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## **THE EFFECT OF DIGITAL MARKETING, DIGITAL BRANDING AND PERCEIVED SERVICE QUALITY WITH CUSTOMER ENGAGEMENT AS INTERVENING VARIABLES ON BRAND ADVOCACY ON THE DIGITAL PLATFORM OF TOURISM VILLAGE IN INDONESIA**

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### **ABSTRACT**

The paper examines the effect of Digital Marketing, Digital Branding, Perceived Service Quality with Customer Engagement on Brand Advocacy on the Digital Platform for Tourism Villages in Indonesia. The research population is local tourists who visit several tourist places in sustainable tourism places, and the samples taken as many as 440 tourists. Data was collected by online and offline surveys with the distribution of self-administered questionnaires. The findings of the study are that digital marketing has a positive and significant influence on customer engagement. This can be used to increase awareness of the use of technology and make maximum use of it to realize a digital-based tourism village. Digital marketing is not significant to brand advocacy, but it has a positive and significant influence on customer engagement. Perceived service quality has a positive and significant influence on brand advocacy, and digital marketing has a positive and significant influence on brand advocacy through customer engagement. This research aims to provide a guideline or material for consideration for village communities, tourism awareness groups, regional tourism institutions, and other parties with an interest in developing Tourism Villages to apply digital technology and marketing strategies in their marketing. However, there is no link between digital branding and customer engagement, and there are many studies that have raised tourist village objects, but those that focus on independent tourism villages according to the JADESTA category do not yet exist.

**Keywords:** Brand Advocacy; Customer Engagement; Digital Branding; Digital Marketing; Perceived Service Quality.

## 1. Introduction

Tourism villages are a form of community-based and sustainable tourism development. According to the Tourism Village Network (JADESTA), tourist villages are divided into four groups: Pioneer Tourism Villages, Developing Tourism Villages, Advanced Tourism Villages and Independent Tourism Villages. Pujon Kidul Village, located in Krajan, Redung Kidul, Malang, Indonesia, has a website and social media platform as a marketing tool. It also developed an application that records the number of visitors who come, visitor activity, number of orders, schedule of visits, important meetings, various announcements and financial access. However, the digital platforms owned by several Tourism Villages have weak interactions with visitors and followers due to the lack of attractive content available.

Brand Advocacy is the process of recommending brands to other consumers. It involves creating value through various services, offerings and experiences that customers feel they want to repeat. Digital media has enabled brand building to become multi-directional, interconnected and beyond the control of marketers. Xie, Bagozzi, & Gronhaug (2019) defines Brand Advocacy as creating and raising relations with customers in order for them to voice favorable or positive comments about the brand. Digital marketing is an important tool for businesses and Tourism Villages in Indonesia, as it can level the playing field between large and small companies. However, it has not been implemented optimally by tourism village administrators, leading to a lack of knowledge of the community and potential tourists about tourist villages. New media used are websites, Instagram and Facebook.

The tourism industry has been disrupted by the rapid development of the internet and newer modes of marketing. Digital marketing is the latest trend and future of every sector, with successful digital travel agents being high in terms of number and quantity. Digital marketing has various key benefits, but the establishment of digital branding must be done from scratch with even harder efforts. Today's consumers live in a communication-saturated society where information is available every day or more frequently. Digital marketing such as websites, SEO and Social Media can shape perceived service quality and long-distance customer engagement. Digital media is a powerful tool for brand building, as consumers and business customers have a wide choice of ways to participate in discussions, create and share content, and talk to one another. Trust motivates Chinese consumers to choose websites, and social media is a virtual media platform that strengthens between users and social bonds. Social media is an effective means of business promotion, as it can be used to share, participate, and create something. Service quality is one of the main dimensions of customer satisfaction, and decisions in operations management are critical to the success of service marketing. Engagement with a place or destination can also increase loyalty and form the resulting marketing chain.

Interactivity lies in the process or characteristics of communication media. Massey and Levy (Heeter, 1989) conducted research on the presence of interactive features of the site, such as email links, comment forms, chat rooms, search engines, registration forms, online orders, games, questionnaires, etc. Digital platforms can provide visitors/consumers with reviews and interests about the products and services provided, increasing the interaction of the Tourism Village management with visitors and potential visitors. Digital marketing has an influence on the Customer engagement variable, the Perceived service quality variable has an influence on the Brand Advocacy variable, and the Customer engagement variable has a positive influence

on Brand Advocacy. Digital marketing has a positive influence on Perceived Service Quality, Brand Advocacy, and Customer Engagement.

