DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v7i2.6679
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Received: 14 April 2026 | **Revised:** 29 April 2026 | **Accepted:** 15 May 2026

The Influence of Social Media Marketing Activities (SMMAs) on Customer Loyalty Mediated by Consumer Brand Engagement among Customers of Rumah Makan Padang Payakumbuah in Surabaya

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Abstract: The rapid development of social media has transformed marketing strategies, particularly in the culinary sector, where social media serves not only as a promotional tool but also as a platform to build consumer relationships and engagement. This study aims to analyze the influence of Social Media Marketing Activities (SMMAs) including entertainment, interaction, trendiness, customization, and electronic word-of-mouth (e-WOM) on customer loyalty, with Consumer Brand Engagement as a mediating variable. This research employs a quantitative approach using a survey method targeting customers of Rumah Makan Padang Payakumbuah in Surabaya. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The results indicate that entertainment, interaction, trendiness, and e-WOM have a positive and significant effect on Consumer Brand Engagement, while customization does not show a significant effect. Furthermore, Consumer Brand Engagement is proven to have a strong positive and significant effect on Customer Loyalty. These findings suggest that social media marketing activities play a crucial role in enhancing consumer engagement, which subsequently leads to increased customer loyalty. This study contributes theoretically to the development of digital marketing and consumer behavior literature, particularly in understanding the mediating role of engagement. Practically, the results provide insights for culinary businesses in designing effective social media strategies to strengthen customer relationships and loyalty.

Keywords: Social Media Marketing Activities, Consumer Brand Engagement, Customer Loyalty, e-WOM, Culinary Industry.

INTRODUCTION

The rapid advancement of digital technology has significantly transformed various aspects of life, including the field of marketing. The development of information and communication technology has driven a fundamental shift in marketing activities from those traditionally dominated by conventional media toward digital-based approaches that are more

efficient, faster, and easily accessible. In this context, digital marketing has emerged as a key strategic tool for companies to establish effective communication and build long-term relationships with consumers. Through digital platforms, companies are able to deliver information in real time, create engaging and interactive experiences, and enhance the quality of their interactions with consumers (Rabbani et al., 2024).

Along with these developments, social media has emerged as one of the most dominant marketing tools in the digital era. Platforms such as Instagram and TikTok are no longer merely used for entertainment but have evolved into strategic tools for marketing communication and brand building (social media branding). Social media enables two-way communication between companies and consumers, where companies not only disseminate information but also receive direct feedback through comments, messages, and customer reviews. This makes social media an effective medium for building more personal and emotional relationships with consumers (Cheung et al., 2020).

In recent years, the use of social media as a branding tool has increased significantly, in line with changes in consumer behavior, which increasingly relies on digital media when searching for information and evaluating products before making purchasing decisions (Savitri & Saputro, 2025). Information available on social media is not only generated by companies but also shaped by other consumers' experiences, which influence perceptions and levels of trust toward a brand. Therefore, creative, relevant, and consistent social media management is crucial for enhancing brand visibility and building long-term relationships with consumers.

This phenomenon is also evident in the culinary industry, particularly in Surabaya, which has experienced rapid growth in recent years. The increasing number of culinary businesses has intensified competition within the industry (Mulyansyah & Sulistyowati, 2021). Under these circumstances, business success is no longer determined solely by product quality, but also by the ability to build strong branding, create engaging experiences, and establish emotional connections with consumers. Consequently, many culinary businesses have begun to utilize social media as a primary marketing strategy to enhance their competitiveness.

One of the culinary businesses that has adopted this strategy is Rumah Makan Padang Payakumbuah in Surabaya. This restaurant serves traditional Minangkabau cuisine and has expanded to various regions across Indonesia, including Surabaya. Although nasi Padang is a traditional Indonesian dish, Rumah Makan Padang Payakumbuah has successfully adapted to modern developments by integrating digital marketing strategies. Through social media platforms such as Instagram and TikTok, the brand delivers engaging and informative content, follows current trends, and actively interacts with consumers. The business was founded by Arief Muhammad, a public figure of Minangkabau descent, who was motivated to preserve traditional cuisine through culinary entrepreneurship. The establishment of Rumah Makan Padang Payakumbuah was also inspired by a challenge from Audy Joinaldy, encouraging the founder to present authentic Minangkabau cuisine that can compete in the modern market (Payakumbuah, 2022).

As a form of commitment to maintaining authentic taste, Rumah Makan Padang Payakumbuah uses high-quality ingredients, including Solok rice, which is widely recognized as one of the finest rice varieties from West Sumatra. This demonstrates that, despite adopting modern marketing approaches, the restaurant continues to uphold traditional values as its core identity. In addition to emphasizing product quality, the business also implements digital marketing strategies by actively utilizing social media platforms such as Instagram and TikTok to create engaging content, follow current trends, and build interactions with consumers. The use of the tagline *#YoSabanaLamak* further serves as part of its branding strategy to strengthen brand identity and enhance its appeal, particularly among younger consumers (Payakumbuah, 2022). The combination of authentic Minangkabau flavors and modern digital marketing

strategies enables the brand not only to attract consumer attention but also to foster engagement and customer loyalty in an increasingly competitive culinary industry.

In digital marketing practices, social media marketing activities consist of several key elements, namely entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM). These elements play a crucial role in creating engaging consumer experiences, encouraging active participation, and strengthening relationships between consumers and brands. Entertaining and interactive content can effectively capture consumer attention, while the ability to follow trends and provide personalized experiences enhances content relevance. Meanwhile, e-WOM, through reviews and consumer recommendations, significantly influences the formation of consumer perceptions and trust toward a brand (Ana & Kustiawan, 2025).

These elements indirectly contribute to enhancing consumer–brand engagement (CBE), which refers to the level of consumer involvement with a brand encompassing cognitive, emotional, and behavioral dimensions. Consumers with a high level of engagement tend to interact more actively, develop stronger emotional connections, and exhibit more positive responses toward the brand (Alqahtani, 2025). Such engagement plays a crucial role in building long-term relationships between companies and consumers. Engaged consumers are more likely to engage in repeat purchases, demonstrate commitment to the brand, and recommend products to others. Therefore, consumer engagement can serve as a bridge between digital marketing activities and customer loyalty.

