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The Influence of Social Media Marketing, Electronic Word of Mouth and Consumer Engagement to Brand Loyalty: Study Case at the DOTA 2

Moses Lorensius Parlinggoman Hutabarat[1], Christopher Leonard[2]

[1] moses.hutabarat@uph.edu

[1, 2] Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang, Indonesia

Abstract. Online gaming is a new phenomenon in the era of internet information technology. Indonesia has a very big opportunity in the gaming industry. But unfortunately, Indonesian game developers have difficulty competing in the local market. This research will be conducted on the analysis of the gaming industry, particularly on the multiplayer online battle arena (MOBA) category of games. The problem in this study is the gap between the online gaming industry and the decline of DOTA2. This study examined 120 respondents of the online games customers using online questionaires. This research using the PLS-SEM data analysis method. Based on the results of data processing, it was found that the hypothesis of social media marketing variable has positive influence on the customer engagement was rejected, the electronic word of mouth variable has a positive influence on customer engagement was rejected, the social media marketing variable has positive influence on the brand loyalty variable was rejected, the electronic word of mouth variable has a positive influence on the brand loyalty was rejected, and the customer engagement variable has a positive influence on the brand loyalty.

Keywords: social media marketing; customer engagement; e-wom; brand loyalty; dota-2; moba game

1. Introduction

The video game industry is growing through substantial growth in innovation. The gaming industry is one of the fastest growing industries in the world. The gaming industry globally is growing by about 10% every year, in 2019 total revenue reached 152.1 billion USD and is expected to increase by about 10% every year (newzoo.com). According to data taken from Harianjogja.com, the gaming industry in Indonesia generated revenues of up to 190 million USD throughout 2013 with a growth rate of 35% compared to the previous year.

By 2020, Indonesia's gamer population spent $1.1 billion on gaming, making it the largest gaming market in Southeast Asia. According to Newzoo.com, in the online population in selected major cities in Indonesia, 74% of men and 70% of women play mobile games, and 62% of men and 50% of women play console games. When viewed from Indonesia's gaming market share in 2017 which amounted to 61% of gamers who play games on PC and mobile phones, this shows that Indonesia has a very big opportunity in the gaming industry. But unfortunately, Indonesian game developers themselves have difficulty competing in the local market. Compared to 2013, revenue increased by up to 1000% in terms of online purchases. In general, mobile gaming makes a huge contribution to the gaming industry. Online gaming is a new phenomenon in the era of internet information technology. This phenomenon occurs in many countries, crossing geographical boundaries, age and gender.

This research will be conducted on the analysis of the gaming industry, particularly on the multiplayer online battle arena (MOBA) category of games. Analyze on dota 2 games developed by valve corporation brand. For this type of game that adopts the Battle-Royale concept, game developers have incorporated real-world construction features into the gameplay itself, where characters created in online games can be described as themselves in the real world. MOBA games adopt this built-in feature by incorporating real-life strategic actions that in-game characters need to take, of course according to the different specifications and encrypted needs between characters. For example, DOTA 2 players must "farm" their characters to raise money to buy upgrades. Communication between players is also encouraged with voice chat and chat boxes available in the game. It supports the humanitarian features of constructive teamwork where combos and mutual support will be

needed to achieve 'victory' in the game. In addition to gameplay features, DOTA 2 offers season battle tickets and lucky chests to players, but skins and "emblems" to enhance characters are not programmed in DOTA 2.

It appears that unlike Mobile Legends, DOTA 2 game account players number in the hundreds of thousands. Analyzing the most updated Average Monthly Players, it was noted that DOTA 2 had 413,785 thousand active players as of April 2021. Looking at the one-year span statistics, it can be observed that DOTA 2 started with 493,300 thousand players in April. 2020 and has faced an overall decline within a year. Dota 2's active player count pattern throughout the year is relatively unstable, where there is no consistent decline, somewhat the ups and downs of player counts between months can vary. Nevertheless, DOTA 2 specifically recorded an accumulated decline in the average monthly player overall in the past year.

From 2013 to 2021, the population of DOTA 2 decreased to about 413,785 active players today, with a total peak player of about 709,178 players as of February 2016. DOTA 2 gradually lost a total accumulated 295,393 players monthly on average from its breaking point. According to several gaming news sources available in Indonesia such as indoesports.com, indogamers.id, revivaltv.id, lotechbdg.com and many more. They publicized the decline in popularity in Dota 2 due to several major factors affecting the competitiveness and awareness of the game. Revivaltv.id made an analysis of this declining phenomenon that this decline may have been due to the cancellation of The International 2020 due to the covid-19 pandemic and the lack of a DOTA 2 marketing strategy that was inferior to the hyped new games available and launched from the beginning of the global pandemic. This phenomenon is a problem that can be faced by all types of brands other than gaming brands. Therefore, in this research an analysis of the downside factors through marketing strategies will be discussed and tested according to a population that understands social media and the video game industry.

