The role of social media marketing and brand experience in increasing brand loyalty through customer engagement for mpv car users in Medan

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Article Info

ABSTRACT

In the rapidly evolving automotive market of Medan City, social media marketing and brand experience have emerged as crucial factors in fostering brand loyalty among MPV car users by enhancing customer engagement. The purpose of this study is to find out and analyze the influence of social media marketing and brand experience on brand loyalty through customer engagement in MPV product users in Medan City. The sample was drawn using purposive sampling with sample criteria, namely consumers who use cars with the Toyota brand and have used them for more than 3 (three) years. The sample calculation used the slovin formula with a total of 397 respondents. The research data used primary data and secondary data. The data analysis carried out is path analysis. The results of sub-1 analysis show that social media marketing and brand experience have a positive and significant effect on customer engagement. The results of sub-2 analysis show that social media marketing and brand experience have a positive and significant effect on brand loyalty through customer engagement.

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Introduction

People nowadays need cars for various reasons, primarily due to the convenience and independence they offer. Here arr some key resons why people need cars such as Cars provide a convenient mode of transportation, allowing people to travel directly to their destinations without relying on public transportation schedules or routes. The second reason is related flexibility and independence Owning a car offers greater flexibility in terms of travel plans, allowing individuals to travel whenever they want. Cars provide independence, especially in areas with limited public transportation options or for people with specific travel needs, such as families with children or individuals with mobility issues. The third, about accessibility, safety and comfort, Cars make it easier to access remote or rural areas that may not be well-served by public transportation. They enable people to carry heavy loads or transport large items that would be difficult to move using public transportation.

The Indonesian vehicle industry has developed quickly over the long haul. Four-wheeled vehicles made by manufactur makers are one of the car items whose deals are expanding. With the expansion in pay, individuals' buying power additionally builds, and individuals' preferences expansion in plan and quality that are considered

to address the issues and wants of the local area. As a result, in order for the automotive industry to avoid being defeated by rival businesses, it must continue to improve methods for luring customers to purchase and utilize their vehicles. Purchaser unwaveringness is a vital part in further developing showcasing execution. As per Azhar et al., (2023), one of the significant components that keeps on being viewed as in contemporary promoting is customer faithfulness. For a business to continue expanding, customer loyalty is crucial. Customer engagement is one factor that influences customer loyalty. Strong, long-term relationships can be formed by interacting with customers. The utilization of virtual entertainment and the experience that purchasers experience while utilizing items are extra parts that influence client dedication. A type of car that can be used for a variety of purposes is known as an MPV, or simply an "MPV." A portion of these sorts of vehicles are exceptionally famous in Indonesia. either for the transportation of individuals or products. The information available portion of four-wheeled vehicles all through the country in January 2021 is as per the following.

Theories and research indicate that brand experience significantly impacts brand loyalty through customer engagement. Brand experience encompasses sensory, affective, intellectual, and behavioral dimensions that contribute to a consumer's overall perception and interaction with a brand. This holistic engagement fosters a stronger emotional connection, enhancing customer loyalty over time. For instance, Schmitt's (1999) Strategic Experience Modules (SEMs) highlight that consumers engage with brands on an emotional level, where emotions significantly influence their decisions more than rationality. Similarly, Brakus et al. (2009) emphasize that brand experience leads to increased brand loyalty through memorable and engaging interactions across sensory and intellectual dimensions.

Empirical research supports these theories. For example, a study showed that brand experience has a direct positive effect on service quality, which in turn significantly enhances customer engagement (Ahmad et al, 2022). Additionally, it was found that online customer experience, through cognitive and emotional engagement, can significantly boost customer loyalty, especially when value co-creation is involved (Ahmad et al, 2022). Overall, these findings indicate that a well-crafted brand experience, which engages customers emotionally and intellectually, can significantly enhance customer loyalty through sustained engagement (Fernandez et al, 2019). By understanding and leveraging these dimensions, brands can create more meaningful connections with their customers, leading to greater loyalty and long-term success.

Furthermore, this is likewise impacted by client commitment from the organization to make areas of strength for an among purchasers and the brands utilized. This is because the coronavirus pandemic, or Covid-19, has an effect on production and purchasing power. Supportive social media marketing and brand experience can foster customer engagement. However, the company has not fully developed the social media and experience that customers require in this instance. Promoting the strategy that businesses must implement to increase automobile sales is absolutely necessary. In addition to the importance of enhancing the positive user experience, many automobile manufacturers under the Toyota, Daihatsu, and Honda brands have utilized various informational media in their promotional strategies. This study aim of this research is to investigate and assess the impact of social media marketing and brand experience on brand loyalty, mediated by customer engagement, among MPV product users in Medan City.

