The Power of Social Media Marketing, Innovativeness, and Customer Engagement Strategies in Building Brand Advocacy through Brand Reputation in Full-Service Airlines

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Abstract: This study investigates the impact of Social Media Marketing, Innovativeness, and Customer Engagement Strategies on Brand Advocacy through Brand Reputation in Full-Service Airlines, particularly in the growing Indonesian market. A quantitative research design using a cross-sectional survey method targeted 250 respondents, with Structural Equation Modeling (SEM) for data analysis. Findings revealed brand reputation, customer engagement strategies, innovativeness, and social media marketing significantly affect brand advocacy. However, only brand reputation and innovativeness significantly influence brand reputation. The study fills a literature gap by examining these variables' combined effects on brand advocacy and brand reputation as a mediating variable. The research's novelty lies in exploring the interplay between Social Media Marketing, Innovativeness, and Customer Engagement Strategies on Brand Advocacy in Full-Service Airlines in Indonesia's expanding market. Previous research primarily focused on individual impacts, while this study provides a comprehensive understanding of their combined effects and brand reputation's mediating role. To improve brand advocacy and reputation, airlines should enhance brand reputation and innovativeness, develop effective customer engagement strategies and social media marketing campaigns. This research offers valuable insights into the airline industry within emerging economies and practical implications for full-service airlines in Indonesia and similar markets, assisting in improving branding strategies and boosting customer advocacy and loyalty.

Keywords: Social Media Marketing, Innovativeness, Customer Engagement Strategies, Brand Advocacy, Brand Reputation

Introduction

Brand advocacy has become a crucial factor for businesses, particularly in the airline industry where customer satisfaction and loyalty are crucial for business sustainability. In today's digital age, social media marketing has become an increasingly important tool for businesses to build brand reputation and engage with customers. Additionally, innovativeness and customer engagement strategies have been shown to be effective in fostering brand advocacy and loyalty.

This research aims to investigate the influence of social media marketing, innovativeness, and customer engagement strategies on brand advocacy through brand reputation in full-service airlines. In particular, the study focuses on the airline industry in Indonesia, which has experienced rapid growth in recent years.

To achieve this, a survey was conducted on a sample of customers of full-service airlines in Indonesia. The research model was developed based on the literature and tested using structural equation modeling (SEM) to examine the relationships between the variables.

The findings of this study are expected to contribute to the literature on the effectiveness of social media marketing, innovativeness, and customer engagement strategies in building brand advocacy through brand reputation. Additionally, the study provides practical implications for full-service airlines in Indonesia to improve their branding strategies and increase customer advocacy and loyalty.

According to data from the Indonesian Ministry of Tourism, the number of foreign tourists visiting Indonesia has been increasing in recent years, reaching 16.1 million in 2019. The tourism industry in Indonesia contributed 5.9% of the country's Gross Domestic Product (GDP) in 2019 and is expected to continue growing in the coming years. This growth has led to the expansion of the airline industry, with full-service airlines in Indonesia such as Garuda Indonesia, Lion Air, and Sriwijaya Air competing to attract both domestic and international passengers. Social media usage in Indonesia is also high, with a reported 160 million active social media users in the country in 2021, making it a significant market for social media marketing. These data highlight the importance of studying the effectiveness of branding strategies in the full-service airline industry in Indonesia.

Recent studies have shown that social media marketing and customer engagement strategies can enhance brand loyalty and advocacy in the airline industry. Additionally, innovativeness has been found to be an important predictor of brand loyalty and advocacy in various industries. However, there is a need to investigate the specific mechanisms through which these variables influence brand advocacy. Structural equation modeling has become a popular analytical tool for studying these relationships. Moreover, brand reputation has been identified as an important factor in shaping customers' attitudes and behaviors towards a brand, including advocacy. Therefore, it is important to examine the role of brand reputation as a mediator between social media marketing, innovativeness, and customer engagement strategies on brand advocacy in the context of full-service airlines.

