THE EFFECT OF CONTENT MARKETING ON CUSTOMER LOYALTY WITH ENGAGEMENT AND BRAND TRUST AS INTERVENING VARIABLES AT ZALORA INDONESIA IN YOGYAKARTA

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ABSTRACT

The main goal of brands or companies is to market their products for profit. One of the product marketing strategies, namely Content Marketing, is expected to foster customer engagement and then create Brand Trust, which will result in Customer Loyalty. This research examines how Content Marketing influences Customer Engagement and Brand Trust as intervening variables at Zalora Indonesia in Yogyakarta. Respondents came from people who live in Yogyakarta with the condition that they have seen content on Zalora, have made transactions at least 2 times and are over 18 years old. Data collection was carried out through questionnaires which were distributed via google form and received 90 respondents. The data that has been collected is tested for validity and reliability tests. All variables are valid and all questionnaires are reliable. The results of the hypothesis test using WarpPLS are as follows: (1) Content marketing has an effect on Customer Engagement; (2) Content marketing affects Brand Trust; (3) Customer Engagement affects Customer Loyalty; and (4) Brand Trust affects Customer Loyalty

Keywords: content marketing, customer engagement, brand trust, customer loyalty

Introduction

Trend of Indonesian people using the internet during the Covid-19 pandemic is increasing increase, starting from activity learn to teach up to online shopping. The Covid-19 pandemic spurred development of e-commerce, various activity economy Indonesian people cannot be separated from smartphones. This is what drives perpetrator effort offer services and products digitally with various convenience offered through increasingly technology growing too. Ecommerce activity becomes more practical, thrifty time, and fun for consumers. The all- digital trend is forcing several companies for adopt content marketing as an acquisition strategy their consumers. Content Marketing is one marketing strategy for realizing the target market.

Content Marketing is method in which business created and distributed Relevant and reliable content about the brand with the aim of being attractive attention and more close to consumers. By the way make content that fits the feature typical brands will but according to consumer trends. Content marketing is said to be effective if it can grow customer engagement and brand trust then consumer will be loyal to the brand the. According to Kilgour et al. (2015), Engaging customers with very important content for business. Because it creates connection beliefs and behavior positive as a decision where

to buy and WOM (Word of Mouth). consumer spread information about the band to consumer other.

Customer Involvement means have connection emotional and cognitive with someone or company. Business must defend it consumer loyalty to company -generated content because consumers do not mind for pay for it more on brands. Content marketing can grow next customer engagement is Brand Trusts. According to Hess & Story (2005), Brand Trust connect gap Among satisfaction and consumer loyalty. If business want it Brand Trusts and customer loyalty, company must especially first can make content that creates customer satisfaction. If customer loyalty and Brand Trust already obtained from content marketing, customer loyalty is generated.

Oliver (1999) defines loyalty as ability for in a manner consistent buy the products and services you love. Customer loyalty is one of the main strategies for realize superiority sustainable competitive. Loyal consumers will Keep going buy and use the same brand as long as they are satisfied because they don't believe it to offer the same thing in other brands. With the above review, the author wants to test the effect of Content Marketing on Customer Loyalty with Customer Engagement and Brand Trust as Variables Interviewing at Zalora Indonesia in Yogyakarta.

Theory and Hypotheses Development
Content Marketing

Content marketing is a strategy that is usually used by brands or company for interesting interest from consumers. Claesson & Jonsson (2017) also said that everything related to content marketing should be able to provide something value in the dissemination and delivery process to consumers you want to target. Influence content marketing for a brands really important for promote order brand is acceptable and easy to recognize among consumer.

Form from content marketing itself is quite diverse for example like: Website or blog (lapak for promotion in kind typing), Video (most used or most relevant), Infographics (usually detailed data for certain products), and Use service influencers.
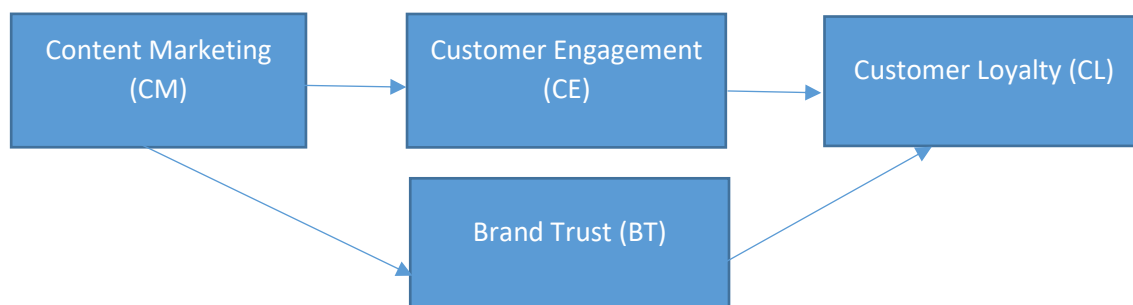
Customer Engagement

