



The influence of content, influencer, and experiential marketing on customer engagement of online game applications

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ABSTRACT

This study was motivated by the rapid development of online games in Indonesia, particularly in Denpasar City. It could be seen from the download increasement of online games on a number of platforms such as Play Store, Appstore, and also steam chart. Online games nowadays were easy to be played anywhere and anytime with good image quality. Additionally, the government really appreciated and supported the world of online gaming sports or well-known as e-sports. The purposes of this study were; 1) to determine the effect of content marketing on the process of forming customer engagement in online game applications, 2) to find out the influence of influencers on the process of forming customer engagement in online game applications, 3) to determine the effect of experiential marketing on the process of forming customer engagement in online game applications, and 4) to find out whether there is a simultaneous influence between content marketing, influencers, and experiential marketing to customer engagement on online games in Denpasar. This study used the quantitative data analysis method. Data collection techniques used were observation and questionnaires. Then, the data were analyzed by using SPSS. Partially, content adoption, influencer, and experiential marketing have a positive and significant influence on customer engagement in online games in Denpasar. The results of this study indicated that (1) variable content has a positive and significant effect on customer engagement, (2) influencer variables have a positive and significant effect on customer engagement, (3) experiential marketing variables have a positive and significant effect on customer engagement, and (4) content, influencers, and experiential marketing variables have a positive and significant effect on customer engagement.

Keywords: content, influencer, experiential marketing, customer engagement, and online games

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INTRODUCTION

The development of internet usage has mingled with the community in everyday life. Utilization of the internet has been used in the social, cultural, economic, and entertainment fields. The number of internet users in Indonesia is projected to reach 175 million in 2019, or around 65.3% of the total population of 268 million (Investor.id, 2019). Newzoo.com (2019) said that in 2019, there were 82 million gamers and it had generated revenues of 1 Billion US dollar. This found Indonesia to be ranked 17th in the world in terms of revenue in games. The following data are the top 20 income countries in the world gaming industry (idntime.com, 2019).

TABLE 1. Industrial Revenue of Game Online

No	Country	Number of Gamers	Income in Year 2019
1	China	850 Million	US \$ 34,4 Billion
2	United States of America	265 Million	US \$ 31,5 Billion
3	Japan	121 Million	US \$ 17,7 Billion
4	South Korea	48 Million	US \$ 5,7 Billion
5	Germany	76 Million	US \$ 4,9 Billion
6	England	65 Million	US \$ 4,7 Billion
7	France	58 Million	US \$ 3,3 Billion
8	Canada	34 Million	US \$ 2,3 Billion
9	Spanish	39 Million	US \$ 2,2 Billion
10	Italy	40 Million	US \$ 2,1 Billion
11	Russia	113 Million	US \$ 1,6 Billion
12	Mexico	86 Million	US \$ 1,5 Billion
13	Brazil	142 Million	US \$ 1,4 Billion
14	Australia	23 Million	US \$ 1,29 Billion
15	Taiwan	20 Million	US \$ 1,23 Billion
16	India	481 Million	US \$ 1,1 Billion
17	Indonesia	82 Million	US \$ 1 Billion
18	Turkey	53 Million	US \$ 835 Million
19	Thailand	38 Million	US \$ 667 Million
20	Netherlands	16 Million	US \$ 646 Million

Source: <https://www.idntimes.com/tech/games>

Based on table 1 above, the number of online game players in Indonesia is quite high. It makes the researcher wants to know the indicators that caused community involvement in online games. The indicators used in examining customer involvement on online games are content, influencers, and experiential marketing.

Content is needed by game developers to improve customer attention to the games they release. Content Marketing is a distribution channel that developers use to convey messages with the aim of attracting customers' attention. The delivery of this message is usually distributed through social media accounts, websites, streaming media and with the help of influencer gamers. According to Pulizzi and Barrett (2009), Founder of the Content Marketing Institute, "Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content, to attract and maintain a well-defined audience – and ultimately drive the customers to take profitable action. Content is the first thing that customers will see, even though the customer is a brand user but if the content on the media is not interesting and relevant to them, the customer is unlikely to join and want to interact with the content, so that no relationship is formed between the brand and the customer. The more interesting, entertaining, and emotional content a brand has, the higher the likelihood that customers will get involved.