2. Literature Review

2.1 Online Marketing

According to Boone and Kurtz (2005) online marketing is a component in e-commerce. Where e-commerce is an online buying and selling system. Online marketing as a component in e-commerce, namely as a strategy for production, distribution, pricing, and promotion through digital media. It can be interpreted that all kinds of marketing processes from a product or service to the hands of buyers all use digital media.

2.2 Social Media Marketing

With current innovative turns of events, changes in promoting systems have started to shift to a more present day bearing. Previously, advancement was brought out through papers, magazines, radio and TV. Be that as it may, presently promoting is more evolved utilizing web innovation and is otherwise called advanced advertising (Tresnawati and Prasetyo, 2018). Advanced showcasing is an action to advance and find a market through computerized media utilizing different means like informal organizations (Purwana, 2017). Computerized promoting is one of the advertising media that is as of now in extraordinary interest by people in general in supporting numerous exercises (Pradiani, 2017). A more extensive objective can be reached by computerized showcasing to arrive at the global world. Any place it is currently, showcasing should be possible on the grounds that wherever the web network is open and everybody has a gadget, specifically a versatile cell phone.

Dianawati (2007) stated web based promotion is a correspondence action utilizing the web media. As per its turn of events, web based promoting doesn't just utilize site media, yet additionally email and different applications that sudden spike in demand for web conventions like the web, web (publicizing on the web) is an appealing decision for advertisers specifically and the business world overall. Web-based media is a web-based media, where clients can without much of a stretch take part, share, and make content covering web journals, interpersonal organizations, wikis, discussions and virtual universes. Web journals, informal organizations and wikis are the most widely recognized types of web-based media utilized by individuals all throughout the planet. Andreas Kaplan and Michael Haenlein (2010) characterize online media as "a gathering of web put together applications that form with respect to the establishment of the philosophy and innovation of Web 2.0, and which permits the creation and trade of client produced content.

David Evans and Jake McKee (2010) quoted by Sari (2012) says that social media marketing is practiced to engage customers in online social locations where customers naturally spend time. According to Santoso (2017) social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action against a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking.

With the presence of web-based media advertising makes it more straightforward for organizations to cooperate with their clients on the web. The expenses caused are not very enormous and there is no time limit as long as they are associated with the web. Online media assumes a part when showcasing organization exercises to frame individual associations with clients and furnish organizations with freedoms to get to clients (Kelly et

al., 2010). By summing up online media across social orders, analysts have concentrated via web-based media use by examining the reason why they utilize web-based media, how long they spend, and the sum utilized in a given timeframe (Bolton Et Al., 2013; Rosen Et Al., 2013)

2.3 Customer Engagement

Engagement involves turning on a prospect to brand ideas enhanced by the surrounding context which, if interpreted, means engagement is to connect with people emotionally and cognitively. When customers connect emotionally and cognitively with the content of a brand, they become more attentive and prefer the brand. (Strauss & Frost, 2011: 39) Meanwhile, Customer Engagement itself is developing a customer portfolio (a special set for valuable customers) and maintaining relationships with these customers. (Kumar, 2013: 2).

Customer engagement influences the showcasing relationship and purchaser experience with brand administrations (Brodie et al., 2011). Then, at that point, other examination expresses that client commitment is a variable that depicts the encapsulation idea of client conduct towards brands, coming about because of showcasing exercises: informal, suggestions, association among customers, contributing to a blog, composing audits, and other comparative exercises (Promoting Science Foundation , 2010: 4). It can likewise be reasoned that customer engagement via web-based media can further develop brand connections and shopper goals of brands (Hollebeek et al., 2011).

With customer engagement, brands center around fulfilling clients by giving them more or better worth than contenders than fabricating trust and obligation to long haul connections. (Sashi, 2012: 260) So it tends to be reasoned that customer engagement is a cycle that includes the physical, intellectual and passionate presence of the client in a relationship with the brand, where this relationship can be started either by the client or by the brand. Customer engagement won't be framed in the event that the brand doesn't welcome clients to participate in brand exercises. Something else is in case the brand doesn't present web-based media content that is intriguing and pertinent to clients, then, at that point, clients won't see and interface with web-based media.