Feedback or the responses received from consumers can also be called Customer engagement. For example from activity content marketing for making promotional videos and uploading them to social media, the video will get response from consumer. From response from consumer to something brand can for knowing what to improved and what already satisfying consumers as ingredients evaluation on company product .
Such a relationship benefits both parties consumers and companies, including the following: Increase brand awareness and Increase sales turnover.

Brand Trusts

Brand Trusts is as a feeling safe to own consumer consequence from interaction with a brand or company, based on perception that band is reliable and responsible answer on interest from consumer. From activities content marketing and customer engagement finally produce form of promotion of company as well as get response from consumers, the meaning of Brand Trust here is whether the company Fulfill promise of promotions that have described by the company in content marketing or rather otherwise. Brand Trusts for consumer really important because with it Brand Trusts consumers become owned assurance in shopping and avoiding " wasting money" because shopping wrong product.

Customer Loyalties

Something company or brands said have Customer Loyalty moment consumer remain committed to company or called a regular consumer. If consumer already comfortable with the product or service from company Or the usual brand consumer will show attitude loyalty by becoming regular and possible customers consumers also promote brands or products to other people voluntary. Have regular consumers are one   key for business will continue to survive and develop periodically.

hypothesis
H1: Content Marketing positively influences Customer Engagement
H2: Content Marketing positively influences Brand Trusts
H3: Customer Engagement positively influences Customer Loyalty
H4: Brand Trusts positively influences Customer Loyalty

Population and Sample

Population is the whole of the research subject. The population is the entire number of subjects to be studied by a researcher. In this study, the population used is people who use Zalora and live in Yogyakarta. Sample is part of the population that has characteristics similar to the population itself. According to Sugiyono (2013) "Non-probability" sampling is technique taking samples that do not give opportunity or opportunity same for each element or member population for selected to be the " sample ".

The non-probability sampling research technique used in this study was purposive sampling with criteria specified sample   is a Zalora user who lives in Yogyakarta, has done this transactions at least 2 times in the last year, at least 18 years old.

Results and DIscussions

Respondents came from people who live in Yogyakarta with the condition that they have seen content on Zalora, have made transactions at least 2 times and are over 18 years old. Data collection was carried out through questionnaires which were distributed via google form and received 90 respondents. The data that has been collected is tested for validity and reliability tests. Analysis of reliability test and validity test using the SPSS Statistics 25 program, as well as hypothesis testing using Wrap PLS.

The test results with the SPSS program obtained demographic data respondents as follows:

Table 1
Respondents Based on Type Sex

Type Sex	Amount	Percentage
Man	16	8.7
Woman	74	40.4
Total	**90**	**100.0**

Source: Primary data processed with SPSS

Can be seen from table above with a total of 90 people based on respondent data type gender, respondent Man as many as 16 people and women as many as 74 people.

Table 2
Respondents Based on Age

Age	Amount	Percentage
18 - 25 Years	76	41.5
25 - 40 Years	12	6.6
>40 Years	2	1.1
Total	**90**	**100.0**

Source: Primary data processed with SPSS

Can be seen from table above with a total of 90 people based on respondent data age, respondent aged 18-25 years as many as 76 people, aged 25-40 years as many as 12 people and > 40 years as many as 2 people.

Table 3
Respondents Based on Work

Work	Amount	Percentage
Housewife Ladder	5	2.7
Employee	14	7.7
Etc	6	3.3
Student / Student	65	35.5
Total	90	100.0

Source: Primary data processed with SPSS

Can be seen from table above with a total of 90 people based on respondent data age, respondent aged 18-25 years as many as 76 people, aged 25-40 years as many as 12 people and > 40 years as many as 2 people.

