

The Influence Of Brand Satisfaction, Customer Engagement, Innovativeness, Social Media Marketing To Purchase Intention through Brand Loyalty in Kampung Keren Kediri City

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Abstract

The recent surge in tourist visits in 2024 to Kediri City, marked by 31.37% increase over last year, indicates heightened activity among domestic and international travelers. This growth is attributed to innovative services, enhancing visitor satisfaction through unique experiences. Additionally, effective social media marketing strategies contribute to increased visitor awareness and interest by providing relevant and engaging information. This study aims to assess the Kampung Keren program based on brand loyalty, purchase intention, customer engagement, service innovativeness, and the role of social media marketing in promoting these aspects. The study involves 42 respondent utilizing Instagram for their tourism promotions. Purposive sampling was employed, and data collection occurred via questionnaires distributed during September and October 2024. The data was analyzed using SmartPLS, combining both primary and secondary sources. The results of this research indicate that there is a positive and significant direct relationship between innovativeness on customer engagement, brand loyalty on purchase intention. There is negative and significant direct relationship between customer engagement on brand loyalty. Insignificant direct relationship between customer engagement on brand satisfaction, brand satisfaction, innovativeness and social media marketing on brand loyalty, social media marketing on purchase intention. There is a negative and significant indirect relationship between customer engagement on brand loyalty mediated by brand satisfaction. There is an insignificant indirect relationship between innovativeness on brand satisfaction mediated by customer engagement, customer engagement and innovativeness on brand loyalty mediated by brand satisfaction and customer engagement, brand satisfaction, innovativeness and social media marketing on purchase intention mediated by brand loyalty.



Keywords: Brand Satisfaction, Customer Engagement, Innovativeness, Social Media Marketing, Brand Loyalty, Purchase Intention

INTRODUCTION

The tourism sector is crucial for reducing unemployment and enhancing a country's productivity (Jaffe & Pasternak, 2004). Currently, the focus of tourism has shifted from mass tourism to alternative tourism, often referred to as thematic tourism. This type of tourism highlights nature, culture, uniqueness, or local characteristics, catering to travelers seeking new experiences away from crowded destinations. Kediri City promotes thematic tourism through its Kampung Keren program, showcasing the regional potential of its communities. According to the 2020-2024 Kediri City RPJMD, this initiative leverages various local resources both human and natural that possess distinct characteristics and management methods to attract both domestic and international tourists. As reported by Radar Kediri on April 24, 2024, tourist visits to Kediri City rose by 31.37% in 2024 compared to the previous year. This increase has positively impacted the local economy. Data from the Disbudparpora indicates that from April 10-15, 2024, there were 9,196 visitors an increase of 2,196 from the same period last year.

The rise in tourist numbers in Kediri City is linked to visitor satisfaction with specific tourist destination brands, thereby boosting repeat visits. Higher brand satisfaction indeed fosters greater brand loyalty (Jamshidi and Roustia, 2020). Moreover, enhanced visitor participation and engagement play critical roles in elevating the overall enjoyment of these tourist brands. Customer engagement refers to behaviors driven by psychological and emotional connections to products, significantly impacting brand loyalty and social interaction (Hapsari, Clemes, and Dean, 2017). Active and intense interactions between visitors and tourism managers facilitated through social media, enhance visitor satisfaction by demonstrating attentiveness to individual needs. Such social interactivity strengthens customer engagement, ultimately contributing to higher brand loyalty, particularly evident in studies like Ting et al.'s (2020) analysis of social media impacts. Service innovations at tourist sites further elevate visitor satisfaction by offering distinctive experiences, thereby increasing visitor involvement in value-creation processes. Consumer innovation and customer engagement are multifaceted phenomena that influence brand loyalty positively (Bartkowiak and Michalak's, 2025). Effective use of social media marketing can improve brand image and value through viral campaigns on platforms like Facebook, enhancing consumer purchase intentions (Dehghani and Tumer, 2015). Products promoted via these channels also increase purchase likelihood (Balakrishnan et al., 2014). In summary, increased tourist numbers in

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Kediri City reflect higher satisfaction with local brands due to innovative services, active visitor participation, effective social media management, and enhanced customer engagement all contributing factors that strengthen brand loyalty among visitors.

