THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND KNOWLEDGE ON RALALI.COM IS MEDIATED BY CONSUMER-BRAND ENGAGEMENT AND CUSTOMER EXPERIENCE VARIABLES

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ABSTRACT

Social networking sites, for example, Ralali.com, are changing businesses by promoting products online through Social Media Marketing. This allows companies to increase the popularity of e-commerce, build relationships with stakeholders, facilitate interactions, provide customer experience, and increase consumer brand knowledge through purchase recommendations. This research adopts a quantitative method with a causal approach. The population that is the focus of this research is consumers on Ralali.com who follow the social media Instagram @ralalicom. The sampling technique used is purposive sampling, which is the selection of samples based on certain considerations. Data was collected through distributing questionnaires online using the Google Form platform. Data analysis in this study used the Structural Equation Modeling (SEM) method using SMART PLS 3.0 software. The results of the descriptive analysis show that social media marketing has a positive and significant effect on customer experience on Ralali.com, social media marketing does not have a positive and significant effect on consumer-brand engagement on Ralali.com, social media marketing, customer experience, and consumer-brand engagement has a positive and significant effect on brand knowledge on Ralali.com, customer experience has a positive and significant effect on consumer-brand engagement on Ralali.com, social media marketing has a positive but not significant effect on brand knowledge through customer experience on Ralali.com, and (8) social media marketing does not have a positive and significant effect on brand knowledge through consumer-brand engagement on Ralali.com. Suggestions for companies, especially Ralali.com, to increase consumer-brand engagement via Instagram social media. Ralali can notice additional value in the content presented to users. Ralali also needs to identify exactly who the target audience they want to reach is so they can tailor the content according to their interests and needs.

Keyword: social media marketing, brand knowledge, customer experience, and consumer-brand engagement

INTRODUCTION

The development of social networking sites from year to year has changed people's habits in shopping, communicating, and doing business. These developments are changing the way businesses promote products and services online. Social media is currently an opportunity for companies to increase the popularity of their e-commerce sites and platforms (Valerio et al., 2019). In addition, social media has introduced the development of new marketing strategies that focus on posting relevant information for advertisers so that they can increase sales, namely what is called Social Media Marketing (Yadav & Rahman, 2018). Social Media Marketing (SMM) is the

process by which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, sharing information, and offering purchase recommendations about products and services. exists and is trending (Yadav & Rahman, 2018).

In this digital era, social media has become integrated into everyday life as a means of communication where people share consumption behavior, product preferences, and opinions. Social media includes consumer review sites, content community sites, Internet forums, and social networking sites, such as Facebook, LinkedIn, Blogger, and Twitter (Zeng & Gerritsen, 2014). Current business developments share information about brands through Social Media Marketing (SMM) activities, including advertising on social networking sites (e.g., YouTube, Facebook, Instagram, etc.), blogger support, and managing content to build strong and profitable brand knowledge in the minds of consumers (Yu & Yuan, 2019). Using social media as a promotional medium to provide information about brands can be an effective strategy in Indonesia. Based on We Are Social data as of January 2023, as many as 83.2% of internet users in Indonesia use the internet to search for information. Cheung et.al, (2020) stated that increasing Social Media Marketing (SMM) has proven effective in encouraging consumer brand knowledge.

Ralali markets its services such as Ralali Pavilion, Ralali Tender, Ralali Direct, Ralali Agent and Ralali Plus services. Ralali.com has an Instagram account using the username @ralalicom with several followers of approximately 50 thousand followers. Ralali presents content in the form of Instagram feeds, stories, and reels with a total of approximately 1,700 posts. Judging from Ralali's Instagram social media, some of Ralali's content has an interactive purpose with Ralali's followers which are presented in Ralali's Instagram Feeds. Ralali is very interactive with his followers. Apart from interaction with users (Interaction) and entertainment (Entertainment), Electronic Word of Mouth (E-WOM) and trends (trendiness) are elements of Social Media Marketing (SMM) that contribute to increasing brand knowledge (Cheung et.al, 2020). Based on research (Cheung et.al, 2020) shows that social media marketing variables, namely EWOM and trendlines, have a positive and significant relationship with the brand knowledge variable. However, the research (Cheung et.al, 2020) examined the research object in the smartphone industry, therefore the researcher wanted to conduct a pre-survey for the e-commerce industry, namely the researcher's research object (Ralali.com).

