



Peran Elemen Media Sosial Dalam Mendorong Kreasi dan Keterlibatan Konsumen

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Abstrak. Penelitian ini mengembangkan secara empiris dalam menguji model penelitian dampak dari lima elemen Social Media Marketing (SMM): entertainment, customization, interactivity, electronic-word-of-mouth (eWOM) and trendiness terhadap niat konsumen untuk berpartisipasi dalam penciptaan bersama nilai dan pada konsumen - keterlibatan merek (CBE) dan dirasakan nilai merek pada gilirannya. analisis yang digunakan dalam penelitian ini yaitu pengguna aplikasi nike running yang merupakan produk teknologi kesehatan. Teknologi ini memungkinkan konsumen untuk menikmati pengalaman brand yang unik dalam proses berbagi pengalaman mereka dalam menggunakan produk teknologi perawatan kesehatan yang dapat di unggah di platform media sosial. Data yang diperoleh menggunakan Google form sebanyak 229 responnden, pengguna Nike Running Indonesia. Penelitian ini menggunakan metode uji validitas dan reliabilitas untuk pengujiannya. Hasil penelitian ini menjelaskan bahwa customization, ewom, interactivity berpengaruh positif terhadap value co-creation, sedangkan entertainment dan trendiness tidak. Sehingga hasil penelita ini dapat berguna bagi para manajer perusahaan untuk dapat mengembangkan dengan adanya peran media sosial.

Keywords: Consumer-Brand Engagement; Perceived Brand Value; Social Media Marketing; Wearable Healthcare Technology

Abstract. This study examines the impact of the five elements of Social Media Marketing (SMM): entertainment, customization, interactivity, electronic-word-of-mouth (eWOM) and trendiness on consumer intentions to participate in co-creation of value. The analysis used in this study is the user of the Nike running application which is a health technology product. Data obtained using Google forms as many as 229 respondents, users of Nike Running Indonesia. This research uses validity and reliability test methods for testing. This technology allows consumers to enjoy a unique brand experience in the process of sharing their experiences using health care technology products that can be uploaded on social media platforms. The results of this study explain that customization, ewom, interactivity have a positive effect on value co-creation, while entertainment and trendiness do not. So that the results of this research can be useful for company managers to be able to develop with the role of social media.

Keywords: Consumer-Brand Engagement; Perceived Brand Value; Social Media Marketing; Wearable Healthcare Technology



A. PENDAHULUAN

Perkembangan media sosial saat ini telah mendorong dimulainya penciptaan brand value yang akhirnya membentuk penelitian pada media sosial. Consumer Brand Engagement atau disingkat dengan CBE. CBE telah merangkum total pengalaman merek konsumen, yang terdiri dari perhatian (attention), emosi (emotion), dan aktivasi (activation) dan ini diakui sebagai hasil yang menguntungkan dari proses penciptaan bersama (Gambetti et al., 2012) dan (Chathoth et al., 2016). Fenomena dalam penelitian ini adalah seberapa besar customer brand engagement terhadap perceived brand value. Selain itu penelitian ini harus melakukan kreativitas dari brand yang ada. Hasil penelitian tentang co-creation yang terkait dengan CBE, menjadi penting dalam menumbuhkan nilai merek yang dirasakan oleh konsumen (Algharabat et al., 2019; Prancis et al., 2015, 2018; Hsieh dan Chang, 2016) hal ini dapat menyebabkan kontribusi pada kesuksesan merek (Frasquet-Deltoro et al., 2019; Gomez et al., 2019).

Penelitian SL dan S-DL berfokus pada penciptaan pengalaman nilai yang saling diperlukan oleh konsumen dan merek, sesuai dengan hasil penelitian (Jaakkola et al., 2015; Vargo dan Lusch, 2008). Oleh karena itu, penciptaan bersama nilai merangkum kegiatan kolaboratif oleh konsumen dan merek untuk menciptakan nilai material dan simbolis untuk kedua belah pihak berdasarkan hasil penelitian (Galvagno dan Dalli, 2014; Nysveen dan Pedersen, 2014), seperti yang secara independen dirasakan oleh pihak-pihak ini, dan memainkan peran yang cukup besar dalam menentukan kesuksesan merek (Prancis et al., 2015).

