

Developing Customer Engagement Through Instagram Social Media on Local Coffee Shop

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ABSTRACT

Since COVID-19 has been declared as pandemic, many business sectors are affected, including food and beverage sector. As social distancing plays role in the current health protocol to prevent the mutation of Coronavirus, it is highly recommended for customers to buy food or drink in online mode rather than visiting the restaurants or coffee shops. Nevertheless, this online mode buying process would loose the emotional bond between the brand and the customers. Therefore, the marketing strategy through social media is believed as a way to maintain the emotional bond. The purpose of this research is to find out the precise model to increase the Kopi Kekinian's customers' participation on Instagram to strengthen the bond. The methods applied in this research is survey by distributing questionnaire for survey and by applying one-shot study data collection. The result was obtained from 155 respondents, during the data collection process from April to June 2021. The method to test the model is by applying Chi Square, ANOVA Test, and Logistic Regression. Moreover, the research result shows that the customer engagement affects the customer participation on local coffee shop brand's Instagram social media, whereas the posting time, which plays role as the moderation that consists of weekdays and weekend, does not determine the connection between the customer engagement and the customer participation on the local coffee shop brand's Instagram social media.

1. INTRODUCTION

Nowadays, a rapid significant development in technology and business sectors surpasses other sectors, so a number of companies are triggered to learn and develop any innovations and to understand the importance of using new technology to develop their business effectively. It goes without saying that now, social media is believed as an important means in marketing strategy because it maintains the relationship between the company and customers.

Customer engagement plays role to strengthen the bonding between a brand and its consumers. When the engagement happens within an interaction, it generates a great enthusiasm in a brand. The bigger the customer engagement, the more the brand known and remembered by consumers. According to Hollebeek (2011), customer engagement refers to an individual's engagement on a brand, product, or an organization, in which there are six forms of engagement in a marketing: customer, consumer, user, brand, advertisement, and media (Malthouse *et al.* 2007; Bowden 2009; Gambetti & Graffigna 2010; Liu, 2013).

Bowden (2009) also points out that a customers' engagement encourages a calculative commitment for new customers, and it is considered as a basic cognitive activity on a purchasing activity, and then the increase of customer's confidence in repeat buying activities and the development of emotional bond on a service or a brand when purchasing, which guarantees customers' long-term loyalty on a brand.

Along with the growth in the use of internet network, especially on social media, the social interaction here is likely refers to any interaction that happens without meeting each other physically (Park & Chung, 2011). Customer participation in developing a brand and consumer's initiative to create its advertisement are the results of customer engagement in a social media platform. Social media users are likely to comment or clicking *like* on a post that has so many *likes*. Chin *et al.* (2015) points out that an engagement on a post with high number of *likes* is increased rapidly, so it indicates that one's behavior is influenced by others within interpersonal interaction in terms of changing one's behavior or attitude. Posting comments or critics on an online social media is a type of activities customers do on a brand.

According to Sabate *et al.* (2014), a content that is posted during busy hours (08:00 - 18:00) is more effective than posting it during non-busy hours (18:01 - 07:59), and posting a content on *weekdays* is believed to be more effective than posting it in the *weekend*. Furthermore, this effectivity is measured by a customer's actions on a post, namely giving *likes*, *comments*, and *share* (Sabate *et al.* 2014; Su *et al.* 2015; Schultz, 2017)

The right posting time determines consumers' behavior in their engagement and participation on an online social media content (Hellberg, 2015). During busy hours, they would check a posted content slightly or only give a *like* without further actions like *share* or posting a comment on the content. If the content is posted during the right hours, it is expected that customers would be more active in giving responses on it, like sharing the information and posting comments. It is believed that *posting time* affects the high number of responses, namely *like*, *share*, or giving comments.

The paragraphs above underline that there are factors that can affect the customer participation on a brand, namely bonding factor, customer engagement, and *posting time*. The positive side of a strong bond would affect customer engagement on a brand community. (Chu & Kim, 2011; Shan & King, 2015; Phua *et al.*, 2017). Aksoy *et al.* (2013) states that there is influence between engagement of online brand's customers and customers' participations in a virtual community. Jaakonmäki *et al.* (2017) also states that there are some days in a week and specific hours where the audience are likely to involve themselves (in social media as customers) compared to the other days and hours.