According to (Kucuk & Krishnamurthy, 2007) Content marketing can attract consumers by creating an engagement between customers through content sharing and creativity of content with content that is relevant, meaningful, valuable, and able to be an inspiration for potential customers of a company. In online games what is meant is the presence of content from social media, influencer gamers, or content in the form of certain in-game events that follow world events such as winter, Halloween, Christmas, etc. This makes the connection between game developers and customers possible so that customer engagement can be established because players are required to log in repeatedly in the game to complete missions in the event or mission. -Other missions in the game.

In online games, the involvement of an influencer is to help introduce the gameplay of a game. Influencer marketing is a marketing strategy that is already widely used by companies. According to (Brown & Fiorella, 2013) Influencers are "Typically a noncustomer or business incentivized to recommend/create". The point is that influencers are not customers but people who do business who are given incentives to recommend or create content for a product. A good relationship between customers and influencers is able to give a boost of trust to followers and their community. Influencer games are usually offered in collaboration with other than game developers but also several companies such as computer equipment companies, headsets, virtual item charging, streaming media platforms, and others.

Impressive gaming experience at the moment playing games or viewing content presented by influencers helps increase customer engagement with the game itself, experiential marketing or the marketing process by providing experiences or impressions is one of the new marketing strategies and has been used quite a lot. According to (Andreani, 2007) in the concept of experiential marketing, organizations usually try to target aspects of the emotional and rational experience of customers, because these two aspects are generally able to have a

tremendous effect on marketing, especially customer satisfaction and loyalty. Playing games provides an experience and affects its own emotions for players. Currently, several companies are often seen participating in online game competitions in Denpasar City. So basically, playing games that originally just wanted to have fun now has a competitive side to every game player. According to Kartajaya in Handal (2010) says that in the experiential marketing approach, products and services must be able to evoke sensations and experiences that will become the basis of customer loyalty. In addition to the product provided, one of the media that plays an active role in the success of a product is the marketing process of the product. To achieve this goal, the company must provide pleasant services, adequate facilities, and supportive prices, which in this case can form customer engagement.

Influencers also share their experiences when playing online games with their followers, not a few who want to try to play similar games. The experience given to game players by the developer while playing can affect the emotions and also the satisfaction of the players. In addition, events held in a game also have a close relationship with content marketing. Through the events held, it will create a separate experience for the visitors so that if the content of the marketing event you own is very interesting, and with the delivery by a pleasant influencer, of course, customer engagement will be established.

Customer engagement occurs when the relationship between the brand and the customer is well established. This relationship has reached the highest stage, where if there is a strong emotional closeness. If this happens, the customer is no longer buying with rational considerations and price is no longer a factor of consideration when shopping. Seeing this, the author is interested in examining the influence of content marketing, influencer and also experiential marketing in affect customer involvement in online game applications. Because at this time online games are a phenomenon that is quite busy among people who are interested.

LITERATURE REVIEWS

Definition of Content

Content marketing is usually arranged based on the needs of the target market. It is produced with storytelling techniques to make it easier to be received. Consequently, the message must be well designed then, it can produce the expected results. Moreover, digital media content has now been overloaded thus, only content that really attracts attention, and is well packaged, will get the attention of the audience (Gamble, 2016). According to Karr (2016), Content Indicator consisted of the following aspects;

1. Radar Cognition
2. Persuasion
3. Decision Making
4. Usability
5. Accessibility

Content Marketing according to (McPheat, 2011) is one of the things important in marketing through internet media is "content". Content or content is something that is considered essential in this digital era. Content is assumed to be a "human" who talks to the target consumer about a product being marketed. Meanwhile, the expert opinion of Riverside Marketing Strategies (Cohen, 2013) says that content marketing is providing information to consumers to help them decide to buy a product, increasing the added value to the use of products, and providing entertainment without compromising the company goals through unobtrusive means of promotion. The content marketing that is built must also be having a number of indicators according to (Ryan, 2017) that is usability and easy accessibility.

Definition of Influencer

An influencer is a method of choosing people or figures who are considered to have influence among the community or target consumer segments to be targeted and felt to be a promotional target of the brand (Hariyanti & Wirapraja, 2018). According to Hamman (2017), influencer indicators are;

1. Relevance
2. Engagement
3. Frequency
4. Authenticity

According to (Brown & Fiorella, 2013) an influencer is typically a noncustomer or business incentive to recommend/create" what the author can interpret is that the influencer is not a customer but a business person who is given incentives to recommend or build content on a product.

