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The Influence Of Content Marketing, Experiential Marketing, And Influencer Marketing On Customer Loyalty Mediated By Customer Engagement (Study On Ms. Glow Products)

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Abstract: The rapid development of the internet has changed various aspects of life including consumer behavior such as how to obtain information, the need to make decisions in a fast way without being bound by space and time, and the need for self-actualization in cyberspace. This phenomenon causes traditional marketing such as advertisements through television, newspapers or magazines to be no longer effective because promotional advertisements only contain monotonous promotion of a product or service. Currently, many companies carry out marketing activities for products and services using social media marketing. One company that uses marketing tools through the Instagram social media platform is Ms. Glow. Ms. Glow is a beauty industry. So the purpose of this study is to analyze the effect of Content Marketing, Experiential Marketing and Influencer Marketing on Customer Loyalty mediated by Customer Engagement (Study on Ms. Glow Products). This research is a quantitative study by distributing questionnaires to 150 random respondents who live in Central Java. This research uses non probability sampling category with accidental purposive sampling technique. The results of this study reveal that there is an effect of Content Marketing, Experiential Marketing, Influencer Marketing on Customer Loyalty mediated by Customer Engagement.

Keyword: Content Marketing, Experiential Marketing, Influencer Marketing, Customer Loyalty, Customer Engagement.

INTRODUCTION

The rapid development of the internet has changed various aspects of life including consumer behavior such as how to obtain information, the need to make decisions in a fast way without being bound by space and time, and the need for self-actualization in cyberspace. Changes in this behavior must certainly be responded to by marketers with the right strategy in providing product services to consumers, namely by utilizing the internet, so that the presence of the internet can allow companies to increase the number of consumers without being limited by time and territory (Suryani 2013). This phenomenon causes traditional marketing such as

advertisements through television, newspapers or magazines to no longer be effective because promotional advertisements only contain monotonous promotion of a product or service. Currently, many companies are conducting marketing activities for products and services using social media marketing.

According to Brodie et al., (2011) Social media is one way to create an experience of interacting with a particular brand, which in turn can also encourage the development of Customer Engagement with a brand. Social media is a means for customers to find information from a product or service brand and there is personal interaction between customers and companies, therefore messages must be designed in a way that can achieve the expected results. The use of social media as a focus in this study is Instagram, because Instagram has the highest engagement compared to other social media platforms which makes it an interesting platform to look at (Phua, Jin, and Kim, 2017).

One company that uses marketing tools through the Instagram social media platform is Ms. Glow. Ms. Glow is a beauty industry that is currently growing rapidly. The first founder of this skincare is Maharani Kemala Dewi who comes from the city of Bali. The beginning of establishing this business was by selling cosmetic and skincare products through online media under the name Cantik Skincare. The business she runs gets a very good response so that it creates a high demand for products as well. Market potential and high income have created competition in the cosmetics industry. This competition can arise due to the presence of new competitors. Ms. Glow skincare products may face competition in the future.

According to Jamilah and Handayani (2016), the focus of company marketing today is to maintain Customer Loyalty not to get new customers. According to Tjiptono (2006) Customer Loyalty is a long-lasting repurchase shown by customers by showing their commitment to a brand, goods or services and the company. Because this will affect the customer's emotional experience with the brand or company, the company must be able to give a good impression during the process of forming the company's relationship with the customer. Customer engagement increases customer loyalty, due to the high level of customer engagement in the product or service provided by the company (Brodie et al., 2011).

In addition to customer loyalty, there is also another factor in marketing terms, this involvement is associated with the level of active relationship that occurs between customers and companies, which is referred to as customer engagement. Customer engagement is a behavior that shows customer participation in the brand outside of purchasing activities, as a form of unique experience when interacting with the company's brand (Vivek et al., 2012).

Content Marketing is considered to help marketers achieve their communication goals by increasing proximity to the audience. This can be achieved through content marketing that can increase customer engagement through shared content from the content created by the company.