While there has been a significant amount of research on the impact of social media marketing, innovativeness, and customer engagement strategies on brand advocacy in the airline industry, there is still a lack of studies that examine the specific relationship between these variables and brand reputation. Additionally, while some studies have investigated the effect of these variables on brand loyalty, few have explored the influence of brand reputation as a mediating variable between these factors and brand advocacy. Thus, there is a gap in the literature regarding the role of brand reputation in shaping the relationship between social media marketing, innovativeness, and customer engagement strategies on brand advocacy in the context of full-service airlines.
Overall, this research is significant in understanding the factors that drive brand advocacy in the airline industry, particularly in the context of emerging economies such as Indonesia.

1. Literature Review

In recent years, the growth of social media platforms has significantly impacted how companies engage with customers and build brand reputation. In the airline industry, where customer loyalty is crucial, airlines have increasingly turned to social media marketing and customer engagement strategies to enhance brand advocacy and reputation. This literature review aims to explore and synthesize the existing literature on the influence of social media marketing, innovativeness, and customer engagement strategies on brand advocacy through brand reputation in full-service airlines.

Social Media Marketing

The use of social media marketing has become increasingly popular among businesses as a means of engaging with customers and promoting their brand. Social media marketing involves the use of various social media platforms to share information, provide customer support, and interact with customers (Kaplan and Haenlein, 2010). Studies have shown that social media marketing can have a positive impact on brand awareness, customer engagement, and brand reputation (Wang and Zhang, 2012).

The theoretical basis for the positive impact of social media marketing on brand advocacy can be explained through social exchange theory. According to this theory, social interactions are based on the principle of reciprocity, in which individuals are motivated to repay others for the benefits received from them (Blau, 1964). In the context of social media marketing, companies use various strategies to provide value to their customers, such as offering discounts, sharing relevant information, and responding to customer queries. In return, customers may feel a sense of obligation to engage with the brand, share positive reviews and recommendations, and become brand advocates. Therefore, social exchange theory provides a theoretical basis for the positive impact of social media marketing on brand advocacy through brand reputation in full-service airlines.

Innovativeness

Innovativeness is a crucial factor that can help businesses differentiate themselves from their competitors and attract new customers. Companies that are able to introduce new and unique products or services to the market are often viewed as innovative and forward-thinking, which can positively impact their brand reputation. Herhausen et al. (2015) found that innovation is positively associated with brand reputation, as customers are more likely to perceive innovative companies as trustworthy and reliable. In addition, Kim and Park (2018) found that innovation positively influences customer loyalty, as customers are more likely to stay loyal to companies that consistently introduce new and innovative products or services.

The concept of innovation can be linked to the theory of customer value creation. According to this theory, companies can create value for customers by offering unique and innovative products or services that meet their needs and preferences (Prahalad and Ramaswamy, 2004). By doing so, companies can enhance their brand reputation and customer loyalty. In the airline industry, Liu and Chen (2018) found that innovation positively affects customer satisfaction and loyalty, as customers are more likely to choose airlines that offer new and unique services, such as in-flight entertainment and mobile check-in. Similarly, Xia et al. (2021) found that airlines that introduced new routes and services were more likely to attract and retain customers, which positively impacted their brand reputation and customer loyalty. Therefore, the theoretical basis for the importance of innovativeness in the airline industry can be explained through the theory of customer value creation and its positive impact on brand reputation and customer loyalty.

Customer Engagement Strategies

Customer engagement strategies refer to the various ways in which companies can interact with customers and build relationships with them. Studies have shown that effective customer engagement strategies can positively impact customer loyalty and advocacy (Hollebeek et al., 2016; Lemon and Verhoef, 2016). In the airline industry, customer engagement strategies can include loyalty programs, personalized offers, and responsive customer service. Research has shown that customer engagement positively affects customer satisfaction and loyalty in the airline industry (Blasco-Arcas et al., 2013; Choi and Chu, 2011).