By conducting a pre-survey of 20 respondents who are buyers or consumers of the Ralali.com platform who also follow the @ralalicom social media account, researchers found out the relationship between social media marketing variables and brand knowledge. Based on the results of the researcher's pre-survey of 20 respondents who were buyers or consumers of Ralali.com, which also follows social media @ralalicom, found that the Social Media Marketing EWOM and trendiness elements produced different results from research (Cheung et.al, 2020). The pre-survey statement from the EWOM element was "I want to convey information about the brand, products, or services from Ralali.com social media to my friends" and the trendiness element, namely "Using Ralali.com social media is very trendy. The survey results found that the majority, 75% (15 people) did not agree with this statement, but 25% (5 people) agreed due to several factors such as the RFQ

feature. Based on the findings of the pre-survey conducted, a discrepancy was found between the results and the activities carried out in Ralali.com's social media marketing. Ralali.com's social media displays high interaction and content that is in line with current trends, which in turn is expected to strengthen consumer trust in Ralali.com through the influence of E-WOM (Electronic Word-of-Mouth).

Consumer involvement with products on social media can provoke consumers to think, feel, and determine further decisions (Kotler & Keller, 2016). Consumer involvement with positive brands on social media can influence consumer knowledge of positive brands so that it can increase Brand Knowledge, namely Brand Awareness and Brand Image (Kotler & Keller, 2016). This proves that the better the consumer's involvement with the brand, the better the consumer's knowledge of the brand.

This research updates the determinant construct of Brand Knowledge from research (Cheung et.al, 2020) by adding Customer Experience as the second mediating variable after Consumer-Brand Engagement. Social media has revolutionized the way customers interact with brands. With its widespread use, a brand cannot ignore the impact of social media on customer experience. A strong social media presence can create a positive customer experience, as well as build a brand reputation (Brand Image) (Wibowo et al., 2020) which is an element of Brand Knowledge. So Customer Experience can be a mediating variable between Social Media Marketing and Brand Knowledge on the Ralali.com Platform. Based on the background above, researchers will form a new construct as an update to previous research which tested the relationship between Social Media Marketing and Brand Knowledge among Ralali.com users and customers.

LITERATURE REVIEW
Social media

The definition of social media according to Clow & Back (2018) is any type of digital tool or platform that allows individuals to interact socially via the internet. According to Kotler & Keller (2016), social media is a means for consumers to share information such as text, images, audio, and video with other consumers or companies, and vice versa. The development of social media has changed all aspects of marketing, from increased product offerings, new product designs, customizable and interactive advertising, distribution channels expanding across time zones and physical locations, and innovative pricing models and payment methods (Schiffman & Wisenblit, 2019)

Social Media Marketing

media marketing is social media marketing that refers to a group of internet-based applications that are built on the ideology and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content (Cheung et. al., 2020). Social media marketing is a type of marketing that can be done to increase brand awareness using tools from the social web that can be done anywhere (Bilgin, 2018). Social media marketing is used across sectors and refers to the utilization of social media technology, channels, and software to create, communicate,

deliver, and exchange offers that have value for an organization's stakeholders (Sharma & Kumar, 2018).

Brand Knowledge

Brand Knowledge refers to the level of consumer knowledge about a particular product or service (Chang & Huang, 2019). Brand Knowledge is consumers' knowledge and understanding of a product or service, which allows them to make informed decisions and leads to satisfaction (Cheung et.al, 2020). Brand Knowledge can be defined as consumers' meanings about brands stored in consumers' memories, that is, all descriptive and evaluative brand-related information (Osei-Frimpong et al., 2019). Brand Knowledge is information or understanding about a product or service that allows consumers to make decisions about that product (Stanton & Cook, 2019). Brand knowledge includes two main components, namely brand awareness and brand image (Putri Eka et al., 2021). As knowledge about the product or service increases, consumers will become more familiar with the product or service and seek further information regarding its details and specifications. The higher the level of Brand Knowledge a consumer has, the more likely they are to feel familiar with the product or service and seek further information about it. Therefore, companies need to build strong Brand Knowledge to influence consumer preferences and decisions in choosing products or services.