Based on the literature review research conducted by Novi Tri Hariyanti and Alexander Wirapraja (2018) explains influencer marketing is a method by appointing people or figures who are considered to have influence among the public or target consumer segments to be addressed and deemed to be the target of promotion of the brand. This is also supported by a statement from (Yoganarasimhan, 2012) which says a number of followers indicate audience size and influencers disseminate their ideas among them, having more followers accelerates the

diffusion of information. The implementation of the Influencer marketing strategy is considered an effective method in cutting promotional costs by utilizing the influencer's social media.

Definition of Experiential Marketing

According to (Lee, 2012) experiential marketing is a memory or experience that goes deep into the minds of customers. Experiential Marketing comes from two words, namely experience and marketing. Experience is "experience is personal events that occur because of certain stimulus; by the marketer before and after the purchase of goods or services. According to Kassali in SWA (2001) stated that basically consumer behavior can be grouped into three perspectives, namely the perspective of decision making, social pressure perspective, and experiential perspective, namely those who buy not because of their function, but because of the impression they get from the product or service.

Experiential marketing is a marketing strategy that uses the emotions and feelings of consumers by creating positive experiences that cannot be forgotten therefore, consumers consume and are fanatical about certain products (Schmitt as cited in Novia, 2012). According to Schmitt as cited in novia (2012) experiential marketing are:

1. Sense
2. Feel
3. Think
4. Action
5. Relate

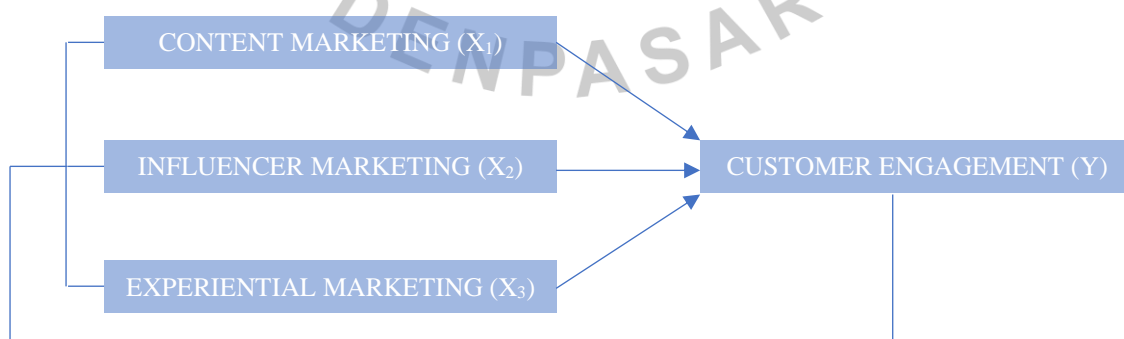
Definition of Customer Engagement

According to (Winston & Petterson, 2006), customer engagement is understood as the level of a customer's physical, cognitive, and emotional presence in their relationship with a service organization (a physical, cognitive and emotional level that arises because of a company's service). Meanwhile, (Brodie et al., 2011) say this is reflected in the interaction of a customer with other customers or companies in a forum to obtain product information or anticipate the risks that will be accepted if he consumes the product.

According to Duncan (2005) explains that engagement is important for three main reasons. First, engagement is the first stage in building a relationship between the customer and the brand. Second, engagement with consumers will help promote and protect the brand and generate brand advocates. Third, the engagement formed with consumers will make a product better.

Customer engagement is a marketing activity that focuses more on customer behavior and psychology. (So et al., 2014). Customer engagement indicators according to Paine (2011):

1. Lurking
2. Casual
3. Active
4. Loyalty
5. Consumption
6. Curation



Operational Definition

1. Content marketing is one of the promotional media used by online game developers in introducing their game products through various collaborations such as social media, live streaming media, influencers or game events.
2. Influencer marketing in a game is someone who helps create game content therefore, customers can enjoy the gameplay of a game from the version of the influencers that they followed.
3. Experiential marketing is an aspect of providing experience in order to create customer engagement in the selection and playing of online games. This experiential marketing utilizes the emotions or feelings of online

- game players.
4. Customer engagement is the stage of how someone is willing to be involved in activities carried out by the game developer. Therefore, it can establish an ongoing relationship and be able to influence the psychological of the customer.

