

THE MEDIATING EFFECT OF EMOTIONAL ATTACHMENT BETWEEN SOCIAL MEDIA INTERACTIVITY AND WORD OF MOUTH

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ABSTRACT

The purpose of this research was to investigate the role that emotional attachment plays as intervening in the relationship between social media interactivity and word-of-mouth in the context of coffee shop social media. The total number of respondents was 200, and the analysis of the data was performed with PLS Smart 13, which included both the reliability test and structural equation modelling. The results of this study suggested that there is a mediating impact of emotional attachment between social media interactivity and the word of mouth generated by coffee shop social media on Instagram. This is accomplished by developing a model that reflects on consumers' emotional attachment to brands and effect to electronic word of mouth, with particular focus on coffee shops' use of social media in Indonesia. The antecedents are something that can be taken into consideration for future social media word of mouth efforts in order to improve the word of mouth that customers give in the future.

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INTRODUCTION

Coffee shop is one of the emerging business in Indonesia. The research results of TOFFIN, a company providing business solutions in the form of goods and services in the HOREKA industry (hotels, restaurants and cafes), in Indonesia, show that the number of coffee shops in Indonesia in August 2019 reached more than 2,950 outlets, an increase of almost three times compared to 2016. which is only about 1,000 and the figure will continue to grow . The market value of coffee shops in Indonesia is estimated to reach more than Rp4. 8 trillion per year (Toffin Indonesia, 2020). The growth of this coffee shop business makes competition more intense in creating brand awareness and brand loyalty among the coffee consumers. Many best practices and marketing tactics encourage natural word of mouth, but campaigns, particularly on social media can have the explicit aim of promoting an online business' social exposure. According to Nielsen (2015) , 92% of people [trust recommendations from friends and family](#) over any other type of advertising. Even academic research into word of mouth has proven its effectiveness in conversion. In other words, word-of-mouth marketing has succed spreading awareness about a brand through referrals and recommendations.

There are many advantages of word of mouth marketing to help business in build brand and customer based. As stated survey by Nielsen (2015) , more than half (58%) of all consumers share their positive experiences with a company on social media. That is to say , social media has become the main channel for expression of word-of-mouth, with both positive and negative effects. Moreover, the presence of social media makes it easy for coffee shop owners to carry out marketing and promotional activities. So that coffee

shop owners need to do a marketing communication strategy by utilizing social media as one of the affordable promotional media. Social media platforms like Facebook, Instagram, and Twitter provide can help to achieve coffee shop business growth goals. It is a great way for coffee shop owners to encourage customer interactions through user-generated content .Social media will be the best place for coffee shops to advertise their products and services and by virtually connecting everybody to a social network when business owners receive a new customer review, create a post or engaging story on your social media highlighting the business new customer will feel like be a part of the business and putting them in the privileges.

Meanwhile most coffee shops in Indonesia use Instagram social media in introducing brand to the public who make up most Instagram users. Instagram social media is used to attract the attention of the public in creating a positive word of mouth. Coffee shop Instagram social media accounts need to be made more interactive so that customers feel emotional attachment. Instagram social media accounts need to be interestingly investigated to be able to compete with other coffee shop social media accounts. That's the reason important for coffee shop owners to implement the right tools to attract and have emotional attachment to interact with customers, spread ideas, advertise promotions and explain the benefit from being connected on social media will create positive word of mouth.

According to the literature, word-of-mouth communication has a greater influence than editorial suggestions or marketing. due of its credibility and persuasiveness (Shankar, Smith, & Rangaswamy (2003); Trusov,

Bucklin, & Pauwels (2009) ; Godes & Mayzlin (2004) ; Gruen, Summers, & Acito, 2000; Mayzlin, (2006). The global growth of the Internet has resulted in an efficient medium for quick communication at cheap or no cost, and online communication has become a significant platform for customers to share their thoughts regarding product experiences (Davis & Khazanchi, 2008; Xia & Bechwati, 2008). Traditional word-of-mouth communication has been changed into electronic platforms by Internet technologies such as online discussion forums, bulletin boards, blogs, and customer evaluations (Li & Du, 2011; Weinberg & Davis, 2005). Consumers may quickly share their product-related ideas and experiences online, and this information can reach a vast number of geographically dispersed individuals. Product reviews that are often uploaded on the Internet have become an essential type of online word-of-mouth communication, and other customers are increasingly looking for peer-reviewed online product reviews before making purchase choices (Adjei, Griffith, & Noble, 2009; Zhu & Zhang, 2010).