Research Purposes

This research aims to :

1. To find out the prediction that Brand Satisfaction affect Brand Loyalty at Kampung Keren Kediri City.
2. To find out the prediction that Customer Engagement affect Brand Satisfaction at Kampung Keren Kediri City.
3. To find out the prediction that Customer Engagement affect Brand Loyalty at Kampung Keren Kediri City.
4. To find out the prediction that Innovativeness affect Customer Engagement at Kampung Keren Kediri City.
5. To find out the prediction that Innovativeness affect Brand Loyalty at Kampung Keren Kediri City.
6. To find out the prediction that Social Media Marketing affect Brand Loyalty at Kampung Keren Kediri City.
7. To find out the prediction that Social Media Marketing affect Purchase Intention at Kampung Keren Kediri City.
8. To find out the prediction that Brand Loyalty affect Purchase Intention at Kampung Keren Kediri City.
9. To find out the prediction that Innovativeness influences Brand Satisfaction through Customer Engagement as mediation at Kampung Keren Kediri City.
10. To find out the prediction that Customer Engagement influences Brand Loyalty through Brand Satisfaction as mediation at Kampung Keren Kediri City.
11. To find out the prediction that Customer Engagement influences Purchase Intention through Brand Loyalty as mediation at Kampung Keren Kediri City.
12. To find out the prediction that Brand Satisfaction influences Purchase Intention through Brand Loyalty as mediation at Kampung Keren Kediri City.
13. To find out the prediction that Innovativeness influences Brand Loyalty through Customer Engagement as mediation at Kampung Keren Kediri City.
14. To find out the prediction that Social Media Marketing influences Purchase Intention through Brand Loyalty as mediation at Kampung Keren Kediri City.



15. To find out the prediction that Innovativeness influences Purchase Intention through Brand Loyalty as mediation at Kampung Keren Kediri City.

LITERATURE REVIEW

Brand Satisfaction

According to Tse and Wilton (1988), satisfaction is the reaction of a customer to an evaluation of the discrepancy between their initial expectations and the actual performance of a product as perceived following its use. Building brand loyalty is one of its most important functions (Belaid and Behi, 2011; Drennan et al., 2015; Song et al., 2019). Customers' emotional perception of a brand is influenced by their overall experience with it over time, which is reflected in brand satisfaction (Song et al., 2019). Fullerton (2011) identifies three key indicators of brand satisfaction: 1). Equity, 2). Value, 3). Quality.

Customer Engagement

According to Harrigan and his colleagues (2017), customer participation plays a role in customer satisfaction. This idea has attracted much attention in academic studies and the industrial sector, particularly in areas such as environmental technology (Hollebeek, 2011). Another definition of customer engagement is a mental state that encompasses behavioural, cognitive, and emotional aspects (Brodie et al., 2011). Cheung and Lee (2011) categorize customer engagement into three indicators: 1). Process, 2). Social Media Marketing, 3). Psychological State.

Innovativeness

Innovation plays a crucial role in fostering brand loyalty, with innovation capability enhancing consumer loyalty (Foroudi et al., 2016). Rogers (1983) defines consumer innovation as the degree to which an individual or entity adopts new ideas earlier than others within a system. Im, Bayus, and Mason (2003) characterize consumer innate innovation as a general, unobservable inclination towards innovation applicable across various product categories. Additionally, innovation is recognized as a significant factor influencing customer engagement (Hollebeek & Chen, 2014). According to Eisenerich and Rubera (2010), innovativeness is the degree to which customers believe a brand can meet their needs in novel and practical ways. Perceived innovation is the consumer's view of a company's ongoing capacity to create new, creative products and solutions that positively impact society (Kunz et al., 2011). According to Ottenbacher & Gnoth (2015), innovativeness comprises



three indicators: 1). Product Quality Improvement, 2). Brand Promotion, 3). Greater Customer Loyalty.

Social Media Marketing

People with similar interests can connect with one another on social media to exchange ideas, opinions, and comments (Weber, 2007). Today's business plans must include social media because of its increasing popularity, cost-saving advantages, and competitive activity, which drive marketers to use social media marketing tactics. The objectives of these marketing initiatives are to boost sales, draw in new clients, enhance word-of-mouth advertising, and foster client loyalty (Tsimonis and Dimitriadis, 2014). According to Kaplan and Haenlein (2010), social media is a collection of web-based applications built on Web 2.0 principles and technologies that allow users to create and share content. Additionally, because updates are shared simultaneously and in real-time, social media gives customers timely information (Hamid et al., 2016). In contrast to traditional mass communication channels, social media encourages interaction, content sharing and collaboration between companies and their customers (Wang, 2012). In addition, social media also influences customer trust and purchase intentions and helps in consumer interaction (Hajli, 2013). According to Sanjaya (2020), there are 4 indicators, 1). Context, 2).Communication, 3). Collaboration, 4). Connection

Brand Loyalty

Brand loyalty is a common term in marketing, recognised by scientists and practitioners for the benefits it brings (Iglesias et al., 2011). Brand loyalty provides a way for consumers to indicate their satisfaction with the performance of a product or service (Bloemer and Kasper, 1995). Brand loyalty includes not only the purchase of an item but also the amount required at any given time. The conceptual framework describes it as a manifestation of behaviour related to a particular brand (Andreassen and Lindestad, 1997). This loyalty results in various marketing benefits, including lower marketing expenditure, gaining new customers, and better trading profits (Algesheimer et al., 2005). Brand loyalty reflects a strong commitment to consistently choose or repurchase a product or service in the future (Morrison and Crane, 2007). It is considered essential for organizational profitability and competitive strength (Aaker, 1996; Reichheld et al., 2000). Kuikka & Laukkanen (2012) identify two indicators of brand loyalty: 1). Attitudinal Loyalty, 2).Behavioral Loyalty.