Penelitian ini mengembangkan kerangka konseptual terintegrasi berdasarkan teori pertukaran sosial (SET) yang terdiri dari hipotesis yang berpusat pada elemen SMM sebagai antecedents (variabel independen) dalam model penelitian, dengan nilai co-creation. CBE dan brand value merupakan variabel dependen. Model penelitian ini kemudian diuji dengan menganalisis dampak dari lima elemen SMM yang dianggap sebagai antecedent potensial terdiri dari: entertainment, customization, interactivity, eWOM, trendiness. Motivasi dalam penelitian ini adalah ingin mengetahui seberapa besar pengaruh peranan elemen- elemen dalam media sosial untuk mendorong co-creation- dan engagement. Elemen- elemen di dalam media sosial yang diteliti meliputi: entertainment, customization, interactivity, eWOM, trendiness.

B. KAJIAN LITERATUR

Sosial Media Marketing (SMM)

Dalam Sosial Media Marketing kegiatannya memberikan informasi yang mudah diakses, murah, menghibur disesuaikan dengan trending masa kini. Dengan demikian, SMM dapat menjadi fasilitator penting bagi konsumen dalam proses penciptaan nilai, dan merek untuk berinteraksi dan berkomunikasi dengan konsumen, sehingga dapat memperkuat kemampuan konsumen untuk terlibat dengan merek dalam proses penciptaan merek yang memiliki nilai kondusif untuk saling meningkatkan hasil yang lebih baik (Frasquet-Deltoro et al., 2019). Value co-creation terdiri dari dimensi-dimensi yang ada pada perkembangan SMM didukung oleh beberapa elemen, antara lain: entertainment, customization, interactivity, eWOM, trendiness. SMM sebagai elemen yang efektif dalam mendorong value co-creation.

Entertainment

Peranan social media marketing adalah untuk menghibur dan mendorong partisipasi konsumen dalam interaktif terkait merek. (Harwood dan Garry, 2015) secara keseluruhan, konsumen mendapatkan motivasi yang lebih kuat untuk berpartisipasi dalam kegiatan



terkait merek (seperti penciptaan bersama nilai merek) dan untuk berbagi pengalaman dengan orang lain di media sosial ketika mereka menikmati pengalaman merek yang menyenangkan yang diperoleh dari konten yang menghibur (Bianchi dan Andrews, 2018).

Customization

Customization menjelaskan mengenai sejauh mana merek menggunakan platform media sosial untuk menawarkan penawaran yang disesuaikan, yaitu informasi dan layanan yang dipersonalisasi dengan memperhitungkan preferensi (Yadav dan Rahman, 2018). Kustomisasi memudahkan untuk menjangkau konsumen, dengan memperkuat nilai merek yang dirasakan konsumen (Seo and Park, 2018). Konten yang disesuaikan dengan preferensi konsumen memberikan pengalaman merek yang dipersonalisasi, membangun pengakuan merek dan pengetahuan merek yang kuat dan positif dalam pikiran konsumen (Cheung et al., 2020c).

Interactivity

Interaktivitas mencerminkan sejauh mana kegiatan SMM mendukung komunikasi dua arah antara konsumen dan merek, serta pertukaran informasi dan ide terkait merek antara konsumen dan rekan-rekan yang berpikiran sama (Heggde dan Shainesh, 2018; Muntinga et al., 2011), memperkuat interaktivitas merek yang dirasakan (Prancis et al., 2016; Manthiou et al., 2013). Dianggap sebagai salah satu komponen paling penting dalam mendorong niat konsumen untuk menciptakan bersama nilai di platform media sosial (Liu et al., 2019), dan cara paling efektif untuk memperkuat hubungan konsumen-merek, interaktivitas berakar pada komunikasi dua arah di antara merek dan konsumen (Merrilees, 2016).