Method

This study uses quantitative approach for its exploration. Quantitative methods involve gathering and analyzing numerical data to address scientific research questions. These methods are utilized to summarize information, calculate averages, identify patterns, make predictions, test causal relationships, and generalize findings to larger populations (Rana et al, 2021). Medan was the location where the study was carried out. 62,296 people participated in the study. People who own a Toyota and have been driving it for at least three years meet the requirements for purposive samples. A sample of 397 respondents was calculated using the Slovin formula. The research data used from primary data that the researceh gain independently and secondary data from various resources. The linier regression analysis is employed in this study. The consequences of the sub-first investigation show that online entertainment promoting and brand experience influence client commitment decidedly and altogether. The second sub-analysis reveals that social media marketing and brand experience positively and significantly increase brand loyalty through customer engagement. The data will be analysed using spss version 23.

Results and Discussions

Results of Sub 1 Analysis
Coefficient of Determination

Table 1. Coefficient of determination
Model Summary

Model	R	R Square	Adjusted R Square	Std eror
1	.929a	.864	.863	**1.25836**

Based on Table 1, it is known that the value of Adjusted R Square is 0.863. This value can be interpreted as the ability of the independent variable to affect the bound variable by 0.863. This is a statistical measure that indicates how well the independent variables (predictors) in a regression model explain the variation in the dependent variable (outcome). The statement "the value of Adjusted R Square is 0.863" means that 86.3% of the variance in the dependent variable can be explained by the independent variables included in the model. The phrase "the ability of the independent variable to affect the bound variable by 0.863" suggests that approximately 86.3% of the changes in the dependent variable can be attributed to changes in the independent variable(s) included in the regression model.

Simultaneous Test (Test F)
The simultaneous influence of social media marketing (X1) and brand experience (X2) variables on customer engagement (Z) can be seen in Table 2:

Table 2. Test F (Simultaneous)
ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3961.533	2	1980.767	1250.903	.000[a]
Residual	623.887	394	1.583		
Total	4585.421	396			

a. Predictors: (Constant), brand experience, sosial media marketing
b. Dependent Variable: customer engagement
Source: SPSS Version 23 data processing results (2023)

Based on Table 2, it Fcal (F-statistic): This is a statistical measure used in analysis of variance (ANOVA) and regression analysis. It assesses whether the overall explanatory variables (independent variables) in the model are significantly related to the dependent variable. was obtained that the value of Fcal was 1250,903 with a significant level of 0.000 less than alpha 0.05 (5%). Value of Fcal: In your sentence, it states that the value of Fcal was 1250.903. This specific value indicates the calculated F-statistic based on the data from Table 2. Significance Level (p-value): The sentence mentions a significant level of 0.000, which is less than the alpha level of 0.05 (5%). Alpha (α): This is the threshold set to determine statistical significance. Typically, in social sciences and many other fields, alpha is set at 0.05, meaning that results with a p-value less than 0.05 are considered statistically significant. p-value (Significance Level): This is the probability of observing a test statistic (here, Fcal) as extreme as, or more extreme than, the one observed, assuming that the null hypothesis is true (i.e., assuming no effect or no relationship).

In summary, the sentence from Table 2 suggests that the Fcal value of 1250.903 is statistically significant (with a p-value of 0.000), indicating a strong relationship between the independent variables and the dependent variable in your analysis.

Test t
Table 3 presents the regression coefficient values, as well as the statistical values for partial influence testing.

Table 3. Test t (Partial)
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.824	.370		10.323	.000
sosial media marketing	.132	.057	.104	2.307	.022
brand experience	.909	.049	.834	18.554	.000

a. Dependent Variable: customer engagement

Source: SPSS Version Data Processing Results 23, (2022)

Based on Table 3, the regression equation is obtained as follows.

Y = 0,1327X1 + 0, 909 X2

Results of Sub 2 Analysis
Coefficient of Determination

Table 4. Determination coefficients
Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
dimension0	1	.954ᵃ	.910	.909	1.10080

a. Predictors: (Constant), customer engagement, sosial media marketing, brand experience

Source: SPSS Version 23 data processing results, (2023)

Based on Table 4, it is known that the Adjusted R Square value is 0.909. This value can be interpreted as the ability of the independent variable to affect the bound variable of 0.909.

Simultaneous Test (Test F)
The simultaneous influence of social media marketing (X1) and brand experience (X2) and customer engagement (Z) variables on brand loyalty (Y) can be seen in Table 5;

Table 5. Test F (Simultaneous))
ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4824.075	3	1608.025	1327.014	.000ᵃ
	Residual	476.222	393	1.212		
	Total	5300.297	396			

a. Predictors: (Constant), customer engagement, sosial media marketing, brand experience

b. Dependent Variable: brand loyalty

Source: SPSS Data Processing Results Version 23, (2022)

Based on Table 5, it was obtained that the value of Fcal was 1327,014 with a significant level of 0.000 smaller than alpha 0.05 (5%).