Validity show that as far as tools gauge used   for measure what is being measured. With method correlate Among score obtained   of each question item with individual scores. Testing validity conducted to the 90 respondents obtained from data collection via google form.

Table 4
Validity Test Results

VARIABLE	QUESTION	RESULTS	CONCLUSION
CM1	Every content from zalora relevant with self I	0.695	VALID
CM2	Content from zalora could Fulfill needs information for I	0.803	VALID
CM3	Zalora delivers content in a manner consistently on the internet platform.	0.804	VALID
CM4	I feel content from Zalora are two direction (Communication interactive)	0.705	VALID
CM5	Through content products and services provided by Zalora can increase trust consumer.	0.780	VALID
CM6	I understand the message you want be delivered from Zalora	0.622	VALID

VARIABLE	QUESTION	RESULTS	CONCLUSION
CE1	Anything related with Zalora will be interesting attention I	0.742	VALID
CE2	I know existence of Zalora as e-commerce fashion.	0.550	VALID
CE3	I'm interested follow related activities with Zalora.	0.799	VALID
CE4	I always attempted for use the promo offered by Zalora.	0.777	VALID
CE5	I do tell experience to others about Zalora.	0.795	VALID
CE6	I tell about Zalora to others regarding events, promos, and giveaways provided by Zalora.	0.858	VALID
CE7	I'm interested for Follow the fashion tips shared by Zalora.	0.669	VALID
CE8	I'm interested for Participate in an event (Example : Workshop) provided by Zalora.	0.723	VALID
CE9	My experience felt always looked new (refreshing) in content provided by Zalora.	0.746	VALID
CE10	I always get various experiences (in regarding events, promos and giveaway) from Zalora	0.745	VALID
BT1	I believe Zalora can give guarantee for handle every problem important data security consumers on moment transaction	0.704	VALID
BT2	I feel safe at the moment To do purchases at Zalora because Zalora provides guarantee return goods	0.640	VALID
BT3	I feel feel personal data safe and not distributed by Zalora	0.679	VALID
BT4	I believe for provide personal data in the database on the Zalora application	0.607	VALID
BT5	I get positive experience moment relate with Zalora	0.823	VALID
BT6	Zalora always could Fulfill expectation shop for I in Thing an event or promotion	0.779	VALID

VARIABLE	QUESTION	RESULTS	CONCLUSION
BT7	The information that Zalora provides is accurate so that in accordance as desired i.	0.774	VALID
BT8	Zalora always describe information the product with complete.	0.688	VALID
CL1	I want give a positive review on the internet when consumers feel satisfied.	0.713	VALID
CL2	I do say things positive about Zalora to others.	0.844	VALID
CL3	I push friends and family for buy products on Zalora	0.924	VALID
CL4	I do recommend Zalora to friend or someone else.	0.900	VALID
CL5	I stay will use Zalora app as choice in Fulfill needs	0.849	VALID
CL6	I will Keep going To do purchases on products on Zalora	0.886	VALID

Source: Primary data processed with SPSS

Based on table above, can be seen that variable Content Marketing has 6 question items, variables Customer Engagement has 10 question items, variables Brand Trust has 8 question items, and variables Customer Loyalty has 6 question items.

Validity test results on all question items for each variable stated **valid** because each has factor loading > 0,5.

Reliability

Reability used for knowing level eligibility for each variables used   in research. Reliability every variable could seen through score cronchbach's alpha.

Table 5
Reliability Test Results

No.	Variable	Cronbach's Alpha	Conclusion
1	CM	0.829	Reliable
2	CE	0.910	Reliable
3	BT	0.926	Reliable
4	CL	0.926	Reliable

Source: Primary data processed with SPSS

Based on Table above the reliability test conducted to the question items that have been declared valid. Something variable said reliable if answer to questions are always consistent. Coefficient results reliability variable Content Marketing is of 0.829, the value

of "Cronbach's Alpha" is more big of 0.800 means stated **reliability high.** Coefficient results reliability variable Customer Engagement of 0.910, variable Brand Trusts is of 0.926, and variable Customer Loyalty is of 0.926, the value of "Cronbach's Alpha" is more big of 0.900 which means third variable stated **very high reliability.**

Hypothesis test

In this research, hypothesis testing uses the WrapPLS program with the following results:

Table 6
Goodness of Fit Inner Model

Model Fit and Quality Indices	Fit Criteria	Analysis Results	Information
Average path coefficient (APC)	p<0.05	0.532, P<0.001	Well
Average R-squared (ARS)	p<0.05	0.477, P<0.001	Well
Average adjusted R-squared (AARS)	p<0.05	0.470, P<0.001	Well
Average block VIF (AVIF)	acceptable <= 5, ideally <= 3.3	1875	Ideal
Average full collinearity VIF (AFVIF)	acceptable if <= 5, ideally <= 3.3	2,535	Ideal
Tenenhaus GoF (GoF)	small >= 0.1, medium >= 0.25, large >= 0.36	0.529	Big
Sympson's paradox ratio (SPR)	acceptable if >= 0.7, ideally = 1	1,000	Ideal
R-squared contribution ratio (RSCR)	acceptable if >= 0.9, ideally = 1	1,000	Ideal
Statistical suppression ratio (SSR)	acceptable if >= 0.7	1,000	Received
Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if >= 0.7	1,000	Received

Source: Primary data processed with WrapPLS

From the table on show that score Average Part Coefficient (APC) or average coefficient track of 0.532 with the level significance p-value = 0.001, meaning that coefficient on each track have influence significant from variable content marketing to variable customer loyalty and also intervening variables on variable customer loyalty.

The Average R -squred (ARS) value shows of 0.477 with a p-value of P <0.001 and the Average Adjusted R -squed (AARS) of 0.470 with a p-value of <0.001 means show big

influence 47.70% in a manner significant from variable content marketing against customer loyalty through variable Customer Engagement and variables Brand Trust. Whereas the rest 54.30 % affected variable other.

Average block VIF (AVIF) value of 1.875 <3.300<5.000 including ideal categories and values Average full collinearity VIF (AFVIF) of 2.535<3.300<5.000 including ideal category. It means results this analysis shows that every the variables in this study are independent from multicollinearity. Freed from multicollinearity show that every variables are not related to each other or do not have correlation significant so that every the variables used in this study stand alone.

In this study, data analysis techniques were used using the Wrap PLS (Partial Least Square) structural method. [i]
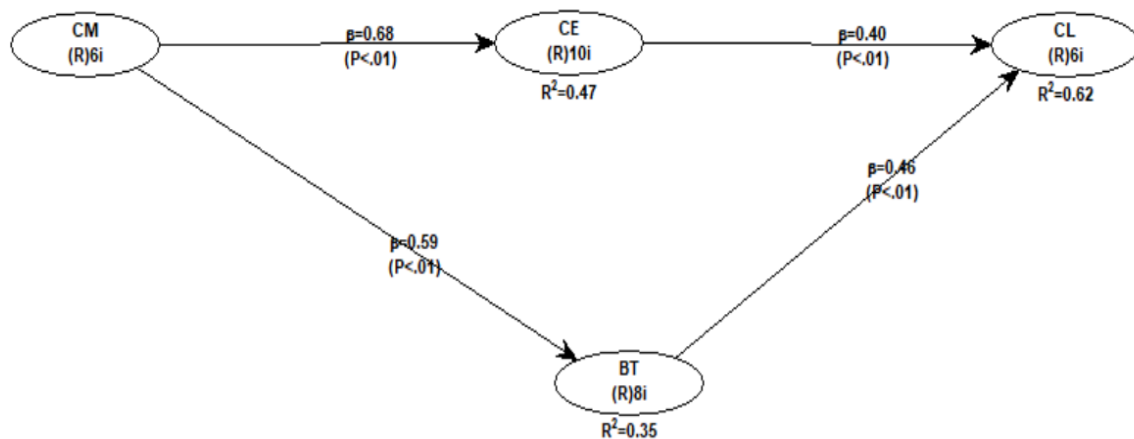

Image 1
Equation Diagram Structural

Source : Primary data processed with PLS Warp

In the above research analysis it can be concluded that content marketing has a positive effect on customer engagement, content marketing has a positive effect on brand trust, customer engagement has an effect positive on customer loyalty, and brand trust has a positive effect on customer loyalty, so impactful content marketing towards customer loyalty with customer engagement and brand trust as the link.

content marketing can be create customer loyalty, so make a loyal customer brand and with likes willing promote the brand to others.

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