In addition to Content Marketing, another important factor in the success of selling a product is the success of creating a positive perception in the hearts of consumers, therefore companies need to convey their products by touching the emotional side of consumers. One of the marketing concepts that companies can use in influencing consumer emotions is through Experiential marketing, which is a marketing concept that not only provides information and opportunities for consumers to experience the benefits obtained but also evokes emotions and companies that have an impact on marketing, especially sales (Andreani, 2007). In addition to Content Marketing and Experiential Marketing, there are also influencers as important factors. influencers have the power to lead the opinions of many people and are able to influence many people because they have attractiveness and a large following on social media (Andriani, 2017). Influencers usually act as buyers or customers of a product that can represent the positive things that exist in the product so that it can experience increased sales.

The purpose of this study is to test whether Content Marketing, Experiential Marketing, Influencer Marketing affect Customer Loyalty and how the influence of Customer Engagement as a mediating variable.

Content Marketing

Kotler, Kartajaya, Setiawan (2017) define Content Marketing as a marketing method that involves collecting relevant information, distributing and amplifying content that is interesting, relevant and useful to a clearly defined audience group in order to create a discussion about content. Content marketing uses various media formats such as text, video, photos, audio, presentations, e-books, and infographics to represent a company's brand or story. Karr (2016:9) identifies dimensions that companies must evaluate when producing content, including: (1) reader cognition, (2) sharing motivation, (3) persuasion, (4) decision making, (5) life factors.

Experiential Marketing

According to Schmitt (in Hadiwidjaja & Dharmayanti, 2014) Experiential Marketing comes from two words, namely experience and marketing. Experience is "experiences that are personal events that occur due to certain stimuli (for example those provided by marketers before and after purchasing goods or services)". Kotler and Keller (in Hadiwidjaja & Dharmayanti, 2014) is "a social and managerial process that makes individuals and groups get what they need and want through the creation and mutual exchange of products and values with others". According to Schmitt Experiential Marketing can be measured using five factors, namely: (1) sense, (2) feel, (3) think, (4) act, (5) relate.

Influencer Marketing

Influencer is defined as someone who has the ability to influence others. The influence that influencers exert is quite high on potential consumers by touching certain areas through views, thoughts and opinions because of the credibility that has been built with their audience before so that an influencer can reach the stage of influencing someone's spending (Ryan, 2017). The use of influencer marketing focuses on people who have the power to persuade on a specific campaign to reach a larger scale market. For the creation of a marketing campaign, companies or brands can determine the influencers to be used appropriately through self-selection or use one of the influencer marketing agencies (Quesenberry, 2019). According to Sartika (2018) Influencer Marketing indicators consist of: (1) visibility, (2) credibility, (3) attraction, (4) power.

Customer Engagement

Customer Engagement is defined by Brodie et al. (2011) as a psychological state that occurs due to interactive customer experiences, creative experiences with vital agents or objects (for example, brands) in a meaningful service relationship. Meanwhile, Pansari & Kumar (2016) define Customer Engagement as a mechanism for adding customer value to the company, either through direct or indirect contributions. Hollebeek et al. (2014), identified Customer Engagement has three main concept variables, namely: (1) cognitive attachment, (2) attitudinal attachment, (3) behavioral attachment.

Customer Loyalty

Rai and Srivastava (Srivastava, 2015) say that customer loyalty is a psychological character formed by continuous satisfaction related to the emotions formed with service providers that lead to willingness and consistency of relationships, so loyalty occurs when a customer feels satisfaction with the product or service obtained based on previous experiences that make customers will commit to repurchasing products or services in the same place.

Indicators of consumer loyalty according to Rather & Hollebeek (2019), including: (1) recommend friends, (2) encourage friends, say positive things, (3) repeat purchases.

