



# Consumer Involvement, Consumer Brand Engagement and Self Brand Connection Users of Food and Beverage Delivery Service Applications

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## ABSTRACT

Consumers are consciously involved in a relationship with a food and beverage delivery service application, then actively contribute cognitively, affectively, and activate the application, which in turn makes consumers make the food and beverage delivery service application part of their identity. This research contribution validates the consumer attachment scale proposed by [10] that consumer engagement has a relationship with consumer involvement and self-brand connection, and in this study uses social exchange theory to link consumer brand engagement with consumer involvement and self-brand connection on food and beverage service application users. The data analysis technique in this study uses structural equation modeling. The structural model proposed in this study confirms that consumer involvement has a positive effect on all dimensions of consumer brand engagement, namely cognitive processing, affection, and activation, and all dimensions of consumer brand engagement have a positive effect on self-brand connection. The dimensions of consumer brand engagement in this study also show that the dimensions of consumer involvement and self-brand connection, but for the consumer brand engagement dimension, namely cognitive processing, it does not have a positive effect as a mediation between consumer involvement and self-brand connection. For further researchers, it is hoped that they can expand the research subject, not only to consumers of food and beverage delivery service applications, but can test consumer involvement, consumer brand engagement, and self-brand connection more specifically to consumers of food and beverage delivery service applications in Indonesia, as well as it is hoped that this research can increase knowledge for individual consumers that attachment to a product is not only always caused by environmental factors or price, but also the involvement of consumers themselves or impulses that arise based on the needs, values, and interests of these consumers.

**Keywords:** “consumer involvement, consumer brand engagement, self-brand connection, social exchange theory”

## 1. INTRODUCTION

The Indonesian people who have almost all been vaccinated are the reason for the government to start loosening distance restrictions. So, now many shopping centers and places to eat have reopened to drive the economy. Reopening restaurants or places to eat, people should be free to shop for food directly without worrying about the risk of contracting COVID-19. However, research results from the Center for Indonesian Policy Studies (CIPS) state that food and beverage delivery services in Indonesia are expected to continue to grow by around 11.5% per annum from 2020 to 2024. The growth of the food and beverage delivery service application

market is estimated not only to increase when the government implements distance restrictions but will also continue to grow until 2024 after the implementation of distance restrictions. The data shows that consumers are still willing to continue their relationship with food and beverage delivery service applications even though Indonesians are now able to move more freely and there are no restrictions on conventional food shopping or eating on the spot.

Implementation of distance restrictions has been removed. Research that focuses on consumer behavior towards food and beverage delivery service applications is rarely found in Indonesia. Research that discusses the

application of food and beverage delivery services in Indonesia itself is still limited to several categories, for example, research by looking at customer satisfaction only, millennial experiences [18] and research in terms of application brands for food and beverage delivery services (Prabowo and Nugroho, 2019). Due to the reasons above, the focus of this research is the process of consumers being willing to have and continue relationships with food and beverage delivery service applications because research is rarely found from the consumer's point of view.

The majority of Indonesian people in meeting their ready-to-eat food needs, choose to shop using food and beverage delivery service applications compared to shopping in person or eating on the spot. The reason for using this food and beverage delivery service application is that Indonesian people are starting to realize that the rewards they get when shopping for food using the application are higher than shopping for food in person or eating on the spot, even with the same cost or sacrifice.

Basically, humans tend to maximize the benefit from the establishment of a relationship. Social exchange theory is a theory that suggests that a person's contribution to a relationship, where the relationship can affect the contribution of others by considering the consequences, especially the benefit obtained and the costs or sacrifices that have been made, people will decide to stay in the relationship. or leave it [19]. The higher the benefit obtained and the lower the costs incurred by consumers for food and beverage delivery service applications, the more difficult it is for consumers to leave the habit of shopping for food using the application.

Consumers who are willing to continue the relationship with the food and beverage delivery service application are consumers who have associated their identity with the application. Products with stories that can be easily connected to consumers are not only better evaluated but also have a higher likelihood of purchase than products with little or no self-brand connection [3]. The food and beverage delivery service application has now become an important part of 74.4% of internet users in Indonesia.

