

# Factors Affecting Brand Loyalty At Hotpot Restaurant In Jakarta

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Submitted 22-09-2023

Reviewed 22-11-2023

Revised 24-11-2023

Accepted 29-12-2023

Published 13-06-2024

**Abstract:** This research aims to indicate whether social media marketing, brand experience and brand image predict brand loyalty for hotpot restaurants in Jakarta, directly or indirectly, from a customer engagement perspective. One hundred forty-five respondents were consumers of hotpot restaurants in Jakarta, who distributed questionnaires online, collected data using a Likert scale, and processed it with Smart-PLS. The results show that social media marketing, brand image and customer engagement can positively and significantly indicate brand loyalty. Meanwhile, brand experience cannot positively predict brand loyalty. Finally, social media marketing and brand experience can indicate customer engagement positively and significantly. Social media marketing and brand experience can positively and significantly mediate brand loyalty. From these results, researchers hope that hotpot restaurant management can increase business competitiveness and create accurate marketing strategies to create satisfaction and the desire to enjoy the restaurant.

**Keywords:** Social Media Marketing; Brand Experience; Brand Image; Brand Loyalty; Customer Engagement.

**Abstrak:** Dengan berlangsungnya penelitian ini tentunya memiliki tujuan untuk mengindikasikan apakah *social media marketing*, *brand experience* dan *brand image* memprediksi *brand loyalty* restoran *hotpot* di Jakarta berkaitan secara langsung maupun berkaitan secara tidak langsung dengan melihat sudut pandang *customer engagement*. Terdapat 145 responden merupakan konsumen restoran *hotpot* di Jakarta menyebarkan kuesioner secara *online*, pengambilan data menggunakan skala Likert dan diolah dengan Smart-PLS. Didapatkan hasil memperlihatkan *social media marketing*, *brand image* dan *customer engagement* dapat mengindikasikan *brand loyalty* secara positif dan signifikan. Sedangkan *brand experience* tidak dapat memprediksi secara positif terhadap *brand loyalty*. Terakhir, *social media marketing* dan *brand experience* dapat mengindikasikan *customer engagement* secara positif dan signifikan *social media marketing* dan *brand experience* dapat memediasi secara positif dan signifikan oleh *brand loyalty*. Hasil tersebut, peneliti berharap manajemen restoran *hotpot* dapat meningkatkan daya saing usaha dan menciptakan strategi pemasaran yang akurat guna tercipta kepuasan dan keinginan menikmati kembali restoran tersebut.

**Keywords:** Social Media Marketing; Brand Experience; Brand Image; Brand Loyalty; Customer Engagement.

## INTRODUCTION

As the population in Jakarta continues to increase, the need for food continues to vary; this was proven by 2022 the Indonesian Central Bureau of Statistics (Badan Pusat Statistik, 2022), showing that Jakarta has a population of 10,679,951 people. The needs defined in this case are daily food needs and expenditures that need to go to a restaurant in Jakarta, which costs around Rp 953,320.89/month (Katadata, 2022). A high and productive lifestyle is the main factor for restaurants from abroad mushrooming in the capital city (Ferdian, 2019). One of the restaurants that Jakarta residents are interested in is HotPot (Yuharrani, 2021).



HotPot is a food characterized by togetherness when enjoyed with extended family and close friends. It is served with meat and vegetables and put into the broth as a complement (Silvita, 2020). Business sustainability hotpot can be achieved by advancing brand loyalty (Thai et al., 2020). Therefore, it is necessary to increase brand loyalty to show consumer engagement in making repeat purchases and measure consumers' expectations of (Rather, 2018) switching to competing brands (Fenetta & Keni, 2019)

Brand loyalty is a pleasant feeling towards consumers when they remember a brand they do not easily replace (Rather, 2018). Brand loyalty is an inner sincerity to think again before purchasing a particular service or product without being overly influenced by the situation and offer (Van Lam et al., 2018). Brand loyalty can be said to be a measure calculating brand credibility and brand attitude, which is the responsibility of consumers and is the basis for a positive assessment of a brand in a category for a period (Srivastava & Rai, 2018)

(Tuten, T.L. & Solomon, 2018) state that social media marketing uses social media technology and software networks to create, explain, deliver, and receive valuable offers to an organization's needs. (Ibrahim, 2022) stated that social media marketing can be an effective tool in direct two-way communication between consumers and brands by uploading promotional content to build visual interactions by replying to messages and comments and establishing connections towards forming stronger brand loyalty. The social media marketing characteristics of each restaurant need to look at factors related to online settings such as interactivity, security and exciting content so that it has added value to provide new space by building brand loyalty in order to create good relationships that build long-term profits for the restaurant (Ebrahim, 2020). This statement is supported by (Samala & Katkam, 2020). In this case, social media marketing has cognitive involvement with customer engagement in the form of energy, power, and time to interact with activities to obtain information and knowledge involved in the brand.

According to (Islam et al., 2019), brand experience can be defined as a sensation felt in real feelings in the form of responses from the character of each consumer by generating brand-related stimuli seen in design, brand identity, product packaging, communication and environmental support. At the same time, consumers will consume the same brand regularly when they experience a unique and memorable experience, and these efforts can encourage brand loyalty to that brand (Ong et al., 2018). This statement is supported by (Back, 2018) that brand experience will provide enjoyment, a renewed atmosphere, and intellectual experiences of liking, which are related to the level of customer engagement.

(Lari et al., 2021) state that a picture of the entire brand is a combination of associations containing ideas tied to memories in memory. Consumer involvement is one of the most essential things in establishing consumer relationships with brands (Ferreira et al., 2020). Meanwhile, according to (Santana & Keni 2019), brand image has characteristics consisting of increased functional performance, social sensitivity, symbolism, experience and appearance, which makes marketers focus on the benefits of brand image to achieve brand loyalty.