Electronic Word Of Mouth (eWOM)

Peranan eWOM mengacu pada komunikasi yang dibuat oleh pelanggan potensial, aktual atau mantan tentang produk, merek atau perusahaan yang menggunakan platform media sosial (Hennig-Thurau et al., 2004). Mirip dengan interaktivitas, penciptaan dan berbagi eWOM mendorong partisipasi konsumen dalam komunitas merek media sosial (Kudeshia dan Kumar, 2017).

Trendiness

Teori Trendiness yang menjelaskan mengenai sejauh mana informasi yang tersedia di platform media sosial merek adalah up-to-the-minute dan modis, seperti pembaruan, berita terbaru dan topik hangat saat ini tentang merek (Cheung et al., 2020b; Naaman dkk., 2011) dan Informasi trendi menarik perhatian konsumen, terutama mereka yang termotivasi untuk tetap mendapatkan informasi terbaru menurut (Ramadhan et al., 2018). Untuk tetap trendi, merek sering memperbarui halaman media sosial mereka, berbagi berita terbaru tentang merek, seperti pengembangan produk dan penawaran terbaru. Karena tujuan dari trendi untuk memperkuat kualitas informasi halaman media sosial mereka, sehingga mendorong konsumen untuk terlibat dalam penciptaan bersama nilai dengan merek di komunitas merek media sosial (Constantinides, 2014; Islam dan Rahman, 2017; Yadav dan Rahman, 2018).

Social Exchange Theory (SET)

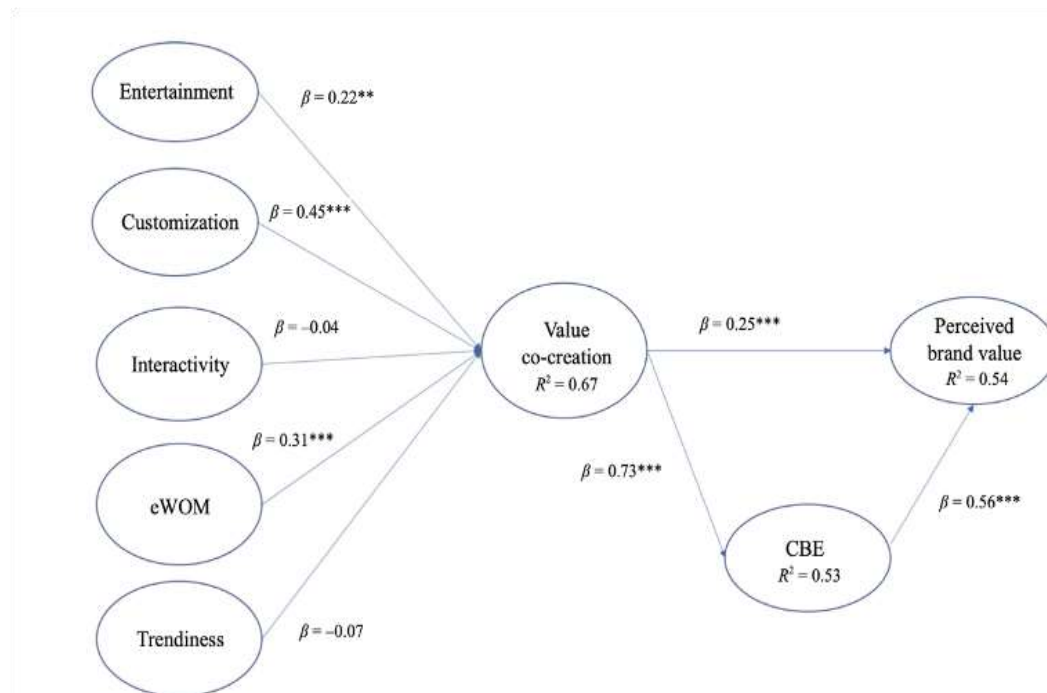
Berdasarkan hasil penelitian dari artikel *The role of social media elements in driving co-creation and engagement*. Dalam teori ini menjelaskan bagaimana individu terlibat dalam hubungan dengan mitra pertukaran mereka dari perspektif biaya-manfaat dan bagaimana hubungan berkembang dalam jangka panjang (Homans, 1974). Brand engagement adalah perbedaan individu yang menunjukkan kecenderungan konsumen