Customer engagement is a technique used to fabricate a connection between an organization and its imminent purchasers so that there is information on the items or administrations offered and steadfastness from past purchasers. Sashi (2012) additionally contends that customer engagement is something beyond mindfulness, purchasing, fulfilling, recalling, and client steadfastness. As indicated by him, customer engagement is a connection among dealers and purchasers that requires responsibility and trust. Where in this specific circumstance, trust implies the presence of fearlessness from one party to be traded for a feeling of trust and respectability. This discusses the purchaser's confidence in the dealer of the help or item being advertised. In view of the statement above, one might say that customer engagement is an enthusiastic relationship that includes the shopper's mental and actual associations with the organization. This requires the two players to take an interest effectively. Where organizations offer items and administrations as well as the other way around customers give criticism and faithfulness.

2.4 Electronic Word Of Mouth

Word of mouth communication is one communication channel that is often used from other channels, because it is considered to be more effective. This kind of communication does not require a large amount of money because consumers who are satisfied with the product are easier to spread to other consumers. According to Hasan, (2014: 32) "WoM is an effort to provide an excuse for people to talk about brands, products and services and to make the conversation easier.

According to Sunyoto (2013: 159), customers will talk to other customers or other people about their experiences using the products they buy. So this ad is a reference from other people, and this reference is made by word of mouth. So seen physically, this advertising activity is very simple, but it is a surefire way to sell products. According to Hasan, (2014: 152) “Word Of Mouth is a form of praise, recommendation, and customer comments about their experience of services or products that really influence customer decisions or their buying behavior. Word of mouth can build customer’s trust.

The Word of Mouth has a major impact on consumer purchasing behavior. Recommendations from trusted friends, associates, and other consumers have the potential to be trusted more than from commercial sources, such as advertisements and salespeople. For the most part, word of mouth occurs naturally, consumers start by talking about a brand that they use to other people (Kotler, & Armstrong, 2012: 139).

2.5 Brand Loyalty

Brand loyalty is defined as a positive attitude of a consumer towards a brand, consumers have a strong desire to repurchase the same brand now and in the future. This strong desire is proven by always buying the same brand. Brand loyalty is closely related to customer satisfaction. The level of customer satisfaction will affect the degree of a person's brand loyalty. The more satisfied a consumer is with a brand, the more loyal consumers will be to that brand. However, it could be that brand loyalty is not caused by customer satisfaction, but because of compulsion and lack of choice (Sumarwan, 2011).

Brand loyalty implements a commitment more than just a repeat purchase. The facts show that attitudes and behavior will produce an image of brand loyalty that will be received (Assael, 1992). According to Dick and Basu (1994) brand loyalty is understood as a concept that emphasizes the sequence of purchases. Brand loyalty can be explained through attitudinal and behavioral approaches as it is understood that brand loyalty is the result of a positive attitude towards an object (brand) which then results in consistent repetitive buying behavior. Loudon and Bitta (1993) stated that brand loyalty is a pattern of repeated buying because there is a commitment to a particular brand. They also define brand loyalty as something that is unpredictable, produces a response to purchasing behavior, can be expressed over time with a decision-making process to buy a product with regard to one or more choices of brands outside the brands that have been used and is a function of the psychological process in the consumer himself.

According to Sutisna (2001) brand loyalty is a happy attitude towards a brand which is presented in a consistent purchase of that brand all the time. Whereas Oliver (1988) argues that brand loyalty is a firmly held commitment to repurchasing or subscribing to products or services that are liked consistently in the future, resulting in repeated purchases of the same brand even though situational influences and marketing efforts have the potential to cause brand switching behavior.

According to (Griffin, 2005; in Mamang, 2014) states "Loyalty is defined as a non random purchase expressed over by some decision making unit". Based on this definition, it can be explained that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of goods or services from a selected company. Consumers who are said to be loyal are consumers who will use the same goods or services many times. According to Schiffman, et al (in Yudianto, 2010) brand loyalty is a form of consumer attitudes and behavior towards a brand, besides that there is also a definition that brand loyalty is the commitment of consumers to repurchase certain brands consistently in the future. Customer loyalty to a product brand will determine the survival of the company.

