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**MARKETING INTERNATIONAL SEMINARS
AND THE 4th INTERNATIONAL CONFERENCE
ON BUSINESS AND BANKING INNOVATIONS**

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The 4th ICOBBI

*The Strategy of Digital in Business
for Gaining Competitive Advantages after Pandemic*



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**Proceeding Book of
The 4th International Conference on Business and Banking Innovations
(ICOBBI) 2022
“The Strategy of Digitalization in Business for Gaining Competitive
Advantages after Pandemic”**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 4th International Conference on Business and Banking Innovations (ICOBBI) with the topic “The Strategy of Digitalization in Business for Gaining Competitive Advantages after Pandemic”. This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 4th International Conference on Business and Banking Innovations was held on 29th January 2022 by virtual (online) zoom meeting and organized by the Master Management Study Program of Universitas Hayam Wuruk Perbanas in Collaboration with five Higher Education Institutions in Indonesia and three Universities from Asia countries. Keynote speakers in this conference were: Chonlatis Darawong, P.hD (Sripatum University, Thailand), Associate Prof. Dr. Elisha Nasrudin (University of Science, Malaysia), Dr. Sanju Kumar Singh (Postdoctoral Fellowship in Universitas Airlangga, Tribhuvan University Nepal) and Prof. Dr. Abdul Mongid, MA., P.hD (Universitas Hayam Wuruk Perbanas, Indonesia).

I would like to give high appreciation to the Rector of Universitas Hayam Wuruk Perbanas for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE YKPN Yogyakarta, Universitas Negeri Gorontalo, Universitas Surabaya and Universitas Muhammadiyah Surakarta which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <http://eprints.perbanas.ac.id/>

Chair of the Master Management Study Program
Universitas Hayam Wuruk Perbanas

Prof. Dr. Tatik Suryani, M.M.



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Social Media Marketing Activities, Brand Love and Brand Trust In Willingness to Participate Online (*Co-Creation*) with Satisfaction as Mediation Variable

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ABSTRACT

This study aims to examine the impact of social media marketing activities, brand love and brand trust on online participation (*co-creation*) with satisfaction as a mediating variable. The sample of this research is the consumers of NIKE brand sports shoes in Indonesia. The number of samples taken is 200 consumers. The sampling technique used was purposive sampling. Method of collecting data by survey. The data analysis technique used is Partial Least Square Structural Equation Modeling (PLS-SEM) using the WarpPLS 7.0 program. Based on the results of the study, it is known that (1) social media activities have a significant positive effect on willingness to participate online (2) brand love has a positive but not significant effect on willingness to participate online (3) brand trust has a significant positive effect on willingness to participate online (4) satisfaction is not mediates the effect of social media marketing activities on willingness to participate online (5) satisfaction does not mediate interest on willingness to participate online (6) satisfaction does not mediate the effect of brand trust on online participation (*co-creation*)

Keywords: social media marketing activities, brand love, brand trust, *co-creation*, satisfaction

1. INTRODUCTION

Revolusi digital turut mengubah perilaku konsumen. The digital revolution has also changed consumer behavior. This change in behavior can be seen from the way they look for, pay for, use and throw away the purchased goods after they are consumed. Consumer habits in consuming media have also changed. This encourages companies to develop strategies and innovate in order to find more effective alternatives to attract consumers, one of which is using a *co-creation*.

Widianarko (2016) mendefinisikan *co-creation* Widianarko (2016) defines *co-creation* as a form of cooperation or collaboration with *stakeholders* in producing change in society. *Co-creation* is becoming a popular term that is able to shift thinking from the organization as a determinant of value to a more participatory process where customers and companies together generate and develop meaning. This concept was also introduced by Prahalad and Ramaswamy in 2004 who emphasized the need to involve consumers in

creating value. *Co-creation* can also provide different psychological benefits for consumers in its implementation. One of the users of this concept is the Nike company.

Nike, Inc. is one of the largest shoe, clothing and sports equipment companies in the United States. The Nike company has been operating in Indonesia since 1988. Nike has implemented the concept of *co-creation* since 1999 and became a pioneer for the shoes industry in this regard. *co-creation* started with the launch of 'NikeiD' which is now changed to 'Nike By You' in 1999 which is a service that allows customers to customize clothes or shoes purchased from Nike.

Being a pioneer in terms of *co-creation* did not make Nike sports shoes the most popular. Based on *Top Brand Index* (TBI) data, competitors for Nike sports shoes for the last five years are Adidas, Ardiles, Reebok, and Diadora sports shoes, the closest being Adidas. Nike has always been second only to Adidas.



Consumers who are satisfied with Nike's products are expected to intend to buy again which is encouraged by the availability of service applications for consumers to meet their needs in more detail regarding their sports shoes.

However, there was a decrease in the value of the *Top Brand Index* (TBI) in Nike sport shoes from 2018 to 2020. This needs to be a concern because it shows a decline in consumer confidence in Nike brand sport shoes as shown in table 1.1.