Purchase Intention

Fang (2014) describes repurchase intention as the propensity of customers to repeatedly purchase products from the same manufacturer over extended periods. Wu (2014) notes that another term often used interchangeably with repurchase is "relational." Purchase intention refers to the consumer's intent or consideration regarding making a purchase, encompassing both the likelihood of purchasing a product and the amount required at any given time (Angel, 2004). In particular, the desire to buy is interpreted as the likelihood of consumers to acquire goods or services in the near future (Ajzen and Fishbein, 1980). According to Sharma and Chan (2016), there are three indicators of purchase intention: 1). No Hesitation, 2). Choice, 3). Will Recommend.

Conceptual Framework

From the description provided, a research framework can be developed as follows:

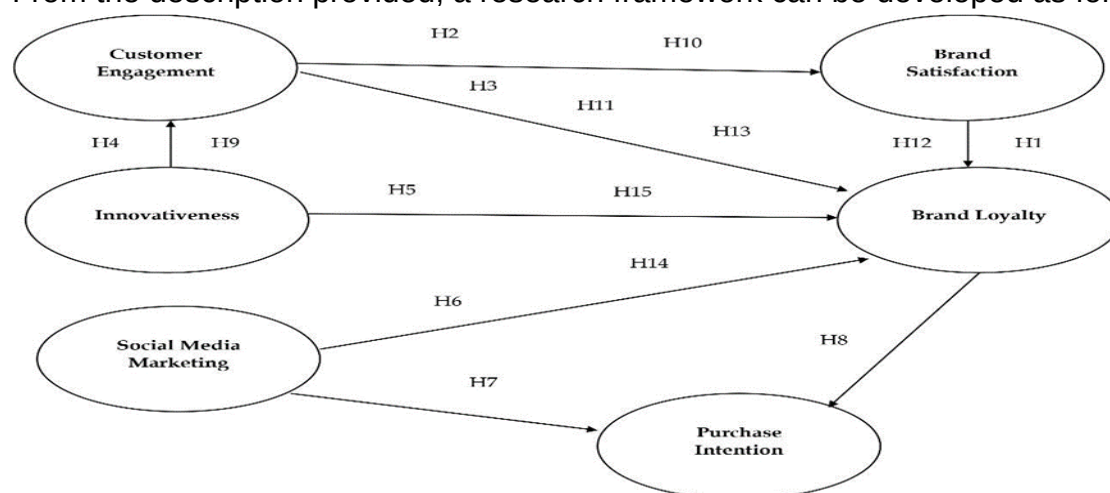


Figure 1. Full Model Testing

Research Hypothesis

Considering the issues and conceptual framework outlined above, the researcher proposes the following research hypothesis:

- H1 : Brand Satisfaction affect Brand Loyalty
- H2 : Customer Engagement affect Brand Satisfaction.
- H3 : Customer Engagement affect Brand Loyalty.
- H4 : Innovativeness affect Customer Engagement.
- H5 : Innovativeness affect Brand Loyalty.

- H6 : Social Media Marketing affect Brand Loyalty.
- H7 : Social Media Marketing affect Purchase Intention.
- H8 : Brand Loyalty affect Purchase Intention.
- H9 : Innovativeness influences Brand Satisfaction through Customer Engagement as mediation.
- H10 : Customer Engagement influences Brand Loyalty through Brand Satisfaction as mediation.
- H11 : Customer Engagement influences Purchase Intention through Brand Loyalty as mediation.
- H12 : Brand Satisfaction influences Purchase Intention through Brand Loyalty as mediation.
- H13 : Innovativeness influences Brand Loyalty through Customer Engagement as mediation.
- H14 : Social Media Marketing influences Purchase Intention through Brand Loyalty as mediation.
- H15 : Innovativeness influences Purchase Intention through Brand Loyalty as mediation.