Hypothesis

- H1: Content marketing has a positive and significant effect on Customer Engagement.
 H2: Experiential Marketing has a positive and significant effect on Customer Engagement.
 H3: Influencer Marketing has a positive and significant effect on Customer Engagement.
 H4 : Content Marketing has a positive and significant effect on Customer Loyalty.
 H5 : Experiential Marketing has a positive and significant effect on Customer Loyalty.
 H6: Influencer Marketing has a positive and significant effect on Customer Loyalty.
 H7: Customer engagement has a positive and significant effect on customer loyalty.

METHOD

This research uses a quantitative approach, using primary data. Data collection was carried out using the distribution of questionnaires to randomly selected respondents. The population in this study were people living in Central Java. The sample is a subset of the entire population that is the focus of the research, due to the very broad population and the limitations, a sample of 150 respondents is used, the measurement scale uses a Likert scale which is interpreted with the highest score, namely score 5 and the lowest score, namely 1. accidental purposive sampling technique, namely sampling based on consideration of appropriate characteristics. This study uses a non-probability sampling category with accidental purposive sampling technique, namely data collection is carried out based on the author's consideration, with the respondent's criteria, namely: male or female, at least 17 years old, domiciled in Central Java, and have bought Ms. Glow products at least twice. After the data is collected through a questionnaire, the data is arranged in tabular form using MS Excel and then analyzed using SPSS version 26 statistical software.

RESULTS AND DISCUSSION

Results are the main part of a scientific article, containing: clean results without data analysis process, hypothesis testing results. Results can be presented with tables or graphs, to clarify the results verbally. The discussion is the most important part of the entire scientific article. The objectives of the discussion are: Answering the research problem, interpreting the findings, integrating the findings of the research into the existing body of knowledge and developing new theories or modifying existing theories.

Table. 1. Validity Test Results

Observed Variabel	Corrected Item Total Correlation	R Tabel	Keterangan
<i>Content Marketing</i>			
CM.1	0,373	0,162	VALID
CM.2	0,602	0,162	VALID
CM.3	0,637	0,162	VALID
CM.4	0,554	0,162	VALID
CM.5	0,587	0,162	VALID
CM.6	0,574	0,162	VALID
CM.7	0,695	0,162	VALID
CM.8	0,550	0,162	VALID
CM.9	0,633	0,162	VALID
CM.10	0,362	0,162	VALID
<i>Experiential Marketing</i>			
EM.1	0,604	0,162	VALID
EM.2	0,736	0,162	VALID
EM.3	0,642	0,162	VALID
EM.4	0,687	0,162	VALID
EM.5	0,691	0,162	VALID

EM.6	0,652	0, 162	VALID
EM.7	0,447	0, 162	VALID
EM.8	0,595	0, 162	VALID
EM.9	0,377	0, 162	VALID
EM.10	0,546	0, 162	VALID
<i>Influencer Marketing</i>			
IM.1	0,755	0, 162	VALID
IM.2	0,825	0, 162	VALID
IM.3	0,879	0, 162	VALID
IM.4	0,882	0, 162	VALID
<i>Customer Engagement</i>			
CM.1	0,842	0, 162	VALID
CM.2	0,860	0, 162	VALID
CM.3	0,830	0, 162	VALID
<i>Customer Loyalty</i>			
CL.1	0,861	0, 162	VALID
CL.2	0,766	0, 162	VALID
CL.3	0,805	0, 162	VALID

Source: Data Processed (SPSS 26 Output), 2024

Based on the Validity Test in Table 1, it can be seen that all variable question items are valid, because the value of r count (Pearson Correlation) $> r$ table of 0.162.

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Keterangan
<i>Content Marketing</i>	0,762	RELIABEL
<i>Experiential Marketing</i>	0,799	RELIABEL
<i>Influencer Marketing</i>	0,857	RELIABEL
<i>Customer Engagement</i>	0,792	RELIABEL
<i>Customer Loyalty</i>	0,738	RELIABEL

Source: Data Processed (SPSS 26 Output), 2024

From the Reliability Test results in table 2, it can be concluded that the Cronbach's Alpha value on all variables exceeds the required threshold value of 0.6. So it can be concluded that all variables in this study have an adequate level of reliability.