The abovementioned previous research on customer bonding, engagement, and participation in retail industry have been done many times, but none of them studied the three variables (the customer's bonding, engagement, and participation) altogether in one research. Moreover, there are less studies on the customer bonding, engagement, and participation on a local coffee brand's Instagram social media. The other factor that differentiate this research from the previous ones is the study of right *posting time* when posting an advertisement for the local coffee brand industry on Instagram social media as the online advertising strategy. Accordingly, the purpose of this research is to find out which model is considered the best to increase the effect pf customer bond, engagement, and participation that is moderated by *posting time* on a a local coffee brand, *Kopi Kekinian's* Instagram social media.

2. THE PROPOSED METHOD

Bonding Based Attachment

Hinson *et al.* (2019) points out that *bonding-based attachment* consists of social interaction bond and brand trust. Social interaction bond is a type of inter-individual relationship in obtaining information (Hinson *et al.*, 2019). The more an individual makes interactions, the more information they will get (Larson, 2013). Social interaction bond can also be defined as an interaction that is linked with how intense an individual in communicating with each other (Wang & Chen, 2012). Furthermore, according to Reis *et al.* (2013), social interaction bond is a strength or a bond that can be measured from how much time that have been used and to what extent the responses and bond can be generated.

According to Doney & Cannon (1997); Mayer *et al.* (1995), brand trust is viewed as consumer's expectation on a brand, whether the brand is consistent in maintaining its promise to give value or benefit for consumers. The availability of consumer's trust on a brand depends on what they

expect and what they want (Chaudhuri & Holbrook, 2001), therefore brand trust can encourage a long-term relationship between consumers and their preferred brand (Bianchi *et al.*, 2014). According to Gefen *et al.* (2003), consumers would believe in a brand's capability through their understanding on the brand from the previous interaction or experience with the brand in question, therefore it increase their trust on it.

Customer Engagement

Santer *et al.* (2005) defines that customer engagement is an interaction between customers and a brand. Customer engagement is manifested in a communication to build long term relationship with a brand, marked by the existence of a brand community or recommendation behavior (Doorn *et al.*, 2010), and the customer will recommend a specific brand based on their experience with the brand (Brodie *et al.*, 2011).

Hollebeek & Chen (2014) points out that customer engagement is a customer's next level or an individual's idea that motivates one's preference on a brand, marked by a cognitive activity, emotional engagement, and positive behavior that is related to their preferred brand. Cognitive activity refers to an individual's engagement's level in which the customer's idea understand to what extent it will focus on a brand; whereas, emotional engagement is a positive feelings or a customer's pride when the customer uses a brand (Schaufeli *et al.*, 2002; Leckie *et al.*, 2016). Furthermore, behavioral dimension refers to customer's interest in spending energy, time, and all activities that are related with the brand (Stone & Grønhaug, 1993; Leckie *et al.*, 2016).

Customer Participation

Customer participation refers to an action that is able to measure to what extent a customer share the invormation, advice, and involved in the decision making (Chan *et al.*, 2010). These actions manifest in interactions built between individuals regarding a brand on a social media, where they share comments on the post, and the number of comments can be noticed to find out to what extent the brand is known (Chan *et al.*, 2010; Sakas *et al.* 2015; Swani & Milne, 2017). According to Hinson *et al.* (2019), customer participation is an action in building an brand and advertisement, as a result of customer engagement in a brand's social media platform. It is important for a social media platform to meet an individual's need and understand one's motivation in using the media, and also to understand the cause-and-effect in using the media, so it could influence customer participation (informational participation, follow-up participation, and behavioral participation) (Kamboj, 2019).

According to Kamboj & Rahman (2017), transformational participation is the frist stage that depicts to what extent a consumer spends time to find out any information about a product in a community that is exist in a social media, and the consumer continues to partake actively through visual action, which is called follow-up participation. Hence, a consumer is able to describe how they interact and cooperate together online in a biased platform, which is called behavioral participation. Next, Fang *et al.* (2008) states that customer participation refers to to what extent a customer's engagement in a development process of a brand, where a customer can only involve in an activity, for example: the product test or new-concept making test, therefore the brand and the customer would help each other in evaluating and understanding which information can be shared (Dyer & Singh, 2011).