Although numerous studies have examined the influence of social media marketing on consumer behavior, most of them focus on the e-commerce sector or specific digital platforms, such as marketplaces and TikTok Shop. Studies that specifically investigate the influence of social media marketing elements on customer loyalty through consumer–brand engagement in the context of traditional culinary businesses remain limited. In addition, few studies have integrated all social media marketing activity (SMMA) elements namely entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) into a single research model, particularly within the context of local culinary businesses. Based on this gap, this study aims to analyze the effect of entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) on customer loyalty through consumer brand engagement among customers of Rumah Makan Padang Payakumbuah in Surabaya. This study is expected to contribute both theoretically and practically to the development of digital marketing strategies, particularly in enhancing consumer engagement and customer loyalty in the culinary industry.

Literature Review

Social Media Marketing Activities (SMMAs)

Social media marketing activities (SMMAs) refer to marketing efforts conducted through social media platforms to promote products, build brand awareness, and establish relationships with consumers. According to Cheung et al. (2020), SMMAs consist of several key elements, including entertainment, interaction, trendiness, customisation, and electronic word of mouth (e-WOM). These elements play an important role in attracting consumer attention, enhancing engagement, and influencing consumer perceptions toward a brand.

Entertainment

Entertainment refers to the extent to which social media content is enjoyable, interesting, and able to provide pleasure to consumers. According to Nguyen et al. (2026)., entertaining content can increase consumer interest and encourage them to spend more time interacting with a brand's social media. Engaging visual content such as videos, images, and creative

storytelling can create positive experiences, which in turn contribute to higher consumer engagement.

Interaction

Interaction refers to the ability of social media platforms to facilitate two-way communication between companies and consumers, as well as among consumers themselves (Rukmana et al., 2024). Features such as comments, likes, and direct messages allow consumers to actively participate in communication with brands. High levels of interaction can strengthen relationships, improve customer experience, and enhance consumer involvement with the brand.

Trendiness

Trendiness reflects the extent to which a brand provides up-to-date, relevant, and trendy information through social media (Reyvina et al., 2024). Content that follows current trends is more likely to attract consumer attention and increase engagement. Consumers tend to perceive brands that consistently deliver trendy content as more relevant and aligned with their interests.

Customisation

Customisation refers to the ability of a company to tailor content, messages, and services according to consumer preferences (Nobile & Cantoni, 2023). Personalized content allows consumers to feel more valued and understood, which enhances their overall experience. As a result, customisation can strengthen the relationship between consumers and brands, leading to higher engagement.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) is defined as positive or negative statements made by consumers about a product or brand that are shared through digital platforms (Liu et al., 2022). e-WOM plays a crucial role in shaping consumer perceptions, as individuals tend to trust information from other consumers. Positive e-WOM can increase trust and encourage consumers to engage with the brand.

Consumer Brand Engagement (CBE)

Consumer brand engagement refers to the level of consumers' cognitive, emotional, and behavioral involvement with a brand (Lourenço et al., 2022). Engaged consumers tend to interact more frequently with the brand, develop emotional connections, and participate in brand-related activities. High engagement indicates a strong relationship between consumers and the brand, which is essential for long-term marketing success.

Customer Loyalty

Customer loyalty refers to a consumer's commitment to repurchase and maintain a relationship with a brand over time (Närvänen et al., 2020). Loyal customers are more likely to engage in repeat purchases and recommend the brand to others. According to Lovelock and Wright (2005), loyalty also reflects a willingness to consistently choose the same brand and promote it voluntarily.

The Influence of Entertainment on Consumer Brand Engagement

Entertainment refers to the extent to which social media content provides enjoyment and pleasure to consumers. According to Schivinski and Dabrowski (2015), entertaining content on social media can influence the formation of consumer brand engagement by attracting consumers' attention and encouraging them to interact with the brand. Similarly, Arrigo (2018)

found that a company's ability to invest in entertaining content through social media can enhance consumer engagement. However, Cheung et al. (2020) found that entertainment does not significantly influence consumer brand engagement, as consumers tend to passively consume entertaining content. In contrast, Ganawati and Sumardi (2021) found a positive relationship, indicating that enjoyable and attractive content can help consumers better understand the information delivered by the brand and increase engagement. Based on these findings, the following hypothesis is proposed:
H1: Entertainment has a significant effect on Consumer Brand Engagement.

The Influence of Interaction on Consumer Brand Engagement

Interaction refers to the extent to which social media platforms facilitate two-way communication between brands and consumers. According to Cheung et al. (2020), interaction is one of the strongest elements influencing consumer brand engagement, as it enhances cognitive, emotional, and behavioral involvement. Estefania and Yuwono (2023) also found a significant relationship between interaction and consumer brand engagement, suggesting that interactive features on social media enable consumers to communicate easily with brands and other users. Furthermore, Ganawati and Sumardi (2021) stated that higher levels of interaction lead to increased consumer engagement. Therefore, the following hypothesis is formulated:
H2: Interaction has a significant effect on Consumer Brand Engagement.

The Influence of Trendiness on Consumer Brand Engagement

Trendiness reflects the ability of a brand to provide up-to-date and relevant information on social media. According to Cheung et al. (2020), trendiness has a significant and positive impact on consumer brand engagement, as trendy content attracts attention and creates positive emotions. Ganawati and Sumardi (2021) also found that increasing trendiness leads to higher consumer engagement. In addition, Richard and Guppy (2014) stated that consumers' willingness to access and understand up-to-date information significantly influences engagement levels. Based on these findings, the following hypothesis is proposed:
H3: Trendiness has a significant effect on Consumer Brand Engagement.

The Influence of Customisation on Consumer Brand Engagement

Customisation refers to the extent to which brands provide personalized content and services tailored to consumer preferences. Arrigo (2018) found that customized and interactive services can increase engagement with a brand. However, Cheung et al. (2020) reported that customisation does not significantly influence consumer brand engagement. On the other hand, Ganawati and Sumardi (2021) found a positive relationship, indicating that personalized services help consumers feel more comfortable and connected to the brand.MEstefania and Yuwono (2023) also stated that customisation allows consumers to access information according to their preferences, which can enhance engagement. Thus, the following hypothesis is formulated:
H4: Customisation has a significant effect on Consumer Brand Engagement.

