Measuring the Effect of Instagram Features on Jakarta's Coffee Shop Customer Engagement

Natasya
Marketing Communication Program
Communication Department
Faculty of Digital Communication and Hotel & Tourism
Bina Nusantara University
Jakarta, Indonesia 11480
natasya005@binus.ac.id

Amia Luthfia
Marketing Communication Program
Communication Department
Faculty of Digital Communication and Hotel & Tourism
Bina Nusantara University
Jakarta, Indonesia 11480
amialuthfia@binus.ac.id

Abstract

Customer engagement is one of the essential things in business continuity today. One of the most critical elements of marketing communication is communication with customers through social media to increase customer engagement. Social media can make customers involved with the brand so that customers will feel close to the brand. In today's era, social media has influenced all aspects of Indonesian people's lives. Social media can help people make work easier and make marketing easier. One social media that can help people, especially small businesses such as coffee shop, is Instagram. With Instagram, businesses can promote their coffee shop by utilizing various features. Based on this, it shows the importance of consumer engagement with coffee shops, making research on customer engagement and communication on social media important. This study aimed to find out how the social media features of Instagram and content types of influence customer engagement on coffee shop social media accounts. The method used in this research is quantitative, with the survey as a research strategy. According to the result of this study, the Instagram features significantly influences customer engagement by 74.6%. Furthermore, the most popular feature among Instagram users is Instagram stories and, the feature that has the strongest correlation with customer engagement is Instagram shopping.

Keywords
Instagram, Instagram Features, Customer Engagement, and Coffee shop.

1. Introduction
The development of the era requires people to continue to grow and renew themselves. Humans inevitably have to participate so as not to be left behind. This requires us to be literate in using the internet. The use of the internet in Indonesia has almost affected all aspects of life. According to DataReportal (2021), in collaboration with Hootsuite, in January 2021, 202.6 million Indonesians have become internet users. This figure is a relatively large number for the people of Indonesia because this figure constitutes 73.7% of the total population in Indonesia. Internet users in Indonesia can have increased by 15.5% from the previous year. This data shows and strengthens the high level of internet adoption in Indonesia.

Data on Internet users in Indonesia shows how vital the internet is in the lives of Indonesian people. Even more surprising is how many social media users are active in Indonesia, with a figure of 170 million. This figure is a

relatively large number compared to internet users in Indonesia. This figure shows that 61.8% of Indonesians are active social media users. This data shows that almost all internet users in Indonesia, as many as 83.9% are active social media users.

The social media in demand by the Indonesian people are very diverse; there are YouTube, Facebook, Instagram, TikTok, Twitter, and so on. Instagram is one of the most popular social media in Indonesia. A Jakpat survey quoted from databoks (2021) stated that Instagram is the third most popular social media in Indonesia, with 77% of users from the total respondents. This figure is coupled with Facebook, which is also 77%, so it can be said that the second and third ranks are the same. This is enough to prove from the number of social media that Instagram can attract users' hearts in Indonesia.

Instagram itself has many features that can be easily accessed by the public, many of which can help businesses increase their sales. The features offered by social media can attract various kinds of buyers from different circles. Companies can post photos and videos that attract customers and provide interesting information about their business. Instagram also provides stories and reels features that adapt to the times and trends of social media so businesses don't go out of style. Moreover, Instagram facilitates a live feature where businesses can interact directly with customers to give a real impression which can be very interesting for some businesses. People can also view data from their Instagram accounts with the help of the insight feature, where businesses can see how the account is progressing and interact with their Instagram accounts.

The coffee shop business is proliferating in the capital city of Jakarta; young people and adults are getting used to traveling to coffee shops for various purposes; some want to work, study, play with friends, or enjoy coffee. Quoted from voi.id (2019), research results from TOFFIN show that the number of coffee shops in Indonesia in August 2019 reached 2,950 outlets, an increase of almost three times compared to 2016, which was only around 1,000. The actual number of coffee shops could be higher because the coffee shop census only covers networked outlets in big cities, not including modern and traditional independent coffee shops in various regions. The number of coffee shops that are starting to appear in Jakarta makes the competition even tighter, so coffee shop businesspeople need to rack their brains by utilizing social media, especially Instagram. Instagram provides very suitable features for coffee shops; coffee shop businesses can post the facilities provided, drinks, and even promos that are currently available at the coffee shop. The feature of Instagram can also strengthen the relationship of a coffee shop with its customers so that it can help some customers not to move to another coffee shop.