(Samarah et al., 2022) state that customer engagement is essential for marketers to maintain and improve relationships between consumers and brands. This statement is supported by (Liu et al., 2021). Every restaurant manager must maintain brand loyalty to consumers by utilizing all social media marketing methods to build customer engagement. Customer engagement can strengthen brand loyalty (Islam et al., 2019). In other words, the



brand experience produced by customer engagement can build positive emotional attachments to strengthen brand loyalty (Ahn & Back, 2018).

Previous research explains that consumers will consume the same brand regularly when they experience a unique and memorable experience, and these efforts can encourage brand loyalty to that brand. While this research shows that even though the experience at the HotPot restaurant is unique, it explains that experience does not add value to consumers. The role of customer engagement can be seen when successfully maintaining the relationship between consumers and brands. Therefore, brand experience is essential in increasing brand loyalty, so hotpot restaurants must create a pleasant experience, consistent taste, and service quality to provide a positive experience for consumers.

## **THEORETICAL REVIEW**

**The Theory of Reasoned Action.** According to (Hamilton et al., 2022), the theory of consumer behaviour was extended to study how consumers apply behavioural patterns to purchase. According to this theory, when consumers experience individual enjoyment, joy, and satisfaction from the brand experience, they will look positive and create an emotional bond between consumers and the brand. Actions that align with consumer desires also have a rational impact when consumers engage with the brand. Furthermore, an exciting experience creates customer engagement and further strengthens customer loyalty to the brand. Therefore, this theory correlates brand experience, customer engagement and brand loyalty.

**Associative Network Memory Model.** According to (Keller, K. L., & Swaminathan, 2020) associative network memory model is about a brand and various characteristics of that brand. These characteristics are related to the brand image, such as names, symbols and other characteristics that consumers remember. When consumers consistently make purchases from the brand, the brand indirectly provides comfort to consumers. In other words, brand associations are the basis of an image, a perception in memory that contains meaning for consumers who dare to recommend a brand to others. Therefore, this theory indicates that brand image influences brand loyalty.

**Social Exchange Theory.** This theory by (Ahmad et al., 2023) interpersonal relationships, which explains that each individual makes rational decisions based on involvement in social exchange, consumer involvement regarding the costs incurred, and the benefits generated. These characteristics are related to the brand image, such as names, symbols and other characteristics that consumers remember. This theory explains that the more characteristics one knows in depth about a brand, the more precise the intentions given by consumers towards that brand. This model explains that the consistency of consumers' memories regarding a brand is related to the product characteristics or convenience. In other words, brand associations become the basis of images and perceptions in memory that are meaningful for consumers to commit to through repeat purchases.

Based on the theoretical explanation above, when consumers consistently make purchases from a brand, the brand indirectly comforts them. In other words, brand associations are the basis of an image, a perception in memory that contains meaning for consumers to dare to recommend a well-known brand. Therefore, this theory indicates that brand image correlates with brand loyalty.



**Social Media Marketing.** According to (Koay et al., 2021), social media marketing is an indispensable approach to digital marketing that has added a new dimension to the modern marketing arena. Furthermore, social media marketing is a process by which companies create, communicate, and deliver online marketing offerings via social media platforms (Yadav & Rahman, 2017). The explanation above proves that social media marketing is a company strategy for using social media as a modern online marketing effort to create and exchange information. Companies create information about products, while through social media, companies can obtain information through responses (comments) from the public.

**Brand Experience.** (Bryan et al., 2023) defined brand experience as a customer's impression of a brand after interacting with that brand. Furthermore, (Tran & Nguyen, 2022) experience should be understood as the subjective and internal responses of each consumer toward brand-related stimuli at each point of interaction. This study describes the brand experience as a customer's impressions of a brand based on their responses to various aspects related to the brand when interacting with the brand. These interactions include when customers need a product, purchase, get service, and consume the product.

**Brand Image.** (Meilani & Suryawan, 2020) explained that brand image is a set of beliefs in a name, symbol, or design, and the impression a person has on a brand is formed based on information about the facts that the brand then uses. (Hadi & Keni, 2022) stated similar results that brand image is a view of a brand based on consumer knowledge, helping consumers sort brands. This study describes the brand image as a consumer's impression of a brand based on consumer knowledge. This impression can be in the form of a name, symbol, design, and other characteristics that consumers remember.

**Brand Loyalty.** According to (Schiffman, L. G. & Wisenblit, 2019), brand loyalty can be defined as the extent to which they are committed to buying the same brand regularly. The same thing (Susanti et al., 2021) stated that brand loyalty is where consumers make actual purchases/ use of a brand they already believe in and consider everything about the brand to be positive. This study describes brand loyalty as a consumer's commitment to a brand, which motivates him to make repeat purchases and promote the brand to others.

**Customer Engagement.** (Dissanayake et al., 2019) defined customer engagement as also proven to be an enthusiastic association between an organization and the full support of the customers. Meanwhile, (Susanti et al., 2021) explain that a consumer's attitude towards a brand or this bond is produced from deep memories of a brand and is easily accessible, which involves thoughts and feelings about the brand and its relationship with oneself. According to the previous definition, customer engagement is how consumers respond to a brand based on their memories, thoughts, and feelings towards the brand. High customer engagement will be demonstrated through enthusiasm, dedication and enthusiastic consumer relationships with the brand.

**The relationship between Social Media Marketing, Brand Experience, Brand Image and Brand Loyalty.** Social media marketing can take the form of attractive promotions through social media, which aim to build relationships between consumers and brands that will develop. (Ebrahim, 2020) concluded that social media marketing significantly influences the brand loyalty of telecommunications companies in Egypt. (Puspaningrum, 2020), who researched fast food restaurants, also concluded that social media marketing has a positive and significant effect on brand loyalty. Furthermore, (Bilgin, 2018) shows that social media marketing positively affects brand loyalty.