The Influence of Electronic Word of Mouth (e-WOM) on Consumer Brand Engagement

Electronic word of mouth (e-WOM) refers to consumer-generated information shared through digital platforms. According to Cheung et al. (2020), e-WOM has a significant and positive influence on consumer brand engagement. Campbell (2012) found that social media marketing driven by e-WOM can shape consumer engagement and purchase intention. Similarly, Sharma and Verma (2018) stated that viral discussions on social media allow brands to reach a wider audience and increase engagement. Ganawati and Sumardi (2021) also

confirmed that positive e-WOM significantly enhances consumer brand engagement. Therefore, the following hypothesis is proposed:
H5: Electronic Word of Mouth has a significant effect on Consumer Brand Engagement.

The Influence of Consumer Brand Engagement on Customer Loyalty

Consumer brand engagement reflects the level of consumers' emotional, cognitive, and behavioral attachment to a brand. According to Brodie et al. (2009) and Bowden (2009), engagement plays a crucial role in building customer loyalty, as it represents a psychological process that strengthens the relationship between consumers and brands. Amir et al. (2020) found that consumer brand engagement has a significant positive effect on customer loyalty. Similarly, Dharmayanti and Juventino (2020) showed that engaged consumers are more likely to recommend products, provide feedback, and maintain long-term relationships with brands. Therefore, the following hypothesis is formulated:
H6: Consumer Brand Engagement has a significant effect on Customer Loyalty.

A Research Conceptual Framework

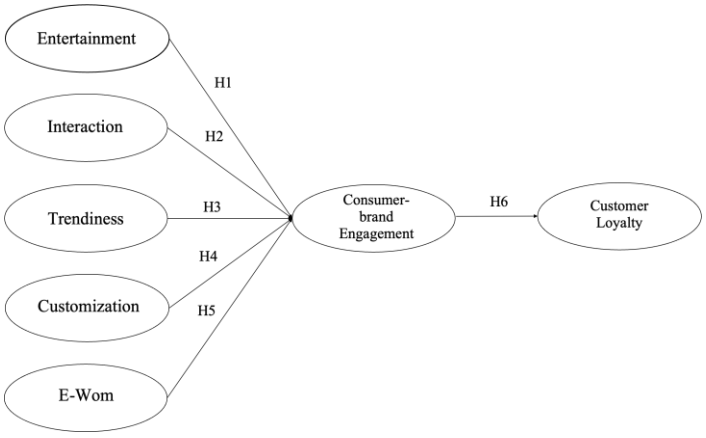


Figure 2. Research Concept Framework

METHODS

Research Design

This study employs a quantitative approach with an explanatory research design to examine the causal relationship between social media marketing activities, namely entertainment, interaction, trendiness, customisation, and electronic word of mouth (e-WOM), on customer loyalty through consumer brand engagement. A quantitative approach is used because it enables objective hypothesis testing through statistical analysis and systematic measurement of relationships among variables (Creswell & Creswell, 2018).

The research design used is a cross-sectional survey, where data are collected at a single point in time to capture respondents' perceptions regarding the variables studied. The object of this study is the consumers of Rumah Makan Padang Payakumbuah in Surabaya, considering that this culinary business actively utilizes social media, particularly Instagram and TikTok, as a digital marketing tool.

Population and Sample

The population in this study consists of all customers of Rumah Makan Padang Payakumbuah in Surabaya. Since the exact population size is unknown, this study applies a non-probability sampling technique using purposive sampling.

The criteria for respondents are as follows: (1) Individuals who have purchased products from Rumah Makan Padang Payakumbuah Surabaya. (2) Individuals who have seen or

accessed the restaurant's social media (Instagram or TikTok). (3)Individuals aged at least 17 years

The sample size is determined based on the guidelines for Partial Least Squares Structural Equation Modeling (PLS-SEM). According to Hair et al. (2019), the minimum sample size is calculated by multiplying the number of indicators by 5 to 10. This study uses 28 indicators; therefore, the minimum required sample size is 140 respondents.

Types and Sources of Data

The type of data used in this study is primary data obtained through questionnaires. The data were collected by distributing an online questionnaire via Google Forms to respondents who meet the specified criteria.

Measurement Instrument

The research instrument used is a structured questionnaire. The measurement of variables uses a Likert scale ranging from 1 to 5, where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. The questionnaire items are developed based on previous studies and adjusted to the research context.

Data Analysis Technique

The data analysis technique in this study uses Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. PLS-SEM is chosen because it is suitable for analyzing complex models involving multiple variables and mediating relationships, and it does not require strict assumptions of normal data distribution (Hair et al., 2017; Henseler et al., 2015). The data analysis includes: (1) Outer Model Evaluation (Measurement Model): a) Convergent validity; b) Discriminant validity; c) Composite reliability. (2) Inner Model Evaluation (Structural Model): a) Coefficient of determination (R^2); b) Path coefficients; c) Hypothesis testing using bootstrapping by examining t-statistics and p-values.

Operational Definition of Research Variables

The variables used in this study are content marketing, influencer marketing, and live streaming as independent variables, and impulsive buying behavior as the dependent variable.