Posting Time

In general, Lee (2013) defines *posting time* as a time scale when a content is uploaded online, in which earlier time to post it is believed to have higher probability to grab consumer's attention; on the contrary, when a content is posted later, it would lose a significant chance to draw consumer's attention even though the content has high value for internet surfers or other consumers.

Hypothesis Development

Correlation between *Bonding Based Attachment* and Customer Engagement

Hinson *et al.* (2019) states that a strong *bonding-based attachment* and the frequent interactions will encourage consumers to contribute, and partake actively in giving opinions or communicate with

each other about positive things a brand has on an existing social media platform. Dessart *et al.* (2015) also points out that a strong *bonding-based attachment* would arise when consumer makes frequent interactions with their favorite brand.

Hinson *et al.* (2019) underlines that social interaction and brand trust has significant positive effect on customer engagement. According to Chu & Kim, (2011); Shan & King (2015); Phua *et al.* (2017), a strong bond that arises positive experience can affect customer engagement on a brand community. Petzer & Tonder (2019) state that social interaction has significant positive effect and influence on customer engagement. Moreover, trust affects customer engagement in banking (Kosiba *et al.*, 2018). Based on these statements, this research proposed first hypothesis as follows:

H1: High *bonding based attachment* would increase customer engagement on social media.

Correlation between Customer Engagement and Customer Participation

The intensity of a customer engagement's activity can be viewed from a brand's activity in a social media platform (Solem & Pedersen, 2016). The higher the activity of a brand in a social media, the more the customer engagement emerges (affective and emotional), so it encourages a good relationship with customer from time to time (Hinson *et al.*, 2019). According to Shang *et al.* (2006), customer participation is not only about finding out information or reading comments, but also partakes in giving comment on a post. When consumers involve in a social media platform, they are likely to contribute hugely in sharing their choice, alternative, and their knowledge about a brand based on their experience with the brand (Hinson *et al.*, 2019).

The results of Hasil penelitian Aksoy *et al.* (2013)'s research show that there is effect between online brand's customer engagement with customer participation in a virtual community. The other previous research results show that customer engagement affects significantly on customer participation in a social network in generating critics as a reaction on an online social media content shared by other internet users, and it emerges feedback that is manifested in given rank and assessment on a product or service of a specific brand (Pagani & Malacarne, 2017).

The abovementioned results are supported by the research conducted by Hinson *et al.* (2019), which states that customer engagement on a social media affects on customer participation in building a brand and advertisement. Based on these statements, this research proposed second hypothesis as follows:

H2: High customer engagement would increase customer participation on social media.

Correlation between *Posting Time* and Customer Participation

Deciding the right time in posting an advertisement is important in a marketing strategy to encourage the success of a brand, such as posting an online advertisement in a social media in specific times (Kumar *et al.*, 2006). According to Golder *et al.* (2007), most of social media users' activities increased in workdays, mainly from morning till afternoon, and it is stable again at night.

The research results above is supported by the other previous research by Pletikosa Cvijikj & Michahelles (2013) in which it states that there are specific hours and days like busy hours, where an individual is more actively involved in an interaction on a brand that was posted in a social media. Jaakonmäki *et al.* (2017) also finds out that there are specific hours and days where audience are likely to participate compared with the other hours and days. Based on these statement, this research proposed third hypothesis and sub-hypotheses as follows:

H3: *Posting Time* moderates the correlation between Customer Engagement and Customer Participation.

H3a: High Customer Engagement with *posting time* in the *weekend* encourages more Customer participation compared to *posting time* on *weekdays*.

H3b: Low Customer Engagement with *posting time* in the *weekend* encourages more Customer participation compared to *posting time* on *weekdays*.