This strong connectivity between consumers and food and beverage delivery service applications occurs due to strong consumer brand engagement. Consumer brand engagement in the food and beverage delivery service application arises because the application makes the consumer's ready-to-eat food shopping experience easier and more practical. Consumer engagement is a voluntary and conscious contribution made to a product which indicates that the consumer is willing to continue his relationship with a product [16]

Consumer brand engagement with food and beverage delivery service applications requires dimensions to move consumers to be bound by the application. The dimensions that can move consumers to have an

attachment to food and beverage delivery service applications are cognitive processing, affection, and activation. These three dimensions have their respective roles that can cause consumers to be bound. First, cognitive processing is defined as the level of consumer brand engagement that is judged by his knowledge and elaboration of thoughts related to the brand, he uses in consumer interactions with the brand [5]. Then, affection refers to the level of consumer emotional attachment that can have a positive influence on certain brands [5]. Finally, activation is defined as the level of energy, effort, and time that consumers spend on a particular brand [16]

Consumers who are willing to invest their thoughts, emotions, and actions in food and beverage delivery service applications are consumers who have a high motivation for interest in the application. Consumer involvement is a situation where consumers have a level of personal interest and relevance in a brand prior to attachment behavior [23]. Consumers who are faced with a pandemic situation, make consumers limit their space and encourage consumers to find solutions to meet their ready-to-eat food needs. This push will make consumers interested in food and beverage delivery service applications.

## 2. THEORETICAL BASIC

### 2.1. *Social Exchange Theory*

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interested in food and beverage delivery service applications.

## 2.2. *Self-Brand Connection*

The personal meaning associated with a product can come from three things, the first from the image or "personality" products that develop over time, the second from the dynamics of popular culture in society [11], as well as the last of consumers personal experiences with the product itself [3]. Self-brand connection is formed from the emotional bond gained from experience in using a product. If consumers get a good experience while using the product, a strong connection will arise within the consumer and the desire to advocate for the product will also be stronger (Lestyana and Risqiani, 2016).

A product that already has a connectivity relationship with the self-identity of a consumer is not only better evaluated but also has a higher probability of purchase compared to a product that has no connection with a consumer's self-identity [3]. And, according to [4] consumers who have a high self-brand connection will maintain positive opinions about a product and tend not to listen to negative opinions about the product.

## 2.3. *Consumer Brand Engagement*

[17] defines consumer brand engagement as a state of consumers who can actively maintain a relationship with a product, which is characterized by consumer behavior that creates value in the exchange process. Thus, consumers can devote cognitive, emotional, and physical resources according to the level of value that consumers feel when interacting with a product [8]. The form of consumers in devoting cognitive, affective, and physical resources to a product, can be in the form of recommending the products they use to others through word of mouth or through social media that consumers have, and do not hesitate to provide suggestions for service improvement, and participate in the product community.

In this study, the researcher adopted the definition of consumer brand engagement from Hollebeek (2014) which defines consumer brand engagement as a consumer who positively validates cognitive processing as a knowledge dimension, affection as an emotional dimension, and activation as a behavioral dimension related to product activities or consumer interactions with products. certain. Based on the description above, the researchers used the same three dimensions of consumer attachment, namely cognitive processing, affection, and activation.

## 2.3. *Cognitive Processing*

Cognitive processing is a form of consumer cognitive investment in establishing a relationship with a particular product, by giving a concentrated level of thought and attention to that product [9]. From the perspective of social exchange theory, cognitive processing reflects the level of energy, effort, and time in thought levels spent on a product after the consumer feels the benefits of the product [10]. [15] explains that the cognitive dimension of consumer engagement refers to the formation of value-laden relationships related to how consumers receive, perceive, learn, reason, remember, and think about information about a product.