To develop a theory-based model, an extensive literature review was conducted in areas of social media activity, emotional attachment and word of mouth marketing. The examination of word of mouth literature reveals that social media activities influence the emotional attachment that in turn to have a significant impact on a positive word of mouth. Previous studies have shown that consumption emotions have an impact on behavioural intentions, such as word of mouth communications and loyalty (Crosby & Johnson, 2007). Ladhari (2007) for example, found that pleasure and arousal have significant effects on word of mouth. Moreover, Chu and Kamal (2011) found that social media usage is positively linked to users' responses, such as attitudes and behaviours. Further, social media activities

influence the formation of branding elements that in turn have a significant impact on a successful emotional attachment (Hudson, Roth, Madden, & Hudson, 2015; Hutter, Hautz, Dennhardt, & Füller, 2013). The conceptual model suggests that emotional attachment will influence the behavioural outcome of customer willingness to recommend.

In past study, emotional attachment can be a mediating variable between social media interactivity and word of mouth because emotional attachment explains the interactions among individuals and entities that have an enduring influence on developing identity and personal connections (Kinniburgh, Blaustein, Spinazzola, & Van der Kolk, 2005). Moreover emotional attachment could explain the relationship between cognitive components and behaviours such as affective or emotional components (Bagozzi, Gopinath, & Nyer, 1999). As the psychological literature portrays, emotional attachment causes individuals to behave toward the attached person or entity in positive ways and to show a strong willingness to retain the connection permanently (Esch, Langner, Schmitt, & Geus, 2006). Furthermore word of mouth ensures that the customers will continue to buy products and being loyal with the brand (Carroll & Ahuvia, 2006).

This study adds to the field of knowledge in word of mouth marketing strategy. Past research examined the impact of online word of mouth on social networking sites on Facebook (Kucukemiroglu & Kara, 2015). Moreover, Barreda, Nusair, Wang, Okumus, & Bilgihan (2020), in their study examined the impact of social media activities, brand image, emotional attachment and brand loyalty of travel industry. Furthermore, another study by Hudson, Roth, Madden, & Hudson (2015) examined the effects of social

media on emotion and word of mouth of music festival attendees. Similar study by Kowalczyk & Pounders (2016) examined the relationship between authenticity and word of mouth with emotional attachment as mediating. However, still less known research has examined the indirect effects of emotional attachment on social media interactivity and word of mouth. In this context, in this study, the data collected from HOREKA industry specifically coffee shops to verify the mediating effect of emotional attachment of social media activity and word of mouth of coffee shops in Indonesia. Furthermore, Balaji, Khong, & Chong, (2016) suggested future study diverse social media platforms and this current study choose Instagram.

The present study focus on a theory-based model that reveals how coffee shop consumers develop a positive word of mouth impact by social media interactivity and mediating effect of emotional attachment on word of mouth of coffee shop social media. Therefore, the purpose of the study are : (1). To determine the influence of social media interactivity on emotional attachment ; (2). To determine the influence of social media interactivity on word of mouth ; (3). To determine the influence of emotional attachment on word of mouth and (4). To determine the mediating effect of emotional attachment between social media interactivity and word of mouth.

Thus, the current study examines social media interactivity and indirect effect of emotional attachment to word of mouth of coffee shop social media. The present study shows the influential of social media activities on word of mouth and demonstrates mediating effect of emotional attachment between social media interactivity and word of mouth. The result of present study is

significance to consumers word of mouth, as the empirical results showed that social media activities positively affect consumer emotional attachment, therefore helping to create word of mouth in social media.

METHODS

The respondents were chosen using a judgement sampling, which is a non-probability sampling method . The criteria of respondents were the followers of coffee shop social media in Instagram and spend money on coffee shop more than once. The data collection and analysis to test hypotheses with structural model equation by using PLS Smart 13. Structural Equation Modelling (SEM) is useful for analyzing data such as survey measures established from measurement theory. Because SEM is good for confirmatory research, it may be utilized to determine the association in this study. As a result, in this research, SEM may be utilized to analyze the path coefficient (Hair, Risher, Sarstedt, & Ringle, 2019).