In this study, we only examine how Instagram features affect customer engagement. This study is very beneficial for coffee shops that are categorized as small businesses. Because many small businesses in Jakarta may think twice about hiring Instagram influencers to promote their account. Therefore, utilizing Instagram features to increase customer engagement could save them from the fee of hiring Instagram Influencers.

1.1 Objectives
Instagram is widely recognized as one of Jakarta's most popular social media. This study aims to find out how the social media features of Instagram influence customer engagement on coffee shop social media accounts. Furthermore, this study also looks deeper into which Instagram features have the most impact on Customer Engagement.

2. Literature Review

2.1 Customer Engagement
Social media marketing is a process that empowers individuals or organizations to promote their brands (i.e., websites, products, or services) through online social channels and get a connection with a much larger community that may not have been available via traditional advertising channels (Weinberg, 2009 as cited in Raidah Rachmah & Mayangsari, 2020). Social media marketing has to turn into the newest form of marketing and advertising for companies. This type of marketing is done to promote website traffic and engage users through different social media websites such as Facebook, Twitter, Instagram, and more (Ha et al., 2015).

Social media marketing usually has some parameters to measure its use, one of which is customer engagement. Customer engagement is defined as the intensity of individual participation and connection with the offers and

activities of the organization initiated either by the customer or by the organization (Vivek, Beatty, and Morgan, 2012). Customer engagement involves a process of cognitive, emotional, and behavioral (Hollebeek, 201). Cvijikj and Michahelles (2013) measured customer engagement through actions such as page views, click-through rates, and other measures based on the social media platform. Some commonly used parameters of customer engagement are "liking," "sharing," and "commenting" on brand pages (De Vries et al., 2012). Vale & Fernandes (2018) cited that understanding Customer Engagement Behavioural has become increasingly important since different types of brand-related activities on social media, ranging from merely reading and commenting on posts to posting a message, may entail different levels of engagement (Tsai & Men, 2017; Schivinski et al., 2016). Among typologies that classify social media behaviors into usage types, Muntinga et al. (2011) define these activities as COBRA ('Consumers' Online Brand-Related Activities'), a behavioral construct that 'provides a unifying framework to think about consumer activity pertaining to brand-related content on social media platforms. Considering that Customer Engagement Behaviour can be characterized by differing levels, individual and/or context-specific (Bowden, 2009), the authors grouped COBRA into three hierarchical dimensions: Consumption, Contribution, and Creation.

2.2 Instagram

Instagram is a free photo and video sharing app available on iPhone and Android. People can upload photos or videos to their service and share them with their followers or with a select group of friends. People can also view, comment, and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username (Instagram, 2022). Instagram also has some features that help its users to express themselves and connect with the people they love. Instagram stated that its features help you express yourself and connect with those you love. Instagram also has some features that its user could utilize for many purposes.

Each Instagram user has a profile where user can find their photos, videos, and settings on Instagram. Here, users can view what they have shared and see a list of the people they are following and following them. Users also could add a bio or website to their profile, in which case coffee shop Instagram profiles usually fill this space with their official website and some information or slogan related to their coffee shop. Instagram's core purpose is to share photos and videos on its feed. In this study, we will refer sharing photos and videos feature as 'Feed.' The feed feature allows users to share photos and videos with some options such as adding a location tag, tagging other users, applying a filter, and filtering who could see what the user shares.