Consumer-Brand Engagement

Engagement is a relationship between consumers and brands that enables a two-way experience. Brand engagement involves consumers' motivations related to the brand and involves cognitive, emotional, and behavioral stages in direct interaction with the brand (Sarmad et al., 2020). According to Pansari & and Kumar (2017), customer engagement is a response from consumers to a company, either directly or through social media. Rohadian & Amir (2019) explain that customer engagement is an effort made by a company to develop, maintain, and protect consumers so that they remain connected with the company, not only as buyers but also as marketers. In simple terms, customer engagement is the relationship between consumers and brands. When consumers interact or communicate with brands, either directly or indirectly through the media, this can be called customer engagement.

Consumer brand engagement is defined as a company's intentional efforts to motivate, empower, and measure customer contributions, marking a shift in marketing research and business practices (Harmeling et al., 2017). In addition, Consumer Brand Engagement marketing activities involve customers more than just buying and selling brands to consumers (Kotler & Armstrong, 2018). Consumer Brand Engagement is positive cognitive processing, affection, and activation related to a brand for consumers. Consumers are attached to brands through interactions that occur over a certain period (Hollebeek, 2018).

Customer Experience

Experience is a reflection of internal responses resulting from the level of consumer involvement emotionally, physically, intellectually, and spiritually (Pine & Gilmore, 1999). Customer Experience is a subjective response experienced by consumers as a result of interactions with a company (Meyer & Schwager, 2007). Customer Experience influences consumer

motivation through cognitive recognition and perception (Chen & Lin, 2014). The importance of Customer Experience in increasing the value of products and services lies in the physical and emotional interactions between consumers and companies (Gomoi et al., 2021). Customer Experience is defined as cognitive, sensory, and emotional responses that encourage consumer involvement in a company's products or services and influence purchasing decisions (Wibowo et al., 2021). Good communication and interaction by a company helps create a positive customer experience. Therefore, customer experience is used as a basis for developing marketing strategies that can increase consumer engagement with the company. Based on the definition above, it can be concluded that Customer Experience is a consumer's subjective response to interactions with a company. Customer experience influences consumer motivation through cognitive recognition and perception and has an impact on increasing the value of products and services. Service quality and consumer experience simultaneously have a significant effect on satisfaction. Good communication and interaction by a company create a positive customer experience. Customer experience is the basis for developing marketing strategies to increase consumer engagement.

METHOD

The method applied in this research is a quantitative method. Quantitative research is a method for testing certain theories by examining the relationships between variables measured using research instruments and analytical data based on statistical procedures that have a strict and consistent structure (Sugiyono, 2019). This research focuses on individuals as the unit of analysis, by observing Ralali.com consumers who are also followers of the Instagram account @ralalicom. The method used in this research is the involvement of a non-contrived setting. According to Indrawati (2015:118), a non-contrived setting refers to research carried out in a normal environment, to reflect everyday life, and is known as a scientific approach. In the context of researcher involvement, this research did not manipulate data and there was no intervention during data collection (Indrawati, 2015: 117). In terms of implementation time, this research uses a cross-section type, where data collection is carried out in a certain period. Next, the data is created and analyzed, and conclusions are drawn based on the data collected during that period (Indrawati, 2015:118).

The population in this study are consumers from Ralali.com who follow the Instagram social media account @ralalicom. The number of samples used in this research was determined using a non-probability sampling technique involving a sample of 200 respondents. In this research, the types of data sources used are primary data obtained through questionnaires and quantitative data in the form of numbers obtained from respondents' assessments through online questionnaires. Quantitative data is in the form of numbers obtained from respondents' assessments via online questionnaires. The data analysis technique used is descriptive analysis, Structural Equation Modeling (SEM) data processing, Evaluation of Measurement Models using validity and reliability tests, goodness of fit tests, hypothesis testing, and R Square.

RESULTS AND DISCUSSION

Descriptive Analysis

The descriptive analysis carried out in this research aims to determine the influence of social media marketing on brand knowledge which is mediated by customer experience and consumer-brand engagement on Ralali.com. Researchers utilize Table 4.1 to classify the interpretation of scores used in variables.