RESEARCH METHODOLOGY

This research applies quantitative methods to collect data through questionnaire distribution using purposive sampling techniques. The population in this study was obtained from visitors in 8 Kampung Keren in Kediri City who use Instagram as their marketing media: 1). Kampung Wisata Tenun Ikat Bandar Kidul, 2). Kampung Tahu Tinalan, Kampung Wisata Religi Setonogedong, 4). Kampung Wisata Air Sumber Banteng, 5). Kampung Winner Kampungdalam, 6). Kampung Banaran Winatra, 7). Kampung Soto Ayam Tamanan, 8). Kampung Tani Jamsaren. The sample in this study were visitors to Kampung Keren, Kediri City, totaling 42 respondents collected using purposive sampling with criteria : 1). Visitors who have visited 8 Kampung Keren more than 1 time, 2). Have purchased products or services in the 8 Kampung Keren. Data collection using Google Form in September to October 2024 with a Likert scale of assessment points 1-5. Both primary and supplementary sources of information were used. The main sources of information include data obtained from interviews, observations, and questionnaires. Meanwhile, additional information sources contain data obtained from books and scientific articles. The information analysis method applied the SEM-PLS analysis technique and was processed using SmartPLS. This study has limitations in managing the sampling time used and the sample size is quite small.

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RESULTS AND DISCUSSION**Results****Respondent Characteristics**

Table 1 below contains the respondents' demographic information:

Table 1. Demographics Information and Respondent (N=42)

Variables	Categories	Frequency (N)	%
Gender	Male	12	28,6
	Female	30	71,4
Age	17-25 year	10	23,8
	26-40 year	29	69
	41-50 year	2	4,8
	51-75 year	1	2,4
Education	Senior High School	25	59,5
	Undergraduate	12	28,6
	Postgraduates	3	7,1
	PhD/Doctoral	2	4,8
Work	Student	10	23,8
	Civil Servants	2	4,8
	Private Employee	7	16,7
	Entrepreneur	10	23,8
	Teacher/Lecturer	5	11,9
	Other	8	19

Source: processed by researchers, 2024

Measurement Model

In order to evaluate the validity and reliability of the latent components, the measurement model was first examined in this study using confirmatory factor analysis (CFA). Table 2 below displays the findings of the fit, validity, and reliability tests:



Table 2. Measurement and Items

Construct	Item Codes	Item Loading	Cronbach's Alpha	CR	AVE
Brand Satisfaction (Fullerton, 2011)			0,921	0,949	0,861
1. You feel the value you receive is worth the the cost incurred to purchase the product or services in this Kampung Keren.		0.910			
2. You feel that your experience of visiting this Kampung Keren is comparable to the experience you get from tourist villages in other cities.					
3. You are satisfied with the benefits received compared to your expectations of this Kampung Keren.					
4. You are satisfied with the quality of products or services offered by this Kampung Keren.		0.912			
5. You feel that the price you pay is comparable with the quality and benefits received from products or services in this Kampung Keren.					
6. You feel the benefits of using products or services in this Kampung Keren are better than tourist kampongs in other cities.					
7. You are satisfied with the quality of products or services received from this Kampung Keren.		0.962			
8. The quality of the products or ser- vices you receive from this Kampung Keren is consistent throughout your experience.					
9. Products or services from this Kampung Keren meet your expectations in terms of reliability and performance.					
Customer Engagement (Cheung & Lee, 2011)			0.973	.982	.948
10. You often interact with content shared on this Kampung Keren social media platform.		0.972			
11. You feel involved in the discussions on this Kampung Keren social media platform.					
12. You feel compelled to return to this Kampung Keren social media platform after a previous interaction.					



13. You often share content from your account.	0.968			
14. You recommend this Kampung Keren social media platform to your friends or family.				
15. You actively participate in activities or events organized by the community on this Kampung Keren social media platform.				
16. You feel emotionally connected to the community on this Kampung Keren social media platform.	0.982			
17. You are engaged when using this Kampung Keren social media platform.				
18. You often feel energized when interacting on this Kampung Keren social media platform.				
Innovativeness (Ottenbacher & Gnoth, 2015)		0.877	.924	,802
19. You agree that the innovations introduced have improved the quality of the products or services offered to visitors.	0.844			
20. Do you feel that the product or service introduced met expectations in terms of quality				
21. You evaluate the quality of the product or service to ensure that the MSMEs and managers of this Kampung Keren tour meet the expected standards.				
22. You consider the promotional strategies used to introduce new innovations to increase brand awareness to be effective.	0.897			
23. You feel that the innovations introduced have contributed to improving the brand image of this Kampung Keren.				
24. You often provide feedback to adjust the promotional strategy of this Kampung Keren brand with the innovations launched.				
25. Do you agree that the innovations introduced have increased the level of visitor satisfaction and encouraged you to use the products or services again?	0.943			
26. You feel visitors are more likely to recommend the product or service to others after the launch of the innovation.				
27. You agree that as a visitor, you are more loyal to visiting this Kampung Keren after the innovation.				
Social Media Marketing (Sanjaya, 2020)		0.919	0.940	0.797



