

## Analysis of the Effect of Digital Marketing on Brand Advocacy With Perceived Service Quality and Customer Engagement as Intervening Variables at Fridaytigasports

Ayu Puspitasari\*, Nanda Permata  
Politeknik Negeri Batam

Article Information	Abstract
Article History: Received: October 2023 Accepted: March 2024 Published: September 2024	The purpose of this study is to analyze the effect of Digital Marketing on Brand Advocacy with Perceived Service Quality and Customer Engagement as intervening variables. Data analysis techniques include path analysis quantitative methods using questionnaires distributed to 100 respondents using certain criteria, with a purposive sampling technique. The results of this study are digital marketing has a positive effect on brand advocacy, digital marketing has a positive effect on perceived service quality, digital marketing has a positive effect on customer engagement, perceived service quality has a positive effect on brand advocacy, customer engagement has a positive effect on brand advocacy, Digital Marketing has an influence Brand Advocacy through Perceived Service Quality as an Intervening variable and Digital Marketing influences Brand Advocacy through Customer Engagement as an Intervening Variable
Keywords: Digital Marketing, Brand Advocacy, Perceived Service Quality, Customer Engagement.	
*Correspondence author: <a href="mailto:ayupuspitasari@polibatam.ac.id">ayupuspitasari@polibatam.ac.id</a>	
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### INTRODUCTION

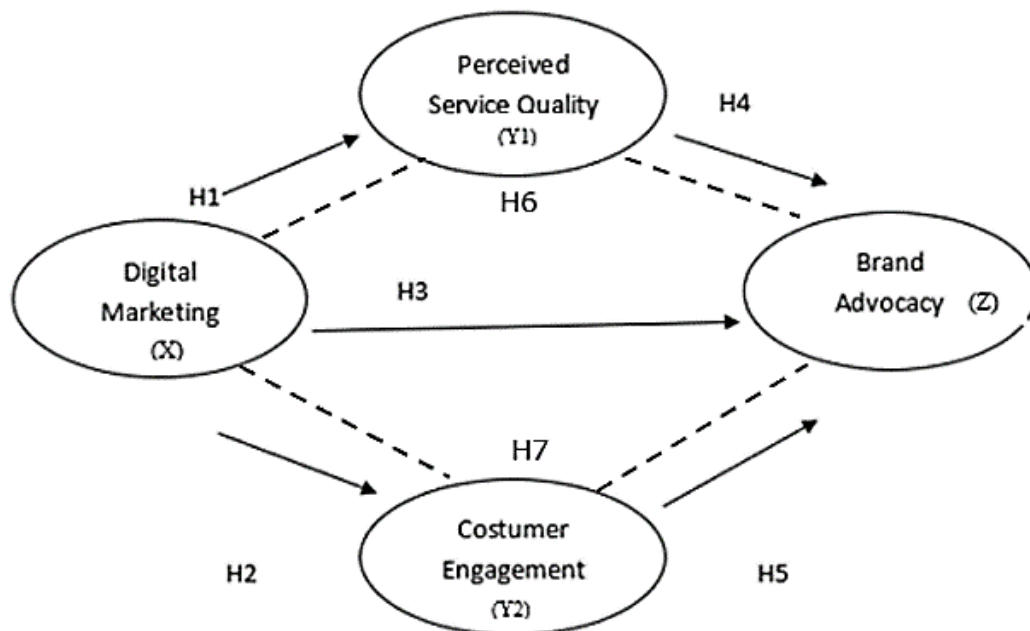
Various companies, ranging from SMEs to large companies, are starting to use the development of information technology in their business activities. The number of competitors is a determining factor in entering strong competition for entrepreneurs. With the right marketing strategy and the right media, you can reach your target market in a way that will always increase your sales volume and increase your profits. one of the most marketing media that is in demand by the public to support various activities carried out is digital marketing (Dodson, 2016). FridayTigaSports shoe store, they are slowly moving away from the mainstream/traditional marketing model and starting towards modern marketing - digital marketing.