It is supported by digital media, ordering food digitally, and using a hospital application/website to form a good perception of service quality in the community. Digital marketing also has an influence on the Perceived Service Quality variable, Brand Advocacy variable, and Customer Engagement variable. This study examines the effect of Digital Marketing, Digital Branding, Perceived Service Quality with Customer Engagement as Intervening Variables on Brand Advocacy on the Digital Platform for Tourism Villages in Indonesia. The results of this study can be used as reference material for further research and as a guideline for village communities, Tourism Awareness Groups, regional tourism institutions, and other parties with an interest in developing Tourism Villages to apply digital technology and marketing strategies in the marketing.

## **2. Literature Review**

### *2.1. Digital Marketing*

Digital marketing is an effective strategy to reach the market, especially for technology-savvy developing countries. It is a new scientific field that is recording great growth and is considered as the future evolution of marketing. According to Hermawan (2012), digital marketing is a marketing activity that utilizes digital platforms on the internet to reach target consumers. Chaffey D. (2015) defines digital marketing as the application of digital technology that forms online channels to the market (website, email, database, digital TV and through various other innovations including blogs, feeds, podcasts, and social networks).

According to Micom (2017) in the Nielson Cross Platform Report, 60% of consumers often do further searches after they see an online advertisement. Therefore, digital marketing is important for a business, as well as for Tourism Villages in an effort to reach the market so that they can develop even better in the digital marketing field. Digital marketing is a new paradigm in business that has been created by the internet. It involves the use of digital media, information or content submitted, interactive services and designs used in the digital platform. The right amount of information/content is important to attract visitors to the created digital platform, as tourists who read such content and who find it useful and up-to-date can develop satisfaction during the experience process that generates a motivational boost that engages them to digital platforms (Loureiro, 2015; Park et al., 2017). Tourists who read such content and who find it useful and up-to-date can develop satisfaction during the experience process that generates a motivational boost that engages them to digital platforms (Ali, 2016; Park et al., 2017).

According to Chaffey, (2019), the digital marketing indicators used in this research are: Fee per Transaction, Incentive Program, Website/Web Design and Interactivity (Site Design and Interactivity).

### *2.2. Digital Branding*

According to Smart Insight 2015 in Lotta Back (2018:4) digital branding can be interpreted as digital communication that has a strong context related to business strategy and brand planning. So, even if doing branding, digital branding or digital communication, the key element is how to make a brand different from others. The use of digital branding according to (Dodwani &

Agarwal, 2017: 31) is starting to be used in the era of the development of the internet as a communication medium. The use of the internet is the least expensive method of building branding compared to other traditional media. According to him, social media plays an important role in product branding. Understanding of digital branding is also explained (Back, 2018), digital branding, namely digital channels and assets as positioning services or products used to communicate brands and as part of communication programs. Therefore, digital branding can be a business strategy and brand planning that makes the image and image of a tourist village different. Digital branding is a brand identity used by a product or company online, which is different from traditional brands.

Digital branding is the process of building and framing a brand online, such as by using websites, applications, social media, and so on. Digital branding will focus more on improving good relationships with customers. In online marketing, digital branding plays a very important role because we can build a bond with consumers, make brands memorable, expand reach and networks. Digital branding here can be in the form of logos, websites, social media and so on (Fadly & Utama, 2020). Meanwhile, according to (Kotler & Keller, 2019) branding is a name, term, sign, symbol, design or a combination of all of them intended to identify the goods or services or groups of sellers and to differentiate them from those of competitors. The level of consistency is also still lacking. According to the new introductory features of technology and digital marketing, we need to pay special attention to the obvious advantages of technology in branding a destination as a tourism product. Several important moments in destination branding and tourism products will be introduced further.

The Digital Branding indicators used in this research are Utama, (2020) are : Social Media Influencers (Social Media Influencers), Branding Agency (Branding Agency), Online Audience (Online Audience), Content Creation (Content Creation) and Consumption Circulation (Consumption). circulation).

### *2.3. Perceived Service Quality*

Perceived Service Quality is the customer's perception of the quality of a product or service related to what the customer expects (Indra, 2018). This perception arises from customers or potential customers so that it cannot be determined objectively. The quality perceived by the customer regarding the quality of service, and can be the customer's impression of the superiority of an individual product or service. Perceived Quality must be acceptable and can provide a sense of satisfaction with the products that have been given to consumers. Customer perception will involve what is important to customers because each customer has a different relative measured interest in a product or service. Service Quality is an important thing that must be considered and maximized so that customers make us their permanent choice (Badriyah, et al., 2022). Service quality has an important role in increasing customer satisfaction.

According to Santos (2017) e-service quality is an effort made by companies to meet consumer needs and desires. Nasbir (2017) says that Perceived Quality must be acceptable and can provide a sense of satisfaction with the products that have been given to consumers. According to Santos (2017) e-service quality is an effort made by the tourism village manager to meet the needs and desires of visitors. If the service provided by the company is in accordance with or

more than customer expectations, then the quality of service provided will be perceived as good and satisfactory. If the service provided by the company is in accordance with or more than customer expectations, then the quality of service provided will be perceived as good and satisfactory.