Table 1. Definition of Variable Operations

Variable	Definition	Indicator
Entertainment (X1)	The degree of enjoyment and fun perceived by consumers from a brand's social media content.	1. Interesting content 2. Enjoyable to use brand's social media 3. Exciting to search product information 4. Helps to pass time
Interaction (X2)	The ability of a brand's social media to provide personalized information and services according to user preferences.	1. Access to customized information 2. Personalized services 3. Content matches user interests 4. Ease of use 5. Accessible anytime and anywhere
Trendiness (X3)	The extent to which a brand's social media enables two-way communication between users and the brand or among users.	1. Ease of expressing opinions 2. Interaction with other users 3. Two-way communication 4. Information sharing

Customisation (X4)	The willingness of consumers to share information, opinions, and experiences about a brand through social media.	1. Sharing brand information 2. Uploading brand-related content 3. Sharing opinions about the brand
Electronic Word of Mouth (X5)	The extent to which the brand's social media content is up-to-date and reflects current trends.	1. Up-to-date content 2. Trendy usage 3. Latest information availability
Consumer–Brand Engagement (Z)	The level of a consumer's cognitive, emotional, and behavioral involvement with a brand.	1. Cognitive processing (thinking about the brand, interest in learning more) 2. Affection (feeling happy, positive, proud) 3. Activation (time spent, frequent use, primary choice)
Customer Loyalty (Y)	Customer loyalty refers to a customer's commitment to maintain a long-term relationship with a brand, reflected in satisfaction, positive emotions, emotional attachment, engagement, post-purchase satisfaction, recommendation, and social attachment	1. Customer satisfaction 2. Positive emotions 3. Emotional attachment 4. Engagement 5. Post-purchase satisfaction 6. Recommendation 7. Social attachment

Source: Research data.

RESULTS AND DISCUSSION

Respondent Profile

This section aims to provide an overview of the characteristics and demographic background of the respondents involved in this study. The respondent profile includes gender, occupation, and age. The data are presented to describe the distribution of respondents and to provide a clearer understanding of the sample used in this research. The detailed characteristics of respondents are shown in Table 2.

Table 2. Characteristics of Respondents

No	Description	Classification	Total	Percentage (%)
1	Gender	Male	49	35%
		Female	91	65%
		Total	140	100%
2	Job	Students	15	11%
		Private Employee	41	29%
		Government Employee	43	31%
		Entrepreneur	41	29%
		Total	140	100%
3	Age	18–35 years	121	86%
		36–50 years	16	11%
		51–65 years	3	3%
		Total	140	100%

Source: Primary Data (2026)

Based on Table 2, the majority of respondents are female (65%), indicating that female consumers tend to be more active in engaging with social media platforms such as Instagram and TikTok. This higher engagement supports the effectiveness of Social Media Marketing Activities (SMMAs) in increasing consumer brand engagement (CBE), which can lead to stronger customer loyalty. In terms of occupation, most respondents are government employees (31%), followed by private employees and entrepreneurs (29% each). This suggests that the

respondents generally have stable income, making them more responsive to digital marketing content and more likely to engage with the brand, which ultimately strengthens customer loyalty.

Regarding age, the majority of respondents are aged 18–35 years (86%), showing that the sample is dominated by young, digitally active consumers. This group is more familiar with social media and more responsive to interactive and trendy content, which enhances consumer brand engagement as a mediating factor in building customer loyalty. Overall, the respondent characteristics indicate that Social Media Marketing Activities (SMMAs) are highly relevant in influencing consumer brand engagement and customer loyalty among customers of Rumah Makan Padang Payakumbuah in Surabaya.

Evaluation of the Measurement Model (Outer Model)

During the data analysis process using SmartPLS 3, the evaluation of the measurement model (outer model) was conducted by examining convergent validity, discriminant validity, and reliability. These tests aim to ensure that the indicators used in this study are valid and reliable in measuring their respective constructs.

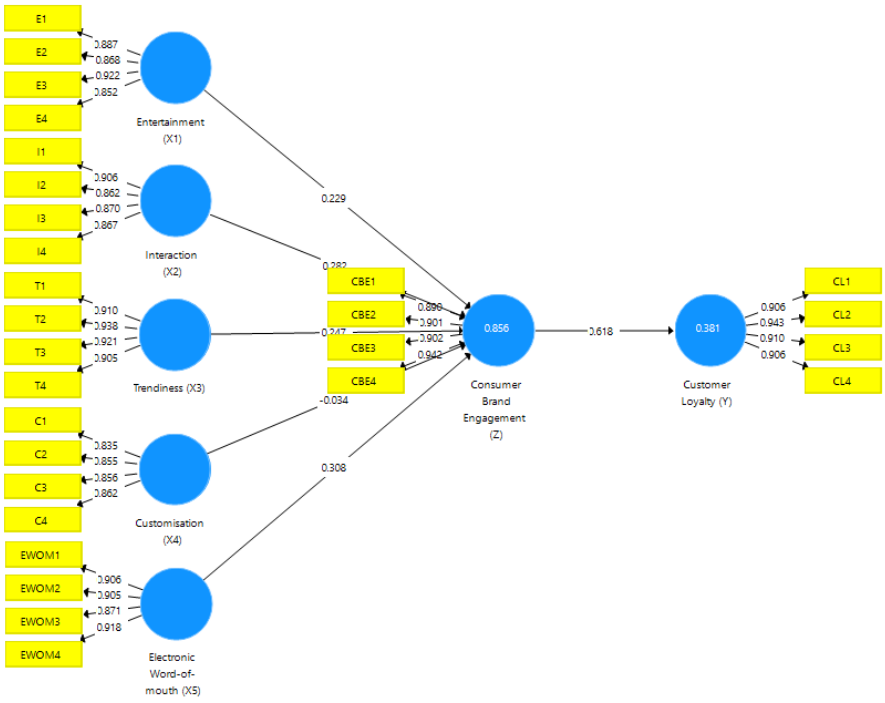


Figure 1 Full Outer Model

Convergent validity was assessed by examining the outer loading values and the Average Variance Extracted (AVE). An indicator is considered valid if it has a loading factor greater than 0.70, while a construct is considered adequate if it has an AVE value above 0.50 (Hair et al., 2017; Ghozali & Latan, 2019).

Figure 1 presents the full outer model, which illustrates the relationship between indicators and their respective constructs along with their outer loading values. These values indicate the strength of each indicator in representing the latent variable. Based on Figure 1, all indicators show outer loading values above the recommended threshold of 0.70, indicating that each indicator adequately reflects its respective construct. Furthermore, the detailed results of

convergent validity testing, including outer loading and AVE values, are presented in Table 3 below.

Convergent Validity

Convergent validity was assessed by examining the outer loading values and the Average Variance Extracted (AVE). An indicator is considered valid if it has a loading factor greater than 0.70, while a construct is considered adequate if it has an AVE value above 0.50 (Hair et al., 2017; Ghozali & Latan, 2019).

