

ANALYSIS OF ENGAGEMENT STRATEGY AND MEDIA FEATURES ON CREATIVE BUSINESS GROWTH THROUGH BRAND IMAGE ON MEDAN CITY'S CULINARY DELIGHTS

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Abstract

The culinary business is quite promising in the city of Medan, this is indicated by the many offers made by business actors to make this business one of the images to increase profits. The development of the culinary business is increasingly able to provide the best image. The culinary business process has begun to create a strategy through engagement and media features. The purpose of this study is to examine and analyze Engagement and Media Features on Brand Image in increasing the creative economy in Medan's culinary specialties. This study uses data analysis methods using software and SmartPLS. The results of the study show that Engagement and media features have a significant effect on brand image. Engagement and media features have a significant effect on business growth. Brand image has a significant effect on the growth of creative businesses. Brand image as an intervening variable has a significant impact on increasing the influence of Engagement and media features on the growth of creative businesses.

Keywords: *Engagement, media features, creative business growth, brand image*

INTRODUCTION

Background

Business development especially in Medan city is growing very rapidly today, today it is marked by the many new business actors who dare or are able to take risks in determining the long term or short term as a start to open up business opportunities, Medan city is very famous for its types of businesses ranging from creative economy, UMKM, office industry and others, but what is interesting to discuss is the development of the culinary business which is very promising in Medan city, it can be said that many Medan city people want to run to open a business that they think will have a positive impact on the business being run, so the culinary business is a picture of how the business can absorb labor, then the business is very open to people's ideas because city people also have expertise in cooking so that.

The development of creative businesses related to culinary is an opportunity for how the process carried out will provide its own value for the economy or how the community can manage the business so that it can develop apart from the business actors being creative enough in building business activities and having the ability in the field of cooking, this is also not an obstacle if they open a business, meaning that if the community is interested in what is offered by creative businesses, it will encourage an increase in the number of consumers who will come.

This picture is an opportunity for the importance of the strategy that will be carried out so that the culinary business can grow both in terms of finance and in marketing capabilities, then he also from the behavior of consumers or the people of Medan who really love Medan's typical food, such as the government program, the government program encourages culinary business actors to be able to develop and then provide a positive impact together to build a future business that will provide selling value and provide positive value to consumers.

In increasing the growth of creative businesses, the right strategy is needed, namely one that can make this culinary business attractive to the public. The appropriate strategy at this time is to use digital marketing by looking at a dimension of marketing, namely regarding engagement which is widely used because this adjustment

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is a description of users to interact with content, meaning that the more other people, as well as comments, shares and saves, will have an impact on increasing or growing creative businesses. Here, the picture is that if many other people have the opportunity to come there and experience the food from the culinary business.

The growth of creative businesses is also influenced by a very interesting strategy, namely by preparing media features, especially in the culinary business, usually the benefits of this media feature provide consumers with an overview of the culinary served. So before consumers come to the business to the culinary place, they usually go from the internet through the media features that have been provided. This media feature is very interesting because it can display images, videos or audio, so that it provides an interesting value to the promotion offered by creative business actors. This image will be a strategy to be able to create better business growth because it is known that

Medan City is very curious about the taste of food so that the image of the culinary brand in Medan City provides an opportunity for business success if the culinary has begun to be known and its reputation is positive, then its image will be quickly recognized and the faster people will wonder what is really true, the image will have an impact on the services provided by the business actors. This is where we will see that the brand image of this culinary business determines business growth. Therefore, with the Jasman Enderman strategy and media content or features mediated by brand image, it will increase business growth.

Research purposes

Based on the formulation of the problem that has been described regarding the great opportunities in increasing the economic growth of the Indonesian people, the objectives of this research are:

Review and analyze Engagement strategies and media features towards the growth of creative businesses through brand image.

Literature review

Engagement

Engagement is a perceived value that represents the results of customer evaluations of the products they purchase. (Charton-Vachet, et al., 2020) Consumer engagement is viewed from consumer actions directly or indirectly towards what is presented by the company. Broadly speaking, customer engagement explains how consumers actively engage with companies in value creation (Kaveh, et al., 2020).