The theoretical basis for the importance of customer engagement strategies lies in relationship marketing theory, which suggests that building and maintaining strong relationships with customers can lead to long-term success for companies. Relationship marketing emphasizes the importance of customer retention and satisfaction, as well as the development of ongoing interactions and communication between customers and companies. Effective customer engagement strategies can help to foster these relationships by providing personalized experiences, creating emotional connections, and building trust and loyalty.

Brand Advocacy

Brand advocacy refers to the level of customer support and loyalty towards a brand. Studies have shown that brand advocacy can positively impact brand reputation and customer loyalty (Hennig-Thurau et al., 2004; Muntinga et al., 2011). In the airline industry, brand advocacy can be demonstrated through positive reviews, word-of-mouth recommendations, and repeat bookings. Research has shown that brand advocacy is positively associated with customer satisfaction and loyalty in the airline industry (Chang et al., 2019; Yan and Wang, 2018).
The theoretical basis for the positive impact of brand advocacy on brand reputation and customer loyalty can be explained through social identity theory. According to social identity theory, individuals derive their sense of self and social identity from the groups they belong to, such as the brands they use (Tajfel and Turner, 1979). When customers become brand advocates, they identify strongly with the brand and feel a sense of belonging to the brand community. This sense of belonging and identity can lead to positive brand attitudes, higher levels of brand loyalty, and increased willingness to engage in positive word-of-mouth recommendations and repeat bookings. Additionally, brand advocacy can create a sense of social pressure for others to also become advocates of the brand, further strengthening the brand's reputation and customer base. Therefore, social identity theory provides a theoretical basis for the positive impact of brand advocacy on brand reputation and customer loyalty in the airline industry.

Brand Reputation

Brand reputation refers to the overall perception that customers have of a brand. Studies have shown that brand reputation can impact customer loyalty, trust, and advocacy (Berger et al., 2012; Lafferty and Goldsmith, 1999). In the airline industry, brand reputation can be influenced by factors such as safety, reliability, and customer service. Research has shown that brand reputation positively affects customer satisfaction and loyalty in the airline industry (Petersen and Kumar, 2009; Wang and Lo, 2018).

The theoretical basis for the importance of brand reputation can be traced back to the concept of brand equity. According to Keller's (1993) model of brand equity, a brand's reputation is one of the key dimensions that contribute to its overall value. Brand equity refers to the value that a brand brings to a company beyond its tangible assets, such as its name recognition, customer loyalty, and perceived quality. A strong brand reputation can enhance a brand's equity and contribute to its financial success.

Moreover, social identity theory provides a theoretical basis for understanding the role of brand reputation in customer behavior. According to this theory, individuals derive part of their self-identity from the groups to which they belong, such as their family, friends, and community. Brands can also be viewed as part of an individual's social identity, and customers may choose to associate themselves with brands that reflect their values and personality. Therefore, a brand with a positive reputation can serve as a symbol of social status and affiliation, leading to increased customer loyalty and advocacy.

2. Methodology

This study utilized a quantitative research design, specifically a cross-sectional survey method. This design allowed the researchers to collect data from a sample of Full-Service Airline passengers on their perceptions of the influence of Social Media Marketing, Innovativeness, and Customer Engagement Strategies on Brand Advocacy through Brand Reputation.

The sampling technique that was used is convenience sampling. This was because it was easier to recruit participants from Full-Service Airlines who were willing to participate in the survey. The researchers aimed to have a minimum sample size of 250 respondents. This sample size was considered sufficient to achieve a reasonable level of precision and representativeness of the target population.

The data was collected using a self-administered questionnaire. The questionnaire was divided into four sections: (1) Social Media Marketing, (2) Innovativeness, (3) Customer Engagement Strategies, and (4) Brand Advocacy through Brand Reputation. The data was collected online using Google Forms. The questionnaire link was sent to Full-Service Airlines passengers via social media platforms and email. The participants were informed of the purpose of the study and their rights as research participants before they started answering the questionnaire.

