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THE EFFECT OF SOCIAL MEDIA CONTENT ON CUSTOMER ENGAGEMENT AND ITS IMPACT ON CUSTOMER INTENTION

Naomi Miryam[1*], Ferdi Antonio[2]
[1,2]Graduate School of Management, Universitas Pelita Harapan, Jakarta, Indonesia
E-mail: naomi.miryam@gmail.com
[*]Corresponding author

Abstract: The rising number of fitness centers compelled business professionals to implement effective marketing techniques. This study aimed to analyze and test the antecedent of content in social media marketing, namely social interaction (SI), service provider interaction (SPI), self-concept (SC), functional information (FI), and entertaining information (EI) on customer engagement, and its effect on continuous usage intention (CUI) and positive electronic word of mouth (E-WOM), moderated by health literacy. The conceptual framework was empirically tested on customers of the fitness club. A quantitative survey employing the cross-sectional data method was done. The respondents were selected based on specific criteria, and data was collected using a Likert-scaled online questionnaire. The sample consisted of 236 respondents, and data analysis was conducted using Partial Least Square-Structural Equation Modelling (PLS-SEM). The results demonstrated that engagement has an effect on continuous usage intention (CUI) and the propensity to spread positive E-WOM (PEW). In addition, Health Literacy has not demonstrated a substantial moderating influence. In exchange, health literacy is characterized as a predictor of moderation. The research outcome may have managerial consequences for the fitness facility administration discussed in this article.

Keywords: Health content, social media, customer engagement, service usage intention, positive E-WOM.

Abstrak: *Meningkatnya jumlah pusat kebugaran memaksa para profesional bisnis untuk menerapkan teknik pemasaran yang efektif. Penelitian ini bertujuan untuk menganalisis dan menguji anteseden konten dalam social media marketing, yaitu social interaction (SI), service provider interaction (SPI), self-concept (SC), functional information (FI), dan entertaining information (EI) terhadap customer engagement, serta pengaruhnya terhadap continuous usage intention (CUI) dan positive electronic word of mouth (E-WOM), yang dimoderatori oleh literasi kesehatan. Kerangka konseptual diuji secara empiris pada pelanggan klub kebugaran. Survei kuantitatif yang menggunakan metode data cross-sectional. Responden dipilih berdasarkan kriteria tertentu, dan data dikumpulkan menggunakan kuesioner online berskala Likert. Sampel terdiri dari 236 responden, dan analisis data dilakukan dengan menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa customer engagement berpengaruh pada continuous usage intention (CUI) dan kecenderungan untuk menyebarkan E-WOM (PEW) positif. Selain itu, Literasi Kesehatan belum menunjukkan pengaruh moderatisasi yang substansial. Sebagai gantinya, literasi kesehatan dicirikan sebagai prediktor moderasi. Hasil penelitian mungkin memiliki konsekuensi manajerial bagi administrasi fasilitas kebugaran yang dibahas dalam artikel ini.*

Kata kunci*: Konten Kesehatan, Media Sosial, customer engagement, service usage intention, positive E-WOM.*

JEL Classification: M31, M37

INTRODUCTION

The pandemic has impacted in increasing the health awareness of young people in Indonesia (Lee, J. H., et al., 2020). As the number of fitness centers has increased. The health and fitness industry became more competitive (León & Garca, 2020). This promotes the expansion of the fitness facility industry in metropolitan areas. Each fitness center must have an excellent marketing strategy due to the fierce competition among them. The customer had options for selecting the appropriate gym services. The concept of a customer-centric online marketing plan enabled the organization to maintain an interactive interaction with its customers (Brodie & Hollebeek, 2011). Therefore, the appropriate marketing plan for the fitness center must be customer-centric.

Digital marketing of fitness facilities was required to reach and retain the company over the long run. A variety of social media platforms were utilized by health enthusiasts to disseminate health-related information. Previous research (Bopp & Vadeboncoeur, 2019) has investigated how YouTube could successfully offer health-related content to viewers. Bopp and Vadebonceur (2019) discovered that physical activity and behavior were two of the most requested topics by viewers.

