

***Influence of Customer Brand Experience, Attitude Toward Social Media, Information-Based Trust on Customer Engagement Behavior
(Case Study on Emina Cosmetic Product Users in Semarang)***

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ABSTRACT

This study aims to analyze the effect of customer brand experience, attitude toward social media, information-based trust on customer engagement behavior towards users of Emina cosmetic products in Semarang City. The data collection method used was non-probability sampling with a sample of 300 Emina cosmetic users in Semarang City. The analysis technique used is validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, linearity test, multiple linear regression analysis, T test, F test and the coefficient of determination using SPSS 25. The results show that the variable customer brand experience (X1), attitude toward social media (X2), and information-based trust (X3) have a significant effect on customer engagement behavior (Y) of Emina cosmetic users in Semarang City. This research is expected to be a solution for determining the right marketing strategy in facing competition in the cosmetics industry in Indonesia by applying customer brand experience, attitude toward social media, information-based trust to increase customer engagement behavior in Emina's cosmetic products.

Keywords: *Customer Brand Experience, Attitude Toward Social Media, Information-Based Trust and Customer Engagement Behavior*

Pengaruh *Customer Brand Experience, Attitude Toward Social Media, Information-Based Trust Terhadap Customer Engagement Behavior*
(Studi Kasus Pada Pengguna Produk Emina Kosmetik Di Semarang)

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *customer brand experience, attitude toward social media, information-based trust* terhadap *customer engagement behavior* terhadap pengguna Produk emina kosmetik di Kota Semarang. Teknik Analisa Uji heterokedastisitas, uji multikolinearitas, uji linearitas, analisis regresi linier berganda, uji T, uji F dan koefisien determinasi menggunakan SPSS 25. Hasil menunjukkan bahwa variabel *customer brand experience* (X1), *attitude toward social media* (X2), dan *information-based trust* (X3) berpengaruh signifikan terhadap *customer engagement behavior* (Y) pengguna kosmetik Emina di Kota Semarang. Penelitian ini diharapkan dapat menjadi solusi penentuan strategi pemasaran yang tepat dalam menghadapi persaingan dalam industri kosmetik di Indonesia dengan mengaplikasikan *customer brand experience, attitude toward social media, information-based trust* untuk meningkatkan *customer engagement behavior* pada produk kosmetik Emina.

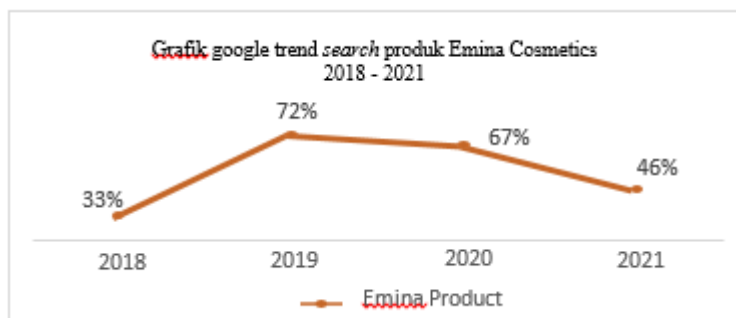
Kata Kunci : *Customer Brand Experience, Attitude Toward Social Media, Information-Based Trust, dan Customer Engagement Behavior*

INTRODUCTION

Digital advancements and communications can be a source of social, economic and cultural change. In particular, technological advances in electronic devices can certainly make it simpler for consumers to locate accurate and trustworthy information about a product. Data-driven trust relies on information or rewards in exchange for trust in the company. Business familiarity with information systems will build customer trust and intensify their interaction with a product (Agyei, Sun et al. 2020). The collaborative nature of social networks between individuals and companies, the creation of content between businesses and consumers can produce value to better please customers. Collaboration on social media helps organizations and customers build enduring relationships by fostering trust and engagement. Through the emotional bond between the two parties, customer involvement will be cultivated. A customer engagement cycle is the procedure for increasing customer involvement. (Yunita, Nailis et al. 2020). Customer engagement is increasingly being used by businesses that are using technological advances as a way to interact with customers. The advancement of internet media and the emergence of social media have made it easier for companies to establish direct relationships with customers (Sashi 2012). Embedding customer involvement into the emotional relationship that exists between customers and businesses is called customer engagement (Chen, Jiao et al. 2021).