MEREK	TBI 2018	TBI 2019	TBI 2020	PREDIKAT
Adidas	37,6 %	37,0 %	38,6 %	Top
Nike	25,6 %	21,1 %	18,1 %	Top
Reebok	6,2%	8,3%	11,1 %	
Ardiles	5,2%	6,3%	5,3%	
Diadora	4,6%	2,9%	5,1%	

Table 1 "Top Brand Index"

The decline was not in line with Nike service was created *'s co-creation*. However, this can happen because consumers are less familiar with these services. The high interest of consumers to participate in *online co-creation* is expected to increase purchases of Nike sports shoes.

2. THEORITICAL FRAMEWORK AND HYPOTHESES

Social Media Marketing

Activities Social media marketing activities are customer perceptions of *online* that can be used for marketing activities that are easy to understand for customers and audiences viewed through aspects of entertainment, interaction, trends, customization and perceived risk (Widjoyo, 2020). Quality social media marketing activities will increase customer interest and willingness to participate in *co-creation creation*. (Ledani *et al.*, 2014).

Brand Love Brand

Love is defined as a very strong relationship between brands and consumers which is similar to interpersonal relationships (Junaidi *et al.*, 2020).

Brand Trust Brand

Trust is a key feature of customer and company relationships. Brand trust also refers to the positive belief that customers feel in the product (Park and Kim, 2016).

Brand love and brand trust that arise in customers will also lead to customer interest and willingness to

participate in *online co-creation* of a brand.

Satisfaction

Satisfaction refers to the pleasant feeling that is obtained when the customer receives something he wants or when the customer can do something he or she wants (Refea *et al.*, 2020).

Based on the theoretical basis and a review of previous research that has been carried out above, the hypothesis proposed in this study is as follows:

H1: Social media marketing activities have a significant effect on the willingness to participate in *online co-creation* on Nike sports shoes.

H2: Brand love has a significant effect on willingness to participate in *online co-creation* in Nike sports shoes.

H3: Brand trust has a significant effect on willingness to participate in *online co-creation* in Nike sports shoes.

H4: Satisfaction mediates the effect of social media marketing activities on willingness to participate in *online co-creation* on Nike sports shoes.

H5: Satisfaction mediates the effect of brand love on willingness to participate in *online co-creation* in Nike sports shoes.

H6: Satisfaction mediates the effect of brand trust on willingness to participate in *online co-creation* in Nike sports shoes.

3. MATH AND EQUATIONS

This study used two types of data analysis, namely descriptive analysis and statistical analysis. Descriptive analysis is used to describe the results of the study, while statistic analysis is used to prove the research hypothesis. The statistical analysis tool used is SEM PLS with the WarpPLS 6.0 program. Hypothesis test analysis using *multiple regression analysis* with the following equation model:

$$\text{Equation I : } Y' = \beta_0 + \beta_1 \text{ APMS} + \beta_2 \text{ KCM} + \beta_3 \text{ KPM} + e$$

$$\text{Equation II : } M_1 = \beta_0 + \beta_1 \text{ APMS} + e$$

$$M_3 = \beta_0 + \beta_1 \text{ KPM} + e$$

$$M_2 = \beta_0 + \beta_1 \text{ KCM} + e$$

$$\text{Equation III :}$$

$$Y'' = \beta_0 + \beta_1 M_1 + \beta_2 \text{ APMS}' + \beta_3 M_2 + \beta_4 \text{ KCM}' + \beta_5 M_3 + \beta_6 \text{ KPM}' + e$$

and the academic community of Hayam Wuruk Perbanas University for their support

4. FIGURES AND TABLES

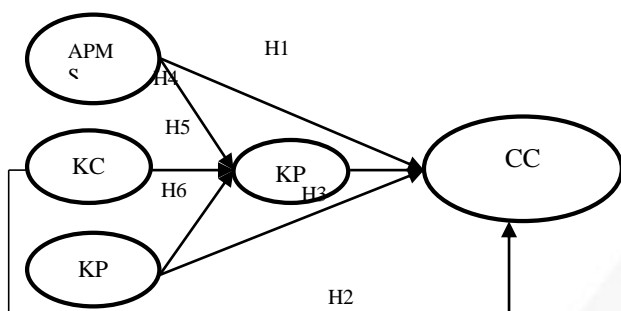


Figure 1 “Thinking Framework”

1. The dependent variable (Y) or the variable that is influenced is the willingness to participate in online co-creation (CC).
2. The independent variable (X) or the influencing variables are social media marketing activities (APMS), brand love (KCM), and brand trust (KPM).
3. The mediating variable (Z) is satisfaction (KP).

P Value	APMS	KCM	KPM	CC	KPS
APMS					
KCM					
KPM					
CC	0.131	0.015	0.067		0.030
KPS	0.124	0.154	0.331		

Table 2 “Summany P Value from Warp Pls”

AUTHORS’ CONTRIBUTIONS

1. Develop the idea of an experimental task
2. Conduct experiments/ data collection
3. Data analysis and interpretation
4. Primary author (author of most papers or draft papers)
5. Provide access to critical research components (form, data, samples)
6. Others

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