Consumers in marketing are not only the target of a product, but their involvement in achieving the desired product value of the company. Companies can do various methods so that consumers can be involved. For example, when consumers give likes, comments or share a post uploaded on a website or social media is an example consumer involvement in the product. When customers appreciate the promotions offered by the company, they will evaluate the offer.

Media features

Social media is a tool or means to exchange information using internet technology. According to Van Dijk in Nasrullah (2016:11), social media is a media platform that focuses on the existence of users who facilitate them in their activities or collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Social media is a medium on the internet that allows users to represent themselves or interact, collaborate, share, communicate with other users, and form social bonds virtually (Nasrullah, (2016). In line with the definition of social media put forward by Nasrullah, it can be concluded that with social media, users can communicate and share information with anyone and anywhere, without any geographical aspects that limit them. With social media, anyone can connect with media users all over the world.

The presence of Instagram as a media or intermediary between communicators and communicants, the concept of information exchange can be stronger. The media used to convey messages has been determined with the aim of focusing. The presence of these features makes it easier for researchers to categorize the data needed. So that it can avoid data that is not related to the purpose of this study. In this case, the researcher provides more discussion on the use of photo, caption, comment, like, tag, hashtag, mentions and direct message features. Other Instagram features do not mean that they do not get discussion, the features mentioned get more discussion because researchers consider these features to have high intensity in the use of interaction. In this case, the interaction that has an exchange of information.

Brand image

According to Kotler and Keller (2019), brand image is a consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image is an association that appears in the consumer's mind when remembering a particular brand. This association can simply appear in the form of certain thoughts and images associated with a brand. Meanwhile, Aaker and Biel in Firmansyah (2019) state that brand image is a consumer's assessment of the brand in a market.

Business growth

Business growth is an important step to realize the success of the business being run. Levied and Autio (2013) argue that achieving growth is very difficult and requires effort, and if entrepreneurs do not intend to grow their business, their business will have little chance of growing and the intention of growth will be less likely to be realized.

According to Sirec and Mocnik (2010) the components of growth include employee growth, asset growth, and sales growth. Where, sales growth is considered a very important decision of expected growth because entrepreneurs measure growth through business sales (Shepherd and Wiklund 2009; Isaga, 2012). Jansen (2009) explains that increased sales allow businesses to invest in various production factors such as equipment and employees, which will result in profits increasing business profits.

RESEARCH METHODS

Types and Nature of Research

This research is a survey research, meaning that the research takes samples from one population and uses a questionnaire instrument as the main data collection tool. Survey research is used to determine specific characteristics related to a group (Purwanto, 2011). Survey research examines a population by selecting and studying a sample selected from that population, to determine the relative incidence, distribution and interrelationships of its variables.

According to the type of research, this research is a quantitative descriptive research that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and patterns of relationships between variables. This research uses a causal-comparative method, namely regarding cause and effect research. The purpose of comparative causal research is to investigate the possibility of a causal relationship between independent variables and dependent variables through intervening and moderating variables. The nature of the research is explanatory research. Sugiyono (2016) stated that explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

Population and Sample

According to Sugiyono (2016), "population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn". The population of this study is all consumers who have ever come in the culinary specialties of the city of Medan in North Sumatra Province.

Sampling is done in accordance with the research objectives that have been determined. A sample is part of a population consisting of elements or objects that are expected to have the same characteristics as the population. The sampling technique used in this study is the census method, namely all populations are used or made as samples (Sugiyono, 2016).

Data Collection Instruments

Research Instruments The quality of research results is influenced by the quality of the research instrument. In qualitative research, the researcher becomes the instrument or research tool. In other words, in this research the researcher becomes the research instrument. According to Sugiyono (2014), in qualitative research the researcher becomes the instrument or research tool. The researcher must be validated to see the researcher's readiness. The researcher as an instrument must be validated, by understanding qualitative research methods, mastering the field being studied and being ready to enter the field. In this research, the researcher went directly to the location to interact with members of the actors, the Kelurahan community, and traders, officers and visitors to the priority area.