## 2.4. *Affection*

Affection is the extent to which a consumer's emotional investment in a product has a positive effect on the consumer's interaction with the product. The consumer brand engagement with a product is strong, usually shown to products that make consumers interested, causing a sense of enthusiasm, admiration, and fondness for the product [9]. [2] define product effect as the product's potential to elicit a positive emotional response in consumers after using a particular product. This means that it can be described as a consumer's emotional response to a product because of consumers who have had experience with the product. Therefore, the influence of the product can result in a close relationship between consumers and certain products.

## 2.4. *Activation*

Activation is defined as the consumer's level of energy, effort, and time spent in action for a product in the interaction between consumers and the product [10]. Hollebeek (2011) shows that consumers who have high engagement will be happy to try to show their support for products that already have an engagement with them. Meanwhile, for products that do not have an engagement with their consumers, consumers will feel reluctant to try to support the product. [14] defines activation as an interconnected unit of all available communications to activate consumers. This means that activation has the meaning of stimulating interest, testing, and loyalty.

## 2.4. *Consumer Involvement*

The first step for consumers to have engagement to a product is the involvement of the consumers themselves. Involvement is defined as the perceived relevance of consumers based on the needs, values, and interests inherent in consumers [23]. [21] show that consumers with a high level of involvement tend to show a more intensive level of involvement. When consumers are involved with a particular product, consumers have developed a more positive relationship with that product and increase the likelihood of committing to a relationship with that product [12]. This happens because if consumers are already involved with a product,

Consumer involvement can affect the cognitive processing that consumers have to become attached to a product. At the cognitive level, high involvement with a product is likely to make consumers see the product as interesting, relevant, or needed, so consumers will be more active in seeking information that can increase consumer knowledge about the product. Research from [10], produced research that can validate the scale of cognitive processing. This study found that the consumer involvement variable has a significant and positive effect on cognitive processing variables. Research from [7] who replicated research from [10] also obtained the result that the consumer involvement variable has a significant and positive effect on cognitive processing variables. Another study from [20] which also replicated research from [10] and [7] also obtained results that the consumer involvement variable has a significant and positive influence on cognitive processing variables. Research from Brandão et al. (2019) also obtained the same result, that is, the consumer involvement variable has a significant and positive effect on cognitive processing variables. Furthermore, research from [1] also has the result that the consumer involvement variable has a significant and positive influence on cognitive processing variables. Similarly, research from [13] had the same result, that is, the consumer involvement variable has a significant and positive effect on cognitive processing.

Consumer involvement can affect affection so that consumers are bound to a product. The effect is the emotional level that is owned by consumers towards certain products. In effect, consumers view a product as exciting, interesting, or fascinating related to the extent to which consumers are involved with a particular product. The higher the consumer involvement, the more emotionally attached the level of consumer affection will be. Research from [10], produced research that can validate the scale of the CBE dimension, one of which is affection. This study found that the consumer involvement variable has a significant and positive effect on the affective variable. Research from [7] who replicated research from [10] also obtained the result that the consumer involvement variable has a significant and positive effect on the affective variable. Also, another study from [20] which also replicated research from [10] and [7] also obtained results that the consumer involvement variable has a significant and positive influence on the affective variable. Research from Brandão et al. (2019) also obtained the same result, that is, the consumer involvement variable has a significant and positive effect on cognitive processing variables. Furthermore, research from [1] also has the result that the consumer involvement variable has a significant and positive influence on cognitive processing variables. Similarly, research from [13] had the same result, that is, the consumer involvement variable has a significant and positive effect on cognitive processing.

Consumer involvement can affect activation so that consumers are bound to a product. Activation is the level of action given by consumers to certain products. In activation, consumers view a product as important and needed in relation to the extent to which consumers have been involved with a particular product. Research from [10], produced research that can validate the scale of the dimensions of consumer engagement, one of which is activation. This study found that the consumer involvement variable has a significant and positive effect on the activation variable. Research from [7] who replicated research from [10] also obtained the result that the consumer involvement variable has a significant and positive effect on the activation variable. Another study from [20] which also replicated research from [10] and [7] also obtained results that the consumer involvement variable has a significant and positive influence on the activation variable. Research from Brandão et al. (2019) also obtained the same results, namely the consumer involvement variable has a significant and positive influence on the activation variable. Similarly, research from [13] had the same result, that is, the consumer involvement variable had a significant and positive influence on activation processing.