Table 1 Classification of Score Interpretation

Percentage	Classification
20% – 36 %	Not good
36% - 52%	Not good
52% - 68%	Enough
68% - 84%	Good
84% - 100%	Very good

Source: processed data (2023)

Test Validity

This research uses analysis using the partial least squares method often called PLS. This research was assisted by SmartPLS software version 3.2.9. SmartPLS is a statistical method designed to be able to solve multiple regression when certain data problems arise, for example, a small sample size (Hamid & Anwar, 2019). Validity testing involves several parameters, including assessment of convergent validity and discriminant validity. The results of data processing using SmartPLS version 3.2.9 show that the convergent validity value can be calculated from the outer loading.

Table 2 test validity

NO	Laten Variabel	Dimensi	Indikator	Loading
1	Social Media Marketing	Entertainment	SMME1	0,846
			SMME2	0,865
			SMME3	0,774
			SMME4	0,823
		Customisation	SMMC1	0,822
			SMMC2	0,79
			SMMC3	0,867
			SMMC4	0,817
			SMMC5	0,779
		Interaction	SMMI1	0,807

			SMMI2	0,814
			SMMI3	0,818
			SMMI4	0,791
		Electronic Word of Mouth (EWOM)	SMMEW1	0,827
			SMMEW2	0,806
			SMMEW3	0,789
		Trendiness	SMMT1	0,79
			SMMT2	0,872
			SMMT3	0,752
2	Brand Knowledge)	Brand awareness	BKA1	0,844
			BKA2	0,885
			BKA3	0,784
			BKA4	0,815
			BKA5	0,816
		Brand Image	BKI1	0,837
			BKI2	0,805
			BKI3	0,826
			BKI4	0,887
			BKI5	0,844
			BKI6	0,844
3	Consumer-brand engagement	Cognitive processing	CBECP1	0,836
			CBECP2	0,843
			CBECP3	0,808
		Affection	CBEAF1	0,787
			CBEAF2	0,783
			CBEAF3	0,796
			CBEAF4	0,811
		Activation	CBEAC1	0,832
			CBEAC2	0,834
			CBEAC3	0,791
4	Customer Experience	Sense	CES1	0,826
			CES2	0,887

		Feel	CEF1	0,832
			CEF2	0,84
		Think	CET1	0,801
			CET2	0,856
		Act	CEA1	0,802
			CEA2	0,79
		Relate	CER1	0,837
			CER2	0,833

Source: processed data (2023)

In this study, a loading factor value of 0.70 was used as the limit for assessing the quality of indicator measurement in the proposed model. The results from Table 4.10 show that all indicators meet the minimum loading factor requirement of 0.70. From Table 4.10, it can be seen that all latent variable/construct indicators have loading factor values greater than 0.70, indicating that these indicators have high quality and are valid (Ghozali, 2021). Next, to evaluate the convergent validity of each construct and latent variable, we can use the average variance extracted (AVE) value. The accepted AVE value must be greater than 0.5.

Table 3 Average Variance Extracted (AVE) Velue

Variable	*Average Variance Extracted* (AVE)
BK	0,698
CBE	0,660
CE	0,690
SMM	0,662

Source: processed data (2023)

Average variance extracted (AVE) values for social media marketing, brand knowledge, customer-brand engagement, and customer experience are above 0.5. This shows that these variables have high validity because the AVE value obtained exceeds the minimum limit of 0.5.

To see the discriminant validity value, we can use the Fornell-Larcker criterion. This criterion allows us to compare the root of the AVE value with the correlation between constructs. that the AVE value is greater than the correlation between constructs. This shows that all constructs in the model meet the discriminant validity criteria (Ghozali, 2021). Furthermore, to test

discriminant validity using the heterotrait-monotrait ratio of correlations (HTMT), the HTMT value must be less than 1 (<1) (Hamid et al., 2017).