untuk memasukkan merek-merek penting sebagai bagian dari bagaimana mereka melihat diri mereka sendiri (Sprott, Czellar, and Spagenberg, 2009). Customer brand engagement didefinisikan sebagai tingkatan dari motivasi individu seorang konsumen, yang berhubungan dengan merek dan pemikiran yang bergantung pada konteks dikarakteristikan oleh tahapan spesifik yaitu kognitif, emosional dan perilaku yang berinteraksi langsung dengan merek (Hollebeek, 2011).

Teori penciptaan Nilai dan Merek (Perceived Brand Value)

Perceived value adalah sebagai nilai yang dipikirkan pelanggan yang menjadi selisih antara evaluasi calon pelanggan atas semua manfaat serta semua biaya tawaran tertentu dan alternatif lain yang dipikirkan atas sekumpulan manfaat ekonomis, fungsional dan psikologis yang diharapkan oleh pelanggan (kotler dan amstong, 2008). Kesadaran akan pentingnya penciptaan nilai dalam memperkuat merek yang dirasakan konsumen tentang antecedent dan konsekuensi penciptaan bersama nilai (Chathoth et al., 2016). peran komunikasi media sosial dalam mendorong nilai penciptaan, dan efek berikutnya pada Customer brand engagement (Cheung et al., 2020c; Prancis dkk., 2015; Van Doorn dkk., 2010). hubungan antara persepsi konsumen tentang media sosial dan partisipasi penciptaan nilai, terutama dampak elemen SMM yang berbeda pada konsumen untuk berpartisipasi dalam penciptaan bersama nilai merek dan pada CBE (Kamboj et al., 2018; Tajvidi dkk., 2020; Zadeh dkk., 2019).



Sumber : *The Role Of Social Media Elements In Driving Co-Creation And Engagement (2021)*

Gambar 1. Rerangka Konseptual



Pengembangan Hipotesis

- H1: Entertainment memiliki pengaruh positif terhadap perceived brand value
 H2: Customization memiliki pengaruh positif terhadap perceived brand value
 H3: Interactivity memiliki pengaruh positif terhadap perceived brand value
 H4: eWOM mempunyai pengaruh positif terhadap perceived brand value
 H5: Trendiness mempunyai pengaruh positif terhadap perceived brand value
 H6: Value co-creation berpengaruh positif terhadap CBE
 H7: Value Co-creation berpengaruh positif terhadap perceived brand value
 H8: CBE berpengaruh positif terhadap perceived brand value

C. METODOLOGI PENELITIAN

Penelitian ini mengenai Peran elemen media sosial dalam mendorong penciptaan dan keterlibatan konsumen. penelitian ini terdiri dari variabel *Entertainment, Customization, Interactivity, Ewom, Trendiness, Value Co-Creation, CBE, Dan Perceived Brand Value*. Unit analisis yang digunakan dalam penelitian ini adalah individu pengguna aplikasi *nike running* yang merupakan produk teknologi kesehatan.

Penelitian ini memperoleh data dari sumber data primer, yaitu data yang diperoleh langsung oleh peneliti untuk tujuan tertentu dari studi (Sekaran dan Bougie, 2018). Data diperoleh dengan menyebarkan kuesioner menggunakan *google form* dan diisi oleh responden secara online. responden akan menjawab 20 pertanyaan pada kuesioner tersebut dengan skala 1 - 5. Ukuran sampel diambil dengan menggunakan rumus (Hair et al., 2017) dimana jumlah indikator dikali 10 sehingga sampel dalam penelitian ini ditargetkan sebanyak 200 responden. peneliti mengumpulkan 229 responden untuk menjawab pertanyaan dalam kuesioner.