Data collection technique

The data collection technique used in this research is as follows:

- a. Primary data consists of
 1. Observation, namely conducting direct observations and studying things related to research directly at the research location.
 2. Interviews, namely by conducting interviews with sub-section heads and employees who are related to the problem being researched and who are also the objects of research.
 3. Questionnaire: This is a way of asking questions that have been prepared in writing by distributing a questionnaire and accompanied by alternative answers that will be given to respondents.
- b. Secondary data consists of
 1. Documentation
 2. Report

Data Types and Sources

The types and sources of data in this study are primary and secondary data as follows:

1. Primary data is data obtained directly from research respondents to be further processed by researchers, obtained from distributing questionnaires to obtain clear information.
2. Secondary data is supplementary data related to the research problem, which is data that has been processed by the company where the research is conducted, in the form of documents.

Identification and Operational Definition of Variables

In this study, the independent variable is Engagement, a creative business growth media feature. The intervening variable is brand image while the dependent variable is business growth. The scale technique used in this study is the Likert scale which is part of the attitudescales type. The Likert scale is where respondents state their level of agreement or disagreement regarding various statements about behavior, objects or events (Sugiyono, 2016).

Data Analysis Techniques

This study uses a data analysis method using SmartPLS software version 2.0.m3 which is run on a computer. According to Abdillah and Jogiyanto and (2015), PLS (Partial Least Square) is: Structural equation analysis (SEM) based on variance that can simultaneously test measurement models and test structural models. The measurement model is used for validity and reliability tests, while the structural model is used for causality tests (hypothesis testing with prediction models). Furthermore, Abdillah and Jogiyanto (2015) stated that Partial Least Squares (PLS) analysis is a multivariate statistical technique that compares multiple dependent variables and multiple independent variables. PLS is one of the SEM statistical methods based on variance designed to solve multiple regression when specific problems occur in the data, variance, specific variance, and error variance. So that the total variance becomes high. The development model uses path analysis as follows:

$$Y = a + b1X1 + b2X2 + b3Z1 + e$$

Result Determination Criteria

The criteria for determining results can be done by testing the hypothesis in this study as follows:

- a. Analysis of Determination Coefficient (R^2)
- b. Partial/Individual Test (t-Test)

Structural Model Evaluation (Inner Model)

The structural model (inner model) is a structural model to predict causal relationships between latent variables. Through the bootstrapping process, the T-statistic test parameters are obtained to predict the existence of a causal relationship. The structural model (inner model) is evaluated by looking at the percentage of variance explained by the R^2 value for the dependent variable using the Stone-Geisser Q-square test (Ghozali, 2016) and also by looking at the magnitude of the structural path coefficient.

Research result

Method *Partial Least Square*(PLS)

In this study the method used is *Partial Least Square*(PLS), the reason for using this method is to explain whether or not there is a relationship between

Partial Least Square (PLS) Model Scheme

In this study, hypothesis testing uses analytical techniques *Partial Least Square*(PLS) with the SmartPLS program, the following is the PLS program model scheme that was tested:

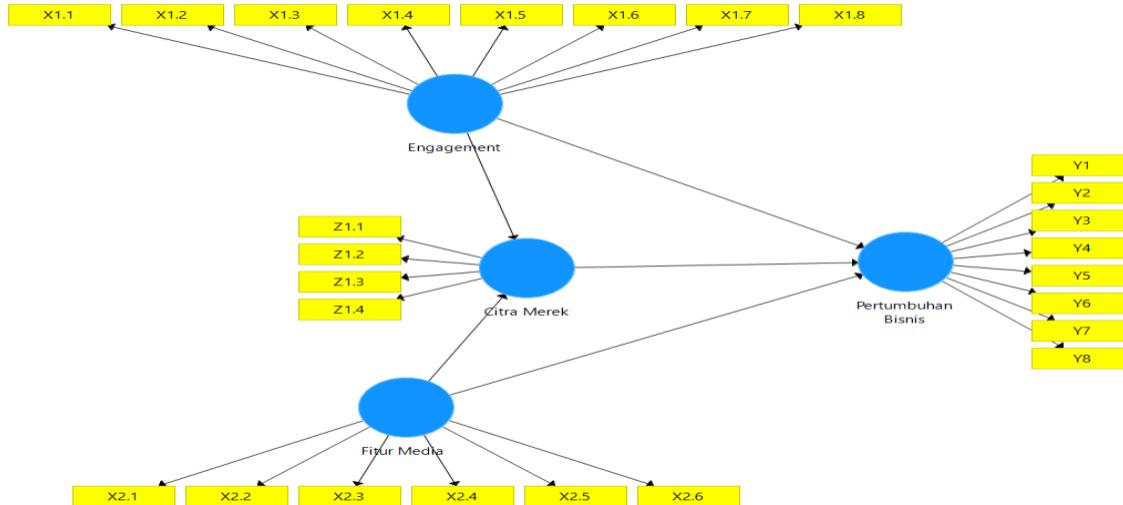


Figure 1 Outer Model PLS

Source: Research Results, 2024 (processed data)

Figure 1 shows the Outer Model PLS built from the conceptual framework. This figure explains the relationship between each variable sourced from various theories and previous studies. For each variable tested, it is equipped with indicators built from the relationship between theories. The analysis model using Partial Least Square (PLS) can be seen in the following description figure:

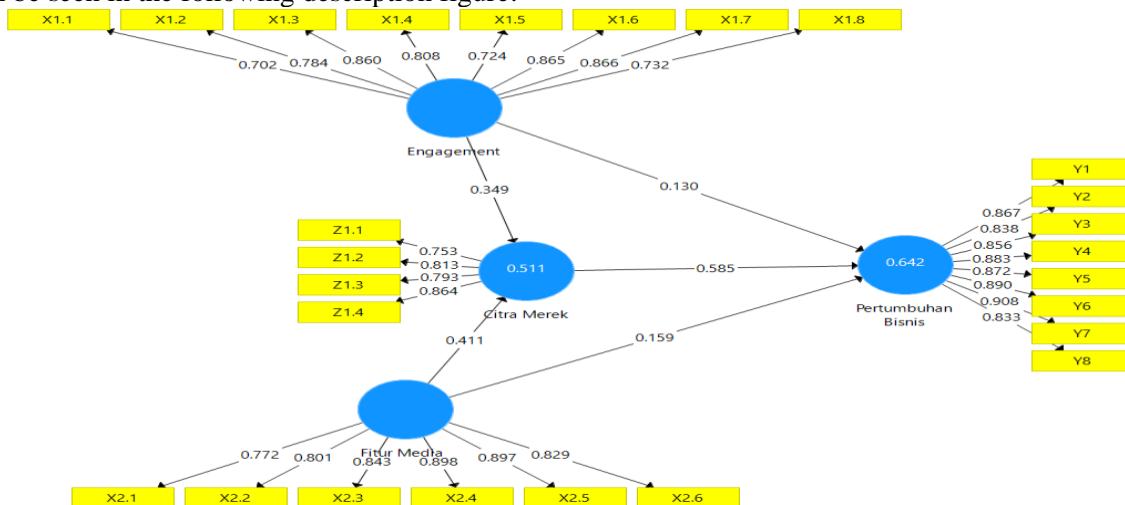


Figure 2 Inner Model PLS

Source: Research Results, 2024 (processed data)

In Figure 2, the PLS Inner Model that has been processed through the Partial Least Square application shows the relationship between the values of each indicator and the variables and the relationship values of the exogenous variables that are connected to the endogenous variables.

Based on the inner model scheme that has been shown above, it can be explained that the path coefficient value is as follows:

1. The influence of engagement on brand image is 0.349
2. The influence of engagement on creative business growth is 0.130

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3. The influence of media features on brand image is 0.411
4. The influence of media features on creative business growth is 0.159
5. The influence of brand image on the growth of creative businesses is 0.585

Model Evaluation

Convergent Validity

An indicator is said to meet convergent validity in the good category if the outer loading value is > 0.60 . The following is the outer loading of each variable:

Table 1 Outer loading

Outer Loadings

	Brand Image	Engagement	Media Features	Business Growth
X1.1		0.702		
X1.2		0.784		
X1.3		0.860		
X1.4		0.808		
X1.5		0.724		
X1.6		0.865		
X1.7		0.866		
X1.8		0.732		
X2.1			0.772	
X2.2			0.801	
X2.3			0.843	
X2.4			0.898	
X2.5			0.897	
X2.6			0.829	
Y1				0.867
Y2				0.838
Y3				0.856
Y4				0.883
Y5				0.872
Y6				0.890
Y7				0.908
Y8				0.833
Z1.1		0.753		
Z1.2		0.813		
Z1.3		0.793		
Z1.4		0.864		

Source: Research Results, 2024 (processed data)

Based on Table 1, it is known that each research variable indicator has an outer loading value > 0.7 . The outer loading results show that there are no variable indicators whose outer loading values are below 0.6 so that all indicators are declared feasible or valid for use in research and can be used for further analysis.

Discriminate Validity

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Discriminant validity test uses cross loading value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on its variable is the largest compared to other variables. The cross loading value of each indicator is as follows:

Table 2 Cross Loading

Cross Loading

	Brand Image	Engagement	Media Features	Business Growth
X1.1	0.542	0.702	0.568	0.508
X1.2	0.585	0.784	0.648	0.573
X1.3	0.509	0.860	0.663	0.508
X1.4	0.449	0.808	0.641	0.430
X1.5	0.460	0.724	0.501	0.483
X1.6	0.537	0.865	0.695	0.477
X1.7	0.556	0.866	0.637	0.506
X1.8	0.549	0.732	0.512	0.548
X2.1	0.494	0.681	0.772	0.523
X2.2	0.503	0.729	0.801	0.449
X2.3	0.562	0.586	0.843	0.571
X2.4	0.570	0.661	0.898	0.557
X2.5	0.628	0.611	0.897	0.608
X2.6	0.648	0.637	0.829	0.580
Y1	0.723	0.542	0.608	0.867
Y2	0.728	0.506	0.520	0.838
Y3	0.686	0.555	0.602	0.856
Y4	0.686	0.596	0.608	0.883
Y5	0.626	0.520	0.505	0.872
Y6	0.655	0.560	0.563	0.890
Y7	0.681	0.604	0.581	0.908
Y8	0.613	0.565	0.559	0.833
Z1.1	0.753	0.541	0.497	0.444
Z1.2	0.813	0.532	0.511	0.535
Z1.3	0.793	0.463	0.531	0.723
Z1.4	0.864	0.611	0.636	0.753

Source: Research Results, 2024 (processed data)

Based on Table 2, it can be seen that each indicator in the research variable has the largest cross loading value on the variable it forms compared to the cross loading value on other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables. In addition to observing the cross loading value, discriminant validity can also be determined through other methods, namely by looking at the average variant extracted (AVE) for each indicator, the required value must be > 0.5 for a good model. The average variant extracted (AVE) value is as follows:

Table 3 Average Variant Extracted (AVE)

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Construct Reliability and Validity

	Average Variance Extracted (AVE)
Brand Image	0.651
Engagement	0.632
Media Features	0.708
Business Growth	0.755

Source: Research Results, 2024 (processed data)

Based on Table 3, it is known that the AVE value of Engagement, media features, Brand image and creative business growth is > 0.5 . Thus, it can be stated that each variable has good discriminant validity.

Composite Reliability

A variable can be declared to meet composite reliability if it has a composite reliability value from each variable used in this study:

Table 3 Composite Reliability

Construct Reliability and Validity

	Composite Reliability
Brand Image	0.882
Engagement	0.932
Media Features	0.935
Business Growth	0.961

Source: Research Results, 2024 (processed data)

Based on Table 3, it can be seen that the composite reliability value of the Engagement, media features, Brand image and creative business growth variables is > 0.60 . These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbach's Alpha

A variable can be declared reliable or meets Cronbach's alpha if it has a Cronbach's alpha value > 0.7 , the following are the Cronbach's alpha values for each variable:

Table 4 Cronbach Alpha

Construct Reliability and Validity

	Cronbach's Alpha
Brand Image	0.823
Engagement	0.916
Media Features	0.917
Business Growth	0.953

Source: Research Results, 2024 (processed data)

Based on Table 4, it can be seen that the cronbach alpha value of each variable Engagement, media features, Brand image and creative business growth is > 0.70 . Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Path Coefficient Test

If the path coefficient value of one independent variable on the dependent variable is greater, the stronger the influence between the independent variables on the dependent variable.