A unique and memorable brand experience will be necessary to increase brand loyalty. Through a good brand experience, consumers will understand and feel the superiority of a brand and ultimately become loyal to that brand. Their research (Margaretha & Rodhiah, 2021) concluded that brand experience significantly influences brand loyalty for shoe products in Jakarta. (Ong et al., 2018) also showed the same results: brand experience positively and significantly affected restaurant brand loyalty. Furthermore, (Mostafa & Kasamani, 2021) show that brand experience positively affects brand loyalty.

(Mahothan et al., 2022) concluded that brand image significantly influences smartphone consumer brand loyalty. Other research conducted by (Chang, 2021) on coffee shops in Taipei shows that brand image has a positive and significant effect on brand loyalty. Apart from that, (Marliawati & Cahyaningdyah, 2020) show that brand image positively and significantly affects hijab brand loyalty in Indonesia. Brand image can remind consumers of information about the hotpot restaurant. This memory is the basis for differentiating one hotpot brand from another. A high brand image indicates that a company has advantages that are different from other companies, so it can be a reason for consumers to become loyal.

**H1a:** Social media marketing has a positive effect on brand loyalty.

**H1b:** Brand experience has a positive effect on brand loyalty.

**H1c:** Brand image has a positive effect on brand loyalty.

**Relationship between Social Media Marketing, Brand Experience and Customer Engagement.** The use of social media is increasing in this industrial era 4.0. People's engagement with social media is very high, as is engagement with the content they like on social media. When hotpot restaurants carry out attractive promotions through social media, people will tend to visit hotpot restaurants. (Sumardi & Ganawati, 2021) on customer engagement in exploring the most liked content on Facebook. In addition, (Afifah et al., 2020) show that social media marketing significantly affects smartphone provider users' customer engagement. Other research conducted by (Simbolon & Law, 2022) shows that social media marketing significantly affects coffee consumers' customer engagement.

(Prentice et al., 2019) concluded that brand experience positively and significantly affects customer engagement of students who have used airline services. (Pratomo & Magetsari, 2018) show that brand experience positively and significantly affects customer engagement in mobile banking applications. Additionally, (Martini et al., 2022) show that brand experience positively and significantly affects social media customer engagement. Brand experience refers to customers' perceptions of brand-related stimuli that evoke the human mind and senses. Customer experience will influence customer engagement and consumer behavioural intention towards a brand. In this case, consumers' interactions with the hotpot restaurant brand can influence their preferences and attitudes towards it.

**H2a:** Social media marketing has a positive effect on customer engagement.

**H2b:** Brand experience has a positive effect on customer engagement.





**Relationship between Customer Engagement and Brand Loyalty.** Consumer involvement with a brand can vary, such as consuming the products offered by the brand or recommending the brand to others. Therefore, the higher the involvement, the more often they consume, ultimately increasing brand loyalty. (Widodo & Alivia Febrianti, 2021) that customer engagement significantly and positively affects travelling application brand loyalty. Besides that, (Tuti & Sulistia, 2022), who researched online stores, showed that customer engagement significantly and positively affects brand loyalty. Other research conducted by (Bismoaziiz et al., 2021) shows that customer engagement has a positive and significant effect on the brand loyalty of online transportation.

**H3:** Customer engagement has a positive effect on brand loyalty.

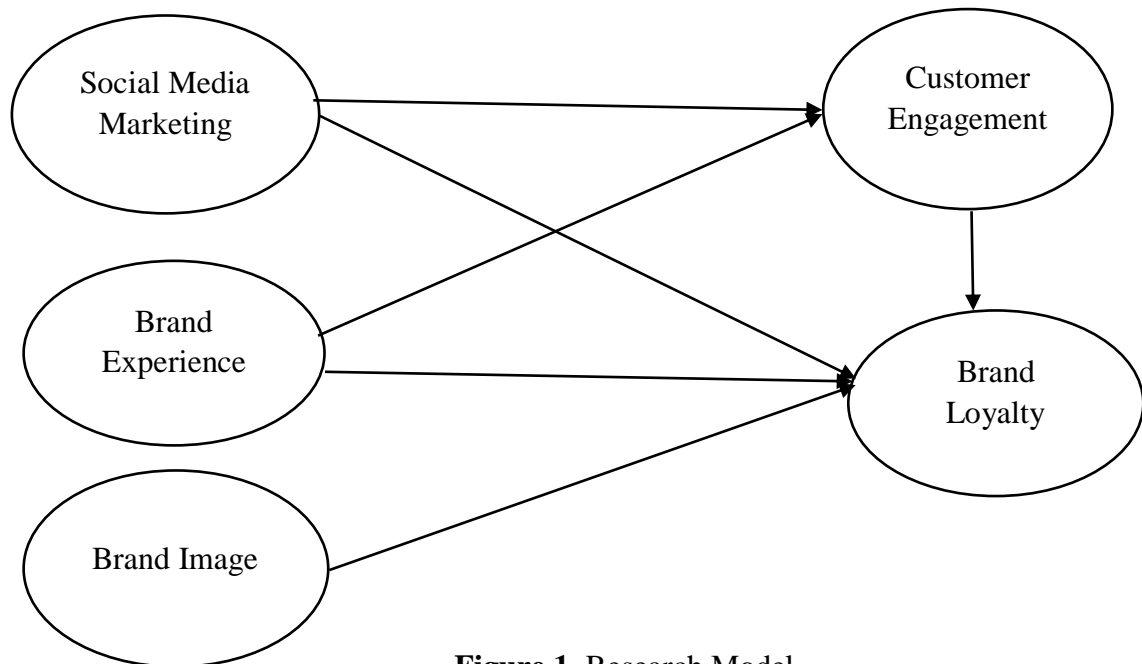
**Customer Engagement Mediating the Relationship between Social Media Marketing, Brand Experience and Brand Loyalty.** (Aljuhmani et al., 2023) Who studied airline customers stated that customer engagement mediates the influence of social media marketing on brand loyalty. This research shows that the cognitive aspect of customer engagement has a significant effect on brand loyalty, where customer engagement can be triggered by social media marketing. (Sumardi & Ganawati, 2021) showed similar results and explained that customer engagement can mediate the positive and significant influence of social media marketing on e-commerce brand loyalty.

