

The Influence of Environmental Stimulus on Customer Engagement in Brand Page of Online Transportation Services and Repurchase Intention

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Abstract:

Online brand communities (OBC) in the form of brand pages managed by brands on social media allows customers and brands to interact and improve brand relationship with customers. By viewing the characteristics of OBC as environmental stimulus in relation to the multi-dimensional theory of customer engagement, this study discerns diverse impact of brand pages engagement in online transportation industry. Using SEM analysis, the study empirically tests content quality and interactivity factors of OBC affecting customer engagement of brand pages, composed of three dimensions: affective, cognitive and behavioural; as well as its impact to repeated purchase intention. Findings indicate that interactivity positively engages customers, distinct from content quality. Subsequently, behaviourally engaged customers positively intends to repurchase the service.

Keywords: brand page, online brand community, customer engagement.

I. INTRODUCTION

The emergence and rise of the Internet as a medium of communication has enabled geographically dispersed individuals with shared interests to gather online which culminated in a new form of customer-company interaction which provide space for consumers to become increasingly active participants in an interactive process consisting of several rounds of feedback, and very direct communication (Brodie et al., 2013; Brogi, 2014). Based on recent research, as much as 65 percent of internet users using social media (Belch & Belch, 2018). Social media is a practical tool for electronic commerce and viral marketing, social media provide space for the social circles of users while forming a strong brand and gain a competitive edge (Ho & Wang, 2015; Tiago & Veríssimo, 2014). Social media has become part of digital business transformation for organizations in creating new business designs (IDG, 2018).

The development of online social networking features such as the development of brand page has enabled brands to transform consumers who

previously act as passive observers into active participants and collaborators who generate opinion and ideas for brands (L. D. Hollebeek, Glynn, & Brodie, 2014; Jahn & Kunz, 2012). Using an online brand community in the form of a brand pages allows brands to facilitate and engage customers to interact and create innovation opportunities for their brands and products (Hamilton et al., 2016; Kao et al., 2016; Uncles & Ngo, 2017).

Brand pages serve as a platform for conveying concerns and suggestions for brand management and receiving social improvements. (Zaglia, 2013). Online brand community has certain characteristics that can influence engagement, including content quality and interactivity (Carlson et al., 2018; Islam & Rahman, 2017). The use of brand pages to facilitate engagement on brand community online has proven to be able to influence the intention of economical behaviour after purchase, namely repurchase intention as examined by Ho & Wang (2015). Online transportation services as one of the fastest growing industry in Indonesia's digital market (Google; Temasek, 2018) have been established brand pages as means to interact and communication

with their customers using popular social network platform (e.g. Facebook, Twitter, Instagram). With fierce competition among major brands (Go-Jek & Grab) to attract new customers and retain the existing, engaged customers will act as added value to the services and help them gain the competitive advantage.

II. LITERATURE

A. Online Brand Community

Brand community is a group of consumers who are members of social relations related to the use or interest in a product. Unlike the community in general, members of the brand community usually do not live in locations close to each other (Solomon, 2013). According to Brogi (2014) historically communities are geographically bound, based on kinship and emotional value and generally in rural areas. The development of mass media and telecommunications technology, new capabilities arise to share identities beyond geographical boundaries. This contributes to the birth of modern marketing in the behaviour of consumers of consumers of the same brand and then makes the brand the center of identity of the community. Online Brand Community (OBC) is defined as a community of brands in a virtual space where the interaction between members mediated by the internet is basically a brand community that is specifically, not geographically bound, and based on social relations between admirers of certain brands (Brogi, 2014).

OBC is also defined as a special, non-geographically bound community based on the structure of social relations between admirers of a brand. Both initiated by consumers and organizations, OBC has its own unique characteristics. Not limited geographically, develops in the scope of commercial offerings (brands) among its members, tends to be stable with strong commitment between its members and shared goals, and has a high level of self-identification and deep knowledge of the brand (Islam & Rahman, 2017).

B. OBC Characteristics as Environmental Stimulus

The influence of the environmental stimulus on customer engagement behavior on social media was examined by (Carlson et al., 2018) is an adaptation of

the stimulus-organism-responses (S-O-R) model developed by Mehrabian & Russell (1974) on how to understand individual responses to their environment, in this context the brand of social media pages. This model states that the perceptions and interpretations of an individual from his environment affect how they feels about the environment that influences his behaviour. The marketing researcher then adapted the framework into a retail business environment that explained that retail environmental stimuli influenced the internal condition of consumers and encouraged purchasing behaviour towards stores (Baker, Grewal, & Parasuraman, 1994). On social media, brand pages are considered an important component in brand communication, because they facilitate interaction with consumers where consumers can shape their opinions (Jahn & Kunz, 2012; Zhang, Lu, Gupta, & Zhao, 2014).