Ethical Considerations: The study adhered to ethical guidelines and principles for research involving human participants. The researchers obtained informed consent from the participants, ensured the confidentiality and anonymity of the participants, and secured the data collected from unauthorized access or use.

Data analysis used Structural Equation Modeling (SEM) to test the proposed research model. SEM is a statistical technique that allows for the examination of the relationships between multiple variables simultaneously. The analysis was conducted using the Smart PLS software.

Questionnaire

Social Media Marketing (SMM)
- The airline's social media presence is engaging.
- The airline's social media content is informative.
- The airline's social media activity increases my trust in the brand.
- The airline's social media activity influences my decision to book with them.
Innovativeness (INV)

- The airline is innovative in its offerings and services.
- The airline is responsive to changing customer needs.
- The airline is ahead of its competitors in terms of innovation.
- The airline's innovation increases my trust in the brand.

Customer Engagement Strategies (CES)
- The airline's customer service is responsive to my needs.
- The airline's customer service staff is knowledgeable and helpful.
- The airline offers a personalized experience to its customers.
- The airline's customer engagement strategies increase my loyalty to the brand.

Brand Reputation (BRP)
- This airline is known for providing high-quality service.
- This airline has a strong and reliable brand image.
- This airline is viewed as trustworthy and credible.

Brand Advocacy (BRA)
- I would recommend this airline to others.
- I have spoken positively about this airline to others.
- I would choose this airline again in the future.
- I feel loyal to this airline.

3. Result and Discussion

The following is a summary of the results obtained from the descriptive statistical analysis conducted on four variables: Last education level, Current occupation, Mileage card(s) owned, and most frequently followed airline social media account(s). For Last education level, 140 respondents (56%) had completed an undergraduate degree, followed by 51 (20.4%) with postgraduate degrees. Only 26 (10.4%) had an education level below high school. In terms of Current occupation, the majority of respondents were civil servants or state-owned enterprise employees (97 respondents, 38.8%), followed by private sector employees (61 respondents, 24.4%). Only 16 respondents (6.4%) were students, while 46 respondents (18.4%) identified as "other."

For Mileage card(s) owned, the largest group of respondents (81, 32.4%) did not have any mileage cards. Among those who did, Blue was the most commonly owned (59 respondents, 23.6%), followed by Silver (54 respondents, 21.6%). Regarding the Most frequently followed airline social media account(s), the most popular platform was Instagram (76 respondents, 30.4%), followed by Twitter (20 respondents, 8.0%). A large number of respondents (93, 37.2%) did not follow any airline social media accounts. Overall, the descriptive statistical results provide a useful summary of the education level, occupation, mileage card ownership, and social media preferences of the respondents in this study.

Validity

The Table 1 below shows the results of the outer loading validity test conducted on five different constructs: Brand Advocacy, Brand Reputation, Customer Engagement Strategies, Innovativeness, and Social Media Marketing. The values indicate the correlation between each construct and its corresponding set of indicators or measures.

Table 1. Outer Loadings

	Brand Advocacy	Brand Reputation	Customer Engagement Strategies	Innovativeness	Social Media Marketing
BRA1	0.813				

BRA2	0.874				
BRA3	0.770				
BRA4	0.847				
BRP1		0.857			
BRP2		0.814			
BRP3		0.898			
CES1			0.799		
CES2			0.829		
CES3			0.773		
CES4			0.626		
INV1				0.720	
INV2				0.829	
INV3				0.818	
INV4				0.825	
SMM1					0.894
SMM2					0.896
SMM3					0.934
SMM4					0.912

The results suggest that all indicators have significant outer loadings on their respective constructs. For instance, all four indicators for Brand Advocacy have strong outer loadings ranging from 0.770 to 0.874. Similarly, all four indicators for Brand Reputation have outer loadings ranging from 0.814 to 0.898. In addition, the indicators for Customer Engagement Strategies and Innovativeness also have strong outer loadings ranging from 0.626 to 0.829 and from 0.720 to 0.825, respectively. Finally, the three indicators for Social Media Marketing have very high outer loadings ranging from 0.894 to 0.934.