3. Research Hypothesis

Based on the formulation of the problem that has been stated, the research hypothesis can be formulated as follows:

1. Relationship between Social Media Marketing towards Customer Engagement

   Building customer engagement in business and consumer markets requires adapting the marketing mix to take advantage of new technologies and tools to better understand and serve customers. Social media provides an opportunity to be able to connect with customers using a larger medium because the interactive nature of social media not only allows brands to share information with customers but also allows customers to share information with other customers. Using social media brands can build relationships with existing customers as well as new customers who will form a community, where the community will collaborate interactively to identify and understand problems and develop solutions for them. (Sashi, 2012: 254 - 255)

   Customer Engagement focuses on customers and their needs according to the marketing concept. Through customer engagement the brand aims to provide superior value compared to competitors by generating, disseminating, and responding intelligently to customer needs according to market orientation, and seeking to build trust and commitment in customer relationships as suggested by the relationship. With the nature of social media that is not only interactive but also open where anyone who is interested in interacting can easily contribute and input and share information, brands can use social media as a tool to build customer engagement. So there is a relationship between social media management and customer engagement. (Sashi, 2012:255)

   H1: Social Media Marketing has a positive influence towards Customer Engagement in Dota 2 around Indonesian society.

2. Relationship between Electronic Word of Mouth towards Customer Engagement

   Electronic word of mouth is a step that has a very significant impact in shaping interest in consumer purchasing decisions in the midst of the rise of digital platforms that are increasingly easy to access anytime and anywhere. Selvi and Thomson, (2016) showed a research result that online review, which is a form of E-WOM, has a percentage of 72%. This percentage shows the great influence of E-WOM in the process of buying a consumer against a brand. Meanwhile, brand experience can influence the consumer purchasing decision process (Brakus et al., 2009). Meanwhile, Hans Willems (2011) says customer engagement is a process to involve customers by interacting with them in a dialogue and experience to support their decision to make a purchase. So the experience (brand experience) is the basis in the formation of customer engagement. Customer engagement is very important for companies because in digital marketing, creating an impressive brand is the key to successful customer engagement in the digital world. Likewise with the research of Haekal et al (2016) which states that there is an influence between E-WOM on purchasing

decisions which is also in line with Peter and Olson (2000) who assert that engagement directs consumers when making decisions. According to Vivek et al (2012) customer engagement is an activity that involves consumers in it which is indirectly related to information seeking, alternative evaluation, and decision making involving brand selection. So there is also visual brand communication and E-WOM in the process of forming customer engagement

H2: Electronic Word of Mouth has a positive influence towards Customer Engagement in Dota2 around Indonesian Society.

3. Relationship between Social Media Marketing towards Brand Loyalty

The impact of perceived social media marketing activities on brand loyalty is relatively unknown. Previous research has shown that traditional instruments (TV, radio, magazines, etc.) of marketing communication have a positive impact on constructs such as brand loyalty, brand association and brand awareness (Yoo et al., 2000). Consumers are currently switching from traditional media and increasingly using social media to find information because it is considered a more reliable source (Foux, 2006). An example of one of the many social media that has received a lot of attention is Instagram, where members of the Instagram community can share photos and videos. Sharing photos can be a good way to attract followers' attention and inspire discussion from users to finally generate a sense of brand awareness from consumers. Previous research conducted by Ismail (2016) also stated that Social Media Marketing can increase the awareness value of a brand, companies can provide interesting content on social media to attract consumers' attention that could end up being a loyal customer to the company. Therefore, social media marketing affects Brand Loyalty

H3: Social Media Marketing has a positive influence towards Brand Loyalty Dota 2 around Indonesian society.

4. Relationship between Electronic Word of Mouth towards Brand Loyalty

Higher brand loyalty leads to higher perceived quality and lower brand loyalty leads to a decrease in perceived quality. More positive word of mouth also causes a high perception of quality, and vice versa will lead to a decrease in perceived quality (Herr et al., 1991 in Semuel & Lianto, 2014). Previous research conducted by Jalilvand (2012) with the title "The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention (An empirical study in the automobile industry in Iran)" explains that e-WOM has a positive impact on Brand Loyalty in the automobile industry in Iran. The research conducted by Semuel & Lianto (2014) with the title "The analysis of eWOM, Brand Image, Brand Trust and Mint Buying Smartphone Products in Surabaya also shows that eWOM has a direct effect on Brand Image. Based on the thoughts and concepts above, the researchers formulated the following hypotheses

H4: Electronic Word of Mouth has a positive influence towards Brand Loyalty in the video games industry around Indonesian society.