Carlson et al. (2018) in their research described the characteristics of web content quality-based services, brand page interactivity, brand page sociability, and customer contact quality as an environmental stimulus on the OBC brand page. The characteristics of the OBC are also illustrated in research conducted by Islam & Rahman (2017) as an environmental stimulus in the context of Facebook brand pages. The stimulus element is described as an influential factor by arousing the individual. In the context of virtual environments such as OBC on social media, the stimulus felt by objects is the infrastructure of OBC itself and its characteristics that affect the internal condition of consumers. In their research, Islam & Rahman (2017) examined the characteristics of OBC information quality, system quality, virtual interactivity, and rewards as characteristics of OBC having an influence on consumer involvement with information quality and virtual interactivity as the strongest influence on customer engagement.

Tarute, Nikou, & Gatautis (2017) examined customer engagement with mobile application service users included in the virtual environment with similar thoughts, expectations and behaviours where a set of stimuli can be seen and heard as a virtual environment. With the characteristics studied including, functionality, design solutions, interaction, and information (content) quality.

C. Content Quality on Brand Page Engagement

Jahn & Kunz (2012) based on empirical research, see that content that is valuable, both hedonic and functional, on the brand page itself is one of the most important drivers to attract users to the brand page. Brand fan pages must provide content that is interesting, entertaining and innovative to their fans. In previous studies, Carlson et al. (2018) and Islam & Rahman (2017) proved that content quality positively influences customer engagement. In their research, Islam & Rahman (2017) used the concept of customer engagement developed by (L. D. Hollebeek et al., 2014) which explain a multi-dimensional concept of customer engagement consisting of affective CE, cognitive CE, and behaviour CE which was further developed by Dessart et al. (2016). Therefore, this study proposes the hypothesis of a positive influence between the quality of content on customer engagement which is divided into three dimensions as follows:

H1: content quality on brand pages of online transportation services has positive effect on affective customer engagement.

H2: content quality on brand pages of online transportation services has positive effect on cognitive customer engagement.

H3: content quality on brand pages of online transportation services has positive effect on behavioural customer engagement.

D. Interactivity on Brand Page Engagement

A successful brand community allows consumers to interact, post reviews, get prizes, receive and provide up-to-date and credible information about their brands. (Islam & Rahman, 2017). The success of managing social media is also strongly influenced by the company's ability to build interactive relationships in its community (Jahn & Kunz, 2012). In their research, Jahn & Kunz (2012) suggested

interactivity was the main driving factor in attracting consumers to brand pages. The same thing is also described by Islam & Rahman (2017) in his research and found that there is a positive influence of interactivity on customer engagement. So, this study proposes the hypothesis of a positive influence between interactivity to customer engagement which is divided into three affective CE, cognitive CE and behavioural CE according to the study of Dessart et al. (2015) and Hollebeek et al. (2011) as follows:

H4: interactivity on brand pages of online transportation application services has positive effect on affective customer engagement.

H5: interactivity on brand pages of online transportation application services has positive effect on cognitive customer engagement.

H6: interactivity on brand pages of online transportation application services has positive effect on behavioural customer engagement.

E. Customer Engagement on Repurchase Intention

Customer involvement has been recognized as an exchange between companies and customers that encourages positive transactional results (Cambra-Fierro et al., 2013). In this study the effects of customer involvement on repurchase intention were tested. The intention to repurchase refers to the extent to which customers will continue to buy products from the company (Chiu, Chang, Cheng, & Fang, 2009). On their research, Lee et al. (2014) describe the positive effect of customer engagement on repurchase intention.

H7: Affective customer engagement on the brand page of an online transportation services has positive effect on re-purchase intention.

H8: cognitive customer engagement on the brand page of an online transportation services has positive effect on re-purchase intention.