The indicators for assessing perceived service quality in this study by Santos (2017) are : Availability and content of service information (Availability and content of service information), Ease of use / usability of the services provided (Ease of use / usability of the services provided), Privacy and security of the services provided (Privacy and security of the services provided, Service Graphic Style), and Fulfillment or reliability.

#### *2.4. Customer Engagement*

Customer engagement is customer engagement that includes all customer activities and managers (Vivek, Beatty, & Morgan, 2012) define it as the intensity of individual participation, both initiated by the customer and by the organization. Customers in promoting Tourism Villages are needed in business. Customer involvement can expand the reach and scope of customer interaction with the company which is a positive activity (Pralhad & Ramaswamy, 2004). Customer engagement is referred to as visitor engagement where there is a communication relationship between managers and visitors. (Lusch and Vargo, 2016). Customer engagement is a communication or interaction relationship that exists between external stakeholders such as customers and producers or companies through various channels. Customer engagement is referred to as customer engagement where there is a communication relationship between producers and consumers.

Customer engagement is the level of customer motivation related to the brand that depends on the level of certain emotional, cognitive and behavioral activities in an interaction and interaction is an important part of customer engagement (Hollenbeck, 2012, p. 257). Patterson in Hollenbeck, et al (2012, p. 255) also stated that there are three dimensions that influence the formation of customer engagement, namely cognitive (cognitive) relating to the ability to think and rational individuals, emotional (emotional) relating to individual experience and behavior. (behavioral) which relates to the individual's participation in involving himself. These three dimensions are a combination of customer experiences and feelings, the behavioral dimension of taking the participation of customers and potential customers through brands (Viviek, et al. 2012).

Customer engagement indicators according to Sharma and Sarmah (2019) used in this study are: Customer awareness (Customer awareness), Customer enthusiasm (Customer enthusiasm), Customer interaction (Customer interaction), Customer activity (Customer activity), and Customer experience (customer experience).

#### *2.5. Brand Advocacy*

Brand advocacy described as creating and enhancing customer relationships. In order to get positive comments about the brand from customers. When consumers become connected to a brand, this relationship can lead to advocacy for the brand wherein the consumer spreads positive word-of-mouth about the brand. Because brand advocacy focuses on recommending brands to consumers, helping brands when attacked or recruiting potential customers with word

of mouth promotional activities or positive recommendations by deeply engaging or connecting with brands to consumers. Customer involvement in brand promotion activities, consumers are willing to spend time and effort to actively recommend and support a brand of a product by conveying about the brand from consumers to facilitate the acceptance of new products is a satisfying effort for the company Badrinarayanan and Laverie (2013). Brand advocacy can be considered as the extent to which individuals actively recommend and support a brand and ignore other brands in the same product category. When someone is willing to advocate for a brand, it can be ascertained that the consumer is engaged and connected to the brand more broadly. When consumers are willing to advocate and promote a brand, they must be deeply engaged and feel connected to it.

Consumer behavior to try new products from a brand, spread favorable word of mouth and inform a brand. Customers spread word of mouth that appears as a result of involvement in the context of online marketing. WOM (Word Of Mouth marketing) is considered an advertising or online marketing tool that is very successful. The Brand Advocacy indicators according to Xie et al., (2019) used in this study are: Intention to try products with new brands, Favorable Word-of-Mouth, and Resistance to negative information (Resistance to negative information).

