



# The Effect of Entertainment, Interaction, Customization, Trendiness, and Ewom (Electronic Word Of Mouth) Againsts Brand Image in The Digital Bussiness Study Program of Bali State Polytechnic

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**Abstract**—This study aimed to analyze the effects of Entertainment, Interaction, Customization, Trendiness, and EWOM Against Brand Image in the Digital Business Study Program of Bali State Polytechnic. The type of this study used quantitative research. The sample for this study is 230 respondents of the students of Vocational High Schools (SMK) in the Kec. South Kuta, Badung Regency, Bali. The data collection method used a questionnaire and quantitative descriptive analysis using Partial Least Square (PLS) analysis. The results of this study revealed that only the interaction variable proved to be negative and insignificant to brand image. Then, entertainment, customization, trendiness, and E-WOM variables show a positive and significant influence on brand image. Therefore, the higher entertainment, customization, trendiness, and E-WOM, the higher the brand image in the Bali State Polytechnic Digital Business study program.

**Keywords**—component; formatting; style; styling; insert (key words)

## I. INTRODUCTION

Digital business is a trending and interesting business model in this century. The use of the Internet and digital technology as a sophisticated model has facilitated and accelerated human-to-human relations with borderless and cross-border machines, such as the internet of things (IoT), online of technology (IT), disruption of technology, artificial intelligence (AI), and big data. which has given birth to a new business model, namely Internet-based digital business [1]. Technological advances in various aspects of life, such as health, economy and education have also experienced significant shifts [2];[3]. One of the educational institutions that is very appropriate to discuss this is Higher Education, especially in the Digital Business study program [4];[5]. In addition, the management of social media marketing in the Digital Binis study program is often inconsistent with their participation in social media, as well as not consistently providing information on a regular basis and not attracting many readers with content that is rarely updated every

day. This is very risky to lose potential students and the opportunity to attract a wider range of prospective students in various regions. So, Consumers or prospective students expect this Digital Business study program to provide timely and quality services through the various social media they use. Just like when they need services on the website or social media of the Digital Business study program, prospective students expect a reply in a short time. Based on the description above, the formulation of the problem can be taken, namely "How are the Effects of Entertainment, Interaction, Customization, Trendiness, and EWOM Against Brand Image in the Digital Business Study Program of Bali State Polytechnic." Just like when they need services on the website or social media of the Digital Business study program, prospective students expect a reply in a short time. Based on the description above, the formulation of the problem can be taken, namely "How are the Effects of Entertainment, Interaction, Customization, Trendiness, and EWOM Against Brand Image in the Digital Business Study Program of Bali State Polytechnic."

## II. THEORITICAL REVIEW

### 2. Grand Theory

According to the schema theory, customers have preconceived notions not just of the companies that are participating in the sponsorship but also of the categories to which these brands are classified. In addition, customers utilize these schemas to rate how various brands 'compare' to one

another. Customers will evaluate the sponsorship of UK athletics by Norwich Union, for instance, not just on the level of the specific brand, but also on the level of the overall category of financial services against athletics. "Match-up" can be accomplished at either of these levels, or even on both of them. To the extent that a perceived match exists, there is a greater possibility that images will be transferred [6], [7]

### 2.1. *Social media marketing*

*Social media marketing* (SMM) is an integral element of 21st century business. However, the literature on social media marketing remains fragmented and focused on isolated issues, such as tactics for effective communication[8]. Effective communication on social media in terms of marketing or marketing is one of the marketing concepts that is closely related to consumer involvement in brands[9];[10]. With the existence of social media marketing, it is easier for business actors to interact with their customers online[11]. Social media marketing can be explained by the approach of entertainment, interaction, trendiness, customization, and electronic word of mouth (EWOM).

### 2.2. *Brand image(Y)*

#### 1) 2.2.1 *Definition of Brand image (Y)*

Every product sold in the market has its own image in the eyes of its consumers, which is deliberately created by marketers to differentiate it from competitors. According to[11], brand image is defined as consumer perceptions and preferences of a brand, as reflected in various types of brand associations stored in consumers' memories. A product that can maintain its image to be better than competitors will get a place in the hearts of consumers and will always be remembered. One way to build a good brand image is by prioritizing the fulfillment of consumer needs[12].