5. Relationship Between Customer Engagement and Brand Loyalty

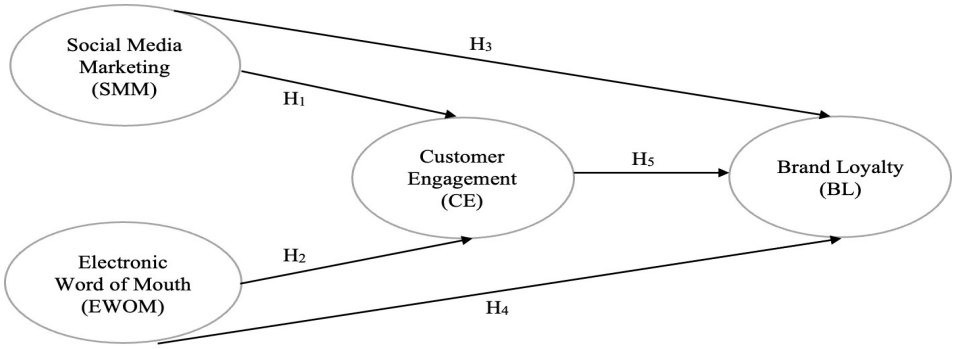
The existence of a mutually beneficial reciprocal relationship in an engagement interaction between customers and the company is able to stimulate mutual trust between the two, the interaction is outside of purchasing activities (So et al., 2014b). Customers feel trust because they believe in the reliability or ability and integrity of the company in providing a good response when interacting (Morgan and Hunt, 1994; Intan, 2012). Thus, customers will feel that the company cares about the interests and needs of customers and has an interest in the hearts of customers (Vivek et al., 2012). So that customers who are more engaged tend to be more trusting, because they have a high quality loyality relationship with the company (So et al., 2014b). This means that high engagement shows the higher the customer's trust in the company in an interaction relationship (So et al., 2014b). Therefore, brand loyalty is a potential consequence of customer engagement activities with the company (Mosavi and Kenarehfard, 2013).

H5: Customer Engagement has a positive influence towards brand loyalty in Dota 2 around Indonesian society.

4. Research Model

The paradigm in this study is to see the influence of social media marketing, Electronic Word Of Mouth on customer engagement, its impact on customer brand loyalty and also the influence of social media marketing towards electronic word of mouth of the video games industry in Indonesian society. In the form of a research paradigm, the frame of mind above is described as follows:

Figure 1
Research Model



5. Research Methodology

The respondents fill out questionnaires. Online searches were carried out using google form and distributed via social media, while interviews were conducted face-to-face with equipment in accordance with applicable health protocols. Furthermore, from the data collected, processing is carried out using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). PLS is a component or variant based structural equation model (SEM). Structural Equation Model (SEM) is a field of statistical studies that can test a series of relationships that are relatively difficult to measure simultaneously.

In this study the sampling technique uses non-probability sampling because the number of respondents in this study is unknown, and there are certain criteria prefered to be examined in this research. The method used is purposive sampling, in which the researcher uses his own judgment deliberately in selecting members of the population who are considered to be able to provide the necessary information or sample units that match certain criteria desired by the researcher. The sampling criteria are as follows:

a) Respondents use social media.
b) Respondents are DOTA 2 users that play games

Because the number of population is undefined, the researcher is going to use a calculation method from Hair et al. (2017). The minimum of the samples that are needed are five times the amount of the research indicators. In this research, there are 24 indicators, so the minimum sampling size for this research is: 5 x 24 indicators=120 respondents.

6. Results and Discussions

The analysis is carried out by evaluating the measurement results of the outer model and evaluating the structural model (inner model). Measuring the outer model Partial Least Square (PLS) to determine the validity and reliability of indicators measuring latent variables. The criterion for testing the validity of a study refers to the size of the outer loading of each indicator on its latent variable. Researchers used SmartPLS 3.0 to process data on the results of this study where the data collected had gone through a screening so that no questionnaire results were missing the value of filling it outside the predetermined measurement scale.