Table 3. Convergent Validity

Question item	Question item	Outer Loading (≥ 0,700)	AVE (> 0,500)	Information
Entertainment (X1)	E1	0.887	0,779	Valid
	E2	0.868		Valid
	E3	0.922		Valid
	E4	0.852		Valid
Interaction (X2)	I1	0.906	0,768	Valid
	I2	0.862		Valid
	I3	0.870		Valid
	I4	0.867		Valid
Trendiness (X3)	T1	0.910	0,844	Valid
	T2	0.938		Valid
	T3	0.921		Valid
	T4	0.905		Valid
Customisation (X4)	C1	0.835	0,726	Valid
	C2	0.855		Valid
	C3	0.856		Valid
	C4	0.862		Valid
Electronic Word-of-mouth (X5)	EWOM1	0.906	0,810	Valid
	EWOM2	0.905		Valid
	EWOM3	0.871		Valid
	EWOM4	0.918		Valid
Customer Loyalty (Y)	CL1	0.906	0,840	Valid
	CL2	0.943		Valid
	CL3	0.910		Valid
	CL4	0.906		Valid
Consumer Brand Engagement (Z)	CBE1	0.890	0,826	Valid
	CBE2	0.901		Valid
	CBE3	0.902		Valid
	CBE4	0.942		Valid

Source: Primary Data (2026)

Based on Table 3, all indicators for the variables Entertainment (X1), Interaction (X2), Trendiness (X3), Customisation (X4), Electronic Word-of-Mouth (X5), Customer Loyalty (Y), and Consumer Brand Engagement (Z) have outer loading values greater than 0.70 and AVE values above 0.50. This indicates that each indicator has a strong correlation with its respective construct and is able to explain the latent variable well. Therefore, all indicators are declared valid, and the measurement model has achieved good convergent validity.

Discriminant Validity

Discriminant validity aims to ensure that each construct is truly distinct from other constructs in the model. In this study, discriminant validity was evaluated using three approaches: the Fornell-Larcker criterion, cross loading, and the Heterotrait-Monotrait Ratio (HTMT).

Fornell-Larcker Criterion

The Fornell-Larcker criterion evaluates discriminant validity by comparing the square root of AVE for each construct with the correlations between constructs. The results of this test are presented in Table 4.

Table 4. Fornell-Lacker Criterion

	Entertainment (X1)	Interaction (X2)	Trendiness (X3)	Customisation (X4)	Electronic Word-of-mouth (X5)	Customer Loyalty (Y)	Consumer Brand Engagement (Z)
Entertainment (X1)	0.883						
Interaction (X2)	0.727	0.876					
Trendiness (X3)	0.652	0.657	0.919				
Customisation (X4)	0.175	0.266	0.328	0.852			
Electronic Word-of-mouth (X5)	0.580	0.715	0.812	0.387	0.900		
Customer Loyalty (Y)	0.511	0.627	0.667	0.307	0.663	0.916	
Consumer Brand Engagement (Z)	0.767	0.822	0.820	0.281	0.830	0.618	0.909

Source: Primary Data (2026)

Based on Table 4, the square root of AVE for each construct is higher than its correlations with other constructs. This indicates that each construct shares more variance with its own indicators than with other constructs. Therefore, it can be concluded that discriminant validity based on the Fornell-Larcker criterion has been satisfied.

Cross Loading

Cross loading analysis is used to compare the loading value of each indicator on its own construct with its loading values on other constructs. The results of the cross loading test are presented in Table 5.

Table 5. Cross Loading

Aitem	Entertainment (X1)	Interaction (X2)	Trendiness (X3)	Customisation (X4)	Electronic Word-of-mouth (X5)	Customer Loyalty (Y)	Consumer Brand Engagement (Z)
E1	0.887	0.644	0.583	0.125	0.536	0.449	0.676
E2	0.868	0.668	0.548	0.196	0.515	0.483	0.676
E3	0.922	0.668	0.582	0.102	0.495	0.439	0.704
E4	0.852	0.584	0.591	0.200	0.501	0.435	0.652
I1	0.695	0.906	0.625	0.219	0.644	0.592	0.737
I2	0.635	0.862	0.554	0.235	0.629	0.553	0.722
I3	0.651	0.870	0.581	0.244	0.624	0.543	0.745
I4	0.559	0.867	0.539	0.233	0.608	0.508	0.672
T1	0.590	0.618	0.910	0.335	0.729	0.601	0.737
T2	0.647	0.618	0.938	0.311	0.773	0.643	0.783

T3	0.556	0.588	0.921	0.289	0.734	0.612	0.758
T4	0.602	0.591	0.905	0.269	0.747	0.593	0.736
C1	0.071	0.186	0.236	0.835	0.337	0.302	0.182
C2	0.195	0.187	0.302	0.855	0.338	0.288	0.243
C3	0.192	0.278	0.294	0.856	0.330	0.216	0.292
C4	0.108	0.236	0.273	0.862	0.317	0.260	0.216
EWOM1	0.491	0.610	0.739	0.388	0.906	0.576	0.731
EWOM2	0.509	0.659	0.713	0.335	0.905	0.575	0.733
EWOM3	0.506	0.601	0.707	0.334	0.871	0.569	0.717
EWOM4	0.577	0.699	0.761	0.338	0.918	0.661	0.801
CL1	0.461	0.534	0.553	0.303	0.559	0.906	0.542
CL2	0.503	0.625	0.641	0.285	0.634	0.943	0.588
CL3	0.461	0.568	0.625	0.272	0.640	0.910	0.580
CL4	0.448	0.570	0.622	0.264	0.594	0.906	0.552
CBE1	0.689	0.738	0.753	0.316	0.778	0.573	0.890
CBE2	0.683	0.748	0.715	0.267	0.726	0.540	0.901
CBE3	0.689	0.739	0.759	0.250	0.726	0.571	0.902
CBE4	0.728	0.763	0.753	0.191	0.785	0.560	0.942

Source: Primary Data (2026)

Based on Table 5, each indicator has the highest loading value on its respective construct compared to other constructs. This shows that each indicator better represents its own latent variable rather than other variables. Thus, discriminant validity based on the cross loading criterion is achieved.