With the development of trends, many other social media popping up with some unique features, such as Snapchat and TikTok. This development inadvertently motivates Instagram to invent new features like Stories, Shopping, and Reels. Stories is a feature where users can quickly and easily share their moments and experiences in short photos or videos for 24 hours. Stories allow its users to utilize many tools such as text, music, stickers, GIFs, filters, Question stickers, and other interactive features. Instagram also allows users to keep their stories for more than 24 hours by posting them as Highlights on Profiles.

There are many ways to shop on Instagram, and one of them is to utilize the shopping feature that Instagram facilitates. Users could add a product in the shopping feature and link it to Feed or Stories. By doing this, other users could tap product tags in the feed or stories, revealing details like name and price. Instagram also facilitates its users with an independent column dedicated to the shopping feature where users can scroll some products available to buy and related to users by using its algorithm. Users could add a product to their list or buy directly using Facebook Pay.
The recently added feature on Instagram, reels, allows its users to upload or create multi-clip videos for up to 30 seconds. Users could use text, AR filters, and audio to make their reels more appealing. Reels also allows its user to create a seamless transition moment with Align to line up objects between clips. Furthermore, users could freely adjust both the speed and volume of audio and videos to support creating a transition. Instagram provides many resources to be utilized in reels, such as filters and an Instagram music library that contain many popular songs.

This study analyzes the effect of Instagram features on Jakarta's coffee shop customer engagement. The model is shown below showing the relationship between Instagram features' attributes such as Feed (X1), Stories (X2), Reels (X3), and Shopping (X4) with Jakarta's coffee shop customer engagement (Y), which is applying the COBRA Framework and its following dimensions including Consumption, Contribution, and Creation.
In the model in Figure 1 below, the following hypotheses are proposed:

> H1: Feed feature affects Jakarta's coffee shop customer engagement
> H2: Stories feature affects Jakarta's coffee shop customer engagement

H3: Reels feature affects Jakarta's coffee shop customer engagement
H4: Shopping feature affects Jakarta's coffee shop customer engagement
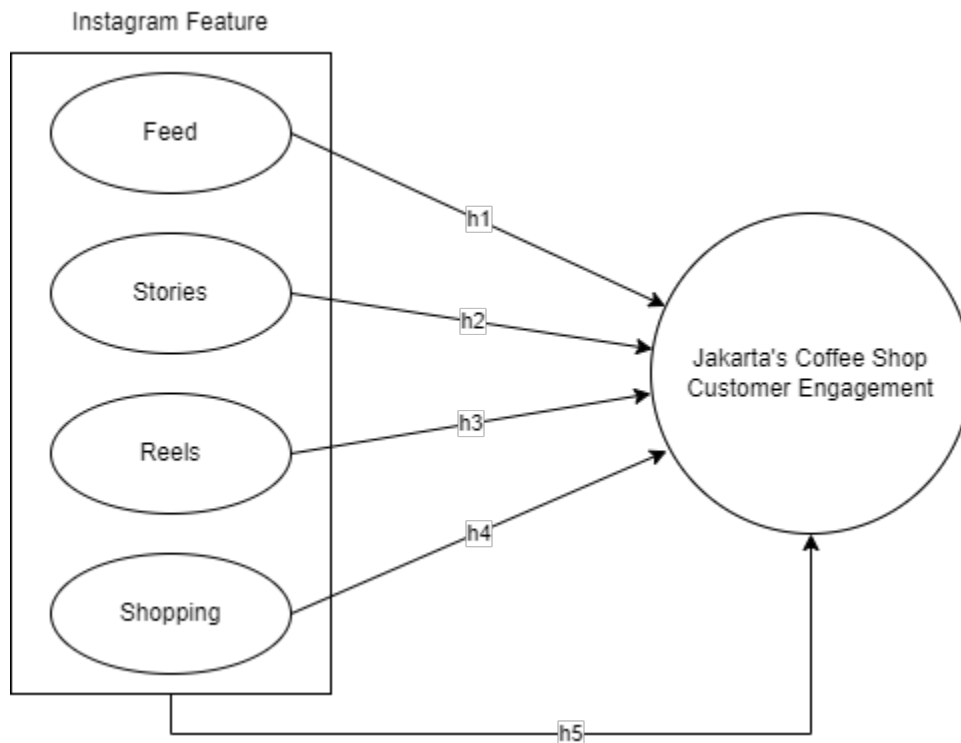H5: All Instagram features affect Jakarta's coffee shop customer engagement