H9: behaviuoral customer engagement on the brand page of an online transportation services has

finds its influence on re-purchase intention in the context of its implementation in the brand official

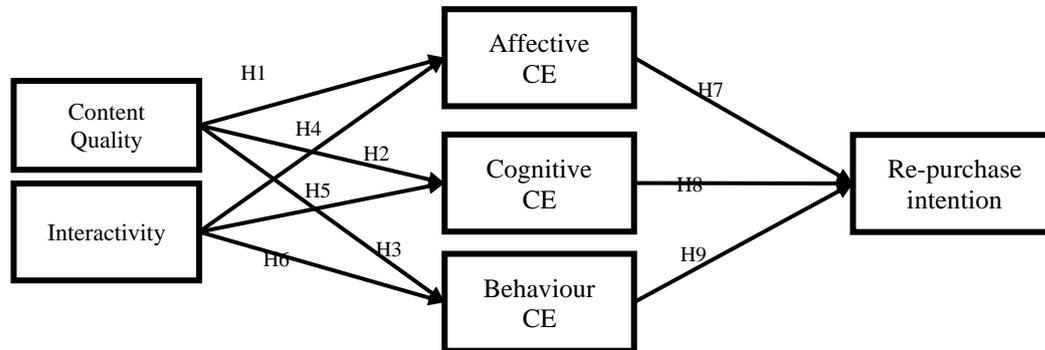


Figure 1. Research Model and Hypotheses

positive effect on re-purchase intention.

III. RESEARCH METHODS

This study discusses the effect of customer engagement that is influenced by the environmental stimulus towards repurchase intention. This study uses the concept of stimulus-organism-responses (S-O-R) which assumes that one's perceptions and interpretations of his feelings on environmental influences can influence his behaviour (Mehrabian & Russell, 1974). This research refers to the concept of customer engagement that entail affective, cognitive and behavioural dimensions from (L. Hollebeek, 2011) and empirically explored by (Dessart et al., 2016). The characteristics of OBC are also examined as environmental stimuli that influenced customer engagement in research conducted by Islam & Rahman (2017), with interactivity and information quality as the most influential factors on customer engagement and their influence on brand loyalty with indicators of repurchase intention and word of mouth.

Research by Carlson et al. (2018) previously found the indirect influence of the four online-service characteristics described as environmental stimuli in brand pages on social media on customer engagement behaviour. Referring to the study, this study was intended to determine the effect of environmental stimulus on the multidimensional customer engagement model of (Dessart et al., 2016). which covers the affective, cognitive, and behavioural dimensions of customer engagement and

account of an online transportation brand.

A. Sample

This research using users of online transportation services who have accessed the service provider's brand page within the biggest and the fastest growing market of online transportation in South East Asia as samples using random sampling. The data collected via online form with brief explanation and example of brand page on popular social media followed by screening questions to ensure they have used online transportation services in the past and have accessed the provider's brand pages in social media to qualify the respondents.

B. Measure

Measurements were adapted from previous research related to engagement on brand pages and repurchase intention. Measure for content quality were drawn from Islam & Rahman, (2017); Mathwick et al. (2008) and O'Cass & Carlson (2012) and interactivity were adapted from Jahn & Kunz (2012). Dessart et al. (2016) multidimensional model on customer engagement was adopted to measure affective, cognitive and behavioural customer engagement. To measure repurchase intention measurement that was used by Ho & Wang (2015) was adopted. Data that are related to the variable data studied using a Likert scale with a value range of one to six, namely 1 = Strongly disagree, 2 = Disagree, 3 = Somewhat disagree, 4 = Somewhat agree, 5 = Agree, 6 = Strongly Agree. The measurement of

gender and marital status data in this study uses a nominal scale. Whereas data on age, recent education, monthly expenditure, frequency of using online transportation applications in the past month, and frequency of accessing brand pages in the past month will use an ordinal scale.

C. Analysis

In this study, the data were analysed using structural equation model to compute the relationship as the hypotheses stated. Before the analysis began, reliability and validity of the measurement were tested with confirmatory factor analysis afterward measuring the model fit index using AMOS version 22. The structural models of hypothesized paths were examined using path analysis.

IV. RESULTS

There are 248 respondents in total that were participated in this study. 203 of them were valid as

had used the service either one of the brands and had been access the brand page in the past.

A. Evaluation of Measurement

Evaluation of measurement models refers to the reliability of each item, internal consistency, convergent validity and discriminant validity (Malhotra, 2010). The validity of the items is assessed based on the standardized loading factors where a variable is declared acceptable if it is greater than 0.5. Measuring validity also uses average variance extracted (AVE) which is considered acceptable if it is greater than 0.5. Item reliability is assessed based on composite reliability (CR) that is greater than 0.7 but is still considered acceptable if greater than 0.6. As indicated in Table 1, all items loading factors exceeded 0.5 indicating acceptable items reliability. The internal consistency of the measurement scale was assessed by Cronbach's alpha values which all exceeded 0.7.