Research Model

Based on the abovementioned hypotheses framework, the research model is described in the following figure:

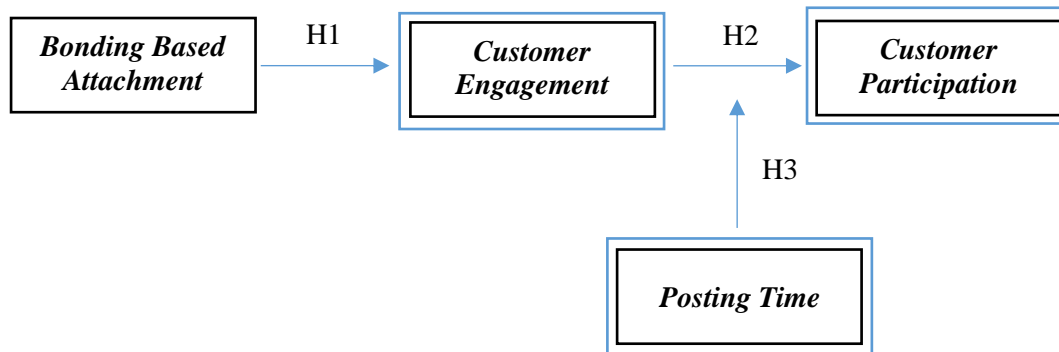


Figure 1. Research Model

3. METHOD

Research Design

This research applied survey method to collect the data by distributing questionnaire online through google form and using likert scale measurement.

Measurement

In this research, the measurement *Bonding Based Attachment* variable is adopted from Hinson *et al.* (2019), in which it consists of two dimensions, namely *Social Interaction* (5 questions) and *Brand Trust* (5 questions). The customer engagement is also adopted from Hinson *et al.* (2019) in which it consists of three dimensions, namely *Emotional Engagement* (3 questions), *Cognitive Engagement* (3 questions) and *Behavioural Engagement* (3 questions). Next, customer participation variable is adopted from Kamboj & Rahman (2017) in which it consists of three dimensions, namely *Informational Participation* (3 questions), *Actionable Participation* (3 questions), and *Attitudinal Participation* (3 questions). To measure *Posting time*, the other variable, *weekdays posting* was separated from *weekend posting*, in which the measurement used scale 1 (one) for *weekdays* and 2 (two) for *weekend*. The total number of measurement is 28 questions. The details of these questions are available in the operational variable in attachment 2 and the questionnaire in attachment 3.

Population and Sample

Population in this research is all *followers* (pengikut) of *Kekinian* local coffee shop brand's Instagram. Due to the large number of *Kekinian* local coffee shop brand's Instagram's followers, samples were taken in this research. The total number of samples are determined by the researcher using *purposive sampling* method. The sample criteria in this research are 17 years old and above, *Kekinian* local coffee shop brand's Instagram's followers, and have consumed the local brand coffee more than once. Accordingly, the survey in this research includes 155 samples that are divided into two groups, namely the respondents who respond on the posts on weekdays and those who respond on the posts in the weekend. Furthermore, the test in this research used was conducted by finding out the mean value, and then finding out the median value of customer engagement variable and customer perception variable.

Validity test in this research was conducted by investigating the *Kaiser Msyer Olkin* (KMO) sampling measurement and *Measure of Sampling Adequacy* (MSA). In this research, the requirement to be applied. If there are statements that have KMO value under 0.50, then they cannot be applied or not valid. Next, Reliability test was measured using *Cronbach's Alpha*. When the *Cronbach's Alpha* value is at > 0.70, it is deemed reliable (Babin, 2017).

Analysis Method

There are several analysis methods applied in this research to prove the first hypothesis. The first method was using Chi square test to investigate the correlation between *bonding based attachment* and customer engagement, and the correlation between *bonding based attachment*, *posting time* and customer participation. The data used in this test is the data categorization, in which *bonding based attachment* is categorized as high and low, and customer engagement is categorized as strong and weak. Customer participation is categorized as strong and weak as well. The decision for the categorization is based on median split value.

The second method was using Analysis of variance (ANOVA) to investigate several aspects: a) to find out whether the value of customer engagement shows difference on low- *bonding based attachment* categorization and high-*bonding based attachment* categorization; b) to find out whether customer participation value show difference on the high and low customer engagement rate; c) to find out whether customer participation shows difference on the strong and weak customer engagement rate; d) to find out whether customer participation shows difference on posting time in the weekend and on weekdays; e) to find out whether customer participation value shows difference on posting time in the weekend and on weekdays; f) to find out whether customer participation value shows difference on high and low *bonding based attachment* rate.