Empirical Studies

There are several studies conducted by other researchers related to this issue. Firstly, the study was conducted by Puspa Puspitasari, Ratih Tresnati, Dede R Oktini in 2017. The result showed that the implementation of content marketing carried out on social media is quite good. Respondents' responses to the current implementation of content marketing tend to be poor. The level of consumer buying interest based on consumer responses is in the poor category. There is an influence between content marketing on interest buys consumers in Thirteenth Shoes Bandung, with a fairly strong level of influence on the direction of the relationship positive.

Secondly, the study was conducted by Novi Tri Hariyanti and Alexander Wirapraja in 2018. The result showed the marketing potential of the modern era is dominated by marketing through social media which is accessed through personal devices. Influencer Marketing is one of the strategies marketing using social media. Using Influencer Marketing can significantly cut costs spent on promotions. The application of Influencer Marketing is very suitable to be applied to improve brand image effectively and increase consumer's Brand Awareness of the brand.

Thirdly, the study was conducted by Made Resta Handika, Agus Fredy Maradona, Gede Sri Darma in 2018. The result showed technological advances have resulted in conventional marketing media having a less positive impact because currently people are considered more inclined to use Instagram media. By using social media marketing, especially Instagram, you can reduce costs in marketing financing. The use of influencers can increase marketing on social media, influencers also have a more positive impact on the progress of The Night Market Café & C0-working Space.

METHODS

The study was conducted at Universitas Pendidikan Nasional (Jalan Bedugul No. 39, Sidakarya) and several Internet Cafe around Denpasar that provide facilities to play online games. This study used a quantitative data analysis method by using SPSS. The data were collected through observation and questionnaires. Validity and reliability tests are also conducted to test the research instruments. Furthermore, there were several data analysis techniques used in this study namely, classic assumption test (multicollinearity test, normality test, heteroscedasticity), multiple regression analysis, partially significant regression test (T-test), significant regression test simultaneously (test F), and determination coefficient R².

RESULTS AND DISCUSSION

Result

The number of the sample in this research is distributed as follows.

$$\begin{aligned}\text{Sample} &= \text{number of indicators} \times 5 \\ &= 20 \times 5 \\ &= 100 \text{ respondents}\end{aligned}$$

Furthermore, data distribution of research samples and respondents' characteristics are displayed in the following tables.

TABLE 2. Data distribution of research samples

No.	Location Description	Number of Samples
1	Universitas Pendidikan Nasional	50
2	VOID Online Game	10
3	D'throne Ultimate E-sport Arena	10
4	Fortress Nett	10
5	Noise Game Center	10
6	Anyway Online Game	10

TABLE 3. Characteristics of Respondents

	Characteristics	Number	Percentage (%)
a	Gender		
	Male	97	97
	Female	2	2
b	Age		
	15-20	89	89
	21-25	7	7
	26-30	4	4
c	Playing Intensity		
	<2 hours	5	5
	>2hours	95	95
	Number	100	100

Source: Data processed in 2019

Based on the table, it showed that the majority of respondents in this study were as many as male sex (97 percent), based on the age of most 15-20 years (89 percent) and based on the intensity of play known in > 2 hours is the highest number that is as much as 95 percent.

Testing Instrument

Validity Test

For this reason, the validity test of this research instrument was calculated using the SPSS for Windows 20.0 program.

TABLE 4. Validity Test Results

No.	Item of Questions	Correlation coefficient	Description
1	X1.1	0,812	Valid
2	X1.2	0,815	Valid
3	X1.3	0,867	Valid
4	X1.4	0,888	Valid
5	X1.5	0,887	Valid
6	X2.1	0,762	Valid
7	X2.2	0,574	Valid
8	X2.3	0,726	Valid
9	X2.4	0,792	Valid
10	X3.1	0,935	Valid
11	X3.2	0,761	Valid
12	X3.3	0,807	Valid
13	X3.4	0,799	Valid
14	X3.5	0,916	Valid
15	Y1	0,583	Valid
16	Y2	0,711	Valid
17	Y3	0,645	Valid
18	Y4	0,507	Valid
19	Y5	0,682	Valid
20	Y6	0,724	Valid

The calculated r value in the table above showed that all the calculated r values above are greater than the r table value = 0.3. These instruments can be used to further analyze statistics since all the research instruments used are valid.

