The Impact Of Digital Content Perceived Value On Ventela Fashion Brand Loyalty In Indonesia

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Article Info	ABSTRACT
	This research aims to understand the impact of digital content value on consumer loyalty to the Ventela fashion Brand in Indonesia. In the current digital era, social media and digital platforms have become the main channels for brands to convey messages, build images and interact with consumers. For fashion brands like Ventela, interesting and relevant digital content can be a key factor in creating sustainable consumer loyalty. This research uses a quantitative approach with a survey method, collecting data from a number of respondents who are Ventela consumers in various regions in Indonesia. The main focus of this research is to analyze how the value consumers perceive from Ventela's digital content, which includes aspects of entertainment, information, social interaction and personalization, can influence consumer loyalty. Loyalty is measured through consumer commitment in repeat purchases, satisfaction, trust, and desire to recommend the Brand to others. From the results of the analysis, this research is expected to find that digital content's perceived value plays a significant role in forming brand loyalty. These findings will provide important insights for the management of Ventela and other fashion brands in Indonesia in formulating effective digital marketing strategies. By improving the quality of digital content that provides more value for consumers, Brands are expected to be able to maintain consumer loyalty in the long term).

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1. INTRODUCTION

The footwear industry in Indonesia recorded the production of 1.14 billion pairs of shoes in 2018, which accounted for 4.6 percent of the total global shoe production (Tri, 2019). This achievement puts Indonesia in the 4th position as the largest footwear

manufacturer in the world, after China, India, and Vietnam. According to Gati in a press release from the Ministry of Industry of the Republic of Indonesia (Kemenperin, 2019), the footwear industry in Indonesia consists of 18,687 business units, which includes 18,091 small business units, 441 medium business units, and 155 large business units. With the increasing number of footwear industries in Indonesia, competition among manufacturers is getting more intense, especially with international manufacturers. This requires local footwear manufacturers to innovate in order to stay competitive.). One of the local shoe brands that is in high demand in Indonesia is Ventela.

From September 2019 to February 2023, Ventela shoes had the highest number of enthusiasts compared to other competitor brands,

In its marketing strategy, Ventela does not have an official offline or online store. According to Malau (2017), price is one of the important factors in marketing because it is often the main consideration for consumers in purchasing decisions. Research by Nanda (2019) also shows that price influences purchasing decisions, with people often associating high prices with better quality.

Research by Rizan et al. (2017), Arjuna & Ilmi (2019), and Nugrah & Arwiyah (2020) supports the view that price influences purchase decisions. However, these findings contradict research by Deisy et al. (2018), Halim (2020), and Mulyana (2021), which states that price has no effect on consumer purchasing decisions.

The problems in this research are; (1) How does Digital Content Perceived Value affect consumer perception of Ventela Brand Loyalty in Indonesia? (2) What are the factors that affect Digital Content Perceived Value in the context of the market in Indonesia? (3) How does Digital Content Perceived Value relate to Ventela Brand Loyalty in Indonesia?

The objectives of this study are; (1) Analyzing Digital Content Perceived Value: The main objective of this study is to analyze how consumers in Indonesia assess the value of Digital Content presented by Brand Ventela and how Brand perception of the content affects attitudes towards Brand Ventela in Indonesia. (2) Examining the Relationship between Perceived Value and Brand Loyalty: This study aims to examine the relationship between the Perceived Value of Digital Content and Ventela Brand Loyalty in Indonesia, especially in the context of repurchase and recommendation of Brand Ventela to others, and (3) eExploring Factors Affecting Perceived Value: In addition, this study also aims to explore what factors can affect the Perceived Value of Digital Content in the context of the Indonesian market, such as content authenticity, relevance to consumers, and production quality.

2. LITERATURE REVIEW

Theory of Digital Content Marketing Concepts

The concept of Digital Content Marketing involves a marketing approach that focuses on building an emotional connection and attachment between consumers and the Brand, rather than just promoting the Brand directly (Järvinen & Taiminen, 2016; Kakkar, 2017).