Goodness of Fit Test

Based on the data processing that has been carried out using the smartPLS program, the R-Square Adjusted value is obtained as follows:

Table 5 R-Square Values

R Square

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	R Square	R Square Adjusted
Brand Image	0.511	0.503
Business Growth	0.642	0.634

Source: Research Results, 2024 (processed data)

Based on Table 5, it can be seen that the R-Square value for the brand image variable is 0.511, the value obtained explains that the large percentage can be explained by Engagement and media features of 51.1%. The R-Square value for the variable on creative business growth is 0.642, the value obtained explains that the large percentage of creative business growth can be explained by Engagement and media features of 64.2%. The results of the study indicate that the relationship between Engagement, media features and brand image on creative business growth (Y) is good because the R-Square values obtained are above 50%. The assessment of goodness of fit is known from the q-square value. In regression analysis, where the higher the q-square, the model can be said to be better or more fit with the data. The results of the q-square value calculation are as follows:

$$\begin{aligned} q\text{-Square} &= 1 - [(1-R12) \times (1-R22)] \\ &= 1 [(1-0.511) \times (1-0.642)] \\ &= 1 - (0.489 \times 0.358) \\ &= 1 - 0.175 \\ &= 0.825 \end{aligned}$$

Based on the calculation results above, the Q-Square value is 0.825. This shows that the magnitude of the diversity of research data that can be explained by the research model is 82.5%, while the remaining 17.5% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

Direct Effect Hypothesis Test

Explanation of the partial direct effect hypothesis test can be seen in the following table:

Table 6 T-statistic and P-Values Directly

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Business Growth	0.585	0.588	0.070	8,406	0,000
Engagement -> Brand Image	0.349	0.337	0.116	3,016	0.003
Engagement -> Business Growth	0.130	0.134	0.073	1,768	0.078
Media Features -> Brand Image	0.411	0.429	0.107	3,833	0,000
Media Features -> Business Growth	0.159	0.152	0.078	2,025	0.043

Source: Research Results, 2024 (processed data)

Based on Table 6, the partial test results are as follows:

1. The partial influence of the calculated t value for Brand Image of 8.406 is greater than the t table value of 1.96 and the sig t value for Brand Image of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Brand Image. Thus, partially, brand image has a significant effect on the growth of creative businesses, meaning the direction of the influence is positive, indicating that the brand image variable provides good results for the growth of creative businesses.

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2. The partial influence of the t-count value for Engagement is 3.016 which is greater than the t-table value of 1.96 and the sig t value for Engagement is 0.003 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Engagement. Thus, partially Engagement has a significant effect on Brand Image, meaning the direction of the influence is positive, indicating that the Engagement variable provides good results for Brand Image.
3. The partial influence of the calculated t value for Engagement is 1.768, which is smaller than the t table value of 1.96 and the sig t value for Engagement is 0.078, which is greater than alpha (0.05). Based on the results obtained, H0 is accepted and H1 is rejected for Engagement..Thus, partially, Engagement has a significant influence on the growth of creative businesses, meaning the direction of the influence is positive, indicating that the Engagement variable can provide good results for the growth of creative businesses..
4. The partial influence of the t-count value for Media Features is 3.833 which is greater than the t-table value of 1.96 and the sig t value for Media Features is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Media Features. Thus, partially Media Features have a significant effect on Brand Image, meaning the direction of the influence is positive, indicating that the Media Features variable provides good results for Brand Image.
5. The partial influence of the calculated t value for the media feature of 2.025 is greater than the t table value of 1.96 and the sig t value for the media feature of 0.043 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted, for the media feature..Thus, partially, media features have a significant effect on the growth of creative businesses, meaning that the direction of the effect is positive, indicating that the media feature variable can provide good results for the growth of creative businesses.