Table 4 Fornell-lacker Criterion Velue

Variable	BK	CBE	CE	SMM
BK	0,836			
CBE	0,676	0,813		
CE	0,709	0,632	0,831	
SMM	0,690	0,427	0,530	0,814

Source: processed data (2023)

Discriminant validity testing uses the Heterotrait-Monotrait Ratio of Correlations (HTMT) method. In this research, HTMT is used to compare the correlation between measured constructs with the correlation between the same indicators in one construct, to test discriminant validity. The results of the analysis using HTMT show that all constructs in the model meet the discriminant validity criteria. This is concluded based on the HTMT value being smaller than 1 (<1).

Table 5 Heterotrait-Monotrait Ratio of Correlations (HTMT) Velue

Variable	BK	CBE	CE	SMM
BK				
CBE	0,707			
CE	0,735	0,665		
SMM	0,711	0,440	0,543	

Source: processed data (2023)

An HTMT value of less than 1 indicates that the correlation between the constructs being measured is lower than the correlation between the same indicators within one construct. Thus, the HTMT analysis shows that all constructs in the model meet the discriminant validity criteria because the HTMT value is less than 1 (<1).

Reliability Test

Cronbach's alpha value for each variable is greater than 0.60. The higher the Cronbach's alpha value, the higher the level of reliability of the construct being measured. Furthermore,

composite reliability indicates the extent to which a construct has high reliability. As a rule of thumb, the expected composite reliability value for each variable is greater than 0.70.

Table 6 Cronbach's Alpha Velue

Variable	Cronbach's Alpha
Brand knowledge	0,957
Consumer-brand engagement	0,943
Customer experience	0,950
Social media marketing	0,972

Source: processed data (2023)

By carrying out reliability tests using Cronbach's alpha and composite reliability methods, we can evaluate how consistent and reliable the measuring instruments used in data collection are. Cronbach's alpha value, where the alpha value obtained is greater than 0.60. This shows that the instrument used can be considered reliable according to the specified criteria.

Table 7 Composite Reliability Value

Variable	*Composite Reliability*
Brand knowledge	0,962
Consumer-brand engagement	0,951
Customer experience	0,957
Social media marketing	0,974

Source: processed data (2023)

Furthermore, research instrument reliability tests can also use composite reliability. Composite reliability indicates the extent to which a construct has high reliability. As a rule of thumb, the expected composite reliability value for each variable is greater than 0.70. that all constructs have composite reliability values above 0.70. This shows that all constructs in this research have good reliability according to the established criteria.

Goodness of Fit (GoF) Testing

The goodness of fit testing is a statistical method used to test the suitability between the proposed model and empirical data. This test aims to validate the combined measurement model (external model) and structural model (internal model) by considering various values. In goodness of fit testing, there are several measures used as a reference.

Table 8 Goodness od Fit (GoF) Value

	Saturated Model	Criteria	Description
SRMR	0,056	<0.08	Moderate fit
Rms Theta	0,121	Approaching zero	Moderate fit
Chi-Square	2970,380	>3x df	Moderate Fit
NFI	0,738	>0.90	Moderate fit

Source: processed data (2023)

The rule of thumb used is as follows: if the NFI (Normed Fit Index) value is more than 0.90, it indicates a better fit between the model and the data. In addition, an SRMR (Standardized Root Mean Square Residual) value of less than 0.08 is considered good. Furthermore, if the RMS Theta value is close to zero, this indicates that the model generally provides good estimates and is consistent with observational data. Finally, a chi-square significance value that is greater than three times the degree of freedom (df) value indicates that the model is a good fit for the data.

Hypothesis test

Researchers carried out hypothesis and significance tests after testing validity and reliability tests. The following are the results of hypothesis and significance testing:

Table 9 Hypothesis test

H	Hypothesis	Original sample	T Statistics	P Values	Description
H1	Social Media Marketing -> customer experience	0,53	6,397	0	**Accepted**
H2	Social media marketing -> consumer-brand engagement	0,127	1,38	0,084	**Rejected**
H3	Social media marketing -> brand knowledge	0,397	4,242	0	**Accepted**
H4	Customer experience -> brand knowledge	0,296	2,678	0,004	**Accepted**
H5	Consumer-brand engagement -> brand knowledge	0,32	3,071	0,001	**Accepted**

H6	Customer experience -> consumer-brand engagement	0,564	5,867	0	**Accepted**
H7	Social media marketing -> customer experience-> brand knowledge	0,157	2,27	0,012	**Accepted**
H8	Social media marketing -> consumer-brand engagement -> brand knowledge	0,041	1,119	0,132	**Rejected**