Furthermore, (Khan et al., 2021) suggest that customer engagement can mediate the influence of brand experience on brand loyalty. This research indicates that consumers' experience with a brand determines their involvement with it. If consumers consistently have good experiences with a brand, they will be highly involved with it and become loyal to it. Similar results were also shown by (Iman & Kurniawati, 2023), namely that customer engagement significantly mediates the influence of brand experience on brand loyalty for fashion products.

**H4a:** Social media marketing can positively predict brand loyalty through customer engagement.

**H4b:** Brand experience can positively predict brand loyalty through customer engagement.





**Figure 1. Research Model**  
 Source: Author's Personal Conception (2023)

## METHODS

**Measures.** Quantitative methodology was used for data collection in this research. All measures in this study came from statements that were used as references in previous research, which were assisted by a 5-point Likert scale by (1) "strongly disagree" and (5) "strongly agree". Brand loyalty is measured using four items adapted from (Chinomona, 2016), for example, "I am committed to this brand". Furthermore, social media marketing was measured using six items adapted from (Aljuhmani et al., 2023). For example, social media marketing "Consumers use social media with this brand was fun".

Furthermore, brand experience has seven measuring tools based on (Mostafa & Kasamani, 2021): "This brand creates feelings and sentiments". Brand image is measured using six items adapted from (Chinomona, 2016). For example, "Products from this brand have better characteristics than competitors". Customer engagement is measured using six items adapted from (Khan et al., 2021), for example, "I spend more time consuming this brand than other brands".

**Sample and Procedure.** Data was obtained from May to July 2023 using a purposive sampling of 145 respondents. The majority of respondents were women (84 respondents or 57.900 per cent), their jobs were employees (71 respondents with 49 per cent), and 109 respondents (75.200 per cent) were aged between 18 and 25.

Furthermore, most respondents' monthly expenses ranged from Rp. 1,500,000 to Rp. 3,000,000 (51 people or 35.200 per cent) Respondents with a bachelor's degree at the highest level compared to other last education categories 107 respondents with percentage of 73.800 per cent and characteristics of people based on source information knowing the hotpot restaurant in Jakarta through social media 92 respondents (63.400 per cent) with coming back to hotpot restaurant one until five times a year (116 respondents, which is 80 per cent).



## RESULTS

In this research, a questionnaire was distributed using Google Forms and obtained 145 respondents who met the criteria: having consumed Hotpot restaurant products. As can be seen in **Table 1**, which summarizes profile respondents, most respondents were females aged 18 to 25 years who worked as employees/private employees and had a bachelor's degree. Furthermore, most respondents spent Rp1,500,000 to Rp3,000,000 per month eating at restaurants, and they learned about hotpot restaurants' first presence in Jakarta from social media. Also, most respondents return to hotpot restaurants 1 to 5 times a year.

**Table 1.** Profile Respondents

Characteristic	Category	Frequency	Percentage
Gender	Male	61	42
	Female	84	57
Age	18 to 25	109	75
	26 to 33	29	20
	33 to 40	4	2.800
	More than 40	3	2.100
	Employees/Private employees	71	49
Jobs	Students	48	33.100
	Self Employed	18	12.400
	Government Employees	4	2.800
	Housewife	2	1.400
	Entrepreneur	1	0.700
	Teacher	1	0.700
	Less than Rp. 1,500.000	24	16.600
Monthly Spending	Rp. 1,500,000 to Rp. 3,000,000	51	35.200
	Rp.3,500,000 to Rp.4,000,000	21	14.500
	More than Rp. 5,000,000	49	33.800
	Elementary School	1	0.700
Last Education	Junior High School	0	0
	Senior High School	32	22.100
	Associate's Degree	1	0.700
	Bachelor	107	73.800
	Magister	4	2.800
	Doctor	0	0
	Social Media	92	63.400
Source Information Hotpot restaurants came to Jakarta	Billboard, brochure, banner	3	2.100
	Friend /Family	49	33.800
	Walking at the mall, I accidentally saw a hotpot restaurant	1	0.700
Return Visit a Year go to a hotpot restaurant	1 to 5 times	116	80
	6 to 10 times	19	13.100
	More than ten times	10	6.900

Source: Obtained from 145 respondents (2023)





**Table 2** shows that the outer model analysis can be explained in 2 parts: validity and reliability. The validity test aims to estimate the extent of discrepancies in calculations if examined based on objects and characteristics that are measured systematically through errors made in the data (Malhotra, 2019). Validity analysis consists of convergent validity and discriminant validity. Convergent validity analysis consists of outer loadings and Average Variance Extracted (AVE). (Hair et al., 2021) state that the outer loadings and AVE values can be declared valid if they exceed 0.500.

Furthermore, discriminant validity analysis was carried out through cross-loading and HTMT. The cross-loading of each variable is greater than the value of the other variables, so all indicators meet the cross-loading criteria (Hair et al., 2021). An HTMT value of more than 0.900, which can be said to be a value of 0.900, is still considered good (Hair et al., 2019).

Reliability tests were conducted based on Cronbach's alpha and composite reliability values. According to (Hair et al., 2021), the Cronbach alpha and composite reliability values that meet the criteria are more than 0.600.