### 2.6. Conceptual Framework

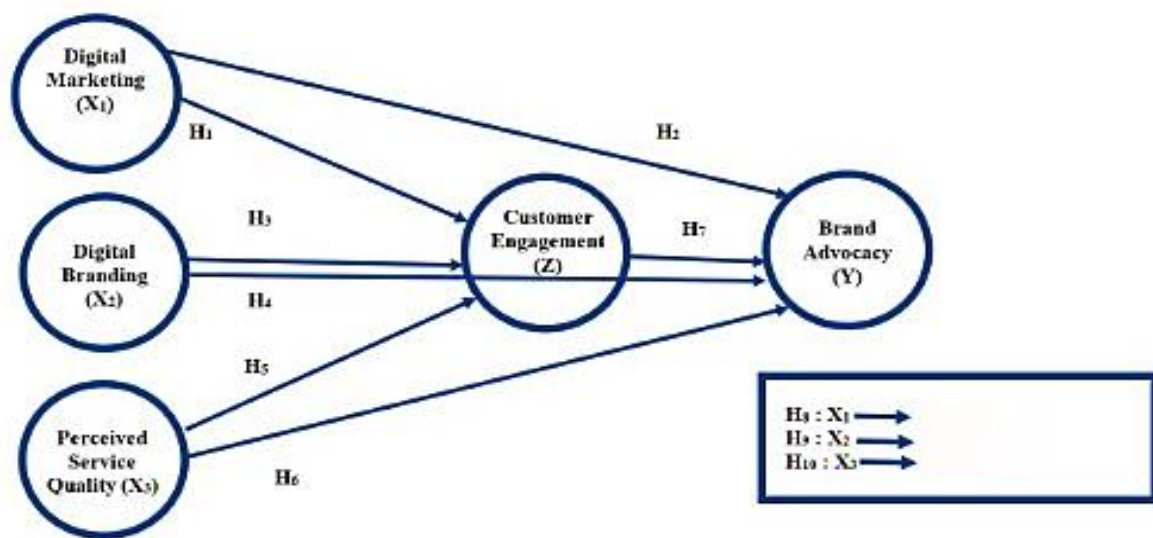


Figure 1

Conceptual Framework

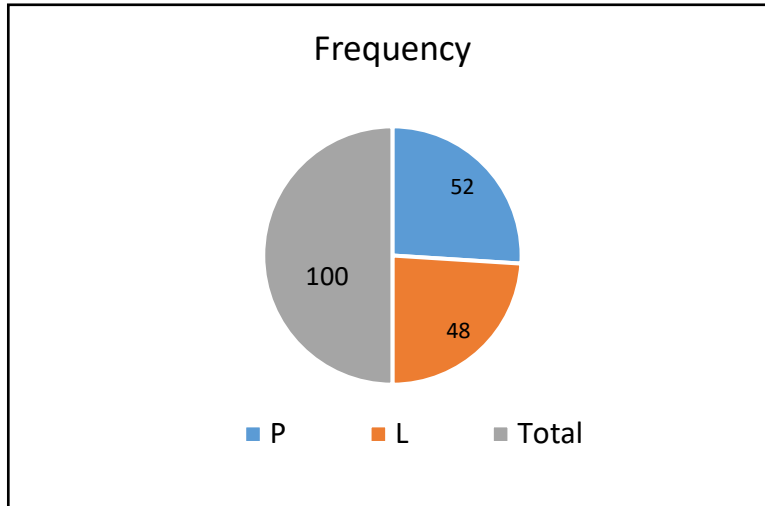
### 3. Research Method

This research is a causal hypothesis testing research designed to analyze the loyalty and satisfaction of tourists based on destination image integration for sustainable tourism. The research population is local tourists who visit several tourist places in tourist destinations that meet the criteria as sustainable tourism places. The distribution of the sample is based on the number of visitors to each tourist destination, with Cibuntu Tourism Village, Kuningan Regency, West Java having 31 respondents, Pujon Kidul Tourism Village (Café Sawah),

Malang, East Java having 221 respondents, Candirejo Tourism Village, Magelang Regency, Central Java having 8 respondents, Nganggeran Tourism Village, Gunung Kidul Regency, DIY having 10 respondents and Important Sari Tourism Village, Sleman Regency, DIY having 170 respondents. The data analysis method used is SEM analysis, which explains the statistical methods used in hypothesis testing along with their limitations.