Overall, the results of the outer loading validity test suggest that the measures used in this study are highly related to their respective constructs and therefore are valid for measuring them.

Reliability

The Table 2 below shows the results of a reliability test conducted to evaluate the consistency and stability of five different constructs: Brand Advocacy, Brand Reputation, Customer Engagement Strategies, Innovativeness, and Social Media Marketing. The test measured two reliability indicators: Composite Reliability and Average Variance Extracted (AVE).

Table 2. Construct Reliability

	Composite Reliability	Average Variance Extracted (AVE)
Brand Advocacy	0.896	0.684
Brand Reputation	0.892	0.735
Customer Engagement Strategies	0.845	0.579
Innovativeness	0.876	0.639
Social Media Marketing	0.950	0.826

The results indicate that all constructs have high levels of internal consistency and reliability, as all composite reliability values are above the commonly accepted threshold of 0.7. Social Media Marketing had the highest

composite reliability score (0.95), indicating a high degree of internal consistency among the items in this construct. The AVE scores for all constructs exceeded the recommended threshold of 0.5, indicating that the constructs are reliable and that the items in each construct measure the same underlying concept. Brand Reputation had the highest AVE score (0.735), followed by Social Media Marketing (0.826), suggesting that these constructs have the strongest convergent validity.

Overall, the results of the reliability test suggest that the constructs used in this study are reliable and consistent, and the items measuring each construct are measuring the same underlying concept. These findings provide evidence to support the use of these constructs in future research and analysis.

Hypothesis Testing

The aim of displaying a diagram is to offer a clear and concise overview of the relationship between variables. By visualizing this relationship, the reader can better comprehend its nature. Figure 1 is provided as an illustration of the relationship between variables.
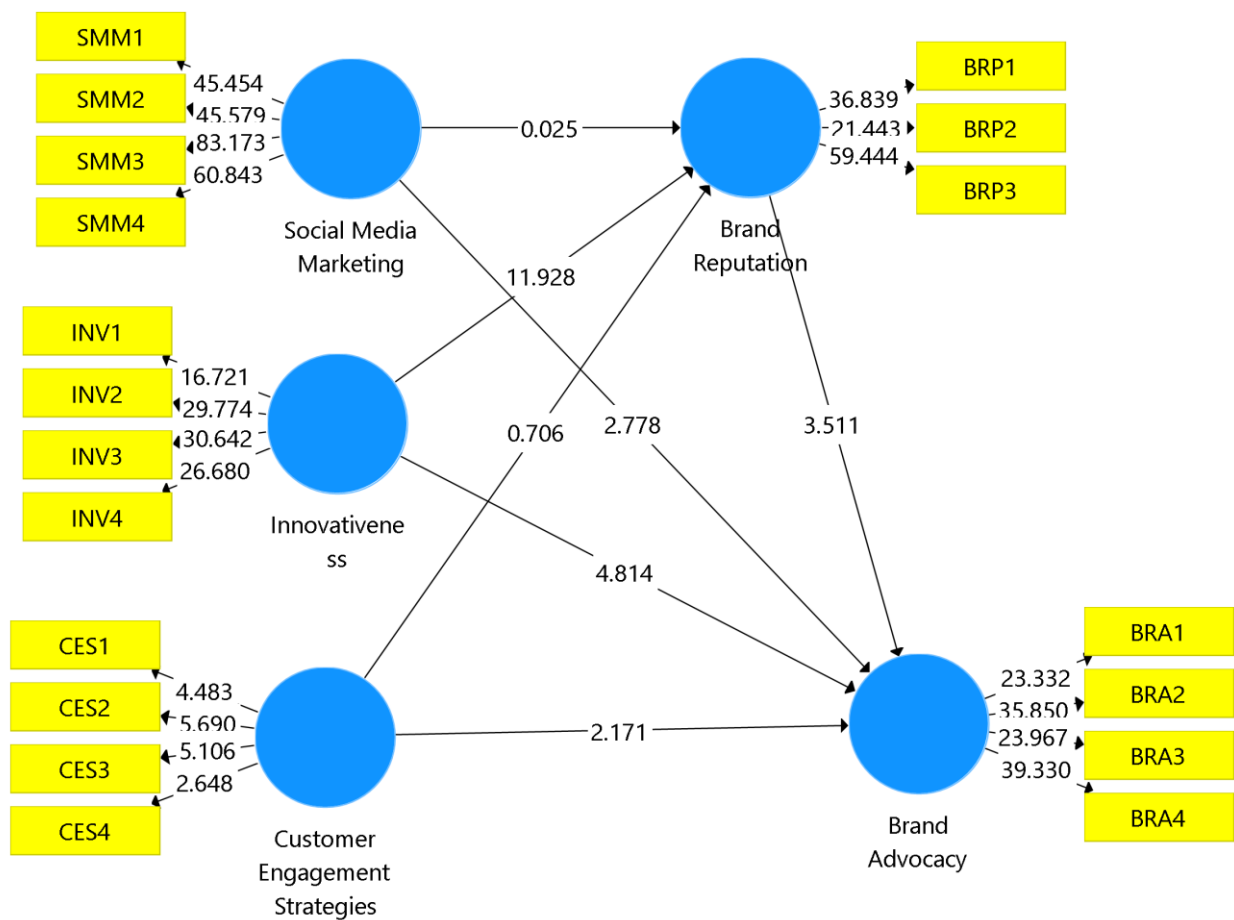