**Table 2.** Convergent Validity Result

Variable	Indicator Code	Item	AVE	Factor Loadings
Social Media Marketing (SMM)	SMM1	I find using social media with this brand fun.	0.646	0.848
	SMM2	I found interesting content on social media about a brand I was considering purchasing from.		0.847
	SMM3	I enjoy having conversations or exchanging opinions through comments and chats on this brand's social media.		0.774
	SMM4	I want to spread information about brands, products or services on social media to my friends.		0.776
	SMM5	I found this brand's social media content posts and highlights about the latest information needed.		0.808
	SMM6	Using social media to find information about this brand is very trendy.		0.765
Brand Experience (BE)	BE1	This brand makes a strong impression on the visual or other senses.	0.653	0.701
	BE2	This brand evokes feelings and sentiments.		0.811
	BE3	I have strong emotions for this brand.		0.852
	BE4	I engage in physical actions and behaviours when consuming this brand.		0.803
	BE5	This brand produces bodily experiences.		0.839
	BE6	I engaged in much thinking when it came to this brand.		0.828
	BE7	This brand stimulates my curiosity and problem-solving.		0.815
Brand Image	BI1	Products from this brand have high		0.846

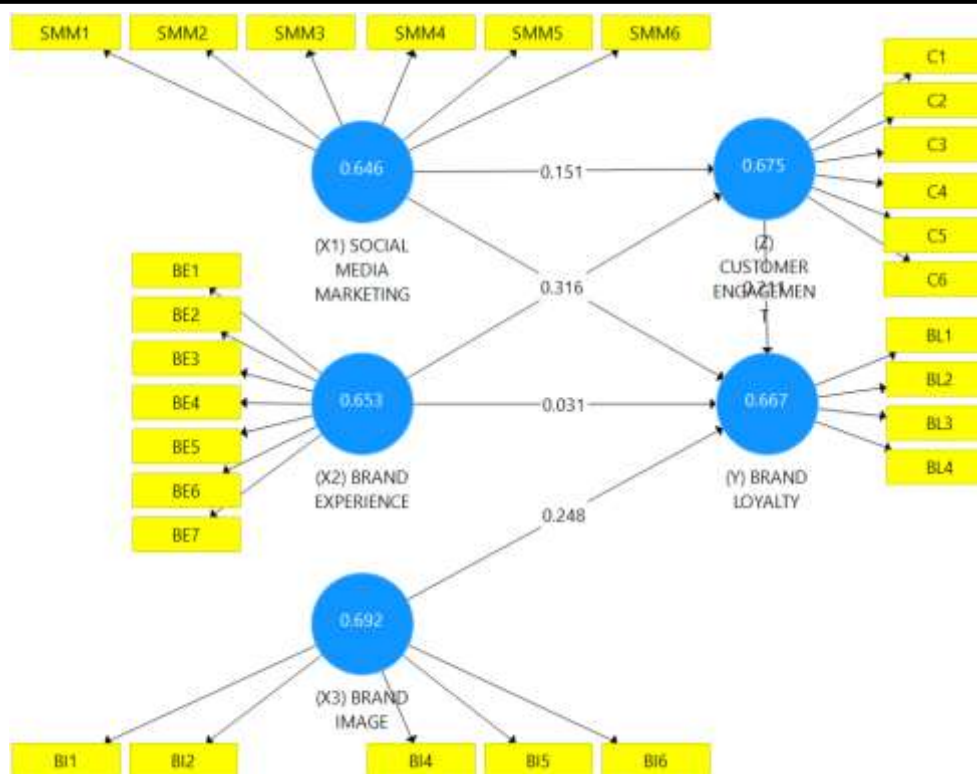


(BI)		quality.	0.692	
	BI2	Products from this brand have better characteristics than those of its competitors.		0.823
	BI4	This brand is good.		0.838
	BI5	This brand does not disappoint customers.		0.859
	BI6	This brand is the best in its sector.		0.792
	BL1	I will say positive things about this brand to others.		0.828
Brand Loyalty (BL)	BL2	I recommend this brand to anyone who trusts my advice.	0.667	0.844
	BL3	I am committed to this brand.		0.826
	BL4	I am willing to pay a higher price for this brand than others.		0.766
	C1	I often think about this brand when I consume it.		0.872
	C2	Consuming this brand stimulates my interest in learning more about this brand.		0.876
Customer Engagement (C)	C3	Consuming this brand makes me happy.	0.675	0.743
	C4	I am proud to consume this brand.		0.851
	C5	I spend more time consuming this brand than any other brand.		0.819
	C6	I consume this brand most often.		0.758

Source: Data processing from 145 respondents using Smart PLS (2023)

**Figure 2** shows the results of the PLS-SEM analysis, which combines one construct with another in the research hypothesis.





**Figure 2.** Outer loadings Results

Source: Data processing from 145 respondents using Smart PLS (2023)

The outcomes obtained from the analysis of the coefficient of determination prove that the  $R^2$  value of the brand loyalty variable is 0.813, which means that 76.200 per cent of the brand loyalty variable can be further explained by independent variables. In comparison, other variables can explain the remaining 23.800 per cent of the variable. In addition, the  $R^2$  value of the customer engagement variable is 0.679, so independent variables can explain 67.900 per cent of the variation in customer engagement. In comparison, the remaining 32.100 per cent can be explained by other variables.