Indirect Influence Hypothesis Test

Explanation of the indirect influence hypothesis test can be seen in the following table:

Table 7 T-statistic and P-Values Indirectly

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Engagement -> Brand Image -> Business Growth	0.204	0.197	0.070	2,931	0.004
Media Features -> Brand Image -> Business Growth	0.240	0.253	0.074	3,250	0.001

Source: Research Results, 2024 (processed data)

Based on Table 7, the results of the indirect influence test are as follows:

1. The t-value for the Influence of Engagement on the growth of creative businesses through Brand Image as an intervening variable is 2.931, which is greater than the t-table value of 1.96 and the sig t value of 0.004 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Brand Image as an intervening variable has a significant impact in increasing the influence of Media Features on the growth of creative businesses.
2. T-value for InfluenceMedia featureson the growth of creative businesses through Brand Image as an intervening variable of 3.250 is greater than the t table value of 1.96 and the sig t value of 0.000 is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted. Thus, partially Brand Image as an intervening variable has a significant impact in increasing the influence of Media Features on the growth of creative businesses.

Total Effect Hypothesis Test

Explanation of the total influence hypothesis test is used to see the total influence of each exogenous variable on the endogenous variable, which can be seen in the following table:

Table 8 T-statistic and P-Values of Total Influence

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Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image -> Business Growth	0.585	0.588	0.070	8,406	0,000
Engagement -> Brand Image	0.349	0.337	0.116	3,016	0.003
Engagement -> Business Growth	0.334	0.330	0.089	3,763	0,000
Media Features -> Brand Image	0.411	0.429	0.107	3,833	0,000
Media Features -> Business Growth	0.399	0.405	0.086	4,631	0,000

Source: Research Results, 2024 (processed data)

Based on Table 8, the results of the total influence test are as follows:

1. The total influence of the calculated t value for Brand Image is 8.406 which is greater than the t table value of 1.96 and the sig t value for Brand Image is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 for Brand Image is accepted..Thus, in total, brand image has a significant influence on the growth of creative businesses, meaning that the direction of the influence is positive, indicating that the brand image variable provides good results for the growth of creative businesses.
2. The total influence of the t-value for Engagement is 3.016 which is greater than the t-table value of 1.96 and the sig t value for Engagement is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Engagement. Thus, in total, Engagement has a significant effect on Brand Image, meaning that the direction of the influence is positive, indicating that the Engagement variable provides good results for Brand Image.
3. The total influence of the calculated t value for Engagement is 3.763 which is greater than the t table value of 1.96 and the sig t value for Engagement is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Engagement..Thus, overall, Engagement has a significant influence on the growth of creative businesses, meaning that the direction of the influence is positive, indicating that the Engagement variable can provide good results for the growth of creative businesses..
4. The total influence of the calculated t value for Media Features is 3.833 which is greater than the t table value of 1.96 and the sig t value for Media Features is 0.000 which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for Media Features. Thus, in total, Media Features have a significant effect on Brand Image, meaning that the direction of the influence is positive, indicating that the Media Features variable provides good results for Brand Image.
5. The total influence of the calculated t value for the media feature is 4.631, which is greater than the t table value of 1.96 and the sig t value for the media feature is 0.000, which is smaller than alpha (0.05). Based on the results obtained, H0 is rejected and H1 is accepted for the media feature..Thus, in total, media features have a significant influence on the growth of creative businesses, meaning that the direction of the influence is positive, indicating that the media feature variable can provide good results for the growth of creative businesses.

CONCLUSION

1. Partially, Engagement has a significant effect on Brand Image, meaning the direction of the influence is positive, indicating that the Engagement variable provides good results on Brand Image.
2. Partially, Engagement has a significant effect on the growth of creative businesses, meaning the direction of the influence is positive, indicating that the Engagement variable can provide good results for the growth of creative businesses.
3. Partially, media features have a significant effect on brand image, meaning the direction of the influence is positive, indicating that the media feature variable provides good results on brand image.

4. Partially, media features have a significant influence on the growth of creative businesses, meaning the direction of the influence is positive, indicating that the media feature variable can provide good results for the growth of creative businesses.
5. Partially, brand image has a significant effect on the growth of creative businesses, meaning the direction of the influence is positive, indicating that the brand image variable provides good results for the growth of creative businesses.

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