FridayTigaSports is a footwear specialty store that offers futsal and futsal equipment and footwear needs. It is clear that from the social media accounts owned by FridaytigaSports, the reviews given by consumers have a positive impact and consumers post products purchased at FridaytigaSports and tag the account FridaytigaSports. One of the digital marketing strategies implemented by FridayTigaSport is marketing its products on social media channels including Instagram. So far, the FridayTigaSport Instagram account has more than 15,000 followers, more than hundreds of products have been sold there with a very attractive appearance and affordable prices. This is done not only to attract customers but to

make it easier for others to know the price without having to ask the owner of FridayTigaSports again.

*Website Search Engine Optimization* (SEO), and social media are Digital marketing will shape perceived service quality and remote customer engagement. After successful training, these 2 things will have an impact on building brand recognition activities for others or brand advocacy. Through brand promotion, businesses will more easily reach customers and increase target audiences through customer engagement and brand service quality recognition. Prasojo & Dharmayanti's study (2021) revealed that there is an influence between variables, namely digital marketing has a positive effect, if it exceeds the two variables, namely perceived service quality, perception and commitment to the brand.

The measure of a company's success can be seen from consumer perceptions and expectations to implement its marketing strategy. If customers review well and are able to recommend it to others (endorse the brand) is the success of a brand. If consumers give their opinions online or to others, it means that there is a relationship between consumers and businesses that is revealed. Consumers who make reviews or advocates can do so in several ways, such as seeing reviews on social media, or getting other people's opinions by word of mouth. , etc. (Cook, 2011). With the action of WOM (word of mouth) in Brand Advocacy, it has to do with customers who already trust or already believe in the company's brand because the customer is satisfied. A form of customer loyalty to a brand that provides positive value can cause customers to support the brand for the brand they believe in through advertising or the words of others can be called WOM (Word of Mouth) (Hyken, 2011). Based on the description above, the framework for this research is:



**Figure 1.** Theoretical framework  
 Source: Results of research data processing, 2023

Hypothesis in this study:

H1: Digital marketing has a positive effect on brand advocacy on fridaytigasports

H2: Digital marketing has a Positive effect on perceived service quality on fridaytigasports

H3: Digital marketing has a positive effect on customer engagement on fridaytigasports

H4: Perceived service quality has a positive effect on brand advocacy on fridaytigasports

H5: Customer engagement has a positive effect on brand advocacy

H6: The Effect of Digital Marketing on Brand Advocacy Through Perceived Service Quality as an Intervening Variable by Comparing Regression Coefficient Values

H7: The Effect of Digital Marketing on Brand Advocacy Through Customer Engagement as an Intervening Variable

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital Marketing is one of the promotional spears of a company. Where promotion is a form of effort from companies to offer their products and provide information about their products so that consumers have the motivation to buy and use their products and provide information about their products so that consumers have the motivation to buy and use the products or services they offer. Where digital marketing is the interactive use of technology and the internet in connecting mutual communication between companies and consumers who have been identified (Coviello, Milley, & Marcolin, 2001).

### **Perceived Service Quality**

Perceived Service Quality according to Sudjianto & Japrianto (2017) is the result of the customer's evaluation process of a company, where the customer compares the customer's wishes and expectations with what the company has provided to the customer. Therefore, in forming a good perception, the company / brand must be able to balance what consumers expect of the quality of service that the company has provided so that they can feel satisfied. Because by providing service quality that can exceed customer expectations can make customers love the company more (Stefano, Filho, Barichelo, & Sohn, 2015).

### **Customer Engagement**

It is defined as Engaged if someone is involved, occupied and interested in something (Higgins, 2006). Interest can occur in a consumer towards a product or service owned by a brand. The concept of engagement itself comes from three basic sciences including psychology, sociology and behavior (Hollebeek, Ilic, & Juric, 2011).

### **Brand Advocacy**

Promotion or advocacy has two ways to reflect someone is advocating, namely in a social and physical way. In terms of social, advocacy is a recommendation from the company to others and defends the brand when attacked by other parties. From a physical point of view, advocacy is able to shape the activity of purchasing and using a good / service from the brand in question. That way the definition of brand advocacy according to Prasajo & Dharmayanti (2021) Brand Advocacy is an activity

that focuses on good communication about the values and brand offerings of customers.