#### 4. Result

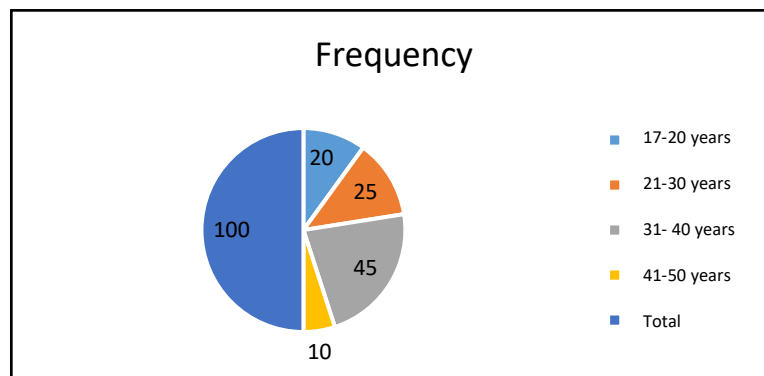
##### 4.1. Respondent Profile



Source: Data Processed

Figure 2.  
Respondent Profile

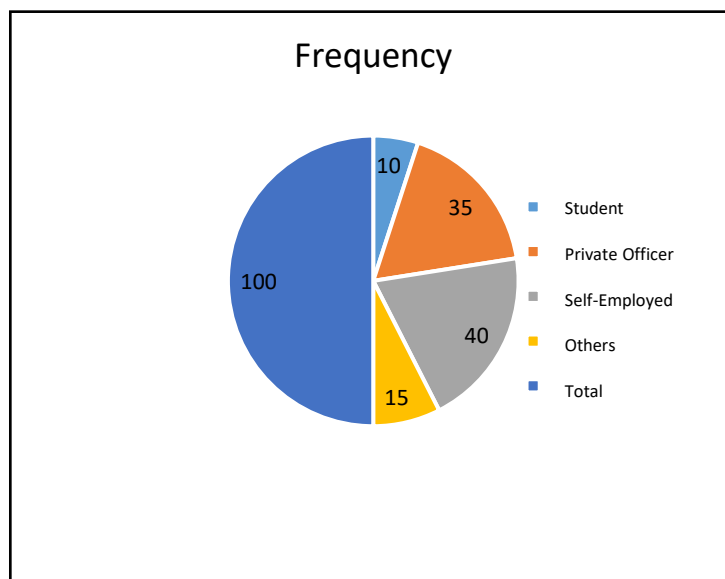
Based on Figure 2 shows that the female respondents (P) were 52 people or 52.26% and the male respondents (L) were 48 people or 48.24%. The number of female respondents is more than that of men, because it is no stranger that a woman prefers to travel. A woman has more free time to visit Tourism Villages than a man because of busy work.



Source: Data Processed

Figure 3.  
Respondent Age

Based on Figure 3, it can be seen that the Tourism Village respondents aged 17-20 years with a total of 20 people or a percentage of 20%, respondents aged 21-30 years with a total of 25 people or a percentage of 25%, respondents aged between 31-40 years as many as 45 people or by 45%, respondents aged 41-50 years as many as 10 people or by 10%. The number of respondents aged between 31-40 years is more than those aged 17-20 years, aged between 21-30 years, and ages between 41-50 years. Because at the age of 31-40 most people are already working and already have children, so visiting a Tourism Village is the best choice in spending free time when on vacation with family to enjoy the natural atmosphere of the countryside as well as a place for education for children in the open



Source: Data Processed

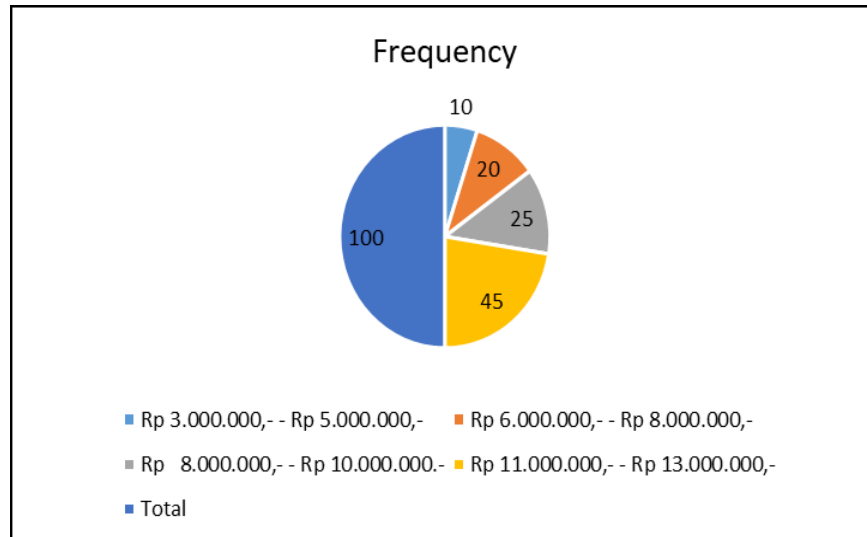
Figure 4.  
Respondent Occupation

Based on Figure 4, it can be concluded that the majority of respondents' types of work are Entrepreneurs as many as 40 people or by 40%, while respondents with private employees are 35 people or 35%, respondents with student/student jobs are 10 people or 10%, respondents with jobs Others as many as 15 people or 15%. The number of self-employed respondents is more than that of private employees, students, and other occupations, because most entrepreneurs have more free time because they are not bound by work rules.

Based on Figure 5, it can be seen that the majority of respondents' income in one month is Rp. 11,000,000, - - Rp. 13,000,000, - with a total of 45 people or a percentage of 45%, while the income of respondents in one month is Rp. 8,000,000. - Rp. 10,000,000.- as many as 25 people or by 25%, the respondent's income in one month is Rp. 6,000,000.- - Rp. 8,000,000.- as many as 20 people or by 20% and the income of the respondent in one month is Rp. 3,000 .000, - - Rp. 5.000.000,- for 10 people or 10%. The respondent's income in one month is Rp. 11,000,000.- - Rp. 13,000,000.- more than the income of the respondent in one month of Rp. 8,000,000.- - Rp. 10,000,000.- as many as 25 people or 25% , the respondent's income in one month is Rp. 6,000,000, - - Rp. 8,000,000, - as many as 20 people or by 20% and the income