The third method was using logistic regression to investigate whether dependent variable is affected by independent variable. The first logistic regression is on customer engagement, the dependent variable, which is categorized as strong and weak, with *bonding based attachment*, the independent variable. This was conducted to find out whether *bonding based attachment* rate determines the customer engagement is strong or weak.

The next is to measure customer participation, the dependent variable, which is categorized as high and low. Then the analysis also investigated whether customer engagement, *bonding based attachment*, and customer engagement that is moderated by posting time affects customer participation. *Bonding based attachment* variable (10 statements), customer engagement variable (9 engagement), and customer participation variable (9 statements) are all deemed valid and reliable. Accordingly, based on the validity test analysis results, all 28 statements in the questionnaire are valid.

4. RESULTS AND DISCUSSION

Results

Research results are obtained from 155 respondents, who are social media users and the followers of Kekinian local *coffee shop brand* on Instagram. The results show the majority of respondents are 68% female. From these female respondents, there are 50% who are between 26 to 33 years old. Those who spend <Rp. 200,000 to buy additional food (drinking Kekinian coffee) is at 65%. Those who buy Kekinian coffee by visiting the *coffee shop* directly is at 57%, and those who spend time to check Kekinian local coffee brand's post in social media in the *weekend* is at 56%. It describes that the followers of local coffee shop brand in Instagram social media are young-adult women who spend <Rp. 200,000 to buy additional food (drinking Kekinian coffee) by visiting the *coffee shop* directly.

Validity and Reliability Construct Tests

In this research, the *confirmatory factor analysis* test result show that all indicators are considered as valid with KMO and MSA values are at > 0.50 , and 1 *component matrix*. There are valid 10 statements on *bonding based attachment* variable, which consist of 2 dimensions, namely *social interaction ties* with KMO value is at $0.81 > 0.5$ and *brand trust* with KMO value is at $0.87 > 0.50$. There are valid 9 statements on Customer Engagement variable, which consist of 3 dimensions, namely *emotional engagement* with KMO value is at $0.65 > 0.50$, *cognitive engagement* with KMO value is at $0.64 > 0.50$, and *behavioural engagement* with KMO value is at $0.55 > 0.50$. There are valid 9 statements on Customer Participation variable, which consist of 3 dimensions, namely *informational participation* with KMO value is at $0.66 > 0.50$, *actionable participation* with KMO value is at $0.64 > 0.5$, and *attitudinal participation* dimension with KMO value is at $0.59 > 0.50$. The

Reliability Test on all indicators show that *cronbach alpha* value is at > 0.70 , so it is reliable.

Median Split

The first step to determine median value of a variable and respondent categorization in each variable was to count the mean value of the answers of *bonding based attachment*, customer engagement, and customer participation. The next step was to count the median value of each obtained mean value of each variable answer.

Table 1. Median Score Results

		Statistics		
		BBA	CE	CP
N	Valid	155	155	155
	Missing	0	0	0
Median		3.9000	3.8889	3.3333

From this process, the median value of *bonding based attachment* is 3.9, so the respondents with minimum value of 3.9 are categorized into having high *bonding based attachment*, whereas the respondents with the value below 3.9 is the respondents with low *bonding based attachment* value. The customer engagement value is 3.89, therefore the respondents with minimum *bonding based attachment* value at 3.89 are categorized as respondents with high customer engagement. Hence, the respondents with the customer engagement value are below 3.89 are the respondents with low *bonding based attachment*. Next, the median value of customer participation dependent variable is 3.33. Accordingly, the respondents with minimum median value at 3.33 are the respondents with high participation; where as the respondents with the value below 3.33 are the respondents with low participation.