Analysis of the inner model shows that the predictive relevance ( $Q^2$ ) obtained from brand loyalty is 0.528, which means brand loyalty is 52.800 per cent and customer engagement is 0.451. In the effect size ( $F^2$ ) variable, social media marketing has an effect size value of 0.035, so it weakly influences brand loyalty. Furthermore, brand experience and customer engagement variables negatively affect brand loyalty, namely 0.031 and 0.316. Meanwhile, the brand image variable has an ( $F^2$ ) value of 0.469, strongly influencing brand loyalty. Furthermore, the social media marketing and brand experience variables have effect size values of 0.151 and 0.316, which moderately influence customer engagement. The results obtained calculating the goodness of fit (GoF) is 0.704, so the dependent variable is suitable for predicting the research model and is included in the large category.

The results found that social media marketing, brand image, and customer engagement positively and significantly affect brand loyalty. However, brand experience has little effect on brand loyalty. Besides that, social media marketing and brand experience positively and significantly affect customer engagement. Furthermore, the mediation influence analysis results show that customer engagement can mediate the influence of



social media marketing and brand experience on brand loyalty.

**Table 3.** Discriminant Validity Result

Variable	Social Media Marketing	Brand Experience	Brand Image	Brand Loyalty	Customer Engagement
Social Media Marketing					
Brand Experience	0.871				
Brand Image	0.685	0.732			
Brand Loyalty	0.870	0.895	0.925		
Customer Engagement	0.844	0.868	0.825	0.985	

Source: Data processing from 145 respondents using Smart PLS (2023)

Furthermore, **Table 3** shows an HTMT value greater than 0.900, which is still considered good (Hair et al., 2019). Thus, all data can be declared valid, and data analysis continues with reliability. Meanwhile, the BI3 indicator was removed from the research model because its result did not meet the validity analysis criteria.

**Table 4.** Analysis Reliability

Variable	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0.890	0.916
Brand Experience	0.911	0.929
Brand Image	0.888	0.918
Brand Loyalty	0.833	0.889
Customer Engagement	0.903	0.926

Source: Data processing from 145 respondents using Smart PLS (2023)

Reliability tests were conducted based on Cronbach's alpha and composite reliability values. According to Hair et al. (2021), Cronbach's alpha and composite reliability values that meet the criteria are more than 0.600. Based on **Table 4**, all variables have Cronbach's alpha and composite reliability values of more than 0.600, so all variables can be declared reliable.

**Table 5.** T-Statistics Result and Significance

Path Analysis	Original sample	p-values	t-statistics	Result
H1a: Social Media Marketing -> Brand Loyalty	0.141	0.046	1.999	Significant
H1b: Brand Experience -> Brand Loyalty	0.143	0.059	1.891	Not Significant
H1c: Brand Image -> Brand Loyalty	0.327	0.000	5.812	Significant
H2a: Social Media Marketing -> Customer Engagement	0.356	0.002	3.063	Significant



H2b: Brand Experience -> Customer Engagement	0.515	0.000	4.506	Significant
H3: Customer Engagement -> Brand Loyalty	0.391	0.000	4.941	Significant
H4a: Social Media Marketing -> Customer Engagement -> Brand Loyalty	0.139	0.005	2.833	Significant
H4b: Brand Experience -> Customer Engagement -> Brand Loyalty	0.201	0.001	3.204	Significant

Source: Data processing from 145 respondents using Smart PLS (2023)

The results in **Table 5** show that social media marketing, brand experience, brand image, and customer involvement positively influence brand loyalty, with the original sample of 0.141, 0.143, 0.327, and 0.391 each. The customer involvement variable makes the most significant contribution to changes in the brand loyalty variable, with a value of 0.391. Furthermore, it can be explained that the social media marketing and brand experience variables also positively influence customer engagement, while the original sample was 0.356; 0.515.

**Table 6.** Result of Hypothesis Testing

	Hypothesis	Result
H1a	Social media marketing has a positive effect on brand loyalty	Supported
H1b	Brand experience does not have a positive effect on brand loyalty	Not Supported
H1c	Brand Image has a positive effect on brand loyalty	Supported
H2a	Social media marketing has a positive prediction of customer engagement	Supported
H2b	Brand experience has a positive prediction of customer engagement	Supported
H3	Customer engagement has a positive prediction of brand loyalty	Supported
H4a	Social media marketing is a positive predictor of brand loyalty through customer engagement.	Supported
H4b	Brand experience is a positive predictor of brand loyalty through customer engagement.	Supported

Source: Data processing from 145 respondents using Smart PLS (2023)

The variable with the most significant contribution to other variables, namely customer involvement, is a brand experience, with a value of 0.515. In addition, the hypothesis is accepted if the t-statistic value is higher than 1.960 and the p-value is lower than 0.500. **Table 6** proves that the results of hypothesis H1a produce a t-statistic value of 1.999 and a p-value of 0.046. Thus, it can be concluded that hypothesis 1 (H1a) is not rejected, which means social media marketing has a significant effect on brand loyalty because the p-value is less than 0.500. The t-statistics value is more than 1.960. Furthermore, the original sample value is 0.141, which means that social media marketing positively affects brand loyalty because the original sample value is more than 0.

Hypothesis testing 1 (H1b) p-value is 0.059. The t-statistics value is 1.891, so the hypothesis is not accepted, which means brand experience has no significant effect on brand loyalty because the p-value is more than 0.500. The t-statistics value is less than 1.960. Furthermore, the original sample value is 0.143, meaning brand experience positively affects brand loyalty. Hypothesis testing 1 (H1c) p-value is 0.000, and t-statistics is 5.812, so the hypothesis is accepted, which means the brand image significantly affects brand



loyalty. Furthermore, the original sample value is 0.327, meaning brand image positively affects brand loyalty.

Hypothesis testing 2 (H2a) p-value is 0.002, and the t-statistics value is 3.063, so the hypothesis is accepted, meaning social media marketing significantly affects customer engagement. Furthermore, the resulting original sample value was 0.356, meaning that social media marketing positively affects customer engagement. Hypothesis 2 (H2b) p-value is 0.000, and the t-statistics value is 4.506, so the hypothesis is accepted, meaning brand experience significantly affects customer engagement. Furthermore, the original sample value was 0.515, meaning brand experience positively affects customer engagement.