Table 1. Measurement Item and Validity Assesment

Components of Variable Measurement	n=203 Loading
<i>Content Quality</i>	$\alpha: 0.87; CR: 0.91; AVE: 0.76$
I find information on this brand page to be valuable	0.81
I think brand page is a helpful resource	
There is useful information about brand (online transportation services) on brand page	0.83 0.84
<i>Interactivity</i>	$\alpha: 0.92; CR: 0.73; AVE: 0.48$
I can get answers from the brand (online transportation services) on brand page	0.83
I can interact easily with the brand on this brand page	0.71
I am a participating user of this Facebook brand page community	0.66
<i>Affective Customer Engagement</i>	$\alpha: 0.90; CR: 0.89; AVE: 0.63$
I feel enthusiastic about brand page	0.68
I am interested in anything about brand page	0.74
When interacting with brand page, I feel happy	0.93
I get pleasure from interacting with brand page	
Interacting with brand page is like a treat for me	0.94
	0.89

<i>Cognitive Customer Engagement</i>	$\alpha: 0.96; CR: 0.92; AVE: 0.65$
I spend a lot of time thinking about brand page	0.80
I make time to think about brand page	0.87
When interacting with brand page, I forget everything else around me	0.90
Time flies when I am interacting with brand page	
When I am interacting with brand page, I get carried away	0.93
When interacting with brand page, it is difficult to detach myself	0.93
	0.92
 <i>Behavioural Customer Engagement</i>	 $\alpha: 0.95; CR: 0.90; AVE: 0.51$
I share my ideas with brand page	0.85
I share interesting content with brand page	0.87
I help brand page	0.89
I ask brand page questions	0.72
I seek ideas or information from brand page	0.66
I seek help from brand page	Deleted CFA
I promote brand page	0.83
I try to get other interested in brand page	0.87
I actively defend brand page from its critic brand page	0.87
I say positive things about brand page to other people	0.81
 <i>Brand Repurchase Intention</i>	 $\alpha: 0.82; CR: 0.82; AVE: 0.61$
I will repurchase this brand in the future	0.87
I would love to use/support this brand continuously	0.94
I think of myself as a loyal consumer/sup-porter of this brand	0.62

Notes: a: Cronbach's alpha; CR: composite reliability; AVE: average variance extracted;

B. Evaluation of The Structural Model

Assessment of the results of structural model tests can be used to determine the relationship between variables. The following is a picture of the results of structural analysis tests along with the estimated value of relationships between variables.

The value of the test results is used as a hypothesis testing tool in this study by looking at the calculated results of the value of each t-value in the hypothesis

whether it is greater than t-table or not. If it is larger, it can be concluded that the hypothesis that was formulated previously was accepted. While the estimated value of each variable relationship according to the hypothesis illustrates how strong the relationship between these variables, the value also shows whether the relationship between positive or negative variables

Table 2. Path Analysis

Hypothesis	Path	Estimate	t-value	t-tabel	p	Conclusion
H1	Content Quality → Affective CE	-0.08	-2.01	1.645	0.051	Significant Negative
H2	Content Quality → Cognitive CE	-0.27	-4.62	1.645	0.000	Significant Negative
H3	Content Quality → Behavioural CE	-0.12	-2.07	1.645	0.039	Significant Negative

H4	Interactivity → Affective CE	0.84	7.86	1.645	0.000	Significant Negative
H5	Interactivity → Cognitive CE	0.91	9.74	1.645	0.000	Significant Positive
H6	Interactivity → Behavioural CE	0.98	10.17	1.645	0.000	Significant Positive
H7	Affective CE → Re-Purchase Intention	-0.02	-0.12	1.645	0.903	Not Significant
H8	Cognitive CE → Re-Purchase Intention	-0.95	-4.32	1.645	0.000	Significant Negative
H9	Behavioural CE → Re-Purchase Intention	0.97	5.14	1.645	0.000	Significant Positive

V. DISCUSSION

This study aims to determine the effect of environmental stimulus on the brand pages of online transportation service providers in Indonesia such as Go-Jek and Grab represented by the construct of content quality and interactivity of brand pages on the three dimensions of customer engagement on brand pages namely affective, cognitive, behaviour. At the same time to know the relationship of customer engagement to the intention of reuse. Therefore, this study examines the effect of content quality and interactivity on affective customer engagement, cognitive customer engagement, behavioural customer engagement and re-purchase intention in the context of brand pages owned by online transportation service providers on social media such as Facebook, Twitter and Instagram. Based on the results of the research and discussion, it was found that the three customer engagement variables were found negatively and significantly influenced by content quality and were positively and significantly influenced by interactivity. The three customer engagement variables have different effects on repurchase intention, with affective customer engagement not found to have a significant effect on purchase intention, cognitive customer engagement was found to have a negative and significant influence on re-purchase intention and behavioural customer engagement found to have a significant influence on re-purchase intention.