Figure 1. Hypothesized Model of the Relationship Between Instagram Feature and Jakarta's Coffee Shop Consumer Engagement

3. Methods

Data for this research were gathered by primary data collection method using a quantitative approach through structured online questionnaires. The quantitative method was chosen considering the focus of this research is to determine the degree of the influence given between the X variables, including Feed (X1), Stories(X2), Reels (X3), and Shopping (X4) on variable Y, namely Jakarta's coffee shop customer engagement, which has three dimensions i.e., consumption, contribution, and creation. Questionnaires were distributed to the followers of 10 chosen small businesses coffee shops in West Jakarta through Instagram direct message. Through this method, we gained a total of 407 responses, and the respondents were evenly distributed for each coffee shop. The chosen coffee shop's criteria are that the coffee shop has followers ranging from 1000 to 2000. These criteria are taken considering Instagram account that has less than 2000 followers usually only utilize the Instagram feature in their account instead of getting help from another party such as influencer, key opinion leader, and ads. Before filling up the questionnaire, respondents were asked whether they followed the chosen coffee shop. If respondents choose that they didn't follow the chosen coffee shop, the survey will end directly, and their responses will be deleted. The questionnaire contained 28 questions about Instagram features and 14 questions about customer engagement. Some items intended to measure the variable in this study were derived from the previous research focusing on social media features customer engagement and adapted into this study to measure the constructs. A five-point Likert scale ranging from "strongly disagree" to "strongly agree" was used to measure the items.

The validity test of the instrument used Pearson's correlation to assess how subscales correlated with constructs. The construct is valid when the Pearson's correlation value >0.128 with N=400-500 at the significance level of 0.05. The validity test shows that all questionnaire items are valid because the internal consistency for each subscale was sufficient (see Table 1). The reliability test of the instrument used Cronbach's Alpha to assess the interitem consistency of the composite measure as well as each of its subscales. The construct is reliable when Cronbach's Alpha value is

higher than 0.60 (Sekaran & Bougie, 2013). The results in Table 1 below show that all variables are reliable, and all Cronbach's Alpha scores>0.7.

Table1. Validity, Reliability, and Descriptive Statistics

Variables	No. of Items	Pearson's Correlation R (Validity)	Cronbach's Alpa (Reliability)	Mean	SD
Feed	7	0.813**	0.822	4.241	0.56964
Stories	7	0.506**	0.816	4.305	0.50838
Reels	7	0.872**	0.921	4.049	0.82499
Shopping	7	0.920**	0.970	3.526	1.29200
Consumption	5	0.847**	0.721	4.245	0.50351
Contribution	5	0.955**	0.860	4.054	0.76720
Creation	4	0.948**	0.864	3.934	0.92909

N = 407; α = 0.05; **$p < 0.01$

As seen in Table 1, all question items are valid because the Pearson's Correlation value of all items is greater than 0.128 (r-table). Cronbach's Alpha value represents an adequate internal consistency for all constructs with a greater value than 0.60. The mean value demonstrates that the usage of feed (M = 4.241), stories (M = 4.305), and reels (M = 4.049) features are excellent among Instagram users. Meanwhile, the usage of the shopping feature (M =3.526) doesn't perform well as the other feature, but it is still acceptable.