### 2.3. *Entertainment(X1)*

*Entertainment* is an important component to encourage behavior which creates positive feelings or emotions of followers on social media towards the brand. Even if the reasons for using social media are different, individuals have empathy for content that steals their attention in the form of funny and fun content[13];[14]. Social media brand communications with an entertaining element provide consumers with fun and engaging information, examples include photos and videos shared on Facebook and Instagram, which are effective in attracting the attention of consumers seeking fun and enjoyment.[15];[16];[17]. When consumers enjoy the entertaining elements available on social media brand pages, that excitement is useful in building links regarding positive experiences in their minds and, therefore, they are more likely to recognize the brand.[18];[19];[20].

H1 : Entertainment has a positive effect on brand image.

### 2.4. *Customization (X2)*

The customization dimension provides interesting information, social media also provides a place for users to find the information they need and can freely express their

thoughts.[21]. It aims to offer appropriate information retrieval and provide customized services[22]. Marketers use social media as a platform to provide consumers with customized brand-related information that matches consumer needs[23];[24]. Thus, when using social media platforms, marketers provide consumers with information to search for products and brands of their choice to meet their personal needs, including prices, product attributes and features.[25];[26]. Thus, the following hypothesis is proposed:

H2: Customization has a positive effect on brand images

### 2.5. *Interaction (X3)*

Interaction on social media occurs when users can communicate and exchange opinions or information easily with other users in online communities. The possibility of direct two-way interaction between users and service providers is also very large[27]. The relationship between brands and consumers can increase affinity and credibility[28]. Marketers coordinate campaigns and activity on social media platforms, encourage consumers to submit consumer generated stories, post comments and reviews, and subscribe to brand pages[29];[30]. These interactions are influential in strengthening consumers' exposure to information about brands, strengthening consumers' ability to remember brands in their minds and, therefore, brand awareness[31];[32];[33].

H3 : Interaction has a positive effect on brand images

### 2.6. *Trendiness (X4)*

*Trendiness* refers to providing the latest social media news, and hot discussion topics. Trendy information can help consumers attract attention, generate positive consumer feelings, and encourage loyalty intentions[21];[28]. Consumers are motivated to consume trendy information about brands on social media platforms to stay up to date with the latest developments about brands and knowledge of relevant trends[34];[35];[36]. Thus, the following hypothesis is proposed:

H4: Trendiness has a positive effect on brand images.

### 2.7. *EWOM (Electronic Word of Mouth) (X5)*

*Word of mouth* is a form of communication used when providing a recommendation in the form of information on a product in the form of goods or services, to individuals, both individually and in groups. Electronic word of mouth is stated to have higher credibility, empathy, and relevance for consumers than social media marketing sponsored by companies[9]. With the advancement of social media, more and more consumers are evaluating brands and products based on EWOM through social media platforms[37];[38];[39]). In addition, the creation and sharing of EWOM among consumers is influential in building a sense of closeness and emotional connection between brands and their consumers is considered influential in generating positive feelings among consumers.[40]. Thus, the following hypothesis is proposed:

H5: EWOM has a positive effect on brand images

### III. RESEARCH METHODS

Quantitative data is data in the form of numbers such as data obtained directly from students of Vocational High Schools (SMK) in the Kec. South Kuta, Badung Regency, Bali. The reason for choosing these respondents is that they will later become prospective new students at the Bali State Polytechnic. Sampling (sampling) to determine the sample to be used in this study is based on purposive sampling as a sampling technique for data sources with certain considerations so that it is feasible

to be used as a sample.[41]. the number of questions used as many as 23 question items multiplied by 10 equals 230 respondents. Thus, this study used a sample of 230 respondents. To analyze data in the form of numbers, inferential analysis is used. In this study, the data analysis used the Partial Least Square (PLS) approach. PLS is a component-based or variant-based Structural Equation Modeling (SEM) equation model[42], because this method is known to be very practical and does not require many assumptions including the assumption of a normal distribution[43].