These results could be influenced by the nature of CE that is very dependent on the context as fluctuating intensity and occurs in the process of dynamic engagement and repetition (Brodie & Hollebeek, 2011). In other words, the effect of

content quality on the three variable customer engagement is not fixed and can be influenced by other factors such as the attributes of the messages or information conveyed in the content. The object or audience of content can also influence the acceptance of useful content from the brand page to the engagement of the audience towards the brand page, as in this study respondents are users of online transportation services who may not be moved by content, affection, cognition and behaviour to engage with brand pages, or even associate the content of an online transportation service brand page with complaints and questions regarding the performance of the service of the driver's partner. These results can be different if the object under study is the driver's partner who might need useful informative content.

D. Lee, Hosanagar, & Nair (2015) describe in their research, the quality of content can have a negative influence on consumer involvement which was examined on consumer responses to content shared by brand pages on Facebook. D. Lee, Hosanagar, & Nair (2015) in their study said that informative content can have a negative effect on consumer involvement, except when combined with persuasive messages or attributes, such as content that can arouse emotionally and contain philanthropic attribute. These results can also be caused by information overload received by consumers and potential consumers in the virtual sphere, the development of information technology such as the internet and social media facilitates messages from marketers to consumers and relatively lower cost of delivering messages. The easier and the lower the cost of delivering messages proportionally will increase the volume of messages in circulation to reach consumers. This also means that competitors

have the same advantage to deliver messages so that they cause a decrease in consumer attention to certain information (Anderson & Palma, 2012). This clutter of message that competing for customer attention and limited viewer attention always be a concern for brand to communicate their message to customers, as in more conventional media like television (Belch & Belch, 2018).

From the results of the test it was found that there was a positive and significant effect of the interaction between brand pages and customers in the content created by brand pages and between customers in brand pages against Affective CE, Cognitive CE, and Behavioural CE. Through these interactions, customers can get informative and emotional support to foster a sense of benefit for socialization in brand pages that affects engagement with brand pages. These results are in accordance with the results of the study of Carlson et al. (2018) and Islam & Rahman (2017) that there is a positive effect of interactivity on customer engagement. In research related to virtual communities it was found that interactivity between community members is important to increase ownership and emotional attachment (Mathwick et al., 2008; Nambisan & Baron, 2009).

Jahn & Kunz (2012) stated that interaction on brand pages is a value driver to improve customer engagement. Brands must support as much interaction as possible by continuing to monitor brand pages for what happens in the community regarding their brand. Brand pages are interactive platforms, if the brand does not do interaction, their brand page will not be successful. In addition to creating interactions between brands and consumers, it is important for brands to moderate ongoing interactions between consumers to ensure interactions take place in the right corridors. Brands must answer questions immediately and communicate proactively, especially when facing negative comments.

This study looked at the effect of the three multidimensional constructs from Dessart et al., (2016) to repurchase intentions. From the answers of respondents, users of online transportation services (Go-Jek and Grab) found that there was no proven affective customer engagement effect on re-purchase intention, which meant that enthusiasm and enjoying the interaction of respondents with brand pages

incorporated in the customer engagement affective dimension did not indicate intention to purchase or reuse online transportation services. This can be caused by the different contexts and objects of research, in which this study examines the repurchase of online transportation application services which is a place to facilitate service providers (driver partners) with consumers (passengers). So that there may be other factors that can affect repurchase intention on these services such as brand image, price, discounts and promotions, consumer trust, security, quality of service from the driver and application provider, etc. (Pandey & Srivastava, 2016). Of the three CE, behavioural CE having a positive influence on re-purchase intention, shows that the behaviourally engaged respondents in brand pages including in sharing both to the brand page and fellow consumers, learning or seeking information from brand pages and other consumers and supporting brand pages like conveying positive things about brand pages to others have an influence on the intention of repurchasing from consumers.