## RESEARCH METHOD

### Population and Sample

The purposive sampling method in selecting the subject of this research. The purposive sampling method is one method of selecting research subjects by selecting samples based on the objectives and criteria needed. The total respondents of this study amounted to 100 people with the criteria that they live in the city of Batam, are at least 17 years old and have made purchases at *fridaytigasports* at least 2 times.

## RESULTS AND DISCUSSION

### Validity Test

This validity test is used with the intention of measuring the reliability of the questionnaire. To see the level of validity test, it refers to the correlation value  $r_{count} > r_{table}$ , it is declared valid.

Validity testing helps measure the validity of the indicator items in this questionnaire. In this study, the validity test was carried out by comparing  $R_{count}$  using  $R_{table}$ , comparing the value of  $R_{table}$  with a sample of 100 respondents at a significance level of 5%. ( $df = 100-2$ ) is 0.163. The validity test results show that all statement elements/indicators are valid.

### Reliability Test

This reliability test is used in research to check the consistency of metric indicators. Measurement of the reliability test of the questionnaire statement index. Can be done with the *Cronbach alpha* formula, which is 0.6. If the value is  $> 0.6$  then the questionnaire is said to be reliable. The reliability test results show that all statement items/indicators on X, Y1, Y2, and Z get a value  $> 0.60$  so that all statement items/indicators are reliable.

### Classical Assumption Test

#### Normality Test

The normality test is a test to assess the normality of the data distribution whether it is normally distributed or not. In this study, the Kolmogorov-Smirnov Test was used to check normality.

In this study, it was found that the asymptotic significant (two-tailed) value obtained by regression models I, II, and III was 0.200, noting that the value obtained was greater than the alpha value of 0.05. Variable data is normally distributed.

### Hypothesis Test

#### Test t (Partial)

The t-test tests the significance of the relationship whether the independent variable (X) affects the dependent variable (Y) individually or partially. The table below provides the t-test results for this study:

H1: Digital marketing has a positive effect on brand advocacy on *fridaytigasports*

**Table 1.** Results of t-test H1

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.907	.500		1.815	.073
	Digital Marketing	.079	.020	.367	<b>3.900</b>	<b>.000</b>

a. Dependent Variable: Brand Advocacy

Source: Results of research data processing, 2023

From the results of the t test (partial), the t-count value of the digital marketing variable (X) is 3.900 > t table 1.660 and the sig value is 0.000 < 0.05. From that it can be stated that the digital marketing variable (X) has a partial positive effect on the brand advocacy variable (Z). This research is in line with previous research, namely Darmayanti & Theonardo (2021) which shows that digital marketing plays an important role in marketing in the current era because customers will tend to talk about and promote a product if the digital marketing carried out by businesses is very good and attractive.

H2: Digital marketing has a Positive effect on perceived service quality on fridaytigasports

**Table 2.** Results of t-test H2

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constan)	14.533	2.265		6.417	.000
	Digital Marketing	.476	.092	.462	<b>5.154</b>	<b>.000</b>

a. Dependent Variable: Perceived Service Quality

Source: Results of research data processing, 2023

From the t test results (partial), the tcount value of the digital marketing variable (X) is 5.154 > t table 1.660 and the sig value is 0.000 < 0.05. From that it can be stated that the digital marketing variable (X) has a partial positive effect on the perceived service quality variable (Y1). When the digital marketing of a business can be done well and displayed as attractively as possible, customers will feel happy with business services and customers respond positively to the quality of business services and intend to reuse or reuse. This research is in line with previous research, namely Darmayanti, D., & Theonardo, J. A. (2021) and Prasojo, S. (2020) which shows that digital marketing is an initial description of the services of a business.