### IV. ANALYSIS RESULTS

#### 5.1 Outer Model Evaluation

##### a. Validity test

Table 4.2  
Outer Loading Factor of Indicator

	Brand Images	Customization	E-WOM	Entertainment	Interaction	Trendiness
Brand1	0.857					
Brand2	0.934					
Brand3	0.891					
Custo1		0.922				
Custo2		0.927				
Custo3		0.886				
EWOM1			0.834			
EWOM2			0.893			
EWOM3			0.778			
EWOM4			0.841			
EWOM5			0.784			
Enter1				0.969		
Enter2				0.967		
Enter3				0.869		
inter1					0.959	
inter2					0.816	
inter3					0.830	
inter4					0.959	
trend1						0.868
trend2						0.773
trend3						0.740

Source: Primary data processed (2022)

The results of the convergent validity test through the outer loading output can be seen in Table 4.2, where it can be seen that each research indicator obtains a value according to

the criteria above 0.7. So it can be concluded that the research data has met the convergent validity test and the research data can be used in the next process.

Table 4.3  
Average Variance Extracted (AVE) Results

	Average Variance Extracted (AVE)
Brand Images	0.801
Customization	0.831
E-WOM	0.684
Entertainment	0.876
Interaction	0.799
Trendiness	0.633

Source: Primary data processed (2022)

The results of the convergent validity test through the Average Variance Extracted (AVE) output can be seen in Table 4.3, where the table shows that the Average Variance Extracted (AVE) value for each research construct which includes brand

images, customization, E\_WOM, Entertainment, Interaction, and trendiness has obtained the value above the specified criteria is 0.5. So it can be said that the variables used in the study were valid.

Table 4.4  
Cross Loading Results

	Brand Images	Customization	E-WOM	Entertainment	Interaction	Trendiness
Brand1	0.857	-0.343	0.410	0.489	0.391	0.412
Brand2	0.934	-0.146	0.642	0.602	0.482	0.545
Brand3	0.891	-0.121	0.515	0.429	0.278	0.473
Custo1	-0.226	0.922	0.038	0.129	0.191	0.067
Custo2	-0.201	0.927	-0.020	0.101	0.015	0.042
Custo3	-0.194	0.886	0.016	0.085	0.183	0.070
EWOM1	0.589	0.007	0.834	0.823	0.647	0.600
EWOM2	0.515	0.079	0.893	0.628	0.491	0.614
EWOM3	0.324	0.097	0.778	0.550	0.580	0.382
EWOM4	0.503	-0.071	0.841	0.601	0.414	0.531
EWOM5	0.432	-0.032	0.784	0.537	0.504	0.425
Enter1	0.536	0.090	0.719	0.969	0.670	0.536
Enter2	0.535	0.091	0.719	0.967	0.671	0.535
Enter3	0.539	0.144	0.732	0.869	0.616	0.569
inter1	0.454	0.113	0.597	0.680	0.959	0.402
inter2	0.333	0.128	0.551	0.577	0.816	0.359
inter3	0.285	0.185	0.530	0.538	0.830	0.413
inter4	0.453	0.114	0.596	0.678	0.959	0.402
trend1	0.565	0.061	0.522	0.521	0.387	0.868
trend2	0.315	-0.028	0.436	0.324	0.238	0.773
trend3	0.316	0.120	0.572	0.536	0.408	0.740

Source: Primary data processed (2022)

Table 4.5  
Fornell-Larcker Criterion Results

	Brand Images	Customization	E-WOM	Entertainment	Interaction	trendiness
Brand Images	0.895					
Customization	-0.228	0.912				
E-WOM	0.589	0.014	0.827			
Entertainment	0.574	0.116	0.774	0.936		
Interaction	0.438	0.144	0.635	0.698	0.894	
Trendiness	0.535	0.066	0.633	0.585	0.437	0.796

Source: Primary data processed (2022)

The results of discriminant validity testing in this study were carried out in two stages, namely by assessing the output cross loading which can be seen in Table 4.4, and assessing the output of the Fornell-Larcker Criterion which can be seen in Table 4.5. Based on Table 4.4, it can be seen that the correlation value of the indicator to the construct is higher than the correlation value of the indicator with other constructs. Thus, it

can be concluded that the cross loading value of the data in table 4.4 indicates good discriminant validity. In addition, Table 4.5 shows that the discriminant validity test through the Fornell-Larcker Criterion method also reflects good results because the square root value of AVE is higher than the correlation between latent variables.