Dalam penelitian dapat dipastikan bahwa sebanyak 20 *item* yang digunakan untuk mengukur konstruk penelitian :

Tabel 1 Daftar Pernyataan

VARIABEL	PERNYATAAN
Entertainment	Konten yang ada pada aplikasi sosial media "Nike Running" terlihat menarik
	Sangat menarik untuk menggunakan "Nike Running" di social Media
Customization	Aplikasi "Nike Running" menyediakan layanan yang menyesuaikan
	Aplikasi "Nike Running" memberikan informasi yang selalu update, sehingga saya tertarik
Interactivity	Sangat mudah untuk menyampaikan pendapat saya dan berbicara dengan pengguna lain melalui aplikasi "Nike Running"
	Sangat memungkinkan untuk berinteraksi dua arah melalui "Nike Running"
Electronic Word of mouth (eWOM)	Saya ingin menyebarkan informasi tentang Brand, produk, dan pelayanan dari aplikasi "Nike Running" kepada teman teman saya
	Saya ingin mengunggah konten dari aplikasi "Nike Running" di halaman Facebook atau Instagram saya



Trendiness	Konten yang ditemukan pada aplikasi "Nike Running" sangat up to date
	Menggunakan aplikasi "Nike Running" sangat trendy
Value Co-Creation	Saya sering menyarankan bagaimana aplikasi "Nike Running" dapat mengembangkan produknya dan layanannya
	Saya aktif berpartisipasi ketika "Nike Running" mengembangkan produk Baru
	"Nike Running" mengajak konsumen untuk menciptakan solusi bersama
Consumer brand engagement (CBE)	Menggunakan Brand ini membuat saya terpikir tentang "Nike Running"
	Saya selalu terpikir "Nike Running" ketika menggunakan pakaian olahraga
	Saya merasa baik ketika menggunakan "Nike Running"
	saya menghabiskan banyak waktu menggunakan "Nike Running" dibandingkan dengan Brand lain
	Saya sering menggunakan "Nike Running"
Perceived Brand Value	Secara keseluruhan, nilai dari brand "Nike Running" ini sangat tinggi untuk saya
	Keuntungan yang didapat dari Brand "Nike Running" ini sangat tinggi

Uji Validitas

Dalam melakukan uji validitas, penelitian ini menggunakan alat analisis Struktur Equation Model (SEM) dengan alat bantu SPSS dan Smart-PLS. Dasar pengambilan keputusan pengujian validitas dengan *Standardized Factor Loading*. Penentuan nilai *factor loading* ditentukan dari banyaknya jumlah sampel (Hair *et al.*, 2011).

Factor Loading Based On Sample

Berdasarkan ketentuan Hair *et al.*, (2011) yang disesuaikan dengan jumlah sampel dalam penelitian ini sebanyak 229 responden, uji ini dilakukan dengan cara membandingkan nilai *factor loading* terhadap nilai *standar factor loading* sebesar 0,35. Dasar pengambilan keputusan terhadap uji validitas adalah sebagai berikut :

- a. Jika *factor loading* \geq (0,35) maka item pernyataan valid.
- b. Jika *factor loading* \leq (0,35) maka item pernyataan tidak valid.

Uji Reliabilitas

Chronbach's Alpha dan *Composite Reliability* hampir mirip dengan batas >0.7 . Meskipun nilai cronbach's alpha berada di antara 0,6 dan 0,7, namun nilai tersebut masih dapat diterima (Hamid *et al.*, 2017).