Testing the Correlation between *Bonding Based Attachment* and Customer Engagement (Hypothesis 1)

After the limit of respondent group of each variable was found out, the obtained results are grouped as shown in the following table:

Table 2. *Bonding Based Attachment* with Customer engagement Respondent Group

Kode_BBA* Kode_CE Crosstabulation				
Count				
		KodeCE		Total
		Low	High	
KodeBBA	Low	66	15	81
	High	9	65	74
Total		75	80	155

In this test, *bonding based attachment* is in the high and low categories as well as customer engagement. Therefore, it was found out that there are 81 respondents, consist of 66 respondents with low customer engagement and the other 15 respondents with high customer engagement. The respondents with high *bonding based attachment* are 74 respondents, consist of 9 respondents with low customer engagement and the other 65 respondents with high customer engagement.

In order to find out whether the high or low *bonding based attachment* is correlated with high or low customer engagement, the *chi square* test was applied. In this research, the significant value is below 0.05. It indicates that the high or low value of customer engagement is differentiated due to the

high or low value of *bonding based attachment*. It means that *bonding based attachment* affects the customer engagement rate. Furthermore, the analysis of variance (ANOVA) test was applied to find out whether the customer engagement show difference on the high or low level of *bonding based attachment*. In this data analysis test, *bonding based attachment* is in the high or low category, whereas customer engagement measurement used the mean of the data.

Furthermore, this research obtained sig F value at < 0.05 . It means the customer engagement rate show difference on different *bonding based attachment* rate. In other words, the high or low *bonding based attachment* rate differentiates customer engagement rate. This result supports the chi square test result.

In the logistic regression test, the data source is the mean answers of *bonding based attachment*, whereas customer engagement is in high and low categories. Therefore, the logistic regression result shows that the significant value of Wald test is at < 0.005 . *Bonding based attachment* variable is with customer engagement, it means that *bonding based attachment* affects to what extent the consumer will fall into high or low customer engagement category.

The exponent value at 7.5 shows that consumers who have *bonding based attachment* mean value at 5 will have 5 more time high customer engagement compared to consumers with *bonding based attachment* at 1.

Bonding Based Attachment Testing Test and Customer engagement with Customer’s

Table 3. *Posting Time* with Customer participation Respondent Group

Kode_TOP* Kode_CE Crosstabulation				
Count				
		KODECP		Total
		Low	High	
Time	Weekdays	34	39	73
	Weekend	42	40	82
Total		76	79	155

In this test, posting time on *weekdays* or in the weekend and customer participation is given high or low category. Thus, based on table, there are 73 respondents with posting on weekdays, which consist of 34 respondents with low customer participation and the other 39 respondents with high customer participation. Next, based on the table, there are 82 respondents with *posting* in the *weekend*, which consist of 42 respondents with low customer participation and 40 respondents with high customer participation.

In order to test whether there is a correlation between posting time on weekdays or in the weekend and the high or low customer participation, the chi square test was conducted. In this research the obtained significant value is at > 0.05 . It indicates that posting time on weekdays or in the weekend has no direct correlation with customer participation.

Table 4. *Bonding Based Attachment* with Customer participation Respondent Group

Kode_BBA* Kode_CP Crosstabulation				
Count				
		KODECP		Total
		Low	High	
KodeBBA	Low	63	18	81
	High	13	61	74
Total		76	79	155

In this test, *bonding based attachment* and customer participation is given high or low category. Based on the table, there are 81 respondents with low *bonding based attachment*, which consist of 63 respondents with low customer participation and 18 respondents with high customer participation. There are 74 respondents with high *bonding based attachment*, which consist of 13 respondents with low participation and the other 61 respondents with high customer participation.

This research also conducted a test to find out whether there is correlation between *bonding based attachment* and the high or low customer participation using *chi square* test. The test obtained significant value at <0.005 . It indicates that there is correlation between *bonding based attachment* and customer participation. In other words, low *bonding based attachment* will cause low participation.

Table 5. Customer engagement with Customer participation Respondent Group

Kode_CE* Kode_CP Crosstabulation				
Count				
		KODECP		Total
		Low	High	
KodeCE	Low	63	12	75
	High	13	67	80
Total		76	79	155

In this test, customer engagement and customer participation are given high or low category. Based on the table, there are 75 respondents with low customer engagement, which consist of 63 respondents with low customer participation and 12 respondents with high customer participation. There are 80 respondents with high customer engagement, which consist of 13 respondents with low customer participation and 67 respondents with high customer participation. The next test was conducted to find out whether there is correlation between customer engagement and high or low customer participation using *chi square* test. The significant value obtained from the test is <0.005 . It indicates that there is correlation between customer engagement and customer participation.