Social media interactivity is adopted from the study of (Barreda et al., 2020) with 5 research items. Furthermore, there are seven research items for emotional attachment that adopted from the study of (Bagozzi et al., 1999; Kowalczyk & Pounders, 2016). Meanwhile, word of mouth is taken from the research (Carroll & Ahuvia, 2006).

The adopted questionnaire helped collect the first-hand data for the research. In the first part, respondents were asked to fill out a personal profile. In the second part, they were asked to fill out both dependent and independent variables. This study used a Likert scale with five points, from 1 (strongly disagree) to 5 (strongly agree) (strongly agree). The back-translation method was

used to translate the questionnaires from Bahasa Indonesia to English and from English

to Bahasa Indonesia. Because of COVID-19 in the country, the respondents filled out the online questionnaire. The process of getting information from respondents took four weeks.

The number of samples has been calculated based on Hair, Black, Babin, & Anderson (2010) who asserted that the sample size is calculated based on rule 10 times the number of variables or items. This research has 3 variables with 15 items, the minimum sample size as a results is 150. But the authors distributed the questionnaire to 200 respondents .

RESULTS AND DISCUSSION

The demographic information of the respondents is included in Table 1. This

includes the respondents' ages, genders, levels of education, and incomes. According

to the findings, out of the total of 200 respondents, females make up the majority at 66.5 percent, while males account for 33.5 percent. The majority of the respondents are between the ages of 21 and 30 (which accounts for 94 percent of the total), while those who are between the ages of 31 and 40 account for just 2 percent, and those who are over 50 account for only 1 percent. Level of Education, with the biggest proportion of graduate students accounting for 66 percent, undergraduate students accounting for 37.5 percent, and postgraduate students accounting for 0.5 percent. Income below IDR 2,500,000 is included in 79 percent of monthly coffee shop expenses, income between \$2,500,000 and \$5,000,000 is included in 19 percent, and income beyond IDR 5,000,000 is included in 2 percent of monthly coffee shop expenses.

Table 1. Respondent Profile

Description	Frequency	Percentage
Gender		
Male	77	33.5
Female	133	66.5
Total	200	100
Age of respondent		
below 20	5	2.5
21-30	188	94
31-40	4	2
41-50	2	1
above 50	1	0.5
Total	200	100
Level of Education		
Undergraduate	74	37
Graduate	132	66
Postgraduate	1	0.5
Total	200	100

Monthly Expenditure on Coffee shop		
Below 2.500.000 IDR	158	79
2.500.000-5.000.000 IDR	38	19
Above 5.000.000 IDR	4	2
Total	200	100

Table 2 shows how the construct is consistent with itself and how it is valid. All items from independent variables and items from dependent variables have factor loading values that are higher than what was suggested (0.35). Cronbach alpha value and composite reliability are also higher than

(0.70). Also, the average variance extraction is bigger than the suggested value (0.50) for all of the variables that were looked at. These results recommend internal consistency and convergent validity of construct in this study (Hair, Hult, Ringle, & Sarstedt, 2017) .

Table 2. Results of the Measurement Model

Variable	Items	Factor Loading	AVE
Social media interactivity	1.The post that I “like on coffee shop Instagram allows me to control the content I see	0,778	0,564
	2.Customers express their experiences with items or services with other customers on the Instagram post that I like	0,780	
	3.The post that I “like” on coffee shop Instagram shares information about the product(s) with users who “like” the post on Instagram.	0,725	
	4.The post that I “like” on coffee shop Instagram responds to my posts in a timely manner.	0,680	
	5.I like on Instagram replies promptly to the posting of other users’ posts	0,787	
Emotional Attachment	1.I am emotionally connected with the coffee shop	0,793	0,649
	2.The coffee shop post on Instagram says something true and deep about who I am as a person	0,836	
	3.I feel myself desiring the coffee shop	0,832	
	4.My coffee shop of preference is positively enhanced through using Instagram	0,794	
	5.When I am on the Instagram post that I “like,” I get mentally involved in the coffee shop (its story, history, mission, goals).	0,693	