#### b. Reliability Test

Table 4.6  
Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Brand Images	0.875	0.923
Customization	0.899	0.937
E-WOM	0.886	0.915
Entertainment	0.928	0.955

Interaction	0.916	0.940
Trendiness	0.727	0.837

Source: Primary data processed (2022)

The results of Cronbach's Alpha and Composite Reliability analysis in Table 4.6 show that each research construct which includes brand images, customization, E\_WOM, Entertainment, Interaction, and trendiness has met the

reliability requirements. This can be seen from the value of Cronbach's Alpha and Composite Reliability on each construct which is greater than 0.7. So it can be concluded that the research data is reliable.

5.1.2.2 Inner Model Evaluation

a. R-Square (Coefficient of Determination)

Table 4.7  
Reliability Test Results

	R Square	R Square Adjusted
Brand Images	0.492	0.486

Source: Primary data processed (2022)

The results of the R-square test in Table 4.7 show that the value of brand images obtained is 0.492. This result means that the variation of brand images variable can be explained by 49.2% by independent variables which include customization, E-WOM, Entertainment, Interaction, and trendiness. While the remaining 50.8% (100% - 49.2%) can be explained by other factors outside the research model.

$$Q2 = 1 - (1 - 0.492)$$

$$Q2 = 1 - (0.508)$$

$$Q2 = 0.492$$

Based on these results, the model estimation results are included in the strong criteria, meaning that 49.2% of the variation of endogenous constructs can be predicted by variations of exogenous constructs.

b. Q-Square Predictive Relevance Test (Q2)

Q-Square Predictive Relevance(Q2) is a measure of how well the observations made give results to the research model. The formula for Q-Square Predictive Relevance (Q2) is:

$$Q2 = 1 - (1 - R2Y1)$$

c. Goodness of Fit (GoF) Test

Goodness of Fit (GoF) is a measurement of the accuracy of the overall model (global), because it is considered a single measurement of the measurement of the outer model and the measurement of the inner model.

Table 4.9

Construct Cross Validate Commuality Test Results

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Images	1221,000	524,090	0.571
Customization	1221,000	458,996	0.624
E-WOM	2035,000	970,267	0.523
Entertainment	1221,000	356,742	0.708
Interaction	1628.000	556,832	0.658
Trendiness	1221,000	879,219	0.280

Source: Primary data processed, 2022

Commuality of each variable can be seen in table 4.9. So, it can be concluded that the average commuality to find the GoF value is 0.703. Calculations with GoF show the average value of R2 is 0.492 while the average commuality is 0.560, so the GoF value is obtained from the following formula:

$$GoF = \sqrt{\text{commuality} \times R2}$$

$$GoF = \sqrt{0,560 \times 0,492}$$

$$GoF = 0.524$$

Because the results of the GoF value above. 0.36 (0.524), then this value is a large Gof value. The

conclusion that can be drawn from the GoF results is that the overall performance between the structural model and the measurement model is very good, meaning that this model can be used in different cases.

5.2 DISCUSSION

5.2.1 EFFECT OF SOCIAL MEDIA MARKETING (ENTERTAINMENT) TO BRAND IMAGE

Testing the significance of the influence of Entertainment (X1) on Brand Image (Y), is partially carried out by performing a t-test, which is seen by the

value of Sig. < 0.05 (α) i.e. 0.000. So, the results of this t-test indicate that the first hypothesis is proven. This indicates that the better the content that contains entertainment in a media, the higher the brand image in the Digital Business study program at the Bali State Polytechnic. The results of this study are in line with research by [44]; [45]; [13] which states that social media marketing has a positive impact on brand trust and brand image.