Figure 1. The Relationship between Variables

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values

Brand Reputation -> Brand Advocacy	0.281	0.284	0.080	3.511	**0.000**
Customer Engagement Strategies -> Brand Advocacy	0.104	0.100	0.048	2.171	**0.030**
Customer Engagement Strategies -> Brand Reputation	0.056	0.064	0.079	0.706	**0.480**
Innovativeness -> Brand Advocacy	0.415	0.408	0.086	4.814	**0.000**
Innovativeness -> Brand Reputation	0.618	0.615	0.052	11.928	**0.000**
Social Media Marketing -> Brand Advocacy	0.179	0.186	0.064	2.778	**0.006**
Social Media Marketing -> Brand Reputation	0.002	-0.001	0.063	0.025	**0.980**

Based on the output on the Table 3 below, hypothesis testing was conducted on the path coefficients between the variables. The null hypothesis is that the path coefficient is zero, while the alternative hypothesis is that the path coefficient is not equal to zero. The T-statistics and p-values were calculated to determine the significance of the path coefficients.

The results show that all the path coefficients except for "Customer Engagement Strategies -> Brand Reputation" and the path coefficient between "Social Media Marketing -> Brand Reputation" are significant at the 0.05 level. Therefore, we can reject the null hypothesis for all the significant coefficients.

The path coefficient between "Brand Reputation -> Brand Advocacy" is significant at the 0.05 level with a path coefficient of 0.281, indicating that brand reputation has a positive effect on brand advocacy. The path coefficient between "Customer Engagement Strategies -> Brand Advocacy" is also significant at the 0.05 level with a path coefficient of 0.104, indicating that customer engagement strategies have a positive effect on brand advocacy. The path coefficient between "Customer Engagement Strategies -> Brand Reputation" is not significant at the 0.05 level with a path coefficient of 0.056, indicating that there is no significant effect of customer engagement strategies on brand reputation.

The path coefficient between "Innovativeness -> Brand Advocacy" is significant at the 0.05 level with a path coefficient of 0.415, indicating that innovativeness has a positive effect on brand advocacy. The path coefficient between "Innovativeness -> Brand Reputation" is significant at the 0.05 level with a path coefficient of 0.618, indicating that innovativeness has a positive effect on brand reputation. The path coefficient between "Social Media Marketing -> Brand Advocacy" is significant at the 0.05 level with a path coefficient of 0.179, indicating that social media marketing has a positive effect on brand advocacy. The path coefficient between "Social Media Marketing -> Brand Reputation" is not significant at the 0.05 level with a path coefficient of 0.002, indicating that there is no significant effect of social media marketing on brand reputation.