Consumer engagement with one of its dimensions, cognitive processing can influence self-brand connection. Cognitive processing in terms of its impact on self-brand connections, indicates the level of energy, effort, and time spent finding out whether a particular product shares values or vision with the personality or life values of a consumer. The higher the cognitive level of a product from consumers, the higher consumers use certain products to represent their self-image to be shown to themselves and others. Research from [10], produced research that can validate the scale of the dimensions of consumer engagement, one of which is cognitive processing. This study obtained the results that the cognitive processing variable has a significant and positive influence on the self-brand connection variable. Research from [7] who replicated research from [10] also obtained results that cognitive processing variables had a significant and positive influence on the self-brand connection variable. Also, another study from [20] which also replicated research from [10] and [7] also obtained results that the cognitive processing variable had a significant and positive influence on the self-brand connection variable. Similarly, research from Brandão et al. (2019) also obtained the same result, namely the cognitive processing variable has a significant and positive effect on the self-brand connection variable.

Consumer attachment with one of its dimensions, affection, can influence self-brand connection. The effect of self-connectivity is the emotional level or already believing that certain products have the same values or vision as the personality values or life of a consumer. The higher the emotional level of a consumer, the higher the consumer's beliefs that certain products can represent his image to be shown to himself or others. Research from [10], produced research that can validate the scale of the

dimensions of consumer engagement, one of which is affection. This study obtained the result that the affect variable has a significant and positive influence on the self-brand connection variable. Research from [7] who replicated research from [10] also obtained the result that the affection variable has a significant and positive effect on the self-brand connection variable. Also, another study from [20] which also replicated research from [10] and [7] also obtained the result that the affection variable has a significant and positive effect on the self-brand connection variable. Similarly, research from Brandão et al. (2019) also obtained the same results, namely the affection variable has a significant and positive influence on the self-brand connection variable.

Consumer attachment with one of its dimensions, activation can affect the self-brand connection. Activation in self-brand connection has an action from consumers to give confidence that a certain product has represented their self-image so that consumers can use the product to represent their identity to themselves and others. The more activations given by consumers to a product, the higher the product becomes a representative of the identity of a consumer. Research from [10], produced research that can validate the scale of the dimensions of consumer engagement, one of which is activation. This study obtained the results that the activation variable had a significant and positive influence on the self-brand connection variable. Research from [7] who replicated research from [10] also obtained results that the activation variable had a significant and positive effect on the self-brand connection variable. Also, another study from [20] which also replicated research from [10] and [7] also obtained results that the activation variable had a significant and positive effect on the self-brand connection variable. Similarly, research from Brandão et al. (2019) also obtained the same results, namely the activation variable has a significant and positive effect on the self-brand connection variable.

H1: Consumer involvement has a positive effect on cognitive processing.

H2: Consumer involvement has a positive effect on affection.

H3: Consumer involvement has a positive effect on activation.

H4: Cognitive processing has a positive effect on self-brand connection.

H5: Affection has a positive effect on self-brand connection.

H6: Activation has a positive effect on self-brand connection.

#### 4. RESEARCH METHODS

This research was conducted from October 2022 to February 2023. The main location of this research is in the Special Region of Yogyakarta and uses data from respondents from other regions. This type of research is a type of associative research, especially causal. The sample in this study is a sample obtained from the field by survey and the data collection method is using questionnaire items via the Google Form link, which means this research uses primary data. Data analysis was performed using the Partial Least Square (PLS) method. PLS is a method of solving Structural Equation Modeling (SEM).