Test t (partial)
Table 6 presents the regression coefficient values, as well as the statistical values for partial influence testing.

Table 6. t-test (Partial)
Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.972	.365		5.398	.000
	social media marketing	.859	.050	.630	17.107	.000
	brand experience	.286	.059	.244	4.878	.000
	customer engagement	.113	.044	.105	2.572	.010

a. Dependent Variable: brand loyalty
Source: SPSS Data Processing Results Version 23, (2023)

Based on Table 6, the regression equation is obtained as follows.

Y = 0,859X1 + 0,286 X2+ 0, 113Z

Virtual entertainment promoting is considered to increment shopper commitment and brand dedication since organizations can fabricate direct two-way connections and intelligent and quick correspondence with customers. By making virtual entertainment pages and drawing in with shoppers, brand faithfulness can increment as powerful collaboration exercises can produce positive criticism. A customer-centric strategy is

customer engagement. Finding the customer's need for engagement and the additional value required to meet those needs are the primary focuses of this strategy. Companies can connect with individual customers and gain access to them through social media marketing. This is in line with studies (Lee et al., 2014; Liu et al., 2021; Muchardie et al., 2016; Safwa Farook & Abeysekera, 2016) that stated that there is a positive and significant influence between social media marketing and customer engagement. This is further supported by studies (Ebrahim, 2020; Mehrabi et al., 2014; Sohail et al., 2020; Wolfgang May & Meier, 2012).

Social media has revolutionized marketing strategies by offering direct, immediate, and widespread communication channels with consumers. For MPV car users in Medan City, social media platforms provide a means to engage directly with brands, receive updates, and share experiences. Effective social media marketing can foster engagement through interactive content, customer service responses, and community building among users. This engagement is crucial for building brand loyalty as it enhances the consumer-brand relationship beyond transactional interactions.

Moreover, Brand experience encompasses all interactions and touchpoints a consumer has with a brand, influencing perceptions, emotions, and overall satisfaction. Positive brand experiences, such as superior product quality, excellent customer service, and consistent messaging, contribute to increased brand loyalty. For MPV car users in Medan City, positive experiences with the vehicle's performance, comfort, reliability, and service support can significantly influence loyalty and advocacy. Customer engagement refers to the emotional connection between customers and a brand, resulting from interactions across various touchpoints. Effective engagement strategies on social media and beyond can enhance brand loyalty by fostering trust, satisfaction, and a sense of community among MPV car users. Activities like personalized communication, loyalty programs, and responding promptly to customer feedback contribute to stronger engagement and, consequently, higher loyalty levels.

Brand experience is likewise a part that influences brand dependability. Sensations, emotions, thoughts, and actions triggered by brand-related stimuli are all included in the concept of "brand experience." Identity and design go hand in hand. According to research (Fransiscus et al., 2022; Iglesias et al., 2011; Sahin et al., 2011), brand experience can influence brand loyalty. This is because customers remember the brand because of the emotional connection they have with it (Fernandez Tello de Meneses, 2014; Fikri et al., 2018; Yasin et al., 2019). To bind product users, customer engagement must be part of a marketing strategy. This is significant for keeping up with client devotion over the long haul (Adhikari & Panda, 2019; Apenes Solem, 2016; Lestari et al., 2022; Terason et al., 2021).

This research pick Medan as the area because Medan city is one of the local dynamics. Understanding the specific market dynamics in Medan City is crucial. Factors such as cultural preferences, economic conditions, and competitive landscape influence consumer behaviors and brand preferences among MPV car users. Tailoring social media marketing efforts and brand experiences to resonate with the local demographic's preferences and values can enhance effectiveness and deepen brand loyalty. In conclusion, the integration of social media marketing, positive brand experiences, and meaningful customer engagement plays a pivotal role in fostering brand loyalty among MPV car users in Medan City. By understanding and leveraging these components effectively, brands can cultivate lasting relationships, drive advocacy, and differentiate themselves in a competitive marketplace.

Conclusions

It is possible to draw the following conclusions from the preceding description: first, customer engagement is positively and significantly impacted by social media marketing. Second, brand loyalty is positively impacted by social media marketing. Thirdly, customer engagement is positively impacted by brand experience. Fourth, brand experience significantly affects brand faithfulness. Fifth, client commitment meaningfully affects brand devotion. Sixth, through customer engagement, social media marketing and brand experience have a positive and significant impact on brand loyalty. Based on the result above the researesceher could suggest to enhance social media presence strategy such as taking action by investing in robust social media marketing strategies tailored to MPV car users in Medan City. The second is strenghthening customer engagement initiatives by implementing personalized communication, interactive campaigns, and responsive customer service channels. The last is monitoring and adapting strategy based on feedback. By implementing these suggestions, brands can effectively leverage social media marketing and positive brand experiences to enhance customer engagement and ultimately increase brand loyalty among MPV car users in Medan City.

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