HTMT (Heterotrait-Monotrait Ratio)

The HTMT ratio is used to assess discriminant validity by measuring the similarity between constructs. A value below 0.90 indicates that discriminant validity is established. The results of the HTMT test are presented in Table 6.

Table 5. HTMT Heterotrait-Monotrait Ratio)

	Entertainment (X1)	**Interaction (X2)**	**Trendiness (X3)**	**Customisation (X4)**	**Electronic Word-of-mouth (X5)**	**Customer Loyalty (Y)**	**Consumer Brand Engagement (Z)**
Entertainment (X1)							
Interaction (X2)	0.803						
Trendiness (X3)	0.708	0.714					
Customisation (X4)	0.187	0.293	0.357				
Electronic Word-of-mouth (X5)	0.634	0.784	0.872	0.431			
Customer Loyalty (Y)	0.555	0.682	0.710	0.345	0.711		
Consumer Brand Engagement (Z)	0.837	0.898	0.878	0.303	0.895	0.661	

Source: Primary Data (2026)

Based on Table 6, all HTMT values are below the threshold of 0.90. This indicates that there are no issues related to discriminant validity among the constructs. Therefore, it can be

concluded that all variables in the research model have adequate distinctiveness from one another, and discriminant validity has been successfully established.

Reliability Test

Reliability testing aims to evaluate the consistency and stability of the measurement instruments used in this study. Reliability was assessed using Cronbach's Alpha and Composite Reliability (CR). A construct is considered reliable if both values exceed the threshold of 0.70 (Hair et al., 2017).

Table 6. Reliability Test

Variable	Cronbach's Alpha (0,7)	Composite Reliability (>0,7)	Information
Entertainment (X1)	0.905	0.934	Reliable
Interaction (X2)	0.899	0.930	Reliable
Trendiness (X3)	0.938	0.956	Reliable
Customisation (X4)	0.876	0.914	Reliable
Electronic Word-of-mouth (X5)	0.922	0.944	Reliable
Customer Loyalty (Y)	0.936	0.955	Reliable
Consumer Brand Engagement (Z)	0.930	0.950	Reliable

Source: Primary Data (2026)

Based on the results presented in the table, all variables, namely Entertainment (X1), Interaction (X2), Trendiness (X3), Customisation (X4), Electronic Word-of-Mouth (X5), Consumer Brand Engagement (Z), and Customer Loyalty (Y), have Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that all constructs in the research model have good internal consistency and are reliable in measuring their respective variables. Therefore, the measurement model has met the reliability criteria and is suitable for further analysis.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) test aims to measure the extent to which endogenous variables can be explained by exogenous variables in the research model. The R^2 value indicates the predictive power of the model, where values of 0.75, 0.50, and 0.25 are categorized as strong, moderate, and weak, respectively (Ghozali & Latan, 2015).

Table 7. Coefficient of Determination (R^2)

	R Square	R Square Adjusted
Customer Brand Engagement (Z)	0,856	0.851
Customer Loyalty (Y)	0,381	0,377

Source: Primary Data (2026)

The R^2 results show that Consumer Brand Engagement (0.856) has strong explanatory power, while Customer Loyalty (0.381) is moderate. This indicates that Social Media Marketing Activities strongly explain Consumer Brand Engagement, whereas Customer Loyalty is moderately explained by Consumer Brand Engagement.

Hypothesis Testing (T-Test)

Hypothesis testing in this study was conducted using the bootstrapping method in SmartPLS 3. The significance of the relationships between variables is determined based on the T-statistics (> 1.96) and p-values (< 0.05) criteria.

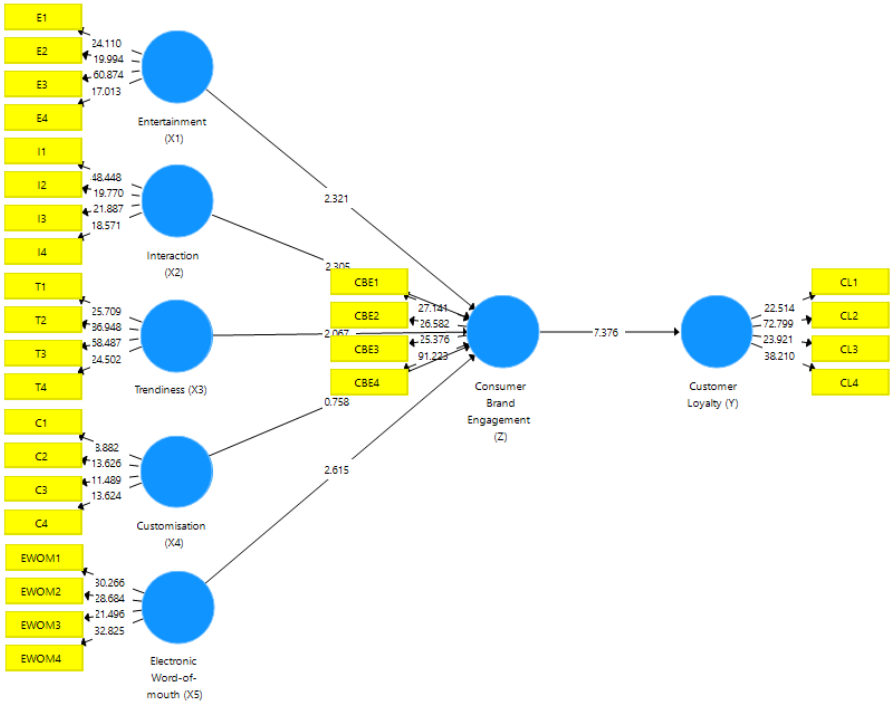


Figure 2 Research Construct Relationship Model Using the Bootstrapping Method

Table 7. Hypothesis Testing (T-Test)