Previous research has examined the perceived utility and content quality factors on social media that influence the intention to engage in physical activity. The results revealed a favorable association between perceived value and intention to return and behave in fitness centers (Gao & Wang,2021). Consequently, there are numerous variables of social media content that affect client engagement and usage behavior. Unfortunately, these studies didn't examine in-depth the variable of social media content marketing. Previous research (Gao & Wang, 2021) simply studied the social media effect and content quality as a consideration but did not go into the social media marketing material itself. The other study that discusses the best strategy for a sustainable fitness business (León & Garca, 2020) has solely studied the website as the online marketing technique that contributes to the long-term viability of the fitness facility.

The new approach attempted to assess in-depth the impact of social media content marketing on customer engagement. The social media content factors used in accordance with prior research (Gao & Wang ,2021). The variables of service provider interaction (SPI) as social media marketing material have been modified to correspond to the researched item. The factors in question were social interaction (SI), service provider interaction (SPI), self-concept (SC), and functional information (FI) (EI).

In the context of fitness center marketing, the lack of health literacy knowledge has never been explored as a moderator of consumer involvement in long-term usage intentions and positive E-WOM (Chen & Shen, 2021). Moreover, health literacy had a substantial impact on the customer's decision-making (Gibney & Doyle, 2017).

This is the first study that used health literacy as a moderator for the effect of services and good E-WOM on customer engagement. With the aid of health literacy, this study examined the antecedents of customer engagement and their impact on consumer usage intention (CUI) and positive E-WOM (PEW) as the antecedents of customer engagement.

LITERATURE REVIEW AND HYPOTHESIS

Social Media Content Marketing

Currently, the necessity of social media engagement is needed. Entertainment, interaction, trendiness, customization, and perceived risk were crucial elements of social media marketing in order to increase brand equity (Seo & Eun-Ju, et al., 2018). Brand equity was a collection of brand assets and liabilities associated with a brand, its name, and its symbol that increase or decrease the value of a product or service provided to a firm or its customers. This was known as brand equity (Aaker, 1991). Keller defined customer-based brand equity as the differential impact of brand knowledge on consumer response to brand marketing (Keller, 1993) (Keller & Kevin, 2013).

Brand equity comprised brand recognition and brand image (Seo, & Eun-Ju, et al., 2018). The data demonstrated that brand recognition had a substantial effect on commitment, but the brand image had a substantial effect on both online word-of-mouth and commitment. (Seo & Eun-Ju, et al., 2018). This study attempted to examine brand engagement based on the variable of the time period.

The success of a marketing strategy is dependent on social media content. Previous research on online marketing methods (León & Garca, 2020) identified five best practices for fitness facility management to improve client engagement: customer service, offered service, marketing, amenities, and standard terms and conditions.

To boost consumer involvement, the previous study (León & Garca, 2020) on fitness center management utilized additional marketing methods that were supported by this study. YouTube could also assess health-related content in terms of physical literacy, according to a prior study. This study will complete the physical literacy variable (Durau & Diehl, et al., 2022) and the usage of Instagram and other social media platform.

Customer engagement (CE) is a strategic goal for enhancing organizational performance, including sales growth, competitive advantage, and profitability (Brodie & Hollebeek, 2011). According to prior research, the variable customer engagement had a favorable influence on purchase intent (Brodie & Hollebeek, 2011).

This study was undertaken to examine the impact of internet marketing tools, such as social media marketing content, on the fitness center's client engagement. Although the previous study provided other best practices to attract customers utilize the fitness center, The report lacks a detailed examination of each technique. There is a gap between the preceding study and the current investigation (León & Garca, 2020). Prior research focused solely on marketing in general. With 5 independent factors, 3 dependent variables, and the assistance of a moderation variable, this framework was presented to help fill the gap (Figure 1).

Five best practices from prior studies (León & Garca, 2020), a reasonable charge, and accessibility were all factors that influenced customer engagement