The respondents based on the age of the respondents are presented in the following table:

Table 1
Respondent's Frequency of Playing DOTA 2

Age Group	Number of Respondents	Percentage
17-20 years old	86	71.67%
21-25 years old	13	10.83%
26-30 years old	11	9.17%
> 30 years old	10	8.33%
Total	120	100%

Source: Researcher's Data (2021)

Table 2
Respondent's Frequency of Playing DOTA 2

Time Range	Number of Respondents	Percentage
Less than 1 hour	34	28.3%
1-3 hours	57	47.5%
More than 3 Hours	29	24.2%
Total	120	100%

Source: Researcher's Data (2021)

6.1. Outer Model Evaluation

External model evaluation is related to the reliability and validity of the model build. Measurement metrics for PLS-SEM generally focus on convergent validity, discriminant validity, and reliability (Hair et al., 2014). The tests carried out on the outer model include:

Table 3
Average Variance Extracted Test Result

Variables	Average Variance Extracted (AVE)	Result
Brand Loyalty	0.746	Valid
Customer Engagement	0.804	Valid
Electronic Word of Mouth	0.572	Valid
Social Media Marketing	0.796	Valid

Source: Researcher's Data (2021)

The measurement will be considered valid if the loading factors are above 0.70 and AVE above 0.50 for each variable (Hair et al., 2014). The results of outer loading are as follows:

Table 4
Outer Loading Test Result

Variables	Indicator	Outer Loading	Result
Brand Loyalty	BL1	0,865	Valid
	BL2	0.791	Valid
	BL3	0,880	Valid
	BL4	0,887	Valid
	BL5	0,890	Valid
Customer Engagement	CE1	0,828	Valid
	CE3	0.910	Valid
	CE4	0.917	Valid
	CE5	0.928	Valid
Electronic Word of Mouth	EWOM1	0.706	Valid
	EWOM2	0.796	Valid
	EWOM3	0.766	Valid
	EWOM4	0.710	Valid
	EWOM6	0.790	Valid
	EWOM7	0.764	Valid
Social Media	SMM1	0.943	Valid

Marketing	SMM2	0.916	Valid
	SMM3	0.813	Valid

Source: Researcher's Data (2021)

Table 5
Fornell Larcker Criterion

	Brand Loyalty	Customer Engagement	Electronic Word of Mouth	Social Media Marketing
Brand Loyalty	**0.864**			
Customer Engagement	0.799	**0.897**		
Electronic Word of Mouth	0.017	0.199	**0.756**	
Social Media Marketing	0.041	0.172	0.693	**0.892**

Source: Researcher's Data (2021)

The outer model is not only measured by assessing the convergent validity and discriminant validity, but also by looking at the construct reliability or latent variables measured by looking at the composite reliability value of the indicator block measuringthe construct. The PLS output results for the composite reliability values can be seen in the following table:

Table 6
Composite Reliability Test Result

Variables	Composite Reliability	Result
Brand Loyalty	0.936	Reliable
Customer Engagement	0.942	Reliable
Electronic Word of Mouth	0.889	Reliable
Social Media Marketing	0.921	Reliable

Source: Researcher's Data (2021)

The table 6 shows the composite reliability value for all constructs is above the value of 0.70. Thus it can be concluded that all constructs have good reliability in accordance with the required minimum value limits.

The outer model is not only measured by assessing convergent validity and discriminant validity but also by looking at the construct reliability or latent variables measured by looking at the Cronbach alpha value of the indicator block measuring the construct. The construct is declared reliable if the Cronbach alpha value is greater than 0.60. Table 7 shows that the Cronbach alpha value for all constructs is above 0.60. Thus it can be concluded that all constructs have good reliability inaccordance with the required drinking value limits.

Table 7
Cronbach's Alpha Test Result

Variables	Cronbach's Alpha	Result
Brand Loyalty	0.914	Reliable
Customer Engagement	0.918	Reliable
Electronic Word of Mouth	0.855	Reliable
Social Media Marketing	0.889	Reliable

Source: Researcher's Data (2021)