Hypothesis	Path Coefficient	Sample Mean	Standard Deviation	T-Statistics	P-values	Information
Entertainment (X1) -> Consumer Brand Engagement (Z)	0.229	0.220	0.098	2.321	0.021	Influential
Interaction (X2) -> Consumer Brand Engagement (Z)	0.282	0.298	0.123	2.305	0.022	Influential
Trendiness (X3) -> Consumer Brand Engagement (Z)	0.247	0.229	0.120	2.067	0.039	Influential
Customisation (X4) -> Consumer Brand Engagement (Z)	-0.034	-0.029	0.045	0.758	0.449	No effect
Electronic Word-of-mouth (X5) -> Consumer Brand Engagement (Z)	0.308	0.314	0.118	2.615	0.009	Influential
Consumer Brand Engagement (Z) -> Customer Loyalty (Y)	0.618	0.622	0.084	7.376	0.000	Influential

Source: Primary Data (2026)

Discussion

Entertainment as a Driver of Consumer Brand Engagement

The results of this study indicate that Entertainment has a positive and significant effect on Consumer Brand Engagement ($\beta = 0.229$; $t = 2.321$; $p = 0.021 < 0.05$). This finding suggests that entertaining content in social media marketing can enhance consumer involvement with the brand. Engaging and enjoyable content attracts attention, creates positive emotions, and encourages consumers to interact more actively. This result is consistent with Ranti (2025), who found that entertainment significantly influences consumer experience, particularly through aesthetic design, creative campaigns, and interactive digital content that strengthen

emotional connections. In addition, this finding is supported by Prasetyo and Ridanasti (2024), who demonstrated that entertainment positively and significantly affects consumer brand engagement, as entertaining content can attract attention and encourage deeper interaction with the brand.

However, this finding contradicts Cheung et al. (2019), who reported that entertainment does not significantly influence consumer–brand engagement. This difference may be explained by variations in research context. While their study focused on technology products in Hong Kong, this research examines the culinary sector in Surabaya, where visual appeal and entertaining content such as food presentations and promotional videos play a more crucial role in attracting consumer attention. In the context of Rumah Makan Padang Payakumbuah in Surabaya, entertaining social media content can effectively strengthen emotional connections and increase consumer brand engagement. Therefore, this study confirms that entertainment is an important driver of consumer brand engagement.

Interaction as a Driver of Consumer Brand Engagement

The results of this study indicate that Interaction has a positive and significant effect on Consumer Brand Engagement ($\beta = 0.282$; $t = 2.305$; $p = 0.022 < 0.05$). This finding suggests that effective interaction in social media marketing can enhance consumer involvement with the brand. Active communication, responsiveness, and two-way interactions encourage consumers to engage more deeply and build closer relationships with the brand. This finding is consistent with Bilal et al. (2020), who stated that interaction is a crucial element in social media marketing that can strengthen consumer engagement and influence purchase intentions. In addition, this result is supported by Cheung et al. (2020a), who found that interaction has a significant positive effect on consumer brand engagement, as it facilitates communication and strengthens relationships between consumers and brands (Blasco-Arcas, et al. 2016).

Furthermore, Prasetyo and Ridanasti (2024) also confirmed that interaction plays an important role in increasing consumer brand engagement. Frequent interactions, such as comments, replies, and user participation, can enhance consumer memory and attachment to the brand, leading to higher engagement levels. In the context of Rumah Makan Padang Payakumbuah in Surabaya, interaction through social media such as responding to customer comments, engaging in conversations, and encouraging user-generated content can strengthen relationships and increase consumer brand engagement. Therefore, this study confirms that interaction is a significant driver of consumer brand engagement.

Trendiness as a Driver of Consumer Brand Engagement

The results of this study indicate that Trendiness has a positive and significant effect on Consumer Brand Engagement ($\beta = 0.247$; $t = 2.067$; $p = 0.039 < 0.05$). This finding suggests that social media content that reflects current trends can enhance consumer involvement with the brand. Trendy and up-to-date content makes the brand appear relevant, modern, and aligned with consumer preferences, thereby encouraging stronger engagement. This finding is consistent with Cheung et al. (2019), who identified trendiness as an important element of social media marketing that significantly influences consumer brand engagement. Trend-related content attracts attention and increases consumers' interest in interacting with the brand. Similarly, Prasetyo and Ridanasti (2024) found that brands that follow current trends and present relevant content are more likely to capture consumer attention and encourage active participation.

In addition, Rabbani et al. (2024) revealed that trendiness has a positive and significant effect on customer engagement and loyalty. Their study emphasizes that brands perceived as up-to-date and trend-oriented are more attractive to consumers, which strengthens brand image and encourages deeper interaction. In the context of Rumah Makan Padang Payakumbuah in

Surabaya, trendiness can be reflected through content that follows current social media trends, such as viral food presentations, trending menus, or popular content formats. This type of content enhances the brand's relevance and appeal, thereby increasing consumer brand engagement (Hollebeek, & Macky, 2019). Therefore, this study confirms that trendiness is an important factor in strengthening consumer brand engagement.

Customisation and Consumer Brand Engagement

The results of this study indicate that Customisation does not have a significant effect on Consumer Brand Engagement ($\beta = -0.034$; $t = 0.758$; $p = 0.449 > 0.05$). This finding suggests that the level of customization provided in social media marketing is not sufficient to enhance consumer involvement with the brand. Therefore, Hypothesis 4 is rejected. This finding is consistent with Nurhidayatullah and Rendi (2024), who found that customization does not have a significant effect on brand-related outcomes, even showing a negative path coefficient. Their study explains that in digital environments, consumers are exposed to an overload of personalized content, causing customized messages to be overlooked and reducing their effectiveness in attracting attention and building engagement (Oualid, et al. 2024).

Similarly, Cheung et al. (2019) also found that customization does not significantly influence consumer brand engagement. This suggests that not all elements of social media marketing have the same impact, and their effectiveness may depend on the context and type of industry. However, this finding differs from Ranti (2025), who reported that customization has a positive effect on consumer experience. The study highlights that personalization can enhance consumers' sense of control and satisfaction. Nevertheless, in this study, customization does not directly influence consumer brand engagement, which may indicate that consumer experience acts as a mediating variable (Pallant, et al. 2022). In other words, although customization can improve experience, it does not necessarily lead to higher engagement without strong emotional attachment.