Table 3. Equation I Normality Test Results

One-Sample Kolmogorov-Smirnov Test					
					Unstandardize d Residual
N					150
Normal Parameters ^{a,b}		Mean		.0000000	
		Std. Deviation		2.13390101	
Most Differences	Extreme	Absolute		.100	
		Positive		.043	
		Negative		-.100	
Test Statistic					.100
Asymp. Sig. (2-tailed)					.001 ^c
Monte Carlo tailed)	Sig. (2- tailed)	Sig.		.092 ^d	
		99%	Confidence	Lower Bound	.084
		Interval		Upper Bound	.099

Source: Data Processed (SPSS 26 Output), 2024

Table 4. Equation II Normality Test Results
One-Sample Kolmogorov-Smirnov Test

			Unstandardize d Residual
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N					150
Normal Parameters ^{a,b}	Mean	Std. Deviation			
Most Extreme Differences	Absolute	Positive	Negative		
Test Statistic					.066
Asymp. Sig. (2-tailed)					.200 ^{c,d}
Monte Carlo Sig. (2-tailed)	Sig.	99%	Confidence Interval	Lower Bound	Upper Bound
					.490
					.516

Source: Data Processed (SPSS 26 Output), 2024

From Table 4 shows the results of the Kolmogorov-Smirnov monte carlo normality test in table 4.7 shows that the Monte Carlo Sig value. (2-tailed) of 0.503 > 0.05 so it can be concluded that the data is normally distributed and further testing can be done.

Table 5. Multiple Regression Analysis Results Equation I
Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	1.662	1.781		.933	.352
	CM	.116	.035	.250	3.289	.001
	EM	.060	.028	.160	2.152	.033
	IM	.227	.061	.280	3.727	.000

a. Dependent Variable: CE

Source: Data Processed (SPSS 26 Output), 2024

Table 6. Results of Multiple Regression Analysis Equation II
Coefficients^a

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	7.682	.218		35.300	.000
	CM	.024	.004	.222	5.399	.000
	EM	.007	.003	.080	2.024	.045
	IM	.047	.008	.247	6.023	.000
	CE	.152	.010	.650	15.066	.000

a. Dependent Variable: CL

Source: Data Processed (SPSS 26 Output), 2024

$$CE = 0.250CM + 0.160EM + 0.280IM + e$$

$$CL = 0.222CM + 0.080EM + 0.247IM + 0.659CE + e$$

The following are the analysis results from tables 5 and 6, multiple regression tests for equations I and II :

1. The Content Marketing coefficient value in equation I is 0.250, which indicates that the Content Marketing variable has a positive influence on Customer Engagement. If Content Marketing increases by one unit with other independent variables assumed constant, then Customer Engagement will increase by 0.250.
2. The Experiential Marketing value in equation I is 0.160 which indicates that the Experiential Marketing variable has a positive influence on Customer Engagement. If Experiential Marketing increases by one unit with other independent variables assumed constant, it will increase Customer Engagement by 0.160.

3. The value of Influencer Marketing in equation I is 0.280 which indicates that the Content Marketing variable has a positive influence on Customer Engagement. If Influencer Marketing increases by one unit with other independent variables assumed constant, it will increase Customer Engagement by 0.280.
4. The Content Marketing value in equation II is 0.222 which indicates that the Content Marketing variable has a positive influence on Customer Loyalty. If Content Marketing increases by one unit with other independent variables assumed constant, it will increase Customer Loyalty by 0.222.
5. The Experiential Marketing value in equation II is 0.080 which indicates that the Experiential Marketing variable has a positive influence on Customer Loyalty. If Experiential Marketing increases by one unit with other independent variables assumed constant, it will increase Customer Loyalty by 0.080.
6. The Influencer Marketing value in equation II is 0.247 which indicates that the Influencer Marketing variable has a positive influence on Customer Loyalty. If Influencer Marketing increases by one unit with other independent variables assumed constant, it will increase Customer Loyalty by 0.247.
7. The value of Customer Engagement in equation II is 0.650 which indicates that the Customer Engagement variable has a positive influence on Customer Loyalty. If Customer Engagement increases by one unit with other independent variables assumed constant, it will increase Customer Loyalty by 0.650.