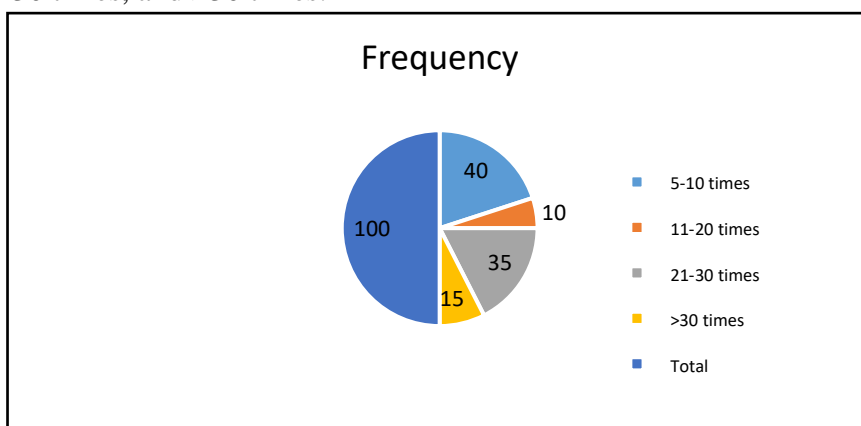
of the respondent in one month is Rp. 3,000,000. - - Rp. 5,000,000, - as many as 10 people. or by 10%. Because the respondent's income in one month is IDR 11,000,000 - IDR 13,000,000 already has a larger monthly income, so visiting the Tourism Village can be more frequent and can also visit outside the city where the Tourism Village is located.



Source: Data Processed

Figure 5.  
Respondents Income in a Month (In Rupiah)

Figure 6 shows that the majority of respondents visited Tourism Villages 5-10 times with a total of 40 people, with 11-20 visits with 10 people or 10%, 21-30 visits with 35 people or 35%, and >30 times with 15 people or 15%. The number of respondents with visits as much as 5-10 times more than those with visits 11-20, 21-30 times, and >30 times is higher than those with visits 11-20, 21-30 times, and >30 times.



Source: Data Processed

Figure 6.  
Number of Respondents Visited Tourism Villages in the Last One Year

#### 4.2. Research Model Testing Results

##### a. Model Fit Test

Goodness of fit model aims to test whether the resulting model describes the actual conditions. The hypotheses are:

Ho : The goodness of fit model (the resulting model describes the actual condition)

Ha : The model is not goodness of fit (the resulting model does not describe the actual condition)

Table 1.  
Fit Result Goodness

No.	Fit Degree Measurement	Score	Fit Level Accepted	Keterangan
1	<b>Absolute Fit Test</b>			
	<i>Chi Square</i>	754.53	<i>P -value</i> > 0,05	Close Fit
	<i>Normed Chi Square (x<sup>2</sup>/df)</i>	<i>P -value</i> = 0.25712		
	<i>Goodness of Fit Index (GFI)</i>	0,92	> 0,80	Close fit
<i>Root Mean Square Error of Approximation (RMSEA)</i>	0,009	RMSEA ≤ 0,08 (good fit) RMSEA < 0,05 (close-fit)	Close fit	
2	<b>Incremental Fit Measures</b>			
	<i>Adjusted Goodness of Fit Index (AGFI)</i>	0,91	AGFI > 0,8	Close fit
	Normed Fit Index (NFI)	0.97	NFI > 0.90	Close fit
	Comparative Fit Index (CFI)	1.00	CFI > 0.90	Close fit
3	<b>Parsimonius Fit Measures</b>			
	Parsimonious Normed Fit Index (PNFI)	0.90	PNFI > 0.80	Close fit
	Parsimonious GFI (PGFI)	0.82	PGFI > 0.80	Fit

Source: Output LISREL 8.7

From the Table 6, it is known that p value > 0.05, Goodness of Fit Indices (GFI) and Adjusted Goodness of Fit Index (AGFI) > 0.80, and Root Mean Square Error of Approximation (RMSEA) less than 0, 05, so it can be concluded that the research model is fit or the paradigm is supported by empirical conditions. The following shows a complete picture of the results of model testing using LISREL.

Figure 7  
Image of Research Model Testing Results

b. Structural Model Analysis

Based on the structural model framework tested, the following results were obtained:

$$\text{CustEng} = 0.47 \cdot \text{DigMark} + 0.22 \cdot \text{DigBran} + 0.44 \cdot \text{PSQ},$$

$$R^2 = 0.55$$

$$\text{BrandAd} = 0.53 \cdot \text{CustEng} + 0.025 \cdot \text{DigMark} + 0.055 \cdot \text{DigBran}$$

The measurement model is the process of testing the validity of the construct (latent variable) which is carried out through a convergent validity test, namely the indicator that composes a construct has a high loading factor with the construct and the total indicator will have a high enough variance extracted value and reliability is measure of internal consistency indicator of a construct. High reliability results provide confidence that all individual indicators are consistent with their measurements.