Standar Factor Loading	Jumlah Sampel
0.75	50
0.70	60



0.65	70
0.60	85
0.55	100
0.50	120
0.45	150
0.40	200
0.35	250
0.30	350

Sumber : Hair *et al.*, 2011

Menurut (Sekaran & Bougie, 2013), dasar pengambilan keputusan uji reliabilitas ini sebagai berikut :

- a. Jika *Cronbach's Alpha* ≥ 0.6 , maka pernyataan layak digunakan (*reliable*).
- b. Jika *Cronbach's Alpha* ≤ 0.6 , maka pernyataan layak digunakan (*unreliable*).

Metode Analisis Data

Metode analisis data yang digunakan untuk menguji keempat hipotesis dalam penelitian ini adalah dengan menggunakan Pendekatan Partial Least Squares (PLS).

Rule of thumb PLS:

Rule of Thumb PLS			
Convergent Validity	Loading Factor	> 0.60	Valid
	(AVE)	> 0.50	Valid
Discriminant Validity	Cross-loading	> 0,70	Valid
Reliability measurement	Composite Reliability	> 0,70	Reliabel
	Cronbach's Alpha	> 0,70	Reliabel
R-square	0,77		Strong
	0,33		Moderate
	0,19		Weak
Significance (two-tailed)	t-value conditions (equal to 10% significance level)	1.65	T-statistics value > tvalue it is qualified for significance measurement.
	t-value conditions (equal to 5% significance level)	1.96	
	t-value conditions (equal to 1% significance level)	2.58	
P-Value	<0,05		Significance statistically
Goodness-of-Fit	Value of 0,10		Small
	Value of 0,25		Medium



	Value of 0,36	High
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Sumber: Hussain (2018)

Sebelum dilanjut ke tahap uji hipotesis, harus dilakukan pengujian kesesuaian model secara keseluruhan (*overall fit models*) yang disebut *Uji Goodness of Fit*. Pengujian ini dilakukan untuk mengukur kesesuaian model yang dilakukan dalam penelitian (Hair *et al.*, 2011).

D. HASIL DAN PEMBAHASAN

Tabel 2 Uji Validitas

		Loadings	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customization	C1	0.800	0.540	0.548	0.812	0.684
	C2	0.854				
Consumer Brand Engagement	CBE1	0.743	0.829	0.829	0.880	0.594
	CBE2	0.760				
	CBE3	0.813				
	CBE4	0.746				
	CBE5	0.790				
Entertainment	E1	0.821	0.337	0.344	0.749	0.600
	E2	0.725				
Electronic Word of Mouth	EWOM1	0.890	0.652	0.670	0.851	0.740
	EWOM2	0.830				
Interactivity	I1	0.850	0.651	0.653	0.851	0.741
	I2	0.872				
Perceived Brand Value	PBV1	0.867	0.658	0.658	0.854	0.745
	PBV2	0.859				
Trendiness Value Co-Creation	T1	1.000	1.000	1.000	1.000	1.000
	VCC1	0.856				
	VCC2	0.878				

Tabel di atas menunjukkan bahwa nilai composite reliability untuk semua konstruk adalah di atas 0,7 yang menunjukkan bahwa semua konstruk pada model yang diestimasi memenuhi kriteria discriminant validity. Nilai composite reliability yang terendah adalah sebesar 0.749 pada konstruk E.

Nilai yang disarankan adalah diatas 0,6 dan pada tabel di atas menunjukkan bahwa nilai Cronbach Alpha yang terdapat pada tabel dapat ditunjukkan bahwa untuk konstruk customization dan entertainment nilainya dibawah 0,6 sehingga sisanya melebihi dari 0,6 dan dianggap konstruknya dapat menunjukkan bahwa hasilnya reliabel.