In summary, the results suggest that brand reputation, customer engagement strategies, innovativeness, and social media marketing have a significant impact on brand advocacy, while only brand reputation and innovativeness have a significant impact on brand reputation. However, the impact of customer engagement strategies and social media marketing on brand reputation is not significant.

The results of the hypothesis testing suggest that some factors have a significant impact on brand advocacy and brand reputation. Therefore, it is recommended that companies focus on improving these factors to increase brand advocacy and reputation. Specifically, companies should prioritize enhancing their brand reputation and innovativeness, as these factors have a significant impact on both brand advocacy and reputation. Customer engagement strategies and social media marketing also have a positive impact on brand advocacy, but do not significantly impact brand reputation.

Therefore, companies should develop effective customer engagement strategies and social media marketing campaigns to improve their brand advocacy. However, they should not solely rely on these factors to improve brand reputation, as their impact is not significant. In addition, it is recommended that companies continue to monitor these factors regularly to identify any changes in their impact on brand advocacy and reputation.

While social media marketing can have a positive impact on a company's brand advocacy and reputation, it is important to note that it should not be the only strategy used to improve these factors. Companies should also focus on developing effective customer engagement strategies that go beyond social media to build strong relationships with their customers. This can involve providing exceptional customer service, delivering high-quality products and services, and offering personalized experiences.

Additionally, while social media marketing campaigns can be effective, their impact on brand advocacy and reputation may not be significant in isolation. Companies should consider a holistic approach to building brand advocacy and reputation that includes other factors such as customer satisfaction, brand positioning, and corporate social responsibility.

Furthermore, it is essential that companies regularly monitor the impact of their customer engagement strategies and social media marketing campaigns on brand advocacy and reputation. This will allow them to identify any changes in customer behavior or perceptions that may affect their brand reputation and make adjustments to their strategies accordingly.

Social media marketing and customer engagement strategies can contribute to improving brand advocacy and reputation, they should not be relied upon as the sole factors. Companies should take a holistic approach to building their brand reputation by considering all factors that contribute to it, and should regularly monitor and adjust their strategies as needed.

The results in Table 3 suggest that the airlines need to focus on enhancing their innovativeness and customer engagement strategies to improve their brand reputation and brand advocacy. The path coefficients indicate that there is a significant positive relationship between innovativeness and both brand reputation and brand advocacy. Similarly, customer engagement strategies have a positive effect on brand advocacy. Therefore, airlines should invest in innovative products and services and strengthen their engagement strategies with customers to improve their brand reputation and advocacy. Additionally, the findings show that social media marketing has a positive effect on brand advocacy, indicating that airlines should continue to leverage social media platforms to promote their brand and engage with their customers.

The structural equation for the two endogenous variables (Brand Advocacy and Brand Reputation) based on the path coefficients in Table 3 can be expressed as follows:

*Brand Advocacy = 0.281 * Brand Reputation + 0.104 * Customer Engagement Strategies + 0.415 * Innovativeness + 0.179 * Social Media Marketing*
*Brand Reputation = 0.618 * Innovativeness + 0.281 * Brand Advocacy*

The above equations show the relationship between the endogenous variables and their corresponding exogenous variables. The coefficients indicate the strength and direction of the relationship between the variables. For example, the path coefficient of 0.281 between Brand Reputation and Brand Advocacy indicates that there is a positive relationship between the two variables, and a one-unit increase in Brand Reputation would result in a 0.281 unit increase in Brand Advocacy. Similarly, the path coefficient of 0.618 between Innovativeness and Brand Reputation indicates that there is a strong positive relationship between the two variables, and a one-unit increase in Innovativeness would result in a 0.618 unit increase in Brand Reputation.