The subjects in this study were users of food and beverage delivery service applications and who had downloaded food and drink delivery service applications. Also, currently using a food and beverage delivery service application, and have used a food and beverage delivery service application. While the population in this study were all users of the food and beverage delivery service application, and in this study, the population is not known how many. Guidelines for determining sample size for SEM-PLS According to [6] the minimum number of samples that should be used is 10 times the total number of latent variable arrows in the path model. In this study, the number of samples was 10 x 6 arrows of the latent variable, which was 60 respondents.

#### 5. RESULT AND DISCUSSION

Effect Size results in the table it is known that consumer involvement has a large effect on cognitive processing by 39.1%, and consumer involvement on affection also has a large effect by 36.8%. For the effect of consumer interaction on activation and the effect of activation on self-brand connection has a moderate effect with a value of 28.9% and 15.5% respectively. Meanwhile, the influence of cognitive and affective processing on self-brand connection has a weak effect, with p-values of 0.82% and 14.2%, respectively.

**Table 1.** Result value effect size  $f^2$

	Effect size value $f^2$	Information
CI → CP	0.391	Big impact
CI → AF	0.368	Big impact
CI → ACT	0.289	Influential medium
CP → SBC	0.082	Weak influence
AF → SBC	0.142	Weak influence
ACT → SBC	0.155	Influential medium



**Table 2.** Results of Path Coefficient Values and P Values

	<i>Path Coefficient</i>	<i>P-Value</i>
(H <sub>1</sub> ) CI → CP	0.625	<0.001
(H <sub>2</sub> ) CI → AF	0.607	<0.001
(H <sub>3</sub> ) CI → ACT	0.538	<0.001
(H <sub>4</sub> ) CP → SBC	0.166	0.024
(H <sub>5</sub> ) AF → SBC	0.256	0.001
(H <sub>6</sub> ) ACT → SBC	0.283	<0.001

Hypothesis 1 is that consumer involvement has a positive effect on cognitive processing. Based on the analysis shown in the table above, the path coefficient value is 0.625 and the p-value is <0.001. This shows that consumer involvement has a positive and significant effect on cognitive processing, which means that consumers or users of food and drink delivery service applications have been involved in food and drink delivery service applications, so they have a high level of knowledge about the application. The results of this first hypothesis test are in line with previous research, namely research from [10], [7], [20], Brandão et al. (2019), [1], and [13] who validated a scale of CBE dimensions, one of which is cognitive processing. This study found that the consumer involvement variable has a significant and positive effect on cognitive processing variables. It can be indicated that consumer involvement has influenced the cognitive processing that consumers have to become attached to food and beverage delivery service applications. At the cognitive level, consumer engagement is in the form of higher interest motivation with the application which leads to an even higher level of involvement or motivation in seeing the food and beverage delivery service application as interesting, relevant, or needed, so that consumers become more actively seeking information that can increase consumer knowledge about the application which can cause consumers to become more engaged.

Hypothesis 2 is that consumer involvement has a positive effect on affection. Based on the analysis shown in the table above, the path coefficient value is 0.607 and the p-value is <0.001. This shows that consumer involvement has a positive and significant effect on affection, so the higher the consumer's involvement in the food and drink delivery service application, the consumer's affection or emotional level will increase, which means that consumers or users of the food and drink delivery service application have involved in the application, so they have a high emotional level with the food and drink delivery service application. The results of this second hypothesis test support previous research, namely research from [10], [7], [20], Brandão et al. (2019), [1], and [13] who in their study said that the consumer involvement variable has a significant and positive influence on the scale of the CBE dimensions, one of the dimensions of which is affection. The results of this research indicate that consumers have viewed the food and beverage delivery service application as something exciting, interesting, or enchanting due to the involvement of the consumers themselves. Consumer involvement in this research is perceived relevance based on the consumers' own needs, values, and interests. The higher the motivation for consumer needs, the more emotionally connected consumers are and are willing to continue their relationship with the food and drink delivery service application.