4. Results and Discussion

After analyzing the validity and reliability of the questionnaire, we began to deconstruct the respondent profile. (Table2)

Table 2. Demographic Profile of the Respondents

	Factor	Frequency	Total Sample (%)
Coffee Shop	@mini.kopi	41	10.1
	@kopi.nabi	46	11.3
	@sudutsatu	41	10.1
	@saigoncoffeeshop	45	11.1
	@wartap.id	38	9.3
	@haiso.co	40	9.8
	@samacoffee	39	9.6
	@ruangseduhsuko	39	9.6
	@atap_kopi	39	9.6
	@kopicasta	39	9.6
Gender	Male	187	45.9
	Female	220	54.1
Jobs	Junior High School	1	0.2
	Senior High School	5	1.2
	University Student	253	62.2
	Employee	105	25.8
	Businessman	34	8.4
	Professional (Doctor / Lawyer)	4	1.0
	Housewives	3	0.7
	Others	2	0.5
Age	Less than 17 years old	4	1.0
	18 – 22 years old	245	60.2
	23 – 30 years old	144	35.4
	31 – 40 years old	12	2.9
	More than 40 years old	2	0.5

Most of the respondents were followers of @kopi.nabi (11.3%) and @saigoncoffee (11.1%), slightly different from the rest. This result is not expected because the intended result is 10% for every coffee shop with a slight difference of no more than 1%. To achieve this, the questionnaires were distributed to every coffee shop's follower evenly with a backup of 7 more followers to each coffee shop. In total, we distributed it to 17 followers for each coffee shop. There is about a 10% difference in comparing the male (45.9%) and female (54.1%) ratio in this questionnaire. Most of the respondents were university students (62.2%), followed by employees (25.8%); this result is to be expected because many coffee shop customers in Jakarta are university students or employees. Following that result, the age of respondents matches the most job taken in the questionnaires, namely, 18 – 22 years old (60.2%) and 23 – 30 years old (35.4%). Corresponding to this matter, the average age of university students in Indonesia is 18 – 23 years old; meanwhile, the average age of employees is 22 – 35 years old. Even though people could choose to be a businessman at that age, many Indonesians tend to choose to be employees. Furthermore, this shows that younger people in the age of 18 – 30 years old tend to be more active on Instagram and more responsive to reply to direct messages from an unknown person.

Table 3. Descriptive Statistics, Correlation between Instagram Features and Customer Engagement

Variable	Feed	Stories	Reels	Shopping	Instagram Feature	Customer Engagement	Mean
Feed	1	0.448**	0.645**	0.626**	0.813**	0.699**	4.2411
Stories	0.448**	1	0.238**	0.287**	0.506**	0.392**	4.3050
Reels	0.645**	0.238**	1	0.758**	0.872**	0.781**	4.0495
Shopping	0.626**	0.287**	0.758**	1	0.920**	0.795**	3.5258
Instagram Feature	0.813**	0.506**	0.872**	0.920**	1	0.863**	4.0304
Customer Engagement	0.699**	0.392**	0.781**	0.795**	0.863**	1	4.0776

** Correlation is significant at the $p < 0.01$; 2-tailed; N=407

Looking at the mean result in Table 3, the Stories feature (4.3050) is the most popular feature among Instagram users, followed by the Feed feature (4.2411). The most unpopular feature looking at the mean result is the Shopping feature (3.5258) followed by the Reels feature (4.0495). This result is expected because by looking at the feature itself, the stories feature is the easiest to use, even though a little effort is needed to open the shopping feature tab on Instagram. Furthermore, the sole purpose of the shopping feature is reflected in its name, which is for shopping only and not for entertainment. This makes nearly every person who often opens shopping features come to search or buy something, although they are not sure to shop on Instagram shopping. On the other hand, the other three features, namely, Feed, Stories, and Reels, could be used for many purposes as the user sees fit; they could be used to promote, sell, entertainment, and many more. This could explain why the shopping feature is the least chosen compared to the other three features, while the other features didn't have that many differences in their mean result. The only one of the three popular features that have a relatively low mean score is the reels feature; this could happen because the reels feature can be counted as a new feature among the others. It is not surprising that people are not used to reels feature so it couldn't give a satisfactory mean point like the other two features despite its potential.