In the context of Rumah Makan Padang Payakumbuah in Surabaya, customization features may be limited or less emphasized in social media marketing. Consumers are more likely to engage with content that is entertaining, trendy, and widely discussed rather than personalized content that is not directly experienced (Lou, & Xie, 2021). Therefore, this study concludes that customization is not a key driver of consumer brand engagement, as consumers tend to respond more strongly to other elements such as entertainment, interaction, trendiness, and electronic word-of-mouth.

Electronic Word-of-Mouth as a Driver of Consumer Brand Engagement

The results of this study indicate that Electronic Word-of-Mouth (e-WOM) has a positive and significant effect on Consumer Brand Engagement ($\beta = 0.308$; $t = 2.615$; $p = 0.009 < 0.05$). This finding suggests that the stronger the e-WOM formed among consumers, the higher the level of consumer engagement with the brand. Therefore, Hypothesis 5 is accepted. This finding implies that information, reviews, and recommendations shared by consumers through social media play an important role in encouraging consumer involvement. Positive e-WOM increases trust, credibility, and interest in the brand, which in turn motivates consumers to interact, share content, and engage more deeply (Yusuf, et al. 2018).

This result is consistent with previous studies, such as Cheung et al. (2019), which identified electronic word-of-mouth as one of the key elements that significantly influence consumer brand engagement. The study explains that e-WOM serves as a reliable source of information that shapes consumer perceptions and encourages interaction with the brand. Furthermore, Prasetyo and Ridanasti (2024) also found that e-WOM has a positive and significant effect on consumer brand engagement. Their study highlights that consumer-

generated content, such as reviews, comments, and recommendations, can attract attention and stimulate active participation with the brand on social media platforms.

In addition, Ranti (2025) supports this finding by emphasizing that e-WOM contributes to enhancing consumer experience, which subsequently strengthens engagement. Positive online reviews and shared experiences create favorable expectations and emotional connections with the brand. In the context of Rumah Makan Padang Payakumbuah in Surabaya, e-WOM can be reflected through customer reviews, food recommendations, social media comments, and user-generated content. When consumers share positive experiences regarding taste, service, and overall satisfaction, it can influence other consumers and encourage them to interact with the brand. Therefore, this study confirms that electronic word-of-mouth is a crucial factor in increasing consumer brand engagement. Strong and positive e-WOM not only builds trust but also encourages continuous interaction, making it a powerful driver of engagement in social media marketing.

Consumer Brand Engagement as a Driver of Customer Loyalty

The results of this study indicate that Consumer Brand Engagement has a positive and significant effect on Customer Loyalty ($\beta = 0.618$; $t = 7.376$; $p = 0.000 < 0.05$). This finding suggests that the higher the level of consumer engagement with the brand, the higher the level of customer loyalty. Therefore, Hypothesis 6 is accepted. This finding implies that when consumers actively interact with a brand such as liking, commenting, sharing content, or participating in brand-related activities they tend to develop stronger emotional connections. These connections lead to repeated purchases, positive word-of-mouth, and long-term loyalty toward the brand.

This result is consistent with previous studies, such as Cheung et al. (2019), which found that consumer brand engagement plays a crucial role in strengthening brand knowledge and ultimately influencing consumer loyalty. Engaged consumers are more likely to trust the brand and maintain long-term relationships with it. Furthermore, Prasetyo and Ridanasti (2024) also found that consumer brand engagement significantly contributes to increased brand-related outcomes, including loyalty. Their study highlights that consumers who are actively involved with a brand tend to have a stronger attachment and commitment.

In addition, Ranti (2025) supports this finding by explaining that engagement, which is formed through positive consumer experiences, can strengthen customer relationships and encourage loyalty. Consumers who feel emotionally connected to a brand are more likely to remain loyal and continue supporting the brand. In the context of Rumah Makan Padang Payakumbuah in Surabaya, consumer brand engagement can be reflected through interactions on social media, responses to content, and participation in promotional activities. When consumers feel connected and involved with the brand, they are more likely to revisit, recommend the restaurant to others, and maintain long-term loyalty. Therefore, this study confirms that consumer brand engagement is a key factor in building customer loyalty. Strong engagement not only enhances emotional attachment but also encourages sustainable relationships between consumers and the brand.

CONCLUSION

This study demonstrates that social media marketing activities play a significant role in influencing consumer brand engagement and customer loyalty in the culinary sector. The findings indicate that elements of social media marketing, namely entertainment, interaction, trendiness, and electronic word-of-mouth, have a positive and significant effect on consumer brand engagement. Meanwhile, customization does not show a significant effect. Furthermore, consumer brand engagement is proven to have a strong positive influence on customer loyalty. Theoretically, this study contributes to the development of social media marketing literature

by confirming that not all elements of social media marketing have equal influence on consumer engagement. The findings highlight that interaction, trendiness, and e-WOM are dominant drivers, while customization may be less relevant depending on the industry context. In addition, this study strengthens the role of consumer brand engagement as a key mechanism in transforming marketing activities into customer loyalty within the framework of relationship marketing and customer-based brand equity.

Practically, the results of this study suggest that business actors, particularly in the culinary sector, should focus on developing engaging social media content that is entertaining, interactive, trendy, and capable of encouraging positive electronic word-of-mouth. Strategies such as creating visually appealing content, responding actively to consumers, following current trends, and encouraging customer reviews can effectively enhance engagement and loyalty. Business owners should also recognize that customization alone is not sufficient to drive engagement unless it is supported by other more impactful elements. Despite providing important insights, this study has several limitations. First, this study used a non-probability sampling technique, which limits the generalizability of the findings. Second, the research was conducted in a specific context, namely customers of Rumah Makan Padang Payakumbuah in Surabaya, so the results may differ in other industries or regions. Third, this study only examined the direct relationships between social media marketing elements, consumer brand engagement, and customer loyalty, without considering other potential variables such as brand image, trust, perceived value, or customer satisfaction. Fourth, the data were collected using self-reported questionnaires, which may be subject to response bias. Based on these limitations, future research is recommended to expand the scope of the study by including different sectors and geographical areas, applying probability sampling methods, and incorporating additional variables to develop a more comprehensive research model. Further studies may also explore the mediating or moderating roles of other variables to better understand the dynamics of consumer behavior in digital marketing contexts.

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