Perception of Digital Content Marketing Value and Experience Evaluation

Classification of consumption value, which refers to the overall consumer assessment of the usefulness of a product based on the Brand's perception of what is received and given by the Brand, supports the concept of value in Digital Content Marketing (Zeithaml, 1988, p. 14). In the context of Digital Content Marketing, this perception of value can often predict consumer behavior. Various studies have combined different theories and elements to analyze the effectiveness of digital content marketing. To evaluate the influence of social media marketing on customer loyalty, Khoa and Huynh (2023) focused attention on four key aspects.

Previous literature has generally shown that content marketing can effectively improve brand building by offering value to customers (Holliman & Rowley, 2014). However, there is still a lack of understanding of the specific value that customers perceive from digital marketing content on the Internet. The basic mechanism that explains the relationship between consumer perceived value and brand loyalty is also not entirely clear.

Therefore, this study aims to identify and analyze four main factors that affect the relationship:

Information Value, which satisfies the user's curiosity and general interest by providing information, guidance, or knowledge related to the desired product or service (Ruggiero, 2000).

Entertainment Value, which includes emotional and experiential characteristics. Users seek to associate themselves with cultural enjoyment or soothing intrinsic aesthetics, and even sexual arousal (Calder et al., 2009).

Social Value, which describes the aspects of benefits that consumers can obtain from community social associations and relates to symbolic attributes of product consumption, such as fashion or gifts (Sheth et al., 1991, p. 161).

Function Value, which in the context of Digital Content Marketing, plays the role of a reliable source of information related to authenticity, reality, and truth, and usually implies utilitarian performance for physical products (Grayson & Martinec, 2004, p. 308).

Experience Evaluation dan Loyality Brand Ventela

Brand loyalty is defined as the habit of repeatedly buying a selected product or service in the future, which results in repeated purchases from the same brand or series of brands (Oliver, 1999).
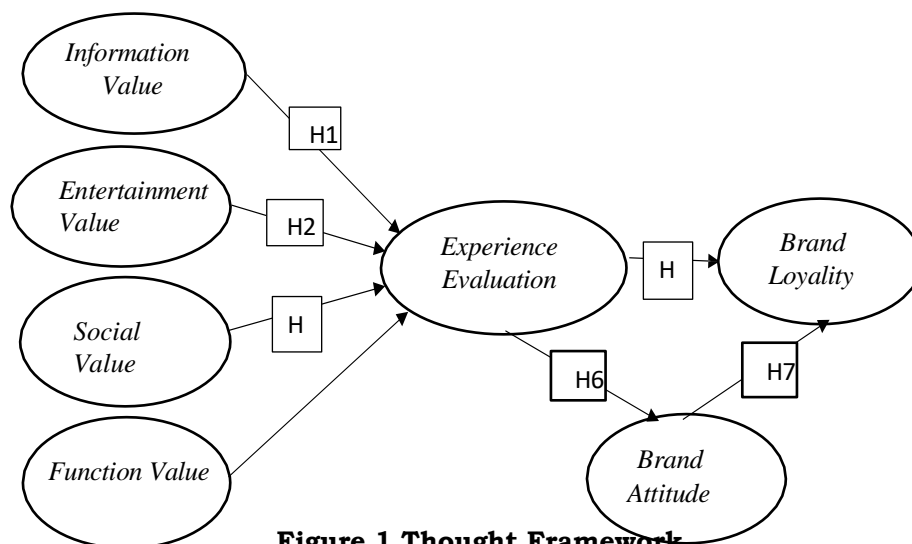
Figure 1 Thought Framework
Source: Data Processed In May 2024

Research Hypothesis

The Impact of Digital Information Value To Experience Evaluation

Digital Information Value refers to the value generated by digital information in terms of its usefulness, relevance, and reliability in supporting decision-making or improving understanding. This value can be an increase in productivity, efficiency, innovation, or an improvement in the decision-making process of "Digital Business & E-Commerce Management" by Dave Chaffey and Tanya Hemphill.

H1: Digital Information Value has a positive and significant influence on Experience Evaluation.

The Impact of Entertainment Value to Experience Evaluation

Entertainment Value is a value related to the ability of a content or activity to provide fun, entertainment, or inspiration to its audience. Content that has Entertainment Value tends to be able to entertain and delight the people who consume it, whether it is in the form of movies, music, games, or television shows.

H2: Entertainment Value has a positive and significant influence on Experience Evaluation.