Cosmetics is one of the products offered as secondary needs fulfillment. For women, cosmetic products are a very

important part of their daily life. On this basis, many cosmetic industries continue to try to meet consumer needs for cosmetics with a variety of product innovations that are tailored to the demands and needs of each consumer. One cosmetic product or local brand that is said to be new but popular with teenagers is Emina. Emina is a brand output from PT Paragon Technology & Innovation which was launched in 2015. Emina has the tagline "Born To Be Loved" where Emina reminds that every woman has her own uniqueness and beauty. Emina is one of the products with a girly, simple and playful design that has a relatively light formula which makes it perfect for use as simple everyday makeup. Emina cosmetics is still a factory with well-known brands, namely Wardah and Make Over. It's just that the target consumers are different. Emina was launched or is here for women with an age range of 15-25 years, especially teenagers who are just learning and like to explore makeup. Emina brings the concept of beauty is fun with her products which have trendy and girly colors but are active and simple. With the rapid development of technology and information, many companies are advertising by utilizing the internet and information technology or often referred to as digital marketing. The role of digital marketing itself is of course very helpful to the public in finding out information about the products they will use and how they get these products. In this case, business actors can carry out digital marketing by utilizing social media which is considered suitable because almost everyone has and uses social media, one of the companies that takes advantage of technological and information developments is a cosmetics company.



Sumber : trends.google.co.id

Figure 1. Grafik Google Trend Search

Figure 1 is the result of a Google search trend for Emina Cosmetics products. It is known that Emina has increased in 2019 to 72%, but in 2020 – 2021 Emina has experienced a decrease in the number of social media visits and customers seeking information about Emina. This made Emina Cosmetics experience a decline and lose to its competitors. The reason may be that many new products have begun to dominate the cosmetics market share and customers who are not yet attached to Emina's products will easily switch to other products. Looking at figure 3 in the graph above, with a decrease in the level of searching for information about Emina, it is triggered by the lack of engagement between customers and products.

Using the independent variables, this study aimed to ascertain the contribution of emina cosmetics users on social media to the sale of emina cosmetics. Customer Brand Experience, Attitude Toward Social Media, Information-based Trust to determine whether there is any influence of these three variables on the customer engagement, the dependent variable. According to the description, it appears that this research is very important to do. For this reason, this study takes the title "The Influence of Attitude Toward Social Media, Customer Brand Experience, Information-Based Trust on Customer Engagement Behavior of Emina Cosmetic Product Users" (Case Study on Emina Cosmetic Product Users in Semarang).

Based on the description that has been

stated in the background, the problem in this study is the decrease in searching for information about Emina Cosmetics products. Referring The questions in this study are as follows in relation to how the problem was formulated.

1. What effect does the customer brand experience have on customer engagement behavior for Emina Cosmetics customers?
2. What is the effect of attitude toward social media on customer engagement behavior among Emina Cosmetics customers?
3. What is the effect of information-based trust on customer engagement behavior for Emina Cosmetics customers?
4. What is the effect of customer brand experience, attitude toward social media, information-based trust on customer engagement behavior among Emina Cosmetics customers?

The goal of this study is to, based on the context and statement of the problem:

1. Knowing the effect of customer brand experience on customer engagement behavior of users of Emina cosmetic products.
2. Knowing the effect of attitude toward social media on customer engagement behavior of users of Emina's cosmetic products.
3. Knowing the effect of information-based trust on customer engagement behavior of users of Emina's cosmetic products.

4. Knowing the effect of customer brand experience, attitude toward social media, information-based trust on Customer Engagement Behavior of users of Emina's cosmetic products.