Table 2.  
Validity and Reliability

Variable	Dimension -Indicator	Loading Factor (I)	t count	Prob.	Average Variance Extracted (AVE)	Composite Reliability
<i>Digital Marketing</i>	X1	0,70	15,54	0,000	0,514	0,836
	X2	0,71	16,05	0,000		

Variable	Dimension -Indicator	Loading Factor (I)	t count	Prob.	Average Variance Extracted (AVE)	Composite Reliability
	X3	0,72	16,29	0,000		
	X4	0,72	16,1	0,000		
	X5	0,70	15,54	0,000		
<i>Digital Branding</i>	X6	0,70	15,78	0,000	0,504	0,863
	X7	0,69	15,61	0,000		
	X8	0,69	15,42	0,000		
	X9	0,68	15,18	0,000		
	X10	0,68	15,2	0,000		
	X11	0,69	15,45	0,000		
<i>Perceived Service Quality</i>	X12	0,69	15,67	0,000	0,474	0,844
	X13	0,7	15,72	0,000		
	X14	0,68	15,05	0,000		
	X15	0,68	15,07	0,000		
	X16	0,69	15,39	0,000		
	X17	0,68	15,2	0,000		
<i>Customer Engagement</i>	X18	0,7	15,68	0,000	0,515	0,917
	Y1	0,64	-			
	Y2	0,66	12,14	0,000		
	Y3	0,66	12,16	0,000		
	Y4	0,66	12,22	0,000		
	Y5	0,64	11,9	0,000		
	Y6	0,65	12,08	0,000		
	Y7	0,66	12,23	0,000		
	Y8	0,66	12,16	0,000		
	Y9	0,64	11,89	0,000		
	Y10	0,64	11,82	0,000		
	Y11	0,66	12,17	0,000		
	Y12	0,64	11,92	0,000		
	Y13	0,67	12,3	0,000		
Y14	0,67	12,3	0,000			
Y15	0,63	11,76	0,000			
<i>Brand Advocacy</i>	Z1	0,62	-		0,527	0,839
	Z2	0,66	11,21	0,000		
	Z3	0,67	11,28	0,000		
	Z4	0,68	11,39	0,000		
	Z5	0,67	11,35	0,000		
	Z6	0,62	10,69	0,000		
	Z7	0,65	11,06	0,000		

Each research variable where each is reflected by an indicator where the value of loading factor > 0.50 with t count > 1.98 (t table at = 0.05) and prob <0.05, and the value with Composite Reliability > 0.7 and Average Variance Extracted (AVE) > 0.50, then the measurement model for each variable is valid and reliable.

The loading factor is the correlation between an indicator and its latent construct. Indicators with a high loading factor have a higher contribution to explain the latent construct, while indicators with low loading factors have a weak contribution. The biggest contribution of each variable as a latent construct is seen based on the value of the loading factor of the indicator. Digital marketing is reflected by 5 indicators, with the X3 and X4 indicators having the highest loading factor (0.72). Digital Branding is reflected by 7 indicators, with the X6 indicator having the highest loading factor (0.70). Perceived service quality is reflected by 6 indicators, with the X13 and X8 indicators having the highest loading factor (0.70).

Table 3.  
Hypothesis Test Result

Hypothesis	Estimation Coefficient	t count	Prob.	R2	Conclusion
<b>H1</b>	0,470	9,220	0,000	0,221	Significant
<b>H2</b>	0,025	0,390	0,697	0,001	Not Significant
<b>H3</b>	0,220	5,000	0,000	0,048	Significant
<b>H4</b>	0,055	1,090	0,276	0,003	Not Significant
<b>H5</b>	0,440	8,780	0,000	0,194	Significant
<b>H6</b>	0,140	2,340	0,020	0,020	Significant
<b>H7</b>	0,530	6,010	0,000	0,281	Significant
<b>H8</b>	0,249	5,021*	0,000	0,249	Significant
<b>H9</b>	0,117	3,847*	0,000	0,117	Significant
<b>H10</b>	0,233	4,970*	0,000	0,233	Significant

Digital marketing has a significant effect on customer engagement of Tourism Village visitors in Indonesia. According to Micom (2017), 60% of consumers often do further searches after they see an online advertisement. Digital marketing content by Tourism Village is enough to attract many followers to know the Cibuntu Tourism Village, which offers natural tourism close to Mount Ciremai and other interesting attractions such as Cibuntu Offroad Tour or WOC. Digital Branding has a significant effect on customer engagement for Tourism Village visitors in Indonesia. Through the digital platform, visitors and potential visitors are able to access various features ranging from available tour packages, products and services, contact persons, photos of destinations to village budgets.

Digital Branding has no significant effect on Brand Advocacy for visitors to Tourism Villages in Indonesia. Perceived service quality has a significant effect on customer engagement of Tourism Village visitors in Indonesia. With good service from the tourism village manager to visitors, of course it will have a positive effect on the tourism village. Information available on social media or digital platforms has a strong influence on consumers' perceptions of their views on service quality before having the desire to use or recommend it to others. Digital marketing such as websites, Search Engine Optimization (SEO) and Social Media can shape perceived service quality and long-distance customer engagement.