H3: Digital marketing has a positive effect on customer engagement on fridaytigasports

**Table 3.** Results of t-test H3

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.443	1.938		11.066	.000
	Digital Marketing	.243	.079	.296	3.068	.003

a. Dependent Variable: Customer Engagement

Source: Results of research data processing, 2023

From the results of the t test (partial), the tcount value of the digital marketing variable (X) is 3.068 > t table 1.660 and the sig value is 0.003 < 0.05. It can be stated that the digital marketing variable (X) has a partial positive effect on the perceived customer engagement variable (Y2). Good and attractive digital marketing is one of the keys to keeping businesses competitive in the digital marketing era. Better and more attractive digital marketing carried out by business people will also encourage customers to carry out interactions carried out by business people. This research is in line with previous research, namely Susanti, D. (2021), Rachmadhaniyati, R., & Sanaji, S. (2021) and Irawati & Yuli, (2021) showing that digital marketing has an effect on customer engagement.

H4: Perceived service quality has a positive effect on brand advocacy on fridaytigasports

**Table 4.** Results of t-test H4

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.461	2.017		3.699	.000
	Perceived Service Quality	.377	.076	.445	<b>4.923</b>	<b>.000</b>

a. Dependent Variable: Brand Advocacy

Source: Results of research data processing, 2023

From the results of the t test (partial), the tcount value of the perceived service quality variable (Y1) is 4.923 > t table 1.660 and the sig value is 0.000 < 0.05. From that it can be stated that the variable (Y1) has a positive effect partially on the variable perceived brand advocacy (Z) This research is in line with previous research, namely Hu, N., Chen, X., & Zhang, N. (2021) and Kurniawati (2014) showing that perceived service quality affects brand advocacy. Customers will tend to talk about and share positive experiences with the goods they buy when their assumptions about a product are directly proportional to reality.

H5: Customer engagement has a positive effect on brand advocacy

**Table 5.** Results of t-test H5

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.362	2.780		2.648	.009
	Customer Engagement	.363	.101	.341	<b>3.590</b>	<b>.001</b>

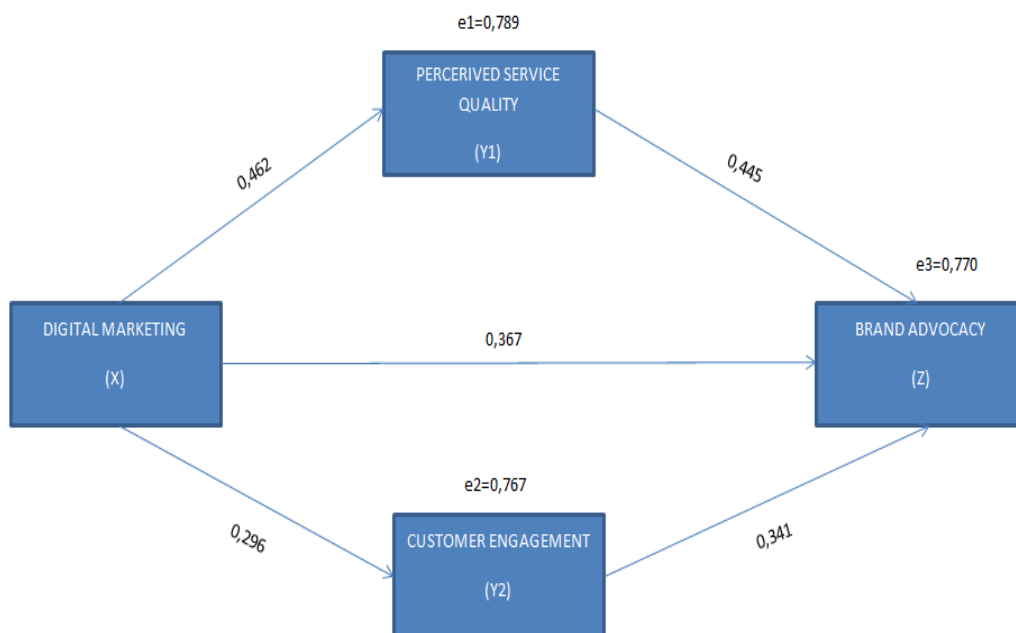
a. Dependent Variable: Brand Advocacy

Source: Results of research data processing, 2023

From the results of the t test (partial), the tcount value of the customer engagement variable (Y2) is 3.590 > t table 1.660 and the sig value is 0.001 < 0.05. From that it can be stated that the customer engagement variable (Y2) has a partial positive effect on the perceived brand advocacy variable (Z). This research is in line with previous research, namely Susanti, D. (2021), and Darmayanti & Theonardo, (2021) showing that Y2 has an effect on Z. Customers will love a brand and continue to support it by promoting products and services to new customers and prospects if they get a positive interaction relationship by business people. Therefore, it is important to build positive interactions with customers by a company.