Literature Review

Customer Engagement Behavior

According to Kumar et al. (2010), "customer engagement" is defined as "the creation of deeper, more meaningful" interactions between businesses and customers. According to studies, brands are the most common engagement objects in the literature, making them important to comprehend in terms of customer engagement (Brodie et al., 2011). In response to this call for research, Hollebeek (2011) investigated the idea of brand customer engagement and defined it as a "individual level of customer satisfaction" and a motivating, brand-related, and context-dependent state of mind (Anjum, Tanveer et al. 2016).

Customer Brand Experience

According to Brakus et al. (2009), brand experience is the sum of a customer's subjective internal reactions (sensations, feelings, and cognitions) and behavioral responses to brand-related stimuli connected to brand design, identity, packaging, communication, and surroundings.

Attitude Toward Social Media

It is possible to define attitudes as "a person's enduring favorable or unfavorable evaluations, emotional feelings, and tendencies toward action toward an object or idea." People's attitudes can influence their behavior, causing them to prefer or detest an object or move closer to or farther away from it. As a result, attitudes have an impact on people's behavior, which causes them to act relatively consistently toward similar objects. and Keller (Kotler).

Information-based Trust

According to Agyei, Sun et al. (2020), information-based trust is the taught propensity to act or behave favorably or unfavorably toward specific items such as goods, services, issues, websites, and information.

Theory of Planned Behavior

If a person can consciously decide to do so, the Theory of Planned conduct (TPB) may accurately predict whether or not they will engage in a specific conduct based on their behavioral intention. A person is more likely to engage in a behavior if they have a stronger intention to do so (Ajzen, 1991).

RESEARCH METHODS

Population and Sample

The target population for this study were Instagram followers of Emina cosmetics Semarang, totaling 8,000 within a span of 5 months, namely January 2023 to May 2023. The number of samples studied was 300 respondents using Emina cosmetics products in the Semarang area.

Analysis Method

Multiple Linear Regression Analysis is used because it can directly determine whether or not. For this reason, before analyzing the data, it is necessary to test the study instrument, namely the validity test for the accuracy of the measuring instrument, the reliability test for the reliability of the measuring instrument. The classical assumption test aims to ensure that the regression model found has the best estimation accuracy, is unusual and consistent. Test the hypothesis to decide on the results of the hypothesis raised in the research study. Multiple linear regression analysis aims to determine a significant relationship in the regression model, because it can directly conclude the results of the research hypothesis. The following equation can be used to formulate multiple linear regression analysis:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Information :

Y which means the dependent variable, a is a constant, b which means the coefficient of the independent variable, and X means the independent variable.

RESULTS AND DISCUSSION

Result

Questionnaires were distributed to 320 respondents, after selection of outlier data the number of respondents became 300.

Shows that 96.7% female respondents and 3.3% male respondents, the majority aged 20-24 years as students. Respondents use more than 1 year with purchases more than 2 times per month.

Validity test

The validation standards for this research tool were determined to be satisfied by a sig. 0.05 and an R-count value > R-table with a value of 0.361.

Reliability Test

Cronbach Alpha values > 0.70 indicate that the variables evaluated in the questionnaire are reliable according to the results of the reliability test conducted on the variables consumer brand experience, attitude toward social media, information-based trust, and customer engagement behavior.

Normalitas Test

It may be concluded that the data in this study were normally distributed because the normality test findings showed that the significant value was 0.200 > 0.05 (Ghozali, 2018).

Table 1. Classical Assumption Test Results

Variabel Independen	Tolerance	VIF	Sig. (2-tailed)	Deviation from Linearity Sig.
<i>customer brand experience</i>	0.569	1.578	0.053	0.439
<i>attitude toward social media</i>	0.479	2.088	0.860	0.901
<i>information-based trust</i>	0.521	1.921	0.322	0.274

Source: Processed primary data, 2023

Table 1 demonstrates a linear link between customer engagement behavior and consumer brand experience, attitude toward social media, and information-based trust, with a sig deviation from linearity value > 0.05.