		6. I feel like I learn a tremendous amount of information about the coffee shop featured on Instagram	0,814	
		7. I find the experience with coffee shop that I 'like' on Instagram to be pleasurable	0,866	
Word of mouth		1. I would like recommend this coffee shop to others through my Instagram	0,874	0,750
		2. I would say positive things about this coffee shop to others in my Instagram	0,885	
		3. I would speak favourably of this coffee shop in my Instagram	0,838	

Table 2 shows that the composite reliability and Cronbach's alpha values are both more than 0.7. According to the rule of thumb, if the composite reliability and Cronbach's alpha values are more than 0.7, the data shown above is already dependable. (Hair,

Black, Babin, & Anderson, 2010) Indicators can be done by comparing cross-loading values; therefore, this study's discriminant validity test is declared valid (Hair et al., 2010).

Table 3 Validity and Reliability

Variables	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Word of Mouth	0,834	0,848	0,900	0,750
Emotional Attachment	0,909	0,914	0,928	0,649
Social Media Interactivity	0,806	0,814	0,866	0,564

Discriminant validity defines the degrees to which the measures are not influenced by others constructs and is indicated by low correlations between each measurement can be assessed by comparing its squared correlations with the construct variance

(Fornell & Larcker, 1981). As shown in table 3, the coefficients of the squared correlation adequate discriminant validity for each measure.

Table 4 Discriminant Validity of construct Fornell-Larcker Criterion

Variables	Word of Mouth	Emotional Attachment	Social Media Interactivity
Word of Mouth	0,866		
Emotional Attachment	0,447	0,806	
Social Media Interactivity	0,446	0,687	0,751

The structural model represents the hypothesis relationship between each

variable that influence each other's (Hair, Hult, Ringle, & Sarstedt, 2017) . A bootstrap analysis was completed by computing the

path estimated from the structural model and accessing the significance of path coefficients.

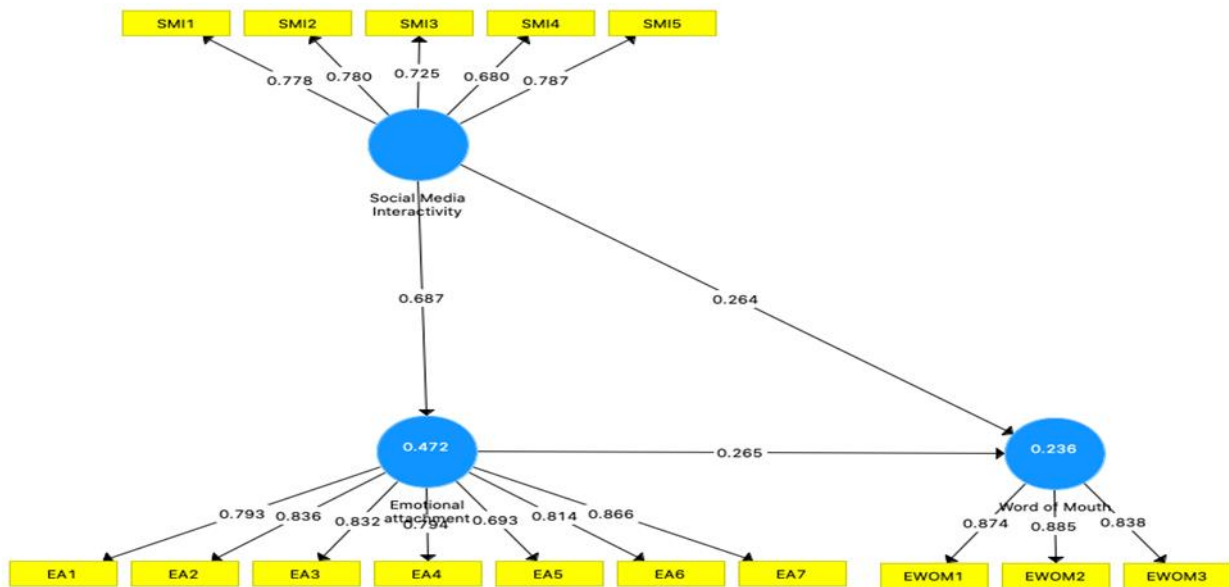


Figure 1. Path Analysis Model

Table 5 shows the direct effect and indirect effect of path analysis between the variables. The findings have shown that social media interactivity positively and significant impact on emotional attachment (T 16.831, p 0.000). Similarly, social media interactivity impacts e-wom (T 2.805 ,p 0.005) and

emotional attachment impacts e-wom (T 3.352, p 0.001). The indirect path analysis shows that there was a mediating effect of emotional attachment . From the findings , there is evidence that emotional attachment mediating between social media interactivity and e-wom (T 3.281, p 0.001).