Hypothesis 3 is that consumer involvement has a positive effect on activation. Based on the analysis shown in the table above, the path coefficient value is 0.538 and the p value is  $<0.001$ . This shows that consumer involvement has a positive and significant effect on activation, so that the higher the consumer involvement in the food and beverage delivery service application, the activation or behavior of consumers will increase, which means that consumers or users of the food and beverage delivery service application have involved in the application so that it has a high level of behavior towards the food and beverage delivery service application. The results of this hypothesis test are in line with previous research, namely research from [10], [7], [20], Brandão et al. (2019), and [13] who obtained the results that the consumer involvement variable has a significant and positive influence on the activation variable. However, the results of this third hypothesis research are not in line with the research results of [1], that it is not proven that the consumer involvement variable has a significant and positive effect on the activation variable. This is thought to be due to differences in the thoughts and opinions of respondents from Indonesia and the country of origin of the research from [1]. The test results in this research identify that consumer involvement have influenced consumer activation to become attached to the food and drink delivery service application. Activation is the level of action taken by consumers towards a particular product. Upon activation, consumers view the food and beverage delivery service application as important and needed in relation to the extent to which consumers have engaged with the application. High consumer involvement means that consumers spend more time testing the food and drink delivery service application and after that try to show their support for the food and drink delivery service application.

Hypothesis 4 is that cognitive processing has a positive effect on self-brand connection. Based on the analysis shown in the table above, the path coefficient value is 0.166 and the p-value is 0.024. This shows that cognitive processing has a positive and significant effect on activation, so that the higher the consumer's cognitive processing or level of knowledge regarding the food and drink delivery service application, the greater the self-brand connection or connectivity of the consumer's identity in the food and drink delivery service application. is increasing, which means that consumers or users of food and drink delivery service applications have a high level of knowledge, so they have high self-identity connectivity with food and drink delivery service applications. The results of this hypothesis test support previous research, namely research from [10], [7], [20], and Brandão et al. (2019), who obtained the result that the cognitive processing variable has a significant and positive effect on the self-brand connection variable. The

test results in this study indicate that consumer engagement with one of its dimensions, cognitive processing in its influence on self-brand connections, shows the level of energy, effort, and time spent to find out whether food and beverage delivery service applications have the same values or vision with the personality or life values of the consumer. Consumers of the food and beverage delivery service application have a high level of knowledge about the application, so these consumers have used the food and beverage delivery service application to represent their self-image to be shown to themselves and others.

Hypothesis 5 is that affection has a positive effect on self-brand connection. Based on the analysis shown in the table above, the path coefficient value is 0.256 and the p-value is 0.001. This shows that affection has a positive and significant effect on self-brand connection, so the higher the consumer's affection or emotional level towards the food and drink delivery service application, the more self-brand connection on the food and drink delivery service application will increase, which means consumers or users of food and drink delivery service applications have a high emotional level, so they have high self-identity connectivity with food and drink delivery service applications. The results of this hypothesis test are in line with previous research, namely research from [10], [7], [20], and Brandão et al. (2019), who obtained the results that affection has a significant and positive influence on the self-brand connection variable. The results of this research show that consumer attachment to one of its dimensions, affection, can influence self-brand connection. Affect in self-connectivity is the emotional level or already believing that the food and beverage delivery service application has the same values or vision as the personality values or life of the consumer. Consumers have an emotional attachment to the food and drink delivery service application, so consumers voluntarily make the food and drink delivery service application a part of themselves.

Hypothesis 6 is that activation has a positive effect on self-brand connection. Based on the analysis shown in the table above, the path coefficient value is 0.283 and p values  $<0.001$ . This shows that activation has a positive and significant effect on self-brand connection, so the higher the activation or behavior that consumers have towards the food and drink delivery service application, the greater the self-brand connection or connectivity of the consumer's identity on the food and drink delivery service application. has increased, which means that consumers or users of food and drink delivery service applications have had a high level of action, so they have high self-identity connectivity with food and drink delivery service applications. The results of testing the fourth hypothesis are in line with previous research, namely from [10], Harrigan et al. [7], [20], and Brandão

et al. (2019), who obtained the results that activation has a significant and positive influence on the self-brand connection variable.