28. You often see relevant and interesting content from this Kampung Keren social media platform.	0.914			
29. The information conveyed through this Kampung Keren social media platform helps you understand the product or service better.				
30. The content shared through the Kampung Keren social media platform is in line with your interests and needs as a visitor.				
31. The admin of this Kampung Keren social media platform is quick to respond to your questions or comments on social media.	0.847			
32. Communication through the Kampung Keren social media platform is clear and informative.				
33. You feel involved in the conversations being had through this Kampung Keren social media platform.				
34. You often participate in the content generated by this Kampung Keren social media platform.	0.950			
35. You feel it encourages interaction and collaboration between followers on this Kampung Keren social media platform.				
36. The admin of this Kampung Keren social media platform invites you to provide feedback or suggestions regarding its products or services through its social media.				
37. You feel connected to this Kampung Keren through interactions on its social media platforms.	0.856			
38. Do you think the admins of Kampung Keren social media platforms maintain a good relationship with their followers on social media?				
39. You feel like the admins of Kampung Keren platforms provide meaningful feedback on your interactions on social media.				
Brand Loyalty (Kuikka & Laukkanen, 2012)		0,918	0.961	0.924
40. You feel emotionally attached to the Kampung Keren you've visited.	0.963			
41. You recommend this Kampung Keren to your friends and family.				
42. You feel that this Kampung Keren fulfills your expectations compared to visiting a tourist kampong in another city.				



43. You have purchased products or services in this Kampung Keren more often than in other another city in the past month.	0.960			
44. You are likely to choose this Kampung Keren whenever you want to travel.				
45. You continue to visit this Kampung Keren in the future.				
Purchase Intention (Sharma & Chan, 2016)		0,798	,881	.714
46. You will buy products or services in this Kampung Keren if you visit there.	0.893			
47. You won't hesitate to buy products or services in this Kampung Keren when you find an attractive offer.				
48. If you have the opportunity, you will buy products or services in this Kampung Keren without a second thought.				
49. You'd rather buy a product or service in this Kampung Keren if it's cheaper.	0.940			
50. When considering a purchase, you are more likely to choose a product or service in a Kampung Keren than in a tourist kampung in another city.				
51. You feel that buying a product or service in a Kampung Keren is a good choice in certain situations.				
52. You will recommend products or services in this Kampung Keren to your friends if you are satisfied with your purchase.	0.680			
53. If you buy a product or service in this Kampung Keren, you will recommend it to others.				
54. You believe that the products or services would be a good choice and would recommend it to others, recommend it to others.				

Source: processed by researchers, 2024

Factor loadings from this study show that all items relate to constructs whose values are more than 0.7, as well as Average Variance Extracted (AVE) values that exceed 0.6. This indicates sufficient convergent validity as suggested (Hair et al., 2021). In addition, the Composite Reliability (CR) also shows a value of more than 0.7 which is the minimum acceptable threshold (Fornell & Larcker, 1981). According to Table 2, both indices meet the minimal requirement of 0.7 for every construct, demonstrating respectable internal consistency and reliability.



Table 3. Discriminant Validity (Fornell-Lecker Criterion)

Variables	BL	BS	CE	IN	PI	SMM
Brand Loyalty	0.961					
Brand Satisfaction	0.649	0.928				
Customer Engagement	0.131	-0.159	0.974			
Innovativeness	0.804	0.756	0.406	0.896		
Purchase Intention	0.880	0.783	0.130	0.823	0.845	
Social Media Marketing	0.575	0.235	0.828	0.745	0.539	0.893

Source: processed by researchers, 2024

The values for customer engagement, brand loyalty, and brand happiness seem to spread less than 0.65 and more than 0.85, according to the discriminant validity table above. This indicates that the research data's discriminant validity value functions effectively. The research data on the factors of innovativeness, buy intention, and social media marketing, on the other hand, performs worse because their values range from 0.65 to 0.85. Additionally, discriminant validity, as assessed by the HTMT correlation ratio and the Fornell-Larcker criterion, demonstrates how well one construct may be differentiated from another (Qing et al., 2023)

Table 4. Discriminant Validity Heterotrait-Monotrait (HTMT) ratio.

Variables	BL	BS	CE	IN	PI	SMM
Brand Loyalty						
Brand Satisfaction	0.687					
Customer Engagement	0.216	0.191				
Innovativeness	0.889	0.852	0.423			
Purchase Intention	0.994	0.886	0.221	0.937		
Social Media Marketing	0.569	0.276	0.915	0.759	0.565	

Source: processed by researchers, 2024

The values for customer engagement, brand loyalty, and brand happiness seem to spread less than 0.65 and more than 0.85, according to the discriminant validity table above. This indicates that the research data's discriminant validity value functions effectively. The research data on the factors of innovativeness, buy intention, and social media marketing, on the other hand, performs worse because their values range from 0.65 to 0.85. Additionally, discriminant validity, as assessed by the HTMT correlation ratio and the Fornell-Larcker



criterion, demonstrates how well one construct may be differentiated from another (Qing et al., 2023).

In this study, R² assesses how strongly the predictor can explain the outcome construct (Hair et al, 2017). Based on Hair et al (2017), the R Square value categories include 0.75 which is considered very important, 0.50 which is considered medium, and 0.25 which is considered less strong.