Table 5 The Results of Path Analysis

Relationship	Estimates	Standard Deviation	T-stats	p-values	Hypotheses
Emotional attachment-> Word of mouth	0,265	0.079	3.352	0.001	Accepted

Social media interactivity -> Word of mouth	0,264	0.094	2.805	0.005	Accepted
Social media interactivity -> Emotional attachment	0,687	0.041	16.831	0.000	Accepted
Social media interactivity -> Emotional attachment -> Word of mouth	0,182	0.056	3.281	0.001	Accepted

The R2 statistic explains the variances in the endogenous variable explained by the exogeneous variable. In this study, the proposed theoretical model shows strong contributions in predicting social media interactivity, emotional attachment, , and word of mouth. As R2 values are R2= 0,472 for emotional attachment, and R2= 0,236 for word of mouth. Its show that emotional attachment have considerable effect compared to word of mouth because according to Chin (1998) , R2 value that greater than 0,33 is considered strong level. In other words, the greater predictive capacity indicated the worthiness of the added constructs.

The past studies showed that social media activities influence the word of mouth of consumers (Kimmel & Kitchen, 2014). Similarly, others studies also confirmed the influence of emotional attachment on word of mouth (Kowalczyk & Pounders, 2016). With this information, the current study's results show that emotional attachment has an indirect effect regarding word of mouth in social media and results aligned with the study (Hudson et al., 2015). The study conducted by Barreda et al (2020) also confirmed the relationship between social media interactivity and emotional attachment. Similarly Balaji et al (2016) suggested that social networking sites is directly affected regarding the word of mouth in social media.

The study proves that there are direct and indirect relationship between social media interactivity, emotional attachment and word of mouth with showing the significant P value . The results of this study support the results of previous research that to improve strategic word of mouth by utilizing social media that has been increasingly used by many people by making posts that are able to make a good emotional connection with customers so that automatically products will become a conversation by many people. The close relationship between coffee shop social media and followers will make it easier for customers to recommend it to those closest to them by giving feedback or replying to followers' comments on Instagram social media. This study also provide a substantial value by showing the mediating impact of emotional attachment between social media interactivity and word of mouth and their direct impact on each other.

The results of this study suggest that increasing consumers emotional attachment by responding social media activities may improves word of mouth among consumers. The coffee shop owners must encounter ways to influence emotional attachment of the coffee shop consumers when they post activities in social media networks. One way to accomplish this by involving consumers to interact in their social media. The consumers will perceive a positive word of mouth through their social media site which may

contribute to developing emotional connections.

CONCLUSION

The primary objectives of this research were to investigate the indirect influence that emotional connection plays in the relationship between the interactivity of social media and word of mouth in coffeeshop social media in Indonesia. In the present research, it was shown that social media engagement somewhat mediated the relationship between emotional attachment and level of word of mouth connection. In contrast, the direct impact of social media interactivity on emotional attachment was shown to be much more significant than the indirect effect of social media interactivity on emotional attachment when it came to coffee shop social media in Padang, Indonesia. The findings of this research have some important management repercussions. First, proprietors of coffee shops have to be

required to concentrate on research relating the interaction between social media and word of mouth. Second, with the existence of social media interaction at coffee shops in Padang, Indonesia, there is a high expectation for emotional connection to spread by word of mouth. In order to improve their word of mouth in the context of social media for coffee shops, the proprietors of coffee shops should do research on a variety of emotions, including enthusiasm and satisfaction. There are some contributions and some limits to the present work, which will assist the future researcher fill up these gaps. First, studies that are cross-sectional have a limited amount of time to test more complicated models. Second, the scope of this research was only conducted in Indonesia. In the context of word-of-mouth marketing, other antecedents such as diverse emotions, including enthusiasm and satisfaction, are also capable of being investigated and examined.

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