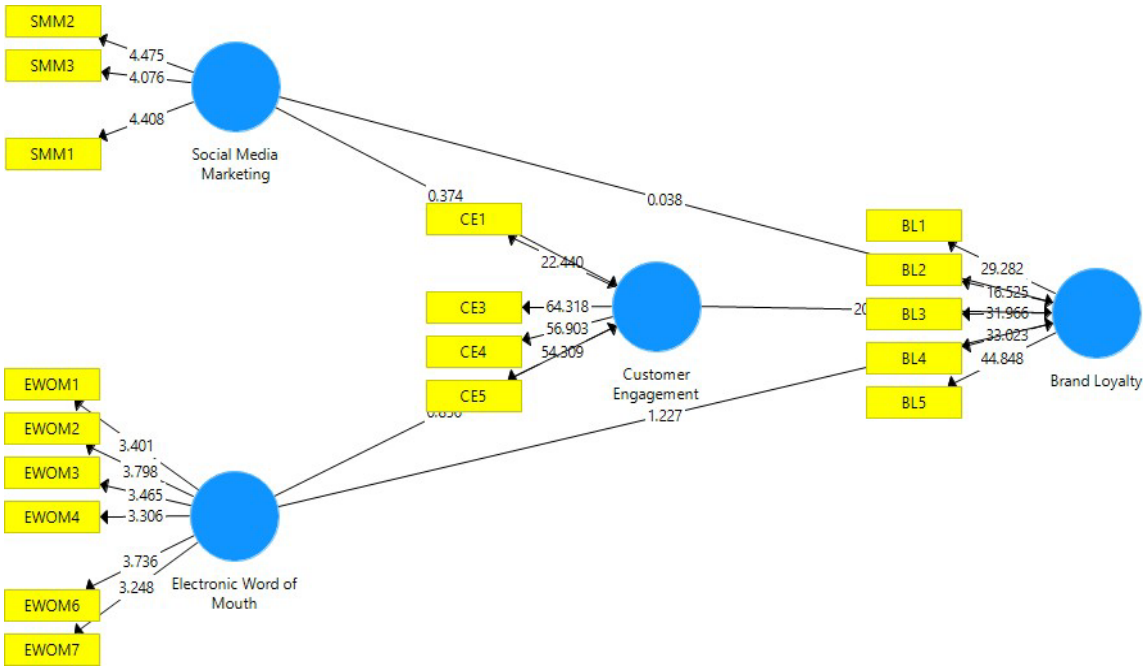
6.2. Inner Model Analysis

According to Wong, Ken. (2013), the inner model specifies the relationships between the variables, and it's also known as a structural model. This inner model can show researchers about the directions of the relationships of the variable, be it positive, negative which is called directional hypothesis, or no direction at all, called non-directional hypothesis (Sekaran and Bougie, 2016).

In this research, the figure 2. represents the relationship between each variable and shows the final result of

the hypothesis testing in the actual test after modification.

Figure 2
Inner Model Test Result



Source: Processed Data (2021)

The value of R2 shows the level of determination of the exogenous variable on its endogenous. When R2 value is greater, indicating the level of determination is getting better.

Table 8
R-Squared Table

	R-Squared Adjusted Value
Brand Loyalty	0.651
Customer Engagement	0.025

Source: Researcher's Data (2021)

R-squared are usually used to measure the predictive accuracy of each change in the independent variable towards the dependent variables, with the value of this R-squared being 0.75, 0.50, and 0.25, with them being substantial, moderate, and weak respectively in terms of their predictive accuracy. The results of R2 calculations for eachendogenous latent variable in Table 4.18 show that the R2 value for brand loyalty is 0.651 which can be concluded as quite strong and R-Squared value for customerengagement is 0.025 which is weak, but it could still cover the representation of the mean change of the predictor.

6.3 Hypothesis Testing Result

In PLS, testing of each relationship is carried out using a simulation with the bootstrapping method of the sample. This test aims to minimize the problem of research data abnormality. Based on the results of the bootstrapping, it can be summarized in the table 9 below. As for testing the hypothesis, it can be done by looking at the t-statistical value and the probability value. To test the hypothesis using statistical values, for alpha 5% the t-statistic value used is 1.96. So that the criteria for acceptance of the hypothesis are when either P-Value is <0.05 and when the t-statistic is > 1.96. The test results with the bootstrapping method from the SEM PLS analysis are as follows:

Table 9
Hypothesis Testing Result

Hypothesis	Regression	Path Coefficient	T-Value	P-Value	Status

H_1	Social Media Marketing → Customer Engagement	0.065	0,359	0,347	Rejected
H_2	Electronic-Word of Mouth → Customer Engagement	0.154	0,842	0,177	Rejected
H_3	Social Media Marketing → Brand Loyalty	0.003	0,038	0,484	Rejected
H_4	Electronic – Word of Mouth → Brand Loyalty	-0.150	1,281	0,104	Rejected
H_5	Customer Engagement → Brand Loyalty	0.7031	18,673	0,000	Accepted

Source: Researcher's Processed Data (2021)

7. Discussions

Based on the results of the analysis presented in Table 9, it shows that the p-value is 0.347 > 0.05, which means that H1 is rejected. This means that Social Media Marketing does not have a positive effect on Customer Engagement in Dota 2 in Indonesian society. This shows that social media as a marketing strategy tool cannot create a strong relationship with consumers which will have an impact on consumer loyalty to the brand, this is because consumer loyalty can not only be formed because satisfaction while browsing their websites.