Multicollinearity Test

Table 1's findings demonstrate that there were no signs of multicollinearity in the processing of the data in this study, which had Tolerance values > 0.10 and VIF values 10.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Analysis

Variabel Independen	Koefisien β	Std. Error
Konstanta	1.342	0.247
<i>customer brand experience</i>	0.167	0.048
<i>attitude toward social media</i>	0.319	0.052
<i>information-based trust</i>	0.280	0.050

Sumber: Source: Processed primary data, 2023

Table 2 shows that the following regression equation may be formed using the value of the coefficient:

$$Y = 1.342 + 0.167 X1 + 0.319 X2 + 0.280 X3$$

The interpretation of the regression equation above is as follows:

1. A constant value of 1,342 which has a positive value indicates that Customer Brand Experience, Attitude Toward Social Media, and Information-based Trust = 0, then the value of Customer Engagement Behavior is 1,342.
2. The customer brand experience coefficient of 0.167 which is positive indicates that if each customer brand experience (X1) increases, user customer engagement will also increase.

Meanwhile, every time the customer brand experience decreases, customer engagement will also decrease.

3. The coefficient of Attitude Toward Social Media is 0.280 which has a positive value indicating that if each attitude toward social media (X2) increases, user customer engagement will also increase. Whereas every decrease in attitude toward social media, customer engagement will also decrease.
4. The information-based trust coefficient of 0.319 which is positive indicates that if each information-based trust (X3) increases, user customer engagement will also increase. Meanwhile, every time information-based trust decreases, customer engagement will also decrease.

F Test

Table 3. F test (Simultant)

Model	Sum of Square	df	Mean Square	F	Sig.
Regresi	46.071	3	15.357	114.975	0.000
Residu	39.536	296	.134		
Total	85.607	299			

Source: Processed primary data, 2023

Based on table 3 it can be seen that customer brand experience, attitude toward social media, information-based trust, can

simultaneously influence customer engagement behavior which is indicated by sig. $0.000 < 0.05$.

Coeffitien Determination

Tabel 4. Koefisien Determinasi

N	R	R Square	Adjusted R Square
300	0.734	0.538	0.533

Source: Processed primary data, 2023

The results of table 4 present models of customer brand experience, attitude toward social media, and information-based trust,

with the remaining 46.7% being influenced by other variables. 53.3% can be used to predict customer engagement behavior.

T Test

Table 5. T test (Parsial)

Variabel Independen	T Hitung	Sig.
<i>Customer Brand Experience</i>	3.498	0.001
<i>Attitude Toward Social Media</i>	6.181	0.000
<i>Information-based Trust</i>	5.587	0.000

Variabel Dependen : Customer Engagement Behavior

Source: Processed primary data, 2023

With a sig. 0.05 and T-count > 1, Table 5 demonstrates how each independent variable in this study affected consumer engagement behavior partially and considerably. 1.968 T-table.

Discussion

The findings of this study's analysis demonstrate that the relevance level of the Customer brand experience has a considerable and partially positive impact on customer engagement behavior, as indicated by the variable's value of 0.000 0.05. Thus Hypothesis 1 "Customer Brand Experience has a significant effect on Customer Engagement Behavior of Emina Cosmetics customers" is accepted. The existence of a customer's experience with a brand can result in a psychological link between the client and the business that results in repurchasing or utilizing a product from the brand. This demonstrates that customer engagement will rise in direct proportion to how well consumers perceive a brand. This study is consistent with research by (Xi Chen, 2021) that demonstrates how customer brand experience affects customer engagement behavior.

The analysis of this study's data revealed that the significance value of the attitude toward social media variable was 0.000 0.05, indicating that this variable has a significant and partially positive impact on customer involvement behavior. Thus, Hypothesis 2, which states that "customers of Emina Cosmetics' attitudes toward social

media have a significant impact on customer engagement behavior," is accepted. Customers with a more positive attitude toward social media will start to post, write product reviews, publish videos and photographs linked to the brand, creating content that demonstrates a higher level of engagement with the business. This demonstrates that customer interaction will increase in direct proportion to customer attitude toward social media.