The Impact of Social Value to Experience Evaluation

Social Value has a significant impact on consumer Experience Evaluation (experiential evaluation). Social value refers to the benefits that consumers get from social relationships and interactions that brands experience through certain products or services.

Wu and Cheng (2020) identified that social value contributes to consumers' positive perception of the Brand experience, which ultimately affects the Brand's intention to continue using the product or service in the future. The study found that when consumers feel they get social value from a product or service, brands tend to have a more positive Experience Evaluation.

H3: Social Value Has a positive and significant influence on Experience Evaluation.

The Impact of Function Value To Experience Evaluation

Research shows that high Function Value, which includes attributes such as efficiency, quality, and product performance, directly affects consumer Experience Evaluation. Consumers who feel a high Function Value tend to have a more positive experience, which increases the Brand's assessment of the brand or product. For example, in a study by Xie and Muralidharan (2023), it was found that the value of

The utility and high performance of non-fungible tokens (NFTs) products increase consumer experience Evaluation of these products.

H4: Function Value has a positive and significant influence on Experience Evaluation.

The Impact of Experience Evaluation on Brand Loyalty

Bui et al. (2023): In this study, it was found that consumer Experience Evaluation has a significant positive impact on Brand Loyalty. This study shows that the perceived values of digital content marketing, such as informative, entertainment, and social value, positively affect consumer Experience Evaluation, which in turn increases Brand Loyalty

H5: Experience Evaluation has a positive influence on Brand Loyalty.

The Impact of Experience Evaluation on Brand Attitude

Kim & Yoon (2023), This study found that experiential elements such as emotional, visual, and cognitive interactions have a significant impact on brand perceptions and attitudes. Positive experiences with the Brand felt by consumers not only increase positive attitudes but also strengthen Brand Loyalty and deepen consumer emotional attachment to the Brand, a positive Experience Evaluation has a significant impact on consumer attitudes towards the brand. The better the experience provided by the brand, the higher the tendency of consumers to have a positive attitude towards the brand.

H6: Experience Evaluation has a positive impact on Brand Attitude.

The Impact of Brand Attitude on Brand Loyalty

Kim & Ko (2023) identified that Brand Attitude plays an important role in creating Loyalty, especially in the context of Brands that build emotional attachment through Experience Evaluation. This research emphasizes the importance of building a positive brand attitude as a strategy to increase customer loyalty in the long term, a positive Brand Attitude has a significant influence on consumer brand loyalty. The more positive the consumer's attitude towards the Brand, the more likely the brand is to remain loyal to the Brand, including in repurchase and the willingness to recommend the brand to others.

H7: Brand Attitude has a positive impact on brand loyalty

3. METHOD

This type of research is Quantitative Exploratory. The variables of this research consist of six exogenous variables, namely Information Value, Entertainment Value, Social Value, Function Value, Experience Evaluation, Brand Attitude & Brand Loyalty. Data analysis in this study was carried out using the Partial Least Square (PLS) method

The determination of the sample in this study was carried out using G Power with an effect size of 0.15, alpha error probability of 0.05 with a power of 0.95 and the number of predictors as much as 6 so as to produce a minimum sample of 146 Ventela Brand Loyalty Respondents in Indonesia.

Results and Discussions

Validity tests are used to ensure the instrument measures what it is supposed to measure. The instrument is considered valid if the r-count > the r-table and the significance value < 0.05. This study involved 7 variables with 28 statement items.

Table 1 Instrument Validity Test Results

Variable	Indicator	R-count	Information
Information Value	IV1	0,824	**Valid**
	IV2	0,846	**Valid**
	IV3	0,894	**Valid**
	IV4	0,868	**Valid**
Entertainment Value	EV1	0,895	**Valid**
	EV2	0,907	**Valid**
	EV3	0,876	**Valid**
	EV4	0,869	**Valid**
Social Value	SV1	0,857	**Valid**
	SV2	0,914	**Valid**
	SV3	0,889	**Valid**
	SV4	0,887	**Valid**
Function Value	FV1	0,832	**Valid**
	FV2	0,890	**Valid**
	FV3	0,906	**Valid**
	FV4	0,862	**Valid**
Experience Value	EE1	0,848	**Valid**
	EE2	0,898	**Valid**
	EE3	0,905	**Valid**
	EE4	0,878	**Valid**
Brand Attitude	BA1	0,849	**Valid**
	BA2	0,925	**Valid**
	BA3	0,879	**Valid**
	BA4	0,854	**Valid**
Brand Loyality	BL1	0,892	**Valid**
	BL2	0,908	**Valid**
	BL3	0,922	**Valid**
	BL4	0,793	**Valid**