**Path Analysis**

Path analysis was used for hypothesis 6 and hypothesis 7. Path analysis is used to determine the direct and indirect causal relationship of a set of variables, as causal variables to other variables which are effect variables using regression coefficients. The path analysis in this study is depicted in the following figure 2:



**Figure 2.** Path Analysis

Source: Results of research data processing, 2023

Based on Path analysis in Figure 2. obtained structural equations that are explained based on theory and path analysis diagrams in the table as follows:

**Table 6.** Path Analysis Results

Variabel	Contribution		
	Direc t	Indirect	Total
X → Z	0,367	-	0,367
X → Y1	0,462	-	0,462
X → Y2	0,296	-	0,296
Y1 → Z	0,445	-	0,445
Y2 → Z	0,341	-	0,341
X → Z → Y1	-	$(0,462 \times 0,445) = 0,20559$	$0,367 + 0,20559 = 0,57259$
X → Z → Y2	-	$(0,296 \times 0,341) = 0,100936$	$0,367 + 0,100936 = 0,467936$

Source: Results of research data processing, 2023

**H6: The Effect of Digital Marketing on Brand Advocacy Through Perceived Service Quailty as an Intervening Variable by Comparing Regression Coefficient Values**

Based on the results of calculating the direct and indirect effects of digital marketing and perceived service quality as intermediate variables on brand advocacy, which shows a comparison (calculation) that leads to a low indirect effect. Where digital marketing is better to use a direct effect of 0.367, while the indirect effect is 0.20559 on brand advocacy through the intermediary perceived service quality. This means that digital marketing can increase brand advocacy without mediating the perceived service quality factor or without using indirect effects. The Effect of Digital Marketing on Brand Advocacy Through Perceived Service Quailty as an Intervening Variable by Comparing Regression Coefficient Values by comparing regression coefficient values in line with previous research, namely Darmayanti, D., & Theonardo, J. A. (2021) and Prasojo, S. (2020).

**H7: The Effect of Digital Marketing on Brand Advocacy Through Customer Engagement as an Intervening Variable**

Based on the results of the calculation of the direct and indirect effects of digital marketing and customer engagement as intermediate variables on brand advocacy which shows a comparison (calculation) that leads to a low indirect effect. Where digital marketing is better to use a direct effect of 0.367, while the indirect effect is 0.100936 on brand advocacy through intermediary customer engagement factors. Meaning that digital marketing can increase brand advocacy without intermediary customer engagement factors or without using indirect effects. The results of this study obtained the Effect of Digital Marketing on Brand Advocacy Through Customer Engagement as an Intervening Variable in line with previous research conducted by Darmayanti, D., & Theonardo, J. A. (2021) and Prasojo, S. (2020).



## CONCLUSION

Based on the research that has been done and the discussion that has been described, it can be concluded that:

1. Digital marketing has a positive effect on brand advocacy on fridaytigasports.
2. Digital marketing affects perceived service quality on fridaytigasports
3. Digital marketing has a positive effect on customer engagement at fridaytigasports
4. Perceived service quality has a positive effect on brand advocacy on fridaytigasports
5. Customer engagement has a positive effect on brand advocacy
6. The Effect of Digital Marketing on Brand Advocacy Through Perceived Service Quality as an Intervening Variable
7. The Effect Between Digital Marketing on Brand Advocacy Through Customer Engagement as an Intervening Variable

## Suggestions

1. It is hoped that fridaytigasports can maintain service quality, product quality and brand image on customer satisfaction. With the stability carried out by Fridaytigasports to customers and consumers can increase customer loyalty and satisfaction.
2. Future research endeavors should delve deeper into advertising, brand loyalty, customer engagement, and brand trust, considering additional factors beyond those addressed in this study. By encompassing unexplored variables that could potentially impact these factors, subsequent research can yield a more comprehensive and exhaustive analysis.

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