Table 5. Coefficients of Determined (R²)

	R-Square	Adjusted R-Square
Brand Loyalty	0.786	0.764
Brand Satisfaction	0.025	0.001
Customer Engagement	0.165	0.144
Purchase Intention	0.776	0.765

Source: processed by researchers, 2024

Based on the table above, the brand loyalty variable value is 0.786 or 78.6%, the brand satisfaction value is 0.025 or 2.5%, the customer engagement value is 0.165 or 16.5% and the purchase intention value is 0.776 or 77.6%. Therefore, the percentage value of R² shows the vital and weak categories of this research in sampling.

Table 6. Inner VIF Values

Variables	Brand Loyalty	Brand Satisfaction	Customer Engagement	Purchase Intention
Brand Loyalty				1.493
Brand Satisfaction	6.359			
Customer Engagement	5.501	1.000		
Innovativeness	11.494		1.000	
Social Media Marketing	9.382			1.493

Source: processed by researchers, 2024

Based on the table above, the matrix results of the core value value of the brand satisfaction variable to brand loyalty are $6,359 < 10,000$, the customer engagement variable compared to brand loyalty is $5,501 < 10,000$, the customer engagement variable to brand



satisfaction is $1,000 < 10,000$, the innovativeness variable to customer engagement is $1,000 < 10,000$, the social media marketing variable to brand loyalty is $9,382 < 10,000$, and the social media marketing variable to purchase intention is $1,493 < 10,000$. Of these variables, VIF which is less than 10 indicates that there is no violation of the multicollinearity assumption test. Meanwhile, the value of innovativeness variable on brand loyalty is $11,494 < 10,000$, which indicates that multicollinearity does not occur.

Hypothesis Testing

The significance was determined by examining the path coefficients from the test results conducted through PLS and bootstrapping procedures, as seen in tables 7 and 8 below:

Table 7. Hypothesis Testing Results (Direct Influence) via Bootstrapping

Hypothesis	B	T Value	P-Values	Conclusion
H1 = X1 → Y1	-0,238	0.512	0.609	Reject
H2 = X2 → X1	-0.159	0.634	0.527	Reject
H3 = X2 → Y1	-0.866	2.280	0.023	Supported
H4 = X3 → X2	0.406	2.363	0.019	Supported
H5 = X3 → Y1	0.744	1.285	0.199	Reject
H6 = X4 → Y1	0.793	1.844	0.066	Reject
H7 = X4 → Y2	0.050	0.492	0.623	Reject
H8 = Y1 → Y2	0.851	12.703	0.000	Supported

Source: processed by researchers, 2024

In the table above, there are several positive and significant relationships in the influence between innovativeness variables on customer engagement ($B = 0.406$ and P Values $0.019 < 0.05$) and brand loyalty variables on purchase intention ($B = 0.851$ and P Values $0.000 < 0.05$), this supports hypotheses H4 and H8. While there is a negative and significant relationship between the effect of customer engagement variables on brand loyalty ($B = -0.866$ and P Values $0.023 < 0.05$), this supports hypothesis H3. There are several insignificant relationships in other hypotheses, on the influence between innovativeness



variables on brand loyalty ($B = 0.744$ and P Values $0.199 > 0.05$), social media marketing variables on brand loyalty ($B = 0.793$ and P Values $0.066 > 0.05$), social media marketing variables on purchase intention ($B = 0.050$ and P Values $0.623 > 0.05$ and brand satisfaction variables on brand loyalty ($B = -0.238$ and P Values $0.609 > 0.05$) and customer engagement variables on brand satisfaction ($B = -0.159$ and P Values $0.527 > 0.05$), this proves that it does not support the hypotheses H1, H2, H5, H6, H7.

Table 8. Hypothesis Testing Results (Indirect Influence) via Bootstrapping

Hypothesis	B	T Value	P-Values	Conclusion
H9 = $X_3 \rightarrow X_2 \rightarrow X_1$	-0.064	0.590	0.555	Reject
H10 = $X_2 \rightarrow X_1 \rightarrow Y_1$	0.038	0.236	0.813	Reject
H11 = $X_2 \rightarrow X_1 \rightarrow Y_1$	-0.737	2.189	0.029	Supported
H12 = $X_1 \rightarrow Y_1 \rightarrow Y_2$	-0.202	0.518	0.605	Reject
H13 = $X_3 \rightarrow X_2 \rightarrow Y_1$	-0.352	1.702	0.089	Reject
H14 = $X_4 \rightarrow Y_1 \rightarrow Y_2$	0.675	1.679	0.094	Reject
H15 = $X_3 \rightarrow Y_1 \rightarrow Y_2$	0.633	1.354	0.176	Reject