### 5.2.2 EFFECT OF SOCIAL MEDIA MARKETING (CUSTOMIZATION) TO BRAND IMAGE

Testing the significance of the influence of Customization (X2) on Brand Image (Y), partially carried out by performing a t-test, which is seen by the value of Sig. < 0.05 (α) i.e. 0.000. Thus, the results of this t-test indicate that the second hypothesis is proven. This indicates that the better the place for users to find the information they need, the higher the brand image in the Digital Business study program at the Bali State Polytechnic. The results of this study are in line with previous research which stated that a customized QMS can be influential in building brand awareness and strong and positive brand attitudes in consumers' minds. [13] [44] [46].

### 5.2.3 EFFECT OF SOCIAL MEDIA MARKETING (INTERACTIONS) TO BRAND IMAGE

Testing the significance of the influence of Interaction (X3) on Brand Image (Y), partially carried out by performing a t-test, which is seen by the value of Sig. > 0.05 (α) that is 0.061. Thus, the results of this t-test indicate that the third hypothesis is not proven. This indicates that the better the interaction between users and customers, the less or less it will affect the brand image in the Bali State Polytechnic Digital Business study program. The results of this study are in accordance with the results of research by [47]; [48] which states that interaction, trendiness and advertisement have no significant effect on the brand image of Lazada.co.id followers.

### 5.2.4 EFFECT OF SOCIAL MEDIA MARKETING (TRENDINESS) TO BRAND IMAGE

Testing the significance of the influence of Trendiness (X4) on Brand Image (Y), is partially done by doing a t-test, which is seen by the value of Sig. < 0.05 (α) i.e. 0.000. So, the results of this t-test indicate that the fourth hypothesis is proven. This indicates that the better the provision of the latest social media news and hot discussion topics, the higher the impact that will affect the brand image in the Bali State Polytechnic Digital Business study program. The results of this study are in accordance with the findings by stating that trendiness is the most important component of social media marketing, where social media marketing activities have a significant effect on brand awareness and brand image. [13]; [14].

### 5.2.5 EFFECT OF SOCIAL MEDIA MARKETING (E-WOM) TO BRAND IMAGE

Testing the significance of the effect of E-WOM (X5) on Brand Image (Y), is partially done by doing a t test, which is seen by the Sig value. < 0.05 (α) i.e. 0.005. So, the results of this t-test indicate that the fourth hypothesis is proven. This indicates that the better the communication used when providing a recommendation in the form of information on a product in the form of goods or services, the higher the impact that will affect the brand image in the Bali State Polytechnic Digital Business study program. The results of this study are in accordance with the findings by stating that E-WOM is one part of social media marketing that has a significant effect on brand image [13]; [44]; [45].

## 5.1 CONCLUSION

Based on the results of the discussion that has been described, only on the interaction variable which proved to be negative and insignificant to brand image. This can happen because the value of the t-statistics and p-values obtained are below 1.96 and above the significance level of = 0.05. So it can be indicated that the better the interaction, the lower the brand image. Then, entertainment, customization, trendiness, and E-WOM variables show a positive and significant influence on brand image. Therefore, the higher *entertainment*, customization, trendiness, and E-WOM, the higher the brand image in the Bali State Polytechnic Digital Business study program.

## 5.2 SUGGESTION

Based on the results of the discussion that has been described, the suggestions that can be given are:

- 1) From this research, it can be seen which dimensions are still not included in the very good category on the social media marketing variable or on the brand image variable. This can be an input for the Bali State Polytechnic Digital Business study program to be able to increase these dimensions by paying attention to each statement item that is still not very good, especially on interaction.
- 2) The results of the R-square test show that the value of brand images obtained is 49.2% which includes customization, E-WOM, Entertainment, Interaction, and trendiness. While the remaining 50.8% can be explained by other factors outside the research model, such as advertisement, involvement, intensity, or innovation.

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