Tabel 3 Fornier-Larcker Criterion

	C	CBE	E	EWOM	I	PBV	T	VCC
<i>Customization</i>	0.827							
<i>Consumer Engagement</i>	0.717	0.771						
<i>Entertainment</i>	0.654	0.709	0.775					
<i>Electronic Word Of Mouth</i>	0.679	0.755	0.657	0.860				
<i>Interactivity</i>	0.636	0.758	0.735	0.661	0.861			
<i>Perceived Brand Value</i>	0.678	0.770	0.666	0.720	0.688	0.863		
<i>Trendiness</i>	0.579	0.645	0.541	0.581	0.569	0.619	1.000	
<i>Value Co-Creation</i>	0.698	0.749	0.609	0.747	0.706	0.665	0.557	0.867

Dari Tabel diatas menunjukkan bahwa nilai akar kuadrat AVE untuk masing-masing konstruk lebih besar daripada nilai korelasinya sehingga konstruk dalam model penelitian ini masih dapat dikatakan memiliki discriminant validity yang baik.

Tabel 3 Uji Hipotesis

Hipotesis	Path coefficient	T Statistics (O/STDEV)	P Values	Keputusan
Customization-> Value CoCreation	0.256	3.958	0.000	Didukung
Consumer Engagement -> Brand -> Perceived Brand Value	0.619	7.447	0.000	Didukung
Entertainment -> Value Co Creation	-0.063	0.842	0.400	Tidak Didukung
Electronic Word Of Mouth -> Value Co Creation	0.383	5.988	0.000	Didukung
Interactivity -> Value Co Creation	0.311	4.473	0.000	Didukung
Trendiness -> Value Co Creation	0.043	0.673	0.501	Tidak Didukung



Value Co Creation -> Consumer Brand Engagement	0.749	18.033	0.000	Didukung
Value Co Creation -> Perceived Brand Value	0.202	2.399	0.017	Didukung

Hipotesis pertama menguji apakah customization memberi pengaruh positif terhadap Value Co Creation. Hasil pengujian menunjukkan bahwa nilai t statistik $3.96 > 1,96$ dengan p Value $0.0 < 0.05$, Sehingga hipotesis pertama ini dapat diterima. Hal tersebut dapat membuktikan bahwa customization memberi pengaruh positif terhadap Value Co Creation. Hipotesis Kedua menguji apakah Consumer Brand Engagement memberi pengaruh positif terhadap Perceived Brand Value. Hasil pengujian menunjukkan bahwa nilai t statistik sebesar $7.5 > 1.96$ dengan p Value $0.0 < 0.05$, Sehingga hipotesis kedua ini dapat diterima. Hal tersebut dapat membuktikan bahwa Consumer Brand Engagement memberi pengaruh positif terhadap Perceived Brand Value.

Hipotesis ketiga menguji apakah entertainment memberi pengaruh positif terhadap Value Co Creation. Hasil pengujian menunjukkan bahwa nilai t statistik sebesar $0.85 < 1,96$ dengan p value $0,4 > 0,05$, Sehingga hipotesis ketiga ini tidak dapat diterima. Hal tersebut dapat membuktikan bahwa entertainment tidak memberikan pengaruh positif terhadap Value Co Creation.

Hipotesis keempat menguji apakah Electronic Word Of Mouth memberi pengaruh positif terhadap Value Co Creation. Hasil pengujian menunjukkan nilai T Statistik sebesar $5,9 > 1,96$ dengan p valuenya $0.00 < 0.05$, sehingga hipotesis keempat ini dapat diterima. Hal tersebut dapat menunjukkan bahwa Electronic Word Of Mouth memberi pengaruh positif terhadap Value Co Creation.

Hipotesis kelima menguji apakah interactivity memberikan pengaruh positif terhadap Value Co Creation. Hasil pengujian menunjukkan nilai T Statistik sebesar $4.4 > 1,96$ dengan p value $0,00 < 0,05$, sehingga hipotesis kelima ini dapat diterima. Hal tersebut menunjukkan bahwa interactivity memberikan pengaruh positif terhadap Value Co Creation.