Table 3 also shows that every attribute of the Instagram feature and Instagram feature itself significantly correlates with customer engagement. From the four attributes of the Instagram feature, shopping has a stronger relationship with customer engagement than the others. This indicates that shopping has the strongest correlation with customer engagement even though the shopping feature is less popular than the other features. This result could have happened because every user who uses the shopping feature usually didn't seek entertainment instead of shopping purpose, leading to engagement such as chatting, saving, and sharing. On the other hand, stories that excel in popularity fell short in correlation with customer engagement compared to shopping features. Even though they have a significant score that could prove their correlation with customer engagement, their difference is so far. This could happen because users mainly utilize the stories feature to seek entertainment and information, so their correlation score with customer engagement couldn't excel as high as the shopping feature. Despite being mainly for entertainment and information, stories feature still could score a significant correlation point. This is due to Instagram's effort into the stories feature by giving many customers engagement tools such as stickers, polling, like, sharing, and direct messages.

Feed and reels score well in both popularity and correlation with customer engagement. This could happen because feed and reels could be said like the main feature of Instagram nowadays. Users don't need the slightest of effort to access both of these features on Instagram because once users open Instagram, they can directly access both. The purpose of users who use both of these features also varied so it is not questionable why both of these features could excel. These features also have many instruments that help correlate with customer engagement, such as comment, like, share, and save. Each Instagram feature has its excellence that could boost customer engagement in its own way. This could explain why the overall Instagram feature could have a good correlation score with customer engagement. The correlation score of the overall Instagram feature could be said to be very high, which means the overall Instagram feature influences customer engagement very much.

To test our hypotheses, we used a regression test with path analysis. All attributes of Instagram feature variables were included as predictor variables of customer engagement. Next, linear regression analysis also is done to test the Instagram feature as a predictor variable of customer engagement. The interactions and influences between variables are shown in Figure 2 below.
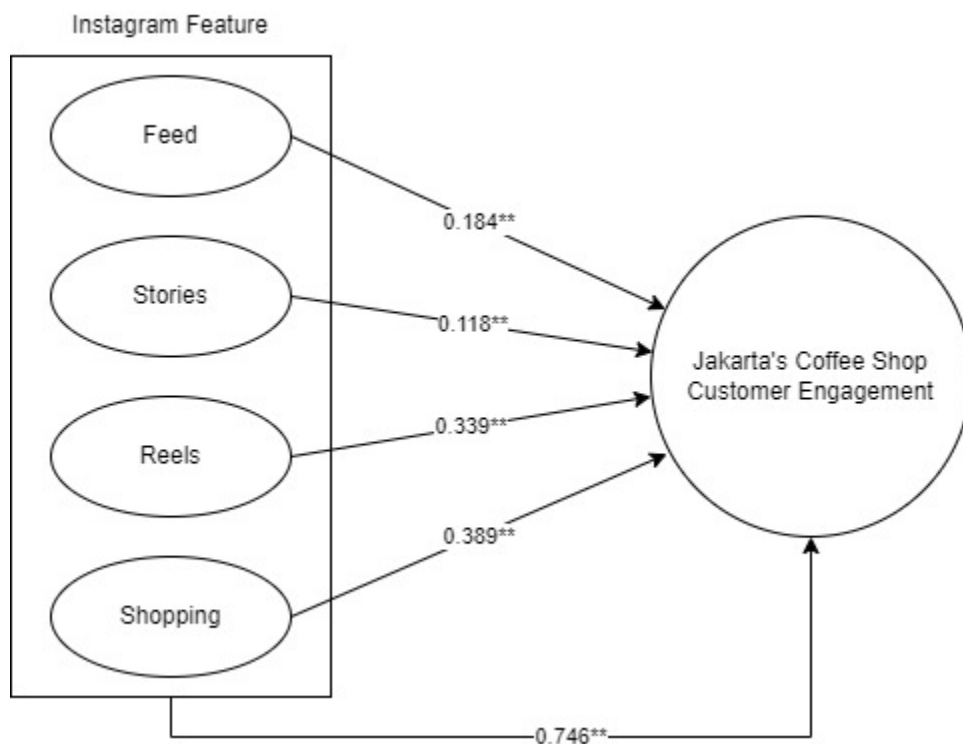