Anova Test

Analysis of variance (ANOVA) test was applied to investigate the difference of mean of the two groups, namely a) posting time with customer participation, *bonding based attachment* with customer participation dan b) customer engagement on customer participation. The result of sig test obtained the value at $0.457 > 0.005$. It indicates that posting time on weekdays and in the *weekend* do not contribute differences in the customer participation level. The result of sig test of *bonding based attachment* with customer participation obtained the value at $0.000 < 0.005$. It indicates that high or low *bonding based attachment* contributes to customer participation level. The last result is the test of customer engagement on customer participation with sig value at $0.000 < 0.005$. It indicates that high or low customer engagement contribute difference on customer participation level.

Logistic Regression Test

According to the results, the whole logistic regression test result show that posting time and *bonding based attachment* do not determine high or low customer participation. Nevertheless, it is only customer engagement that determines whether consumer has high or low customer participation. The result on the interaction or time moderation, as the moderating correlation between customer engagement and customer participation, does not show the moderation role in determining strong or weak correlation between customer engagement and customer participation. This is proved by the obtained sig value at 0.059.

Table 6. Logistic Regression Test Results

		Variables in the Equation					
		B	S.E.	Wald	Df	Sig.	Exp(B)
Step 1 ^a	time(1)	3.581	6.709	.285	1	.594	35.913
	BBA	-2.231	1.356	2.707	1	.100	.107
	CE	4.545	1.692	7.214	1	.007	94.147
	KodeBBA(1)	-1.358	.770	3.108	1	.078	.257
	KodeCE(1)	-.595	1.020	.340	1	.560	.552
	BBA by time(1)	2.736	1.487	3.386	1	.066	15.425
	CE by time(1)	-3.695	1.953	3.579	1	.059	.025
	KodeCE(1) by time(1)	-.505	1.494	.114	1	.736	.604
	Constant	-7.534	5.556	1.839	1	.175	.001

- a. Variable(s) entered on step 1: time, BBA, CE, KodeBBA, KodeCE, BBA * time , CE * time , KodeCE * time

Based on the whole hypotheses test above, the test results are presented in table 7 below: [\(Di teks asli Bahasa Indonesia ditulis “Tabel 7”, tapi table 7 tidak ada\)](#)

Table 2. Research Hypothesis Test Results

Correlation between Variables	Chi Square	ANOVA (F test)	Logistic Regression Wald Test	Conclusions
<i>Bonding based attachement</i> with customer engagement	Sig 0.000	Sig 0.000	Sig 0.02	High or low <i>bonding based attachement</i> determines strong or weak customer participation (H1 is supported by the research data)
<i>Bonding based attachement</i> with customer participation	Sig 0.000	Sig 0.000	Sig 0.078	Further examination is needed regarding the effect of <i>bonding based attachement</i> on customer participation directly.
Customer engagement with customer participation	Sig 0.000	Sig 0.000	Sig 0.007	Strong or weak customer engagement determines high and low participation level (H2 is supported by the research data)

<i>posting time</i> with customer participation	-	-	Sig 0.594	<i>Posting time on weekdays</i> and in the <i>weekend</i> do not determine customer participation level.
<i>Posting time</i> moderation in correlation between customer engagement and customer participation	-		Sig 0.059	<i>Posting time</i> does not moderate the effect between customer engagement and customer participation (H3 is not supported by the research data)

Source: Data processing results with SPSS (2021)

Based on hypothesis test described on the table above, there are data with significant value at >0.005 . It means the data do not support the hypothesis, which is Hypothesis 3. Whereas, the other hypotheses (H1 and H2) show significant value at >0.005 . It means the data support the tested research hypothesis. Informasi selanjutnya tentang analisis uji regresi logistik. (Maaf izin bertanya, kalimat terakhir ini, yang saya highlight kuning, apakah dimaksudkan untuk menjelaskan tabel yang sama?)