Source: Data processed with SmartPls 4.1.0.9, September 2024

All items of the statement of the calculated r value are greater than the t value of the table and the significance value is below <0.05 and the R value of the calculation > R table. Therefore, it is concluded that all items of statements to respondents are valid and meet the requirements of the research.

Reliability tests are used to determine the consistency of the measuring instrument, i.e. whether the instrument is consistent if the measurement is made repeatedly.

Table 2 Instrument Reliability Test Results

Variable	Crobach's Alpha	Reabel Standard	Information
Information Value	0,900	>0,7	Reliable
Entertainment Value	0,902	>0,7	Reliable
Social Value	0,905	>0,7	Reliable
Function Value	0,910	>0,7	Reliable
Experience Evaluation	0,896	>0,7	Reliable
Brand Attitude	0,881	>0,7	Reliable
Brand Loyalty	0,910	>0,7	Reliable

Source: Data processed with SmartPls 4.1.0.9, September 2024

The Information Value variable has a Crobach value; s Alpha of 0.900, Intertainment Value 0.902, Social Value 0.905, Function Value 0.910, Experience Evaluation 0.896, Brand Attitude 0.881, and Brand Loyalty 0.910. All variables had a Crobach's Alpha value greater than 0.7. So it can be concluded that all variables are declared reliable.

The data normality test on 146 respondents was carried out to find out the data of respondents' numality data. In this study, as according to Hair et al. (2017), if the skewness value is not >-2,000 to >2,000 and the kurtosis value is >-7,000 to >7,000, then the distribution of research data is normal and the research can be carried out to the next stage.

Furthermore, the results of the modeling scheme with the PLS program in this study are as follows:
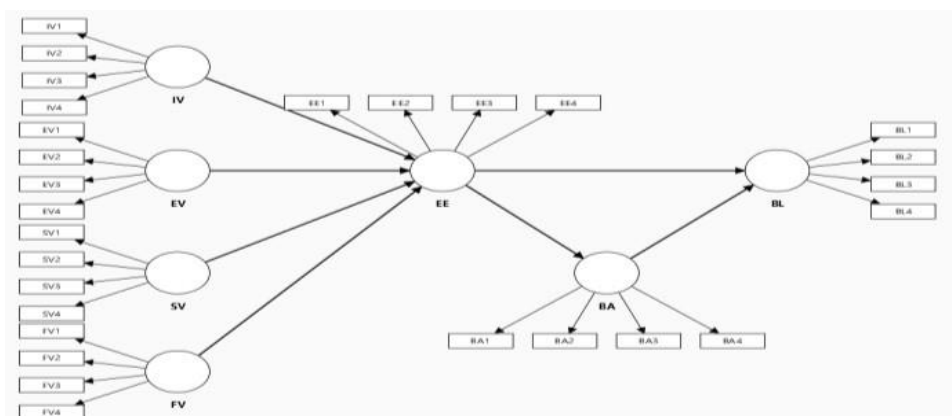

Figure 2 Partial Least Square (PLS) Model Schematic

Source: Data processed with SmartPls 4.1.0.9, September 2024

The results of the outer model measurement in this study are 7 variables with *Information Value* reflected by 4 indicators, Entertainment *Value variable* reflected by 4 indicators, *Social Value* variable reflected by 4 indicators, *Function Value* reflected by 4 indicators, *Experience Evaluation* reflected by 4 indicators, *Brand Attitude* reflected by 4 indicators, *Brand Loyalty* reflected by 4 indicators.

In testing the valdicity and reliability of the instrument, there are 3 stages, namely *Convergent Validity, Discriminant Validity*, dan *Composite Validity*.

Cornvergent Validity of the measurement model with indicator reflection is assessed based on the correlation between the score items/component scores estimated using SmartPls. The validity of the indicator is seen from the loading factor (LF) value based on instructions. In accordance with the general rule of *thumb*, the value *of the loading factor indicator* >0.7 is said to be valid.