It can be indicated that consumers are willing to act on the food and drink delivery service application, thus making the food and drink delivery service application a part of the consumer. The higher the energy level and even the time a consumer gives to a food and beverage delivery service application, the higher the application will also be a representation of a consumer's self-identity.

## 6. CONCLUSION

Consumer involvement has a positive and significant effect on cognitive processing. This proves that consumer involvement can influence cognitive processing. The results of this study are in accordance with the proposed hypothesis. The implication of this research is that a consumer can have a high level of cognitive knowledge if he has high involvement with the consumer himself. Based on the conclusions that have been stated, consumer involvement has a positive and significant effect on affection. This proves that consumer involvement can influence affection. The results of this study are in accordance with the proposed hypothesis. The implication of this research is that a consumer can have a high level of affection or emotional attachment if he has high involvement from the consumer himself. Consumer involvement can affect the activation of a consumer. A consumer can have a high level of activation or action level if there is high involvement from the consumer himself. Cognitive processing has a positive and significant effect on self-brand connection. This proves that cognitive processing can affect self-brand connection. A consumer can be willing to connect their identity with a brand or product if they have a high level of cognitive or knowledge about the product. Affection can influence self-brand connection. The results of this study are in accordance with the proposed hypothesis. Consumers can be willing to associate their identity with a brand or product if they have a high level of affection or emotional attachment to the brand or product. Activation of Brand Connection has a positive and significant effect on self-brand connection. This proves that activation can affect the self-brand connection. The results of this study are in accordance with the proposed hypothesis. Consumers can be willing to associate their identity with a brand or product if they have a high level of activation or behavior with the brand or product. Consumer involvement in self-brand connection. This proves that the affection or emotional level of consumers can make consumer involvement affect self-brand connection. A consumer can be willing to connect their identity with a brand or product if they have high consumer involvement through the emotional level of the consumers themselves. Based on the conclusions that

have been put forward activation can mediate between consumer involvement in self-brand connection. Consumers can be willing to associate their identity with a brand or product if they have high consumer involvement through the behavior level of the consumer.

## 7. IMPLICATION

It is hoped that the results of this research will provide knowledge for individual consumers, that when consumers are willing to continue their relationship with a brand or product after testing or post-purchase, consumers will also be willing to make the brand or product a part of themselves and will voluntarily carry out advocacy for the brand or product. This strong connection is not only always caused by environmental factors or price, but also by involvement from the consumer himself or encouragement that arises based on the consumer's needs, values, and interests. After the consumer has this urge, of course, the consumer will find out, study, and perceive the brand or product, after that, the consumer will be emotionally attached and will take action to become attached to the brand or product. Businesspeople can take advantage of these findings to build stronger relationships between brands and consumers. Increase the possibility of consumers using brands or products. This can be achieved by building engagement among consumers, as well as facilitating cognitive, emotional, and consumer behavioral elements. This can be done by creating a community for consumers, especially now that social media is available, where consumers can increase their sense of affiliation and social status with brands or products.

## 8. RECOMMENDATION

Based on the research that has been conducted, the researcher provides suggestions for future researchers, to increase the antecedents of consumer engagement other than consumer involvement, such as brand satisfaction. Even better, it is recommended that future researchers also add consequence variables resulting from the influence of consumer brand engagement dimensions such as: brand use intention, brand awareness, brand loyalty, perceived quality, and so on, and can add theories that do not yet exist. Also, it is hoped that future researchers can expand the research subject, not only to consumers of food and drink delivery service applications, but can test consumer involvement, consumer engagement, and self-brand connection among consumers of food and drink delivery service applications in Indonesia, so that the results research can be more specific and useful for consumers of food and beverage delivery service applications in Indonesia.

## AUTHORS' CONTRIBUTIONS

Latifah Putranti is a member of the research.



Pradita Nindya Aryanda is a member of the research.  
Hapsari Dyah Herdiany is a member of the research.  
Priskia Ayu Wulandari is a member of the research.

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