Path Analysis

In the context of this study, the role of Brand Reputation as a mediator variable refers to its ability to transmit the effects of Customer Engagement Strategies, Innovativeness, and Social Media Marketing on Brand Advocacy. The indirect effects of these variables on Brand Advocacy are shown in Table 4.

Table 4. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Engagement Strategies -> Brand Reputation -> Brand Advocacy	0.016	0.020	0.024	0.644	**0.520**
Innovativeness -> Brand Reputation -> Brand Advocacy	0.174	0.176	0.055	3.152	**0.002**
Social Media Marketing -> Brand Reputation -> Brand Advocacy	0.000	-0.002	0.018	0.025	**0.980**

The table presents the specific indirect effects of the independent variables on the dependent variable through the mediator variable. The T statistics show the magnitude of the indirect effect, and the P values indicate the significance of the effect. The results show that Brand Reputation partially mediates the effects of Innovativeness on Brand Advocacy. The T statistics for Innovativeness -> Brand Reputation -> Brand Advocacy is statistically significant at 3.152, indicating a significant indirect effect.

The implication of these findings is that companies should focus not only on developing innovative products and services but also on building a strong brand reputation. By doing so, they can increase the likelihood that their customers will advocate for their brand. This means that companies should invest in building a positive brand image, developing strong customer relationships, and delivering high-quality products and services.

From a policy perspective, this analysis highlights the importance of monitoring and measuring the indirect effects of marketing strategies. Companies should regularly assess the impact of their marketing initiatives on various outcomes, including brand reputation and advocacy. This will enable them to make data-driven decisions and optimize their marketing strategies for maximum impact. Additionally, policymakers should encourage companies to prioritize building strong brand reputations through responsible business practices and ethical marketing strategies.

However, the indirect effect of Customer Engagement Strategies and Social Media Marketing on Brand Advocacy through Brand Reputation are not statistically significant. The T statistics for Customer Engagement Strategies -> Brand Reputation -> Brand Advocacy and Social Media Marketing -> Brand Reputation -> Brand Advocacy are both 0.644 and 0.025, indicating no significant indirect effect.

One possible explanation for this finding is that customer engagement strategies and social media marketing may not have a direct impact on brand advocacy. Instead, their impact on brand advocacy may be indirect, through their influence on other factors such as customer satisfaction and brand reputation. It is possible that other factors not accounted for in this analysis, such as product quality or price, may be stronger drivers of brand advocacy than customer engagement strategies or social media marketing.

This finding suggests that companies should not rely solely on customer engagement strategies or social media marketing to build brand advocacy. Instead, they should focus on a holistic approach that includes building a strong brand reputation, providing high-quality products and services, and developing strong customer relationships. Additionally, companies should regularly monitor the impact of their marketing strategies on brand advocacy and reputation to identify areas for improvement and optimize their marketing efforts accordingly.

Overall, these results suggest that Brand Reputation plays a partial mediating role in the relationship between Innovativeness and Brand Advocacy. It means that part of the effect of this variable on Brand Advocacy is transmitted through Brand Reputation.

After analyzing the results, several limitations of the study can be identified. First, the cross-sectional design used in the study restricts the ability to establish causality between the variables. Second, the sample size employed may not accurately represent the larger population, which may impact the generalizability of the findings. Third, the study's limited number of variables may not fully capture the complexity of brand advocacy and reputation. Lastly,

the study did not consider potential confounding variables that may influence the relationships between the variables studied.

Based on the limitations identified in the study, here are some suggestions for future research: Future studies should use a longitudinal design to establish causality between the variables and investigate the temporal relationships between brand advocacy, brand reputation, and the factors that influence them. The next studies include a more comprehensive set of variables that may impact brand advocacy and reputation, such as customer satisfaction, loyalty, and perceived quality, to provide a more complete understanding of these constructs. To provide a more accurate understanding of the relationships between the constructs, future studies should consider accounting for potential confounding variables, such as demographic factors and external market conditions.

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