences and marketing efforts having the potential to cause swithing behavior. Based on this theory, this phase is arguably the last stage of marketing.

Strategies in maintaining customer loyalty in brand loyalty itself are quite numerous and quite complicated, but of course all these things are done for the sake of consumers and brands of course. In traditional consumer marketing, the advantages enjoyed by a brand with strong customer loyalty include the ability to maintain premium pricing, greater bargaining poer with channels of disribution, reduced selling costs, a strong barrier to potential new entries into the product/service category, and synergistic advantages of brand extensions to related product/service categories. In short, in traditional consumer marketing with loyal consumers, brands will feel the benefits of being able to maintain premium prices according to product quality and have the opportunity to expand other products with the same brand.

IMPLICATIONS

Brands are focusing their efforts on comprehending consumer-driven communication, such as online brand advocacy. Because brands are constantly being evaluated not only by prospective customers, but also by global consumer watchdog groups and product rating organizations, identifying digital media strategies that protect and grow a brand is critical to its long-term success. Online brand advocacy is a mechanism that allows businesses to accelerate the consumer purchase decision-making process, from receiving online brand advocacy. Because online brand advocacy increases brand loyalty, its importance in customer relationship management strategies should not be overlooked. Online brand advocacy is also an important component of bottom-of-the-funnel tactics aimed at retaining customers and closing the brand loyalty loop, which fosters long-term consumer-brand relationships. Customer engagement aims to build an emotional bond between the company and the customer. Customers involved in the online brand community develop a strong emotional bond with the brand. Customers who engage in social media interactions tend to develop relationships with brands.

CONCLUSION

From the results of this study, it shows that together customer engagement and online brand advocacy affect the brand loyalty of Gen Z in Gofood services. Likewise, partially customer engagement affects the brand loyalty of gen Z in Gofood services. Online brand advocacy affects the brand loyalty of Gen Z in Gofood services. Consumer engagement itself is a cognitive aspect as well as an emotional aspect of consumers, where when consumers have a good experience and good memories with a brand, then they have been psychologically attached to the brand. When consumers have bonded emotionally with a brand and become brand advocator, Then consumers will promote the product to their environment without being asked by the brand, which is part of brand advocacy. When consumers have become brand advocates, it is a very good and positive phase for the brand, because it is usually more effective than other marketing strategies based on the credibility

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of the information released. Consumers prefer to be loyal to one product brand only as long as the brand still suits consumer needs.

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