Source: processed data (2023)

This research tests various hypotheses regarding the influence of Social Media Marketing on Customer Experience, Consumer-Brand Engagement, and Brand Knowledge on the Ralali.com platform. The research results show that Social Media Marketing has a positive and significant influence on Customer Experience (H1 is accepted). However, there is no positive and significant influence on Consumer-Brand Engagement (H2 is rejected). Apart from that, Social Media Marketing also has a positive and significant effect on Brand Knowledge (H3 is accepted). Furthermore, Customer Experience has a positive and significant influence on Brand Knowledge (H4 is accepted), and Consumer-Brand Engagement also has a positive and significant influence on Brand Knowledge (H5 is accepted). Furthermore, Customer Experience also has a positive and significant effect on Consumer-Brand Engagement (H6 is accepted). Meanwhile, Social Media Marketing has a positive but insignificant influence on Brand Knowledge through Customer Experience (H7 is accepted), and there is no positive and significant influence on Brand Knowledge through Consumer-Brand Engagement (H8 is rejected).

R-Square Value

R-square results obtained for each variable in this study are as follows. For the Brand Knowledge (BK) variable, the R-square value of 0.700 indicates that around 70% of the variation in Brand Knowledge can be explained by the independent variables in the proposed research model. This indicates that the research model has a good ability to explain variations in Brand Knowledge.

Table 10 R-Square Value

Variabel	R Square
BK	0,700
CBE	0,411

CE	0,281

Source: processed data (2023)

Furthermore, for the Customer-Brand Engagement (CBE) variable, the R-square value of 0.411 indicates that around 41.1% of the variation in Customer-Brand Engagement can be explained by the independent variables in the research model. Even though this figure is lower than the R-square value for the Brand Knowledge variable, it can still be said that the research model makes a significant contribution to explaining variations in Customer-Brand Engagement. Then, for the Customer Experience (CE) variable, the R-square value of 0.281 indicates that around 28.1% of the variation in Customer Experience can be explained by the independent variables in the research model. Even though the R-square value for this variable is lower compared to Brand Knowledge and Customer-Brand Engagement, there is still a significant contribution from the independent variable in explaining variations in Customer Experience.

Discussion

Respondents' assessment of social media marketing, customer experience, consumer-brand engagement, and brand knowledge on Ralali.com

The results of the descriptive analysis show that social media marketing Ralali.com is considered to have good knowledge in communicating the services offered with the majority of answers agreeing and strongly agreeing, namely a percentage of 70.06%. This is proven by the appearance on social media Instagram Ralali.com (@ralalicom) in communicating and conveying messages with unique visual designs that make followers or consumers interested. The results of this analysis show that Electronic Word of Mouth (EWOM) on Ralali.com has the best results, namely 71.3%, meaning that the social media marketing carried out by Ralali is very good so that it can make its consumers communicate about Ralali's services. to other people.

And the results of the descriptive analysis show that customers have a good experience with Ralali.com, where the majority of answers agree and strongly agree, namely the percentage is 71.18%. The sense dimension in customer experience has the best rating, namely 73.4%, which means that Ralali consumers have a good experience when using and communicating with Ralali. This is proven by the easy and complete use of the Ralali platform, apart from that, Ralali's strategy of communicating with its consumers is very interactive and responsive in responding to messages.

Apart from that, the results of the analysis show that consumer engagement with the brand, namely Ralali, is quite good, namely the majority of answers are in the affirmative resulting in a percentage of 74%. The affection dimension in consumer-brand engagement has the best assessment, namely a percentage of 76.2%. This means that consumer involvement with the Ralali brand has positive involvement or a strong emotional bond, which makes the Ralali brand have a close and loyal long-term relationship with consumers. This is proven by Ralali consumers who are business people or company owners who trust Ralali as their main supplier, which has an impact on consistent repeat purchases.