Source: processed by researchers, 2024

In the table above, an indirect negative and significant relationship is found in the influence between customer engagement variables on brand loyalty mediated by brand satisfaction ($B = -0.737$ and P Values $0.029 < 0.05$), this supports hypothesis H11. In this study there are also several insignificant relationships in the influence between customer engagement variables on brand loyalty mediated by brand satisfaction ($B = 0.038$ and P Values $0.813 > 0.05$), social media marketing variables on purchase intention mediated by brand loyalty ($B = 0.675$ and P Values $0.094 > 0.05$), innovativeness variables on purchase intention mediated by brand loyalty ($B = 0.633$ and P Values $0.176 > 0.05$), innovativeness variable on brand satisfaction mediated by customer engagement ($B = -0.064$ and P Values $0.555 > 0.05$), the brand satisfaction variable on purchase intention mediated by brand loyalty ($B = -0.202$ and P Values $0.605 > 0.05$) and innovativeness variable on brand loyalty mediated by customer engagement ($B = -0.352$ and P Values $0.089 > 0.05$), this proves that there is no support for hypotheses H9, H10, H12, H13, H14, H15.



DISCUSSION

According to the findings of the aforementioned study, innovativeness and consumer involvement in Kampung Keren have a favourable and significant direct link. This proves that service innovation in kampung keren can create new experiences for visitors and encourage them to be more involved in promoting through social media. This is because innovation creates greater curiosity and interest. Innovation also opens up opportunities for visitors to participate in the creation of shared value. Innovation can also encourage visitor engagement (Omar et al., 2018). This engagement not only improves the visitor experience but also gives a sense of ownership of the product or service offered. Innovation and customer participation are positively interrelated to customer value creation behaviour. In addition, customer participation can be an intermediary in the relationship between innovation and value creation behaviour of visitors (Yen et al., 2020).

There is a positive and significant direct relationship between brand loyalty and purchase intention in Kampung keren. This indicates that the greater the loyalty of visitors in Kampung keren, the higher the likelihood of them making a purchase in the future. When visitors are satisfied with their experience at Kampung keren, they are more likely to come back and recommend the place to others, which ultimately increases purchase intention. Brand loyalty has a positive impact on purchase intention (Yaseen & Mazahir, 2019). According to several studies (Souiden & Pons, 2009; Chi, Yeh, Yang, 2009; Jalilvand et al., 2011; Tariq et al., 2013; Schivinski Dabrowski, 2013), brand loyalty also positively influences purchase intention. Purchase intention is positively and significantly impacted by brand loyalty (Danish et al., 2018).

In Kampung Keren, there is a direct and negative correlation between brand loyalty and customer engagement. When visitors are actively involved in social media owned by Kampung Keren, they tend to feel emotionally connected which can increase their loyalty to Kampung Keren. However, visitors only participate in promoting products or services in kampung keren at certain moments. Customer engagement affects customer loyalty. This is evident from the benefits of engaging branding with customers and marketing brands to build a loyal customer base (Islam & Rahman, 2016). Customer engagement affects customer loyalty (Brodie et al., 2013; Dessart et al., 2015; Vivek et al., 2012).

There is an insignificant direct relationship between brand satisfaction and brand loyalty in Kampung keren. Visitors who tend to be satisfied can recommend kampung Keren to others, this can increase brand loyalty. However, a satisfying experience in kampung keren cannot create an emotional bond between visitors and kampung keren. This is not the case since brand loyalty is directly and significantly impacted by brand satisfaction (Ghorbanzadeh

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& Rahehagh, 2021). Brand satisfaction is one of the elements that influence brand loyalty (Jones and Suh, 2000).

In Kampung Keren, there is a negligible direct correlation between brand satisfaction and customer involvement. Active interaction between visitors and kampung keren through social media should encourage positive interactions. When visitors are involved in the promotion of kampung keren through social media, the experience they get is often unsatisfactory, so it has no effect on their level of satisfaction when visiting this cool village. This is different from customer engagement which can have a significant impact on satisfaction, and this will be important feedback for the manager. This will be important feedback for tourist attraction managers in developing customer engagement programmes to increase visitor satisfaction (Abror et al., 2019). According to Harrigan et al. (2017), customer satisfaction is positively impacted by customer interaction. Brand loyalty and engagement are strongly correlated (Jayasingh, 2019).

There is an insignificant direct relationship between innovativeness and brand loyalty in Kampung keren. Although the innovation of products or services in Kampung Keren has an impact on visitor involvement in promoting on their social media, this cannot increase visitor satisfaction, which is a key factor in building loyalty. Visitors tend not to be loyal to posting on social media about kampung keren that they consider unique and innovative. Innovative kampung keren only received positive recommendations from visitors a few times, which resulted in a decrease in visitor loyalty. This is different from innovation which is directly related to brand loyalty (Lin et al., 2019). Brand innovation (through differentiation) influences loyalty, food quality, and service quality mediate some of these influences (Kim et al., 2021). Innovation is one of the elements that help build brand loyalty and innovation capabilities can play a role in strengthening customer loyalty (Foroudi et al., 2016).