Table 7. Equation I T Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.662		.933	.352
	CM	.116	.035	.250	.001
	EM	.060	.028	.160	.033
	IM	.227	.061	.280	.000

a. Dependent Variable: CE

Source: Data Processed (SPSS 26 Output), 2024

Table 8. Equation II T Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	7.682		35.300	.000
	CM	.024	.004	5.399	.000
	EM	.007	.003	2.024	.045
	IM	.047	.008	6.023	.000
	CE	.152	.010	15.066	.000

a. Dependent Variable: CL

Source: Data Processed (SPSS 26 Output), 2024

The analysis of the T test results of equations I and II is as follows:

1. The significance value of Content Marketing on Customer Engagement is 0.001 t table value 1.976, so H_0 is rejected and H_a is accepted. This means that Content Marketing has a positive and significant effect on Customer Engagement.
2. The significance value of Experiential Marketing on Customer Engagement is 0.033 t table value 1.976, so H_0 is rejected and H_a is accepted. This means that Experiential Marketing has a positive and significant effect on Customer Engagement.

3. The significance value of Influencer Marketing on Customer Engagement is $0.000 < t$ table value 1.976, so H_0 is rejected and H_a is accepted. This means that Influencer Marketing has a positive and significant effect on Customer Engagement.
4. The significance value of Customer Marketing on Customer Loyalty is $0.000 > 0.05$ and the t value is $5.399 > t$ table value 1.976, so H_0 is rejected and H_a is accepted. This means that Customer Marketing has a positive and significant effect on Customer Loyalty.
5. The significance value of Experiential Marketing on Customer Engagement is $0.045 > 0.05$ and the t value is $2.024 > t$ table value 1.976, so H_0 is rejected and H_a is accepted. This means that Experiential Marketing has a positive and significant effect on Customer Loyalty.
6. The significance value of Influencer Marketing on Customer Engagement is $0.000 > 0.05$ and the t value is $6.023 > t$ table value 1.976, so H_0 is rejected and H_a is accepted. This means that Influencer Marketing has a positive and significant effect on Customer Loyalty.
7. The significance value of Customer Engagement on Customer Loyalty is $0.000 > 0.05$ and the t value is $15.066 > t$ table value 1.976, so H_0 is rejected and H_a is accepted. This means that Customer Engagement has a positive and significant effect on Customer Loyalty.

Table 9. F test results Equation I
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.517	3	58.172	12.518	.000 ^b
	Residual	678.476	146	4.647		
	Total	852.993	149			

a. Dependent Variable: CE

b. Predictors: (Constant), IM, EM, CM

Source: Data Processed (SPSS 26 Output), 2024

Table 10. F test results Equation II
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.542	4	9.136	132.427	.000 ^b
	Residual	10.003	145	.069		
	Total	46.545	149			

a. Dependent Variable: CL

b. Predictors: (Constant), CE, EM, IM, CM

Source: Data Processed (SPSS 26 Output), 2024

The following are the results of the analysis of the F test for equations I and II in the table above:

1. Based on the calculations in table I, the calculated F value is $12.518 > F$ table of 3.058 with a significance of $0.000 < 0.05$. So it can be concluded that Content Marketing, Experiential Marketing, Influencer Marketing have a positive effect on Customer Engagement.
2. Based on the calculations in table II, the calculated F value is $132.427 > F$ table of 3.058 with a significance of $0.000 < 0.05$. So it can be concluded that Content Marketing, Experiential Marketing, Influencer Marketing and Customer Engagement have a positive effect on Customer Loyalty.