Hipotesis keenam menguji apakah Trendiness memberikan pengaruh positif terhadap Value co Creation. Hasil pengujian menunjukkan nilai T statistik sebesar $0,673 < 1,96$ dengan P value $0,5 > 0,05$, sehingga hipotesis keenam ini tidak dapat diterima. Hal tersebut menunjukkan bahwa Trendiness tidak memberikan pengaruh terhadap Value Co Creation.

Hipotesis Ketujuh menguji apakah value co creation memberikan pengaruh positif terhadap consumer Brand Engagement. Hasil pengujian menunjukkan bahwa nilai T statistik sebesar $18,0 > 1,96$ dengan p value $0,00 < 0,05$, sehingga hipotesis ketujuh ini dapat diterima. Hal tersebut menunjukkan bahwa value co creation memberikan pengaruh positif terhadap consumer Brand Engagement.

Hipotesis kedelapan menguji apakah Value Co Creation memberikan pengaruh positif terhadap Perceived Brand Value. Hasil pengujian menunjukkan bahwa nilai T statistiknya sebesar $2,4 > 1,96$ dengan p value $0,017 < 0,05$, Sehingga hipotesis kedelapan ini dapat diterima. Hal tersebut menunjukkan bahwa Value Co Creation memberikan pengaruh positif terhadap Perceived Brand Value.



Tabel 4 R-Square

	R^2
<i>Consumer Brand Engagement</i>	0.561
<i>Perceived Brand Value</i>	0.611
<i>Value Co Creation</i>	0.671

Dari tabel diatas menunjukkan bahwa nilai terbesar dalam nilai R-square adalah Value Co Creation dengan R-square di 0,671. Sementara di sisi lain, variabel Perceived Brand Value senilai 0,611 dan Consumer Brand Engagement senilai 0,561. Ini berarti variabel Value Co Creation dijelaskan 67,1% oleh Entertainment, Customization, Interactivity, eWOM, dan Trendiness. Variabel Perceived Brand Value dapat dijelaskan 61,1% oleh Consumer Brand Engagement dan Value Co Creation. Consumer Brand Engagement dapat dijelaskan 56,1% oleh Value Co Creation. Model kuat memiliki nilai R-Square sebesar 0,77, model moderat memiliki nilai 0,33, dan model lemah memiliki nilai R-Square 0,19 (Ghozali & Latan, 2015). Berdasarkan hasil tersebut, menunjukkan model penelitian sebagai moderat.

E. KESIMPULAN

Hasil penelitian ini dapat menunjukkan bahwa elemen SMM merupakan elemen terpenting dalam mendorong penciptaan nilai bersama, CBE, dan nilai merek yang dirasakan. Hasilnya menunjukkan bahwa hiburan, kustomisasi, dan eWOM adalah manfaat utama dalam proses pertukaran sosial antara konsumen dan merek teknologi perawatan kesehatan yang dapat dikenakan, memperkuat niat konsumen untuk terlibat dalam proses penciptaan nilai bersama yang berkelanjutan. Selain itu, hubungan tidak signifikan yang ditemukan antara trendiness dan value co-creation tidak konsisten dengan temuan penelitian sebelumnya. Khususnya, hasil penelitian ini mengkonfirmasi pentingnya elemen SMM dalam mendorong hubungan konsumen-merek dalam proses pertukaran sosial, seperti yang dimanifestasikan oleh penciptaan nilai bersama, CBE, dan nilai merek yang dirasakan. Terakhir, namun tidak kalah pentingnya, temuan menunjukkan bahwa nilai bersama dan CBE adalah prediktor nilai merek yang dirasakan, mengkonfirmasi temuan penelitian sebelumnya. Hasil efek tidak langsung kami juga mengungkapkan bahwa CBE bertindak sebagai saluran untuk dampak penciptaan nilai bersama pada nilai merek yang dirasakan, menunjukkan bahwa efek penciptaan nilai bersama pada nilai merek yang dirasakan juga bersifat tidak langsung.



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