There is an insignificant direct relationship between social media marketing and brand loyalty and purchase intention in Kampung Keren. Social media platforms can be utilised to communicate directly with visitors. This communication forms a more personal and emotional bond between Kampung Keren and visitors, which can strengthen their loyalty to Kampung Keren. This is because visitors are more likely to consider visiting tourist destinations that they have known before. However, marketing activities through social media are not able to increase awareness to always visit Kampung Keren, which in turn does not encourage visitors' purchase intention towards Kampung Keren. In contrast, social media marketing has a major impact on brand loyalty and purchase intention (Patria Laksamana, 2018). Social media marketing influences consumers' intentions to make purchases (Kim and Ko, 2010). Brand



loyalty can also be increased through social media marketing (Laroche et al., 2013). Social media marketing can boost brand loyalty (DÜLEK & AYDIN, 2020).

In Kampung Keren, brand satisfaction acts as a mediator in a negative and noteworthy indirect relationship between customer engagement and brand loyalty. When visitors are involved in promotional activities on social media in kampung keren, they lack a satisfying experience. This unsatisfactory experience can only slightly increase their satisfaction with kampung keren. This has an impact on the limited desire of visitors to recommend kampung keren again to others to others.

There is an insignificant indirect relationship between innovativeness and brand satisfaction mediated by customer engagement in Kampung keren. The innovation of products or services in Kampung Keren is able to create new experiences for visitors and encourage them to be more involved in promoting through Kampung Keren social media. When visitors are involved in promoting Kampung Keren social media, they only have a few satisfying experiences, so it has no impact on their level of satisfaction when visiting Kampung Keren. In Kampung Keren, there is a negligible indirect relationship between consumer engagement and innovativeness on brand loyalty, which is mediated via customer engagement and brand satisfaction. When visitors feel involved in promoting kampung Keren social media, they tend to have a better experience, thus increasing their satisfaction. Visitors to Kampung Keren who are satisfied with the better experience cannot influence others to return to visit kampung keren and also cannot recommend it to others. Product or service innovations in kampung keren can create new experiences for visitors that encourage them to be involved in promoting through social media. This innovation open up opportunities for visitors to participate in the creation of shared value. However, visitors who are involved in promoting products or services in kampung keren can only contribute at certain moments.

Brand loyalty influences purchase intention, while the indirect relationship between brand satisfaction, innovation, and social media marketing is less significant. Dissatisfied visitors are less likely to recommend Kampung Keren to others, which may reduce their loyalty to return to the venue. Visitors are usually less loyal to social media content about Kampung Keren that they consider unique and innovative. Marketing activities on social media did not succeed in raising awareness to continue visiting Kampung Keren, which ultimately did not support visitors' purchase intention in this Kampung Keren.

CONCLUSION

According to this research, innovativeness and customer engagement, brand loyalty, and purchase intention are positively and significantly correlated. When visitors feel that the

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products or services offered by kampung keren are unique and interesting, visitors are also involved in promoting kampung keren on their social media. The loyalty of visitors to visit Kampung Keren can lead to increased purchase intention of visitors to the products or services offered in this Kampung Keren. Customer engagement and brand loyalty are negatively and significantly correlated. When visitors have been involved in promoting kampung Keren on social media, this directly proves that visitors will loyally visit kampung keren in the future, even though it is not a frequent intensity in visiting the place. Customer involvement has a negligible direct correlation with brand contentment, brand satisfaction, innovativeness, brand loyalty, and buy intention due to social media marketing. Although visitors are involved in the promotion of Kampung Keren on social media, the level of visitor satisfaction is still low for the products or services offered in this Kampung Keren. Even though there has been product or service innovation offered, this can still reduce the level of visitor loyalty to return to visit Kampung Keren. The involvement of visitors in posting on social media also has no impact on visitors purchase intentions. There is a negative and significant indirect relationship between customer engagement and brand loyalty. Mediated by brand satisfaction. Although visitors have been involved in the social media promotion of Kampung Keren, this also proves an increase in visitor satisfaction, but this has no impact on visitor loyalty to visit this kampung Keren again. Customer engagement, brand satisfaction, innovativeness, and social media marketing on purchase intention are all mediated by brand loyalty, and there is a negligible indirect relationship between innovativeness and brand satisfaction mediated by customer engagement, customer engagement, and innovativeness on brand loyalty. The availability of unique and interesting products or services in this kampung keren has increased visitor satisfaction while visiting there, but not all are willing to post that satisfaction on their social media. Visitors are less likely to return when they don't participate in posting goods or services in the kampung keren, which affects their desire to make a purchase.

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