Hypothesis testing 3 (H3) 's p-value is 0.000, and the t-statistics value is 5.109, so the hypothesis is accepted. This means customer engagement has a significant effect on brand loyalty. Furthermore, the original sample value is 0.391, meaning customer engagement positively affects brand loyalty.

Hypothesis testing 4 (H4a) and (H4b) is accepted because the p-value is less than 0.500 and the t-statistics value is more than 1.960 so that customer engagement can mediate the influence of social media marketing and brand experience on brand loyalty. Table 5 below shows the results of the hypothesis testing.

The advantage of this research is that this is the first time anyone has ever discussed the variables of social media marketing, brand experience, brand image, and brand loyalty in hotpot restaurants from a customer engagement perspective. This research can contribute to companies' knowledge of factors affecting brand loyalty by examining consumer characteristics. Apart from these variables, some can be studied further to explain brand loyalty and customer engagement, such as brand love, brand trust, brand equity, brand satisfaction, and repurchase intention. I am using 145 respondents, so the generalizability of the research results was limited. This research was only conducted on HotPot consumers in Jakarta because the research time was relatively short.

## DISCUSSION

According to Hypothesis 1, **H1a** is not rejected, so it can be concluded that social media marketing can positively predict the brand loyalty of hotpot restaurant customers. These results are in line with (Aljuhmani et al., 2023), (Ebrahim, 2020), and (Bilgin, 2018), who state that companies use social media to carry out marketing and interact, engage, and communicate with consumers.

Through these various interactions, hotpot restaurants can convey information to consumers regarding products or promotions and obtain consumer responses so that hotpot restaurants can identify, understand and fulfil consumer desires and expectations to increase brand loyalty. In addition, hotpot restaurants can use voting features on social media to collect consumer opinions so that consumers feel heard and dare to commit to hotpot restaurants by being willing to pay higher prices than other hotpot restaurants. Hotpot restaurants must be creative in the content presented on social media to attract consumers' attention and thoughts and make consumers loyal to a brand.

The **H1b** is rejected; these results are in line with research conducted by (Yolanda & Keni, 2022), (Putra & Keni, 2020), and (Khu & Sukesi, 2020), which shows that brand experience cannot significantly predict brand loyalty. In general, the experience gained from hotpot restaurants is that consumers can boil the food they serve themselves so that



consumers can mix the food in various ways. Meanwhile, at the hotpot restaurant, this experience is complemented by the attraction of the hotpot restaurant serving noodle dishes, where the attraction is carried out with dancing. Hotpot restaurants must know that this experience is unique, but this research shows that this experience does not affect brand loyalty.

Meanwhile, the result of the **H1c** testing is accepted. These results are in line with research conducted by (Mahothan et al., 2022), (Chang, 2021), and (Marliawati & Cahyaningdyah, 2020), who state that brand image has a positive and significant effect on brand loyalty in customer hotpot restaurants. Consumers will prefer this Hotpot over other hotpot restaurants because it has better characteristics than its competitors. These characteristics include various attractive offers, promotions, discounts and facilities, making it easier for consumers to remember and return to the hotpot restaurant.

Furthermore, hypothesis **H2a** is accepted; social media marketing can positively predict customer engagement. These results are in line with research by (Simbolon & Law, 2022), (Afifah et al., 2020), (Sumardi & Ganawati, 2021) state that social media marketing is an essential part of customer engagement. According to (Vinerean & Opreana, 2021), social media is needed to increase customer engagement because it can help restaurants build conversations and produce helpful information exchanges. Therefore, when hotpot restaurants are interestingly promoted through social media, people interact more with hotpot restaurants. This interaction can occur via social media or directly at the hotpot restaurant. An example of this interaction can occur when consumers are interested in trying Hotpot restaurant's new menu, namely dan and sechuan noodles, which are promoted on Hotpot restaurant's social media. Consumers can get the latest information about Hotpot through social media, such as new products or promotions. When consumers feel that the product or promotion is interesting, they visit hotpot restaurants.

The resulting hypothesis, H3, is accepted. Namely, customer engagement can positively predict brand loyalty. These results are in line with research by (Tuti & Sulistia, 2022), (Widodo & Febrianti, 2021), and (Bismoaziiz et al., 2021), which state that customer engagement can positively predict brand loyalty. According to (Tuti & Sulistia, 2022), a brand must increase customer involvement so that consumers can increase their desire to order and ultimately increase brand loyalty. Hotpot restaurant's consumer involvement can take the form of consuming the products offered, such as several choices of meat, vegetable and hotpot speciality sauces. Apart from that, hotpot restaurants can offer a varied menu, so consumers can feel enthusiastic about making return visits because they want to try different menus or create social media content by providing tips and recommendations to other people.

Moreover, hypothesis **H4a** is accepted, so customer engagement can positively mediate social media marketing predictions on brand loyalty. These results align with research by (Sumardi & Ganawati, 2021) which states that customer engagement is the most critical factor in explaining the relationship between social media marketing and brand loyalty. (Aljuhmani et al., 2023) also stated that cognitive and emotional engagement link social media marketing and brand loyalty.

Social media interactions between customers and hotpot restaurants can increase customer involvement with hotpot restaurants. This involvement can occur when customers request information via Hotpot restaurant social media, and the restaurant provides the information the customer needs. For example, recently, Hotpot restaurant held a midnight



moment promotion, meaning consumers can still go to the Hotpot restaurant even though the mall's operating hours have passed. Consumers ask Hotpot restaurant where to find our outlet at midnight. So, Hotpot restaurant provides involvement in the form of directions for consumers who want to go to Hotpot restaurant at night. Furthermore, when customers feel that the information matches the quality of service and taste served at the restaurant, customers will tend to return to Hotpot restaurant.