Reliability Test

According to Sugiyono (2017: 133) said that the variable is said to be reliable if it gives an alpha cronbach value > 0.60.

TABLE 5. Reliability Test Results

No.	Item of Questions	Correlation coefficient	Description
1	Content marketing	0,945	Reliable

2	Influencer marketing	0,862	Reliable
3	Experiential marketing	0,940	Reliable
4	Customer engagement	0,851	Reliable

TABLE 6. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,49758951
Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,078
Kolmogorov-Smirnov Z		,793
Asymp. Sig. (2- tailed)		,555

Test distribution is Normal. Calculated from data.

The results of the normality test with the Kolmogorov Smirnov test obtained unstandardized residues of 0.555 greater than $\alpha = 0.05$, which means the data are normally distributed.

Multicollinearity Test

TABEL 7. Multicollinearity Test Results Table Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,996	1,004
	X2	,960	1,042
	X3	,957	1,045

Dependent Variable: Y

In Table 6, it can be seen that the results of tolerance values calculation indicated that there are no independent variables which have a tolerance value of less than 10% (0.100). Likewise, the VIF values are all below 10. This means that in the regression model, multicollinearity is not occurred.

Heteroscedasticity Test

The way to detect the presence or absence of heteroscedasticity can be determined by using the Glejser statistical test. Regression models do not contain heteroscedasticity if the significance value of the independent variable is the absolute residual statistic above $\alpha = 0.05$.

Table 8: Heteroscedasticity Test Coefficients^a

Table 3: Hierarchical Regression Test Coefficients					
Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	4,978	1,927		2,584	,011
X1	,031	,057	,054	,552	,582
X2	-,197	,656	-,299	-,301	,835
X3	-,038	,060	-,063	-,636	,526

Dependent Variable: Abres

Glacier test results obtained significance value of content marketing variables of 0.582, influencer marketing of 0.835, and experiential marketing variables of 0.526, greater than 0.05. It means that the regression model does not contain symptoms of heteroscedasticity.

Discussion

Effect of Content, Influencers, and Experiential Marketing on Customer Engagement on Online Game Applications in Denpasar

1. Multiple Linear Regression Analysis

The model used in analyzing the effect of content marketing, influencer marketing, experiential marketing on customer engagement is a multiple linear regression model with the utilization of SPSS version 22.0 and tested with a significance level of 5%. In this multiple linear regression model, content marketing (X1), influencer marketing (X2), experiential marketing (X3), are used as independent variables, while customer engagement (Y) as the dependent variable. Multiple regression equation as follows;

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$= 6,211 + 0,224X_1 + 0,416X_2 + 0,231X_3$$

- The constant coefficient is 6.211, meaning that if the variable content marketing (X1), influencer marketing (X2), experiential marketing (X3) are constant at 0 (zero) then customer engagement (Y) is 6.211.
- Content marketing regression coefficient (X1) = 0.224, statistically shows that there is a positive influence on content marketing variables on customer engagement. The coefficient value of 0.224 means that if the value of content marketing rises by 1 unit, the value of the customer engagement increases by 0.224 assuming other variables are constant.
- Influencer marketing regression coefficient (X2) = 0.416, statistically shows that there is a positive influence of influencer marketing variables on customer engagement. The coefficient value of 0.416 means that if influencer marketing goes up by 1 unit, then customer engagement increases by 0.416 assuming other variables are constant.
- Experience marketing regression coefficient (X3) = 0.231, statistically shows that there is a positive influence of experiential marketing variables on customer engagement. The coefficient value of 0.231 means that the experiential marketing value increases by 1 unit, then the value of customer engagement increases by 0.231 assuming other variables is constant.

2. Determination Analysis

This analysis is used to determine the contribution of content marketing (X1), marketing influencers (X2), experiential marketing (X3), to customer engagement (Y). Which is expressed as a percentage, with the formula $D = R^2 \times 100\%$. the coefficient of determination is 0.628 or 62.8%. This shows the influence of content marketing (X1), influencer marketing (X2) and experiential marketing (X3) contributed to the ups and downs of customer engagement by 62.8% and 37.2% caused by other factors not discussed in this study.