After testing the outer model that has been met, the next test is carried out on the inner model (*Structural Model*). The inner model can be evaluated by looking at the r-square (*Reliability Indicator*) for the dependent construct and the t-statistical value of the *Path Coefficient test.* The higher the r-square value, the better the prediction model of the proposed research model. The p*ath coefficients* value indicates the level of significance in hypothesis testing.

The variable that has a greater influence on *Experience Evaluation* is the Function *Value* variable with an inner model value of 6,035, and for the influence of *the Experience Evaluation* variable on *Brand Attitude* 26,976, this means that the variable has the greatest influence on *Experience Evaluation.* So it can be concluded that *Function Value* plays an important role in improving *Experience Evaluation,* which ultimately contributes significantly to shaping consumers' *Brand Attitude* towards the Ventela fashion brand in Indonesia.

Overall, the VIF value is within the limit of multicollinearity tolerance, moderate multicollinearity occurs. This shows that *Information Value* has a strong relationship with other variables that affect *Experience Evaluation.*

Based on the results of data processing that has been carried out using smartpls 4.1, the R square adjusted value is obtained:

Tabel 3. *R Square* dan *R-Square Adjusted*

	R-square	*R-square adjusted*
Brand Attitude	0.723	0.722
Brand Loyality	0.757	0.753
Experience Evaluation	0.772	0.766

Source: Data processed with SmartPls 4.1.0.9, September (2024)

The value of the adjusted r square on the Brand Attitude variable was 0.722. This means that this value shows that the experience evaluation variable on brand attitude is 72.2% (Good). The value of the brand loyalty variable is 0.753. This means that the variable Experience Evaluation for Brand Loyalty is 75.3% (Good). And the variable value of Experience Evaluation is 0.766. This means that the values show that the variables Information Value, Entertainment Value, Social Value, and Function Value have an effect on the Experience Evaluation variable of 76.6% (Good).

Table 4. *F-Square*

	f-square
Brand Attitude -> Brand Loyality	0.214

Experience Evaluation -> Brand Attitude	2.616
Experience Evaluation -> Brand Loyality	0,252
Entertaintment Value -> Experience Evaluation	0.000
Function Value -> Experience Evaluation	0.367
Information Value -> Experience Evaluation	0.044
Social Value -> Experience Evaluation	0.006

Source: Data processed with SmartPls 4.1.0.9, September (2024)

Brand Attitude towards Brand Loyalty is 0.214 (Moderate). Experience Evaluation of Brand Attitude is 2,616 (Large). Experience Evaluation of Brand Loyalty is 0.252 (Medium). The Intertainment Value to Experience Evaluation is 0.000 (Small). The Function Value to Experience Evaluation is 0.367 (Large). The Information Value to Experience Evaluation is 0.044 (Moderate). Social Value to Experience Evaluation is 0.006 (small).

This study proposes 7 hypotheses and uses the Bootstrapping technique on Smart PLS.

Table 5. Results of Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BA -> BL	0.434	0.429	0.087	4.969	0.000
EE -> BA	0.851	0.850	0.032	26.976	0.000
EE -> BL	0.470	0.474	0.083	5.673	0.000
EV -> EE	0.021	0.022	0.102	0.203	0.839
FV -> EE	0.590	0.581	0.098	6.035	0.000
IV -> EE	0.232	0.239	0.101	2.294	0.022
SV -> EE	0.080	0.081	0.111	0.720	0.472

Source: Data processed with SmartPls 4.1.0.9, September (2024)

The results of direct testing on the i*nformation value* variable against the experience evaluation shows that the calculated T value is greater than the T table (2,294> 1.96) and the > of 0.05 is 0.022. This means that there is a significant influence on the brand attitude variable on brand loyalty. So, it can be concluded that **H1 is accepted.**

The results of direct testing on the entertainment value variable against experience evaluation shows that the calculated T value is smaller than the T table (0.203 < 1.96) and the value of > is 0.05 which is 0.839. This means that there is no significant influence on the entertainment value variable on experience evaluation. So, it can be concluded that **H2 was rejected.**

The results of direct testing on the Social Value variable on Experience Evaluation showed that the calculated T value was smaller than the table T (0.720 < 1.96) and the > sig value was 0.05, which was 0.472. This means that there is no significant influence on the Social Value variable on Experience Evaluation. So, it can be concluded that **H3 is accepted**.