Discussion

This research is aimed to explore the effect and correlation between *Bonding Based Attachment*, *Customer Engagement*, *Customer Participation*, and *Posting Time* that is moderated by covering posting time on weekdays and in the weekend in *Kekinian* local coffee shop brand's Instagram social media. One of the results of this research shows that *bonding based attachment* affects customer engagement level on *Kekinian* local coffee shop brand's Instagram social media. It indicates that customer's high or low *bonding based attachment* can increase customer engagement on Instagram social media, especially on *Kekinian* local coffee shop brand. This research result is in accordance with the research by Hinson *et al.* (2019), which points out that *bonding based attachment*, which consists of social interaction and brand trust contribute significant positive effect on customer engagement.

A customer who has strong *bonding based attachment*, which consists of a social interaction and brand trust, would increase customer's contribution in making interaction in order to dig information by reading comments on a post in Instagram social media, especially about their favorite brand. Accordingly, brand trust in social networking becomes an important aspect in evaluating sources of information and values that exist within an information, in which it describes one's faith on a brand will meet one's expectation (Kang *et al.*, 2014).

One of the research results in this research show that customer engagement affects customer participation on local coffee shop brand's Instagram social media. A customer with high engagement would be more active in digging any information, and it is manifested by being actively partake on social media platform, e.g. by sharing their comments on a post, or making contents to review the post. These contents are expected to affect others to determine their choice based on the customer's knowledge and experience with the product. This statement is supported by Shang *et al.* (2006) dan Aksoy *et al.* (2013)'s research, in which there is an effect between customer engagement and customer participation on a social media.

The other previous research also focus on customer engagement and customer participation, e.g. research by Elise *et al.* (2011). The mentioned research shows that customer participation is inseparable from customer participation process. Therefore, customer participation is inseparable from customer engagement process. Therefore, a strong customer engagement in a brand would increase customer participation on a social media. Customer participation refers to customer

engagement that is manifested in several behaviors, for examples giving comments in a platform and sharing information in a comment sections on a post (Cheng *et al.*, 2017).

Furthermore, this research proves that posting time does not moderate the effect between customer engagement and customer participation (H3). Therefore, high customer engagement with posting time in the weekend or on weekdays does not affect the increase of customer participation (H3a). On the contrary, low customer engagement with posting time in the weekend or on weekdays do not affect in increasing customer participation (H3b). Accordingly, posting time is not a main factor that need more concern. It can be viewed as consistency in sharing post on a platform by uploading a content.

5. CONCLUSION

This research points out that high *bonding based attachment* plays role in increasing customer engagement on local coffee shop brand's Instagram social media. In addition, the research result also shows that customer engagement affects customer participation on local coffee shop brand's Instagram social media. Furthermore, posting time, as the moderation, which consists of posting time on weekdays and in the weekend, does not contribute correlation between customer engagement and customer participation on local coffee shop brand's Instagram social media.

Even though this research shares huge contribution for literature, there are some limitations in this research. First, the majority of respondents participated in this research are young adults who actively partake in Instagram social media. Thus, further research can expand the scope of the study by adding the respondents from different age group. Next, this research only discusses one industry sector, namely *food and beverage*. Therefore, the further research may consider to study other industries like cosmetics or fashion. The other limitation is related to the factors that can affect the variables, which are not investigated in this research. Further research can study to what extent other factors like influence of endorsement, content in a post, and influencer affect the variables.

This research contributes to managerial implication that is essential to be applied in increasing *bonding based attachment*, customer engagement, and customer participation by using local coffee shop brand's Instagram social media. First, businessmen who run food and beverage industry would put marketing communication as the main role to achieve success in targeting market faster and widely. In addition, Instagram social media is viewed as the best means for marketing, because Instagram has stronger charm compared to the other social media. Instastory, one of the features, is believed to be a tool that can gain audience because they are more interested to check user's instastories. Second, for both new and long-term customers of *Kekinian* local coffee shop brand, brand trust would increase customer engagement in a social media. Customers who have strong bond on a brand will be more confident on the brand, so they would dig information related to their favorite brand more often. For example, they find out any information related to promotion or new variants of their favorite brand by reading comments section on a post, checking new posts, or asking their friends.

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