The results of the analysis show that consumer knowledge regarding the Ralali brand is quite good, namely that the majority answered agree with a percentage result of 69.8%. The results of the descriptive analysis showed slight differences in the Brand Knowledge dimension, namely Brand Awareness reached 69.7%, while Brand Image reached 69.8%. That is, this indicates that consumers have a high level of awareness and understanding of the Ralali.com brand. This is proven by Ralali.com which has succeeded in building and maintaining positive relationships with its consumers through marketing efforts, product quality, and good customer experience.

The influence of social media marketing on customer experience at Ralali.com

Statistical test results show that social media marketing has a positive and significant effect on customer experience at Ralali.com. The better Ralali.com's strategy in utilizing Instagram social media for marketing, the greater the impact on a better experience for each consumer. Through Instagram, Ralali.com can present interesting, informative, and relevant content, such as product promotions, customer reviews, and useful industry information. This allows consumers to connect with the brand more interactively, get the information they need, and feel involved in the community associated with Ralali.com.

With a strong marketing strategy on Instagram, Ralali.com can reach a wider audience, increase brand awareness, and strengthen a positive brand image. Consumers will also find it easier to access information about products, find attractive offers, and feel more connected to Ralali.com through this platform. Overall, an effective marketing strategy via Instagram social media will have a big impact in improving the consumer experience for the better, strengthening Brand Awareness, and strengthening the Brand Image of Ralali.com.

The influence of social media marketing on consumer-brand engagement on Ralali.com

The results of statistical tests show that social media marketing does not have a positive and significant effect on consumer-brand engagement. In this research, different results were found from previous research conducted by Muchardie et al. (2016). The results of this research indicate that there are differences in the influence of social media marketing on consumer-brand engagement. This research shows that social media marketing does not have a positive and significant effect on consumer-brand engagement, in contrast to previous research which shows that there is a positive and significant effect between social media marketing and consumer-brand engagement.

Differences in results may occur because research by Muchardie et al. (2016) focused on the relationship between social media marketing and consumer-brand engagement in the cosmetics industry, while this research was conducted in the context of the e-commerce industry. Social media marketing has the potential to positively influence consumer-brand engagement at Ralali if the right strategy is implemented. Ralali can increase consumer-brand engagement by paying attention to additional value in the content presented and identifying exactly who the target audience it wants to reach is. By tailoring content to their interests and needs, Ralali can encourage greater consumer participation and engagement in interactions with the brand.

The influence of social media marketing on brand knowledge on Ralali.com

The results of statistical tests show that social media marketing has a positive and significant effect on brand knowledge on Ralali.com. The better Ralali.com's strategy in utilizing Instagram social media for marketing, the greater the impact on consumer knowledge about Ralali.com's services. In combination with the right marketing strategy, utilizing Instagram social media effectively will have a greater impact on consumer knowledge about Ralali.com services.

By implementing a marketing strategy through Instagram social media that pays attention to wide reach, attractive visual content, active interaction with followers, presenting informative and educational content, as well as increasing brand awareness, Ralali.com has succeeded in influencing Brand Knowledge among consumers. The marketing strategy via Instagram social media that has been carried out by Ralali.com has had a positive influence on Brand Knowledge, helping to build consumer knowledge about the brand, a positive brand image, and in-depth knowledge about the services provided by Ralali.com.

The influence of customer experience on brand knowledge on Ralali.com

The results of statistical tests show that customer experience has a positive and significant effect on brand knowledge on Ralali.com. The better the consumer's experience with a brand, the better the consumer's knowledge of that brand. Positive experiences that include responsive customer service, consistent product quality, and an easy purchasing process can shape consumers' good perceptions and increase their understanding of the value and advantages of the Ralali.com brand.

This is to research conducted by Rahayu & Lestari, (2021) and Husnah Lutfiatul (2022), where the research shows that customer experience has a positive and significant effect on brand awareness and brand image, both of which are dimensions of brand knowledge.

The influence of consumer-brand engagement on brand knowledge on Ralali.com

The results of statistical tests show that consumer-brand engagement has a positive and significant effect on brand knowledge on Ralali.com. The better the consumer's involvement with a brand, the better the consumer's knowledge of that brand. Through active interaction, participation in brand content, and positive experiences in using Ralali.com services, consumers can gain a deeper understanding of the brand, brand image, and the value offered. By being directly involved, consumers have the opportunity to know and understand the brand better, thereby increasing their brand knowledge. This is by research conducted by (Cheung et al, 2020) and (Ningrum & and Roostika, 2021), where the research shows that consumer-brand engagement has a positive and significant effect on brand knowledge.