The results of the analysis of this study show that the significance value of the Information-based trust has a strong and partially beneficial impact on consumer engagement behavior, as indicated by the information-based trust variable's value of 0.000 0.05. As a result, Hypothesis 3, that "information-based trust has a significant effect on Customer Engagement Behavior of Emina Cosmetics customers"—is accepted. The foundation of knowledge-based trust is the knowledge or understanding that brand consumers have acquired. The consumer will feel less self-conscious as a result of this conduct, which will enable more contacts. The interaction between the client and the business is enhanced by this trust. This demonstrates that consumer engagement will rise in direct proportion to the level of customer trust placed in a brand's information. This study supports research by James Agyei et al. (2020), which demonstrates

The analysis of this study's data reveals that the significant value of the variables customer brand experience, attitude toward

social media, and information-based trust (X3) is 0.000 0.05, indicating that information-based trust partially influences customer engagement behavior in a positive and significant way. As a result, Hypothesis 4 is accepted, which states that "customer brand experience, attitude toward social media, and information-based trust have an effect on customer engagement behavior." Customers who have a more positive attitude toward social media will start to create content by starting to post, write product reviews, post videos and images related to the brand, which indicates a higher level of involvement. Additionally, customer experience of brands can create psychological bonds that lead to consumers repurchasing or using products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The following is the conclusion of a case study with users of Emina cosmetic products in Semarang City regarding the impact of customer brand experience, attitude toward social media and information-based trust.

1. Descriptive Statistical Analysis in this study shows the index of each variable has a high interpretation, so it can be interpreted that the research variables can be well perceived by the respondents.
2. The results of the F test indicate that customer engagement behavior is significantly influenced by brand experience, social media attitude, and information-based trust.
3. The coefficient of determination (R²) results indicate that information-based trust, social media attitude, and customer brand experience all have a 53.3% influence on customer engagement behavior. The remaining 46.7 percent has been impacted by other variables outside the model.
4. Customer engagement behavior is significantly influenced by brand experience, social media use, and information-based trust in the workplace. The outcomes of numerous linear

regression tests, which display a significance value of less than 0.05, demonstrate this. The results of the T test show that customer brand experience, attitude toward social media and information-based trust have a positive and significant impact on customer engagement behavior. Assuming that other variables have a fixed value, it can be assumed that customer engagement behavior will also increase because customer brand experience, attitude toward social media and information-based trust also increase.

Recommendation

Based on the results of research on customer brand experience, attitude toward social media and information-based trust on customer engagement behavior of Emina cosmetics users in Semarang City, the suggestions proposed are as follows.

1. On the customer brand experience variable, from the results of this study, the researcher suggests that Emina cosmetics company maintain quality and increase customer satisfaction so that Emina will always be a product that is in the minds of customers. So that the first brand that is remembered is the Emina brand when customers want to buy cosmetic products.
2. On the attitude toward social media variable, from the results of this study, the researchers suggest to Emina cosmetics company to always provide content that is up to date and useful as a customer reference material.
3. In the information-based trust variable, According to the findings of this study, the researchers advise the Emina cosmetics company that the credibility of the content must affect consumer trust. Companies must maintain the quality of information conveyed to customers that is easy to understand and clear in order to create trust in Emina.
4. To improve the research as a whole, Beyond the factors that the current

researcher has taken, future researchers should be able to take and produce new variables. They will learn more about the impact of consumer interaction behavior as a result.

Limitations and Recommendations for Further Research

The research that has been conducted has several limitations that are expected to be developed in further research.

- a) The results of research on Emina cosmetic users in Semarang City cannot be generalized to consumers in different cities because of the different characteristics of the respondents.
- b) This study model is founded on the idea of consumer brand experience, perception of social media, and information-based trust and customer engagement behavior, which illustrates the test results. The customer brand experience, attitude toward social media, and information-based trust together influence customer engagement behavior with a contribution of 53.3%, while the remaining 46.7% is influenced by other variables not examined in this study, according to the coefficient of determination (R^2) of 0.533.
- c) The effects of consumer brand experience (X1), attitude toward social media (X2), information-based trust (X3), and customer engagement behavior (Y) are the only factors that this study looks at. Based on the study's findings, it would be fascinating to look into how consumer engagement behavior develops by including more influential elements in addition to those that have already been considered.

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