G2. Significant Test of Regression Coefficient Partially (t-Test)

- Content Marketing Test for Customer Engagement was conducted by comparing the significance value of t with α (0.05). Large t count content marketing variable with a sig value of $0.041 < \alpha$ (0.05), which means the rejection of H0 thus, H1 is accepted. It means that content marketing has a positive and significant effect on customer engagement.
- The influence of influencer marketing test on customer engagement was conducted by comparing the significance value of t with α (0.05). Large t count influencer marketing variable with a sig value of $0,000 < \alpha$ (0.05), which means the rejection of H0 thus, H2 is accepted. It means that influencer marketing has a positive and significant effect on customer engagement.
- The Effect of Experiential Marketing test on customer engagement was conducted by comparing the significance value of t with α (0.05). Large t calculates experiential marketing variable with a sig value of $0.047 < \alpha$ (0.05), which means the rejection of H0 thus, H3 is accepted. It means that experiential marketing has a positive and significant effect on customer engagement.

Significant Test with F-test

Table 9: ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112,403	3	37,468	5,824	,001 ^a
	Residual	617,557	96	6,433		
	Total	729,960	99			

Predictors: (Constant), X3, X1, X2

Dependent Variable: Y

By comparing the significance value of F calculate with α (0.05). The sig F value is $0.001 < \alpha$ (0.05), which means

the rejection of H0 therefore, H4 is accepted. It means that content marketing, influencer marketing, experiential marketing has a significant effect on customer engagement.

CONCLUSIONS AND SUGGESTION

Based on research on the influence of content, influencers, and experiential marketing on customer engagement on online game applications in Denpasar City, the following conclusions are as follows.

1. The results of the research from the respondent's answer index show that the content marketing variable partially has a big influence that is seen in the results of multiple linear regression analysis of $(X1) = 0.224$ statistically shows that there is a positive influence of content marketing variables on customer engagement. The content marketing variable has a significant positive effect on customer engagement.
2. The results of the research from the respondent's answer index show that the influencer marketing variable has a large influence, which is seen in the results of multiple linear regression analysis $(X2) = 0.416$ statistically shows that there is a positive influence on the influencer marketing variable on customer engagement. The influencer marketing variable has a significant positive effect on customer engagement.
3. The results of the respondent's answer index research show that the experiential marketing variable partially has a major influence, which is seen in the results of multiple linear regression analysis $(X3) = 0.231$ positive influence of experiential marketing variables on customer engagement. The experiential marketing variable has a significant positive effect on customer engagement.
4. Simultaneously, the variables of content marketing, influencer marketing, and experiential marketing have a simultaneous influence on customer engagement. Judging from the results of data analysis on the F test, the sig value on F count is $0.001 < (0.05)$ which means that H0 is rejected so that H4 is accepted. Which means that content marketing, influencer marketing, and experiential marketing have a significant effect on customer engagement.
5. The results of the research stated that the coefficient of determination was 0.628 or 62.8%. This shows that the influence of content marketing (X1), influencer marketing (X2) and experiential marketing (X3) contributed to the ups and downs of customer engagement by 62.8% and 37.2% due to other factors not discussed in this study.

SUGGESTION

1. Content in a brand is expected to have high graphic quality so that the interest of the customer in terms of sense can be fulfilled. Content is also created with the concept and delivery of communicative messages so that the developer's intentions and goals can be conveyed properly to customers.
2. Influencers should be chosen not only because of how many followers they have. The chosen influencer has a role that actually uses or is in his field. So that customers can also trust reviews from brands introduced by influencers.
3. Providing experience can be started by giving a good impression to the customer. A good experience can be considered from several aspects, such as the interior aspect of the room, room ventilation, service quality and comfort.
4. Customer engagement itself can be obtained when customers have confidence in a brand. Whether starting from influencers or seeking personal reviews. It is hoped that developers will pay attention to aspects of the X1, X2, X3 variables.
5. It is hoped that the next author will explore more sources and references related to the development of online games so that the results of the next research are better and more complete.

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