The influence of customer experience on consumer-brand engagement on Ralali.com

Statistical test results show that customer experience has a positive and significant effect on consumer-brand engagement on Ralali.com. The better the consumer's experience in using a brand, the better the consumer's involvement in that brand. Through a platform that is easy to access and

provides various complete features, Ralali.com creates a good experience for consumers when using the platform. This provides convenience to consumers and encourages them to engage with Ralali.com. This is by research conducted by Utomo (2016) and Kurniawati & Ariyani (2021) showing that there is a positive and significant influence between customer experience and consumer-brand engagement variables.

The influence of social media marketing on brand knowledge through customer experience on Ralali.com

The results of statistical tests show that social media marketing has a positive and significant effect on brand knowledge through customer experience. Through active interaction on Ralali.com Instagram social media, delivery of informative content, and positive influence on consumer experience, social media marketing plays an important role in increasing overall brand knowledge. Ralali consumers can obtain further information about Ralali.com, understand the value and benefits offered by Ralali.com, and feel a closer relationship with Ralali.com through interactions on their Instagram social media. With increased brand knowledge, Ralali.com consumers become more informed, and connected, and build confidence in the Ralali.com brand.

The influence of social media marketing on brand knowledge through consumer-brand engagement on Ralali.com

The results of statistical tests show that social media marketing does not have a positive and significant effect on brand knowledge through consumer-brand engagement. Although Ralali's marketing strategy via Instagram social media can increase brand awareness and interaction with consumers, there is no proven significant correlation between these efforts and increasing brand knowledge. Other factors, such as direct experience with the brand, recommendations from others, or information from other sources, may have a greater contribution to forming brand knowledge than social media marketing alone. Therefore, it is important to combine diverse and holistic marketing strategies to achieve significant increases in brand knowledge.

CONCLUSION

Based on the data provided, several main conclusions can be drawn. First, the majority of respondents (70.06%) acknowledged the success of social media marketing on Ralali.com in communicating services, indicating the positive impact of marketing efforts via social media on product and service information. Furthermore, positive consumer experiences, including responsive customer service and consistent product quality, have a positive and significant impact on Ralali.com's brand knowledge. This shows that good service can increase consumers' understanding of brand values and advantages.

Although social media marketing has not yet shown a positive and significant impact on consumer-brand engagement, the right marketing strategies, such as presenting additional value content and identifying target audiences, have the potential to increase consumer engagement with brands. In addition, the Instagram marketing strategy at Ralali.com has been proven to have a

positive and significant impact on brand knowledge through reach, interesting content, interaction, and brand awareness. Instagram is a powerful tool to strengthen consumer knowledge and build closer relationships with the Ralali.com brand.

There is also a positive relationship between customer experience and consumer-brand engagement, where positive consumer experiences, especially through easily accessible platforms, can increase consumer engagement and comfort in interacting with brands. Even though social media marketing has a positive, but not significant, influence on brand knowledge through customer experience, there is no proven significant correlation between social media marketing and brand knowledge through consumer-brand engagement.

Therefore, the conclusions of this analysis provide important insights for Ralali.com to optimize marketing efforts, increase consumer interaction, and strengthen its brand knowledge. It is recommended to combine various marketing strategies and pay attention to consumers' direct experiences and recommendations from others to achieve a more effective increase in brand knowledge.

SUGGESTIONS

Companies, especially Ralali.com, can ensure that the links and navigation on their social media accounts are easy to follow, through which consumers can quickly find the information they are looking for without difficulty. Companies, especially Ralali.com, can pay attention to building brand identity. Apart from that, Ralali.com can consider added value and solutions. Provide added value to consumers by providing solutions to their problems or needs. Companies, especially Ralali.com, can consider accepting and implementing user feedback on the Ralali.com platform. Companies, especially Ralali.com, can consider integrating the logo into the Ralali.com brand identity. Companies, especially Ralali.com, must pay close attention to this because social media marketing has the potential to have a positive influence on consumer-brand engagement if the right strategy is implemented.

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