CONCLUSION

After conducting research on 203 valid respondents with conditions according to the criteria of ever using online transportation services and having accessed a brand page of online transportation service provider on social media, it can be concluded as follows, content quality as part of the environmental stimulus implemented on the brand pages of online transportation service providers in Indonesia does not have a positive influence on the three customer engagement variables. These results allow where according to D. Lee, Hosanagar, & Nair (2014) informative content can have a negative influence on consumer involvement unless combined with attributes of persuasive content such as content that can arouse emotionally or philanthropic content. There is no positive effect on the quality of content on the intention to repurchase can also be caused by excess information (information overload) on consumers in the virtual sphere, causing a decrease in consumer attention to the content of the brand page (Anderson & Palma, 2012).

The interactivity of brand pages belonging to online transportation service providers in Indonesia proved to have a positive and significant effect on the

three customer engagement variables supporting the results of previous studies (Carlson et al., 2018; Islam & Rahman, 2017; Benedikt Jahn & Kunz, 2012).

The three customer engagement variables have different influences on re-purchase intention. This result is different from previous studies by Lee et al. (2018) which examines the effect of customer engagement on re-purchase intention in the context of high involvement items from Apple electronics manufacturers. Differences in context are thought to cause different results where according to Brodie & Hollebeek, (2011) customer engagement is a construct that is dynamic and highly dependent on context. In addition, the re-purchase intention variable is also very likely to be influenced by other factors in the context of online transportation service applications. Such as prices, discounts and promotions, consumer trust, security, quality of service from the driver and application provider, etc. (Pandey & Srivastava, 2016).

Brand pages aim to engage consumers in active communities and companies must provide realistic reasons for consumers to engage in brand pages and foster a sense of "us" (Benedikt Jahn & Kunz, 2012). Based on the results of the study, the value of the content quality score on the brand page belonging to the online transportation application was noted to be quite good, but did not have a positive effect on the three variable customer engagement (CE), especially cognitive CE. Informational content on brand pages makes it possible not to have a positive impact on CE if it is not combined with the attributes of a persuasive message (D. Lee et al., 2014). So that marketers need to pay attention to the message attributes conveyed in the content shared with the brand page. Combine persuasive attributes such as emotionally evocative and philanthropic messages. As an example of the content of the struggle of a father who is a partner of the driver of an online transportation application service in fighting for his children's school but is hit by the problem of losing a motorbike which is his source of livelihood, a fund fund is collected through brand pages to ease the burden.

Emotional content and such philanthropic elements can be utilized by marketers as a means to raise funds and create consumer involvement to contribute to help, or simply "like" and share content with their

"friends" circle. However, marketers also need to pay attention to the repetition of similar messages can cause consumers to overload information (information overload) and saturation to pay attention to similar content, in addition to competitors can easily apply a similar concept in making content so as to increase the volume of content or similar information circulating in virtual scope and further reduce the reach of consumer attention (Anderson & Palma, 2012). Besides the object or audience of content can influence the acceptance of useful content from brand pages on consumer involvement, as in this study respondents are users of online transportation services who may not be moved by content useful in affection, cognition and behavior to engage with brand pages, or even It is possible to associate the content of an online transportation service brand page with complaints and questions regarding the performance of the service of the driver's partner. These results can be different if the object under study is the driver's partner who might need useful informative content.

The results of this study illustrate that in the context of online transportation services, the intention of consumer reuse can be increased by increasing behavioral CE with sharing behavior indicators. Behavioral CE is positively influenced by interactivity where respondents feel the interaction in the brand page community, both between consumers and brands and between consumers. Therefore, marketers need to pay attention to interactions in brand pages, especially consumers who expect to get answers to questions related to brands through a brand page. This can be implemented by responding to the questions that consumers convey through brand pages with the right answers and solutions according to consumer needs. All questions submitted in the brand page must be responded to by the brand, because in addition to helping consumers solve problems or get answers to questions, the right response from the brand page manager will also encourage community interaction in the brand page for life.

LIMITATION AND FURTHER RESEARCH

Although this study found unique findings regarding customer engagement with empirical test, its applicability must be considered in the light of

some limitation. This study focused on user of online transportation services as growing industries in Asia and observe those who have been accessed their brand pages on social media. In contrast, brand including online transportation services interact and engage their customers not limited to social media, but also using their own app that deliver messages and services at the same time, their websites, and more conventional communication channel like phone line customer service.

Future research could address this limitation and observe other variables that possible to influence customer engagement especially with content information attributes that possibly could cause different effect on customer engagement like humour or philanthropic attributes.

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