Table 11. Test Results of the Coefficient of Determination Equation I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 ^a	.205	.188	2.15571

a. Predictors: (Constant), IM, EM, CM

Source: Data Processed (SPSS 26 Output), 2024

From the table above, it is known that the coefficient of determination (Adjusted R²) in this study is 0.188. This shows that the independent variables jointly influence the dependent variable by 18.8%, the remaining 81.2% is influenced by other variables not examined in this study.

Table 12. Test Results of the Coefficient of Determination Equation I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.785	.779	.26265

a. Predictors: (Constant), CE, EM, IM, CM

Source: Data Processed (SPSS 26 Output), 2024

Based on the table above, it is known that the coefficient of determination (Adjusted R²) in this study is 0.779. This shows that the independent variables together affect the dependent variable by 77.9%, the remaining 22.1% is influenced by other variables not examined in this study.

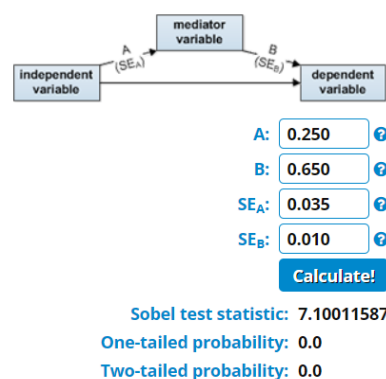


Figure 1 Sobel Test Results Model

Based on the results of the sobel test calculation in figure 1, it can be seen that the One-tailed probability value is $0.0 < 0.05$ and the sobel test value is $7.10011587 > 1.97$, so it can be concluded that the effect of Content Marketing (CM) on Customer Loyalty (CL) with Customer Engagement (CE) as an intervening variable is accepted.

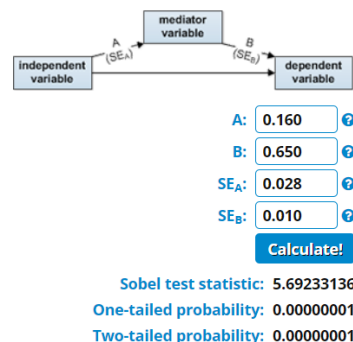


Figure 2 Model II Sobel Test Results

Based on the table above, it can be seen that the One-tailed probability value is $0.0000001 < 0.05$ and the sobel test value is $5.69233136 > 1.97$, so it can be concluded that the effect of Experiential Marketing (EM) on Customer Loyalty (CL) with Customer Engagement (CE) as an intervening variable is accepted.

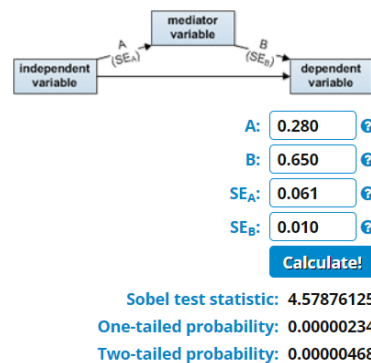


Figure 3 Model III Sobel Test Results

Based on the table above, it can be seen that the One-tailed probability value is $0.00000234 < 0.05$ and the sobel test value is 4.57876125 , so it can be concluded that the effect of Influencer Marketing (IM) on Customer Loyalty (CL) with Customer Engagement (CE) as an intervening variable is accepted.

CONCLUSION

Conclusion

1. Content Marketing (CM) has a positive and significant effect on Customer Engagement (CE)
2. Experiential Marketing (EM) has a positive and significant effect on Customer Engagement (CE).
3. Influencer Marketing (IM) has a positive and significant effect on Customer Engagement (CE).
4. Content Marketing (CM) has a positive and significant effect on Customer Loyalty (CL)
5. Experiential Marketing (EM) has a positive and significant effect on Customer Loyalty (CL).
6. Influencer Marketing (IM) has a positive and significant effect on Customer Loyalty (CL).
7. Customer Engagement (CE) has a positive and significant effect on Customer Loyalty (CL).

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