The services provided by the Tourism Village manager to visitors have a positive influence on the progress of the Tourism Village. According to Kemp et al (2014), perceived service quality is able to have a positive impact on Brand Advocacy with trust as an intermediary. Customer engagement has a significant effect on Brand Advocacy for visitors to Tourism Villages in

Indonesia, such as Nganggeran Tourism Village, Gunung Kidul Regency, DIY. Nganggeran Tourism Village has a culinary attraction, namely cacao dodol, which starts from planting trees/cocoa cultivation carried out by farmers around the Nganggeran Village area until production activities or dodol making activities are carried out by local women. Digital marketing is an effective strategy to reach the market, and is flexible to be used especially for technology-savvy developing countries. Digital marketing is a new scientific field that is important for businesses and Tourism Villages in Indonesia.

Brand advocacy is a description of stakeholder relationships with customers, and customer engagement mediates the positive influence of digital branding on Brand Advocacy for visitors to Tourism Villages in Indonesia. Wheeler (2017) states that branding is not limited to a logo, but constant communication in conveying messages through promotions or services. With the advent of digital media, brand building has become multi-directional, interconnected and partly beyond the control of marketers. Customer engagement mediates the positive effect of perceived service quality on Brand Advocacy for visitors to Tourism Villages in Indonesia. According to Santos (2017), e-service quality is an effort made by the tourism village manager to meet the needs and desires of visitors.

## **5. Conclusion**

Digital marketing has a positive and significant influence on customer engagement. Digital marketing content by tourist villages is enough to make followers respond to posts, both on social media such as Instagram, YouTube and other applications. As explained by (Wertime & Fenwick, 2012), that "Digital marketing is one effective strategy to reach the market, this strategy is very flexible to be used especially for technology-savvy developing countries". Digital marketing is a new scientific field that is recording great growth, it is considered as the future evolution of marketing. Therefore, digital marketing is important for a business, as well as for Tourism Villages in an effort to reach the market so that they can develop even better in the digital marketing field. Digital marketing is not significant to brand advocacy. To promote Tourism Villages through digital marketing has not been maximized due to the lack of visitor access to Tourism Villages.

According to (Smith, 2012) the use of digital marketing as a marketing tool is still not maximally implemented by tourism village administrators in Indonesia. Digital branding has a positive and significant influence on customer engagement. The involvement of Tourism Village visitors both online and offline plays an important role in the development of Tourism Villages. According to Dodwani & Agarwal (2017) social media plays an important role in product branding. The current digital era, has been able to selectively encourage social media users to visit social media pages such as Instagram.

Digital branding is not significant to brand advocacy. Even though this tourist village is already digital-based, the digital platforms owned by several Tourism Villages have weak interactions with visitors and followers of their digital platforms. According to Smart Insight 2015 in Lotta Back (2018:4) digital branding can be interpreted as digital communication that has a strong context related to business strategy and brand planning by involving visitors. Perceived service quality has a positive and significant influence on customer engagement. With good service from the tourism village manager to visitors to the tourism village, of course it will have a

positive effect on the tourism village. Santos (2017) e-service quality is an effort made by the tourism village manager to meet the needs and desires of visitors. Perceived service quality has a positive and significant influence on brand advocacy. The services provided by the tourism village manager to visitors have a very positive influence on the progress of the tourism village. Nasbir (2017) says that Perceived Quality must be acceptable and can give a sense of satisfaction to the Tourism Village that has been given to consumers. The customer's perception will involve what is important to the customer because each customer has an interest that is measured in different relative terms to the Tourism Village.

Customer engagement has a positive and significant influence on brand advocacy. With good service from the tourism village manager to visitors to the tourism village, of course it will have a positive effect on the tourism village. Involvement of Tourism Village visitors "Involvement with a place or destination can also increase destination loyalty, intention to visit again or word of mouth" (Kim et al., 2016). Digital marketing has a positive and significant influence on brand advocacy through customer engagement. Where customers engagement is a perfect mediation (full mediation) for digital marketing because this variable can only affect brand advocacy if it mediated by customers engagement. Digital branding has a positive and significant influence on brand advocacy through customer engagement. Where customer engagement is a perfect mediation (full mediation) for digital marketing because this variable can only affect brand advocacy if it is mediated by customer engagement. This tourist village is already digital-based with a digital platform that has been owned by several Tourism Villages that have strong interactions with visitors and followers from their digital platforms. Perceived service quality has a positive and significant influence on brand advocacy through customers engagement. Where customers engagement is a partial mediation for perceived service quality because this variable can influence brand advocacy either directly or indirectly through customers engagement.

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