Figure 2. Effect of Instagram Feature and its Attribute on Customer Engagement

The model shows that the Instagram feature and its attributes, namely, feed, stories, reels, and shopping, positively affect customer engagement. From this figure, it could be said that shopping has the strongest influence on customer engagement compared to the other features. This result matches the correlation where the shopping feature has the highest correlation score over the others. Following the statement before, it is a wise move to utilize the shopping feature to its fullest to increase customer engagement. The other feature also couldn't be abandoned, especially reels, which have a significant value in influencing customer engagement. In particular, reels are easier to utilize than the shopping feature mainly because of their popularity and many customers engagement instruments that support this feature. Based on this result, it could be said Hypothesis 1 (h1), Hypothesis 2 (h2), Hypothesis 3 (h3), and Hypothesis 4 (h4) are accepted and could be formulated into this equation:

$$Y = 0.616 + 0.219x_1 + 0.157x_2 + 0.279x_3 + 0.205x_4$$

Y = Customer Engagement

X_1 = Feed
X_2 = Stories
X_3 = Reels
X_4 = Shopping

The overall Instagram feature is calculated through linear regression and scores very well. Supported by its attribute, the overall Instagram feature could have a significant impact on influencing customer engagement. As described before, Instagram has many features that could affect customer engagement in its way. Relying on the Instagram feature to boost customer engagement could be very effective for coffee shops, especially when coffee shops want to grow it organically. Coffee shops could flexibly utilize many features because Instagram provides many features for its users. With this result, hypothesis 5 (h5) is accepted and could be formulated into this equation:

$$Y = 0.481 + 0.892X$$

Y = Customer Engagement
X = Instagram Feature

The outcome of Figure 2 indicates that Instagram features and its attribute could significantly influence customer engagement. With this outcome, all of the proposed hypothesis is accepted, and the influence given is highly positive. Currently, only a small portion of coffee shops in Jakarta utilize shopping features on Instagram; considering this result, it is a good idea to start utilizing shopping features to boost customer engagement. Following this result, several suggestions have been made for future improvement. So, the future steps of this study are to study more about the instrument that could support the Instagram feature to influence customer engagement. Moreover, it would be important to break down every instrument of the feature to understand which instrument could influence customer engagement the most. It is also essential, along with the customer engagement, that the effort to make interactive and entertaining content in each feature should be considered, considering small coffee shops didn't have many resources to focus solely on making engagement in social media entirely.

5. Conclusion and Future Research

This research aims to analyze the effect of the Instagram features on Jakarta's coffee shop customer engagement. Instagram could be used to promote small businesses, especially coffee shops, as long as they could utilize it to the fullest. In this research, some interesting result has been founded. Specifically, shopping features have the strongest influence on customer engagement at 38.9%, followed by reels at 33.9%, feed at 18.4%, and stories at 11.8%. The result of hypothesis testing shows that all of them are accepted positively. Furthermore, the result of all Instagram features significantly affects customer engagement by 74.6%. With the right method, even small businesses could utilize social media features to be a great marketing tool with a low budget. The result in this study could be more precise only if we could get sales data from each coffee shop and their daily Instagram routine. However, doing so will have some difficulty because some small coffee shops featured in this study didn't store their data properly, and some of them refuse to share their data openly. For future studies, it will be a good idea to correlate each coffee shop's Instagram routine with their sales. It will be very helpful for many small businesses to determine which feature they should focus on.

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Biographies

Natasya is a student in Communication Department at Bina Nusantara (BINUS) University.

Amia Luthfia is a senior lecturer in the Communication Department at Bina Nusantara (BINUS) University. She earned her master's and doctoral degree in Communication Science from the University of Indonesia. Her research interests include the Internet and youth, digital literacy, new media and society, digital marketing communication, and intercultural communication. She can be reached at BINUS University, Syahdan Campus, Room H2, Jakarta, Indonesia, or by e-mail at amialuthfia@binus.ac.id.