Result testing immediately at variable function value against experience evaluation shows that the calculated T value is greater than the T table (6,035 > 1.96) and the < value of the sig is 0.05, which is 0.000. This means that there is a significant influence on the

Function Value variable on Experience Evaluation. So it can be concluded that **H4 is accepted.**

The results of direct testing on the Experience evaluation variable on brand loyalty showed that the calculated T value was greater than the table T (5.673 > 1.96) and the < sig value was 0.05, which was 0.000. This means that there is a significant influence on the function value variable on experience evaluation. So, it can be concluded that **H5 is accepted.**

The results of direct testing on the experience evaluation variable on Brand Attitude showed that the calculated T value was greater than the table T (26,976 > 1.96) and the < sig value was 0.05, which was 0.000. This means that there is a significant influence on the Experience evaluation variable on Brand Attitude. So, it can be concluded that **H6 is accepted.**

The results of direct testing on the brand attitude variable on brand loyalty show that the calculated T value is smaller than the table T (4,969 > 1.96) and the sig value < 0.05, which is 0,000. This means that there is a significant influence on the brand attitude variable on Brand Loyalty. So it can be concluded that **H7 is accepted.**

Discussion

Based on the results of the primary data of the study, it is known that customers are dominated by men with a total of 94 people aged 17-25 years working as students. Active users of Tik-tok social media, products that are often purchased online are men's and women's fashion with the platform used to buy fashion products is Tik-tok shop.

Some possibilities that support the influence of *Information Value on* Experience *Evaluation* includes:

1. Clear, accurate, and relevant information improves consumer understanding of Ventela products.
2. Consumers feel more satisfied with their experience when the information provided matches their needs.
3. Comprehensive information enriches the consumer experience while interacting with Ventela's digital content.

Furthermore, some possible causes of the insignificant influence of *Entertainment Value* on *Experience Evaluation* include:
1. The entertainment content presented may be less interesting or irrelevant to Ventela's target consumers.
2. Ventela consumers may prioritize functional and informative aspects over entertainment aspects.

Some possible causes of the insignificant influence of *Social Value on* Experience *Evaluation* includes:

1. *The Social Value* offered in Ventela's digital content may be less relevant or does not add value to the consumer experience.
2. The social features provided may not support consumer engagement with the brand.
3. Ventela consumers may not be too influenced by the social element in their experience evaluation.

Several possibilities that support the influence of *Function Value on* Experience *Evaluation* includes:

1. Consumers feel that Ventela's products and services meet their functional needs, which enhances their experience.
2. *High Function Value* provides direct benefits to consumers, which ultimately improves their experience evaluation.
3. Consumers are more satisfied with products that have relevant and effective functional benefits.
   Some factors that may support this influence include:

1. Positive experiences increase consumer attitudes towards *the* Ventela Brand, as they feel satisfied with the products offered.
2. Pleasant interactions during *Experience Evaluation* reinforce a positive perception of *the Brand.*
3. Consumers who are satisfied with their experience are more likely to have a positive attitude towards Ventela.

Some of the factors that support the influence of *Experience Evaluation* on *Brand Loyalty* include:

1. Positive experiences make consumers feel satisfied and more likely to stay loyal to Ventela.
2. A pleasant experience strengthens consumers' emotional relationship with *Brand.*
3. Experience satisfaction increases consumer trust in Ventela, thus strengthening their loyalty.

Some of the factors that support the influence of *Brand Attitude* on *Brand Loyalty* include:

1. Consumers who have a positive attitude towards Ventela tend to be more loyal and feel attached to the *brand.*
2. High trust and affection for *brands* makes consumers reluctant to switch to *other brands.*
3. *A positive Brand Attitude* gives consumers confidence in the quality of Ventela products.

4. CONCLUSION

The results of this study show that Information Value and Function Value play an important role in improving consumer Experience Evaluation of the Ventela Brand. The positive experience that consumers feel while interacting with the Brand can increase the positive attitude towards the Ventela Brand Attitude, which ultimately encourages Brand Loyalty.

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