Lastly, hypothesis **H4b** is accepted, so customer engagement can positively mediate the prediction of brand experience on brand loyalty. These results align with research by (Iman & Kurniawati, 2023) and (Khan et al., 2021), which state that customer engagement can mediate the influence between brand experience and brand loyalty, like the experience consumers feel when they visit Hotpot restaurant. The involvement that Hotpot restaurant builds is by providing a secret code or riddle that is easy for us to answer and then taking a photo together with a typical Hotpot doll. Furthermore, if our answer is correct, we will get a goodie bag with various snacks. In this case, the various experiences consumers feel with hotpot restaurants will increase consumers' intentions to engage with the brand. This involvement will motivate repeat purchasing behaviour.

## CONCLUSION

Based on the above explanation, this research can prove that the variables of social media marketing, brand image and customer engagement can positively and significantly indicate brand loyalty. In contrast, the results of this research show that brand experience cannot indicate brand loyalty. In addition, social media marketing and brand experience can predict hotpot restaurant customer engagement positively and significantly. In addition, customer involvement can support mediating social media marketing and positive brand experiences through brand loyalty provided by hotpot restaurants in Jakarta.

From the research results obtained, a Hotpot restaurant can develop social media marketing to increase brand loyalty by implementing evergreen content, such as tips and tricks, questions and answers, reviews, and giveaway content, to loyal consumers. This content is believed to increase consumers' interest in repeatedly consuming Hotpot restaurant products or paying higher prices than other hotpot restaurants.

Hotpot restaurants can develop social media marketing to increase brand loyalty by implementing evergreen content for loyal consumers, such as tips and tricks, questions and answers, reviews, and giveaways. This content is believed to increase consumers' interest in repeatedly consuming Hotpot restaurant products or paying higher prices than other Hotpot restaurants.

This research shows that brand experience cannot significantly predict brand loyalty but can predict it when mediated by customer engagement. Therefore, brand experience is essential in increasing brand loyalty, so a Hotpot restaurant needs to create a pleasant experience with consistent taste and service quality to provide a positive experience for consumers.

Hotpot restaurants can develop their brand image by increasing social sensitivity and appearance to increase brand loyalty. This strategy can be carried out by building a friendly and non-stuffy charm. For example, when consumers arrive at the restaurant, they are given an apron, hair tie, and glasses cleaner and are served deftly so that consumers feel comfortable. Hotpot restaurants can develop their brand image by increasing social





sensitivity and appearance to increase brand loyalty. This strategy can be carried out by building a friendly and non-stuffy charm. For example, when consumers arrive at the restaurant, they are given an apron, hair tie, and glasses cleaner and are served deftly so that consumers feel comfortable.

Hotpot restaurant needs to optimize social media marketing to increase customer engagement by presenting content and making it easier to interact with consumers. This strategy can be carried out by increasing the number of social media admins who reply to messages quickly so that consumers feel helped and develop their loyalty to Hotpot restaurant.

Next, Hotpot restaurant needs to improve a pleasant brand experience for consumers. One way to do this is to provide photo booth services to increase enthusiasm for celebrating togetherness with friends or family. This can provide a memorable experience and increase customer engagement with Hotpot restaurant. The photo booth theme can be designed periodically to suit current trends or holiday seasons.

Hotpot restaurant needs to pay attention to customer engagement to increase brand loyalty. This effort can be made by giving points for every food transaction, which can be used to get discounts on subsequent visits. In addition, Hotpot restaurant can provide gifts to consumers so that consumers will be more motivated to engage with the brand and develop their loyalty to Hotpot restaurant.

Through social media, Hotpot can learn about interests and trends regarding menus, sauces and soup flavours that consumers want so that Hotpot can meet consumer expectations and customer brand loyalty can increase. Apart from that, these efforts can motivate consumers to recommend Hotpot restaurants via social media because the quality of service and taste presented are the same as those promoted.

Hotpot restaurants can improve the brand experience by extending midnight promotions. This strategy can increase consumer interest in looking for hot food at night or as an alternative meal after working overtime. Through this strategy, consumers are believed to have more opportunities to interact with Hotpot restaurants, increasing customer engagement and loyalty.

This research is expected to provide theoretical and practical benefits. Theoretical benefits can be in the form of additional research references related to brand loyalty, especially in restaurants, which are influenced by social media marketing, brand experience, brand image, and customer engagement as mediating variables.

Meanwhile, the practical benefits of this research will contribute to Hotpot Restaurant as a source of information that can be considered in developing marketing strategies carried out by companies so that these strategies can be effective and can help improve company performance.

Often, restaurants only do general marketing, such as providing information about food menus and prices, but this marketing needs to reach target consumers. In fact, with social media marketing in the 4.0 era, consumers can collect and convey information easily through social media. Therefore, the results obtained in this research suggest that Hotpot restaurants optimize social media marketing.

Social media marketing helps marketing management make it easier for consumers to find exciting content about a restaurant brand on social media. Most respondents are considering purchasing, so restaurants that can create content that attracts customers' attention will have a better chance of getting customers.



Meanwhile, this research shows that most respondents only come to hotpot restaurants 1-5 times a year, so hotpot restaurants need to create a memorable brand experience and an attractive brand image to increase brand loyalty.

Lastly, there are helpful suggestions for future research on these dimensions. These are expected to provide more specific results in measuring brand loyalty and significantly contribute to explaining these variables. Furthermore, further research can increase the number of samples or develop this research model for other hotpot restaurants to complement the findings produced in this research so that hotpot companies can have more complete information regarding strategies that can be implemented to increase customer loyalty.

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