Based on the result of the analysis presented in the table 9, it shows that the p-value is 0.484 > 0.05, which means H2 is rejected. This means that E-WOM does not have a positive effect on Customer Engagement in Dota 2 in Indonesian society. This is because sometimes the opinions found on social media are not always the same as the reality and the comments are also varied so that sometimes it makes consumers confused to believe in good or bad comments, so that the presence of electronic word of mouth may not necessarily influence consumers. This research is supported by research by Torlak, et.al (2014) which reveals that E-WOM does not have a positive effect on purchase intention and research by Kala and Chaubey (2018) which states that E-WOM has no significant effect on purchase intention. which then has no effect on Customer Engagement. When someone uses the internet to find information about a product through social media and finds positive or negative opinions from other people about the product or brand that is being considered for purchase, it can be said as Electronic word of mouth. E-WOM is a transformation from traditional word of mouth where electronic word of mouth is more effective because it is easily accessible and has a very wide reach. The results of this study indicate that E-WOM will not affect Customer Engagement.

Based on the results of the analysis presented in the table above, it shows that the p-value is 0.484 > 0.05, which means H3 is rejected. This shows that in Indonesian switching from conventional media and increasingly turning to social media to get loyalty, because consumer loyalty cannot be measured by the company's social media marketing. This is supported by research by Radhitama (2018) which finds that social media marketing does not have a direct impact on brand loyalty on Instagram accounts.

Based on the results of the analysis presented in the table, it shows that the p-value is 0.104 > 0.05, which means H4 is rejected. This shows that in the video game sector in Indonesian society, electronic word of mouth has little effect on brand loyalty. The reason for the rejection of the results of this study is because there are still many consumers who do not believe the reviews on social media. This study supports the findings of Mehyar et al. (2020), who found that eWOM trust had no impact on purchase intention. Furthermore, these findings are novel in the eWOM literature and could be tested in the future by other researchers. As a result, individuals can benefit from online reviews/comments via eWOM as it can enhance their impressions and further justify their purchase intentions. Next, reviews/comments that are understandable, useful, and persuasive (as an indicator of quality).

Based on the results of the analysis presented in the table, it shows that the p-value is 0.000 < 0.05, which means that H5 is accepted. This means that Customer Engagement has a positive influence towards brand loyalty in Dota 2 around Indonesian society. Customers trust a firm because they believe in its capacity and integrity to provide a favorable answer when engaging with it (Intan, 2012). Customers will believe that the firm is concerned about their interests and requirements, and that it is interested in their hearts. Because they have a high-quality loyalty relationship with the brand, consumers who are more engaged tend to be more trustworthy (So et al., 2014).

8. Research Conclusion

Based on the things that are written above regarding the results of the analysis and discussion, the writer will draw conclusions from the results of the research or writing of this thesis. The conclusions from the results of this study are as follows:

1. The social media marketing variable has no positive influence on the customer engagement variable with a p-value of 0.347> 0.05. This means that H1 is rejected
2. The electronic word of mouth variable does not have a positive influence on customer engagement with a p-value of 0.177 <0.05. This means that H2 is rejected.
3. The social media marketing variable has no positive influence on the brand loyalty variable with a p-value of 0.484 <0.05. This means that H3 is rejected
4. The electronic word of mouth variable does not have a positive influence on the brand loyalty variable with a p-value of 0.104> 0.05. This means that H4 is rejected.
5. The customer engagement variable has a positive influence on the brand loyalty variable with a p-value of 0.000> 0.05. This means that H5 is accepted.

Advice for the Future Research

From the conclusion of the research results as described above. Some of the efforts that need to be made includes the following:

1. The results of the study show that customer engagement plays an important role in building brand loyalty with customers. Judging from this research, the customer engagement has a positive influence on brand loyalty through customer engagement, therefore to increase customer loyalty to brands, developing customer engagement needs to be enforced in order for increasing performance. Future researchers might want to focus more on why social media marketing does not always trigger customer engagement, because in the previous journal which this research is being replicated from, these variables should be interconnecting and have impact.
2. Increase the sample size of the research as there are only 120 total sample in this research. A greater number of samples would most likely generate more accurate results of the research.
3. Use different types of games, but still in the MOBA types games industry for future research.
4. Addressing different types of approaches towards the same research problem, in this case it is the downfall of DOTA 2 in the fast growing gaming industry.
5. Emerge on new theories and facts about the gaming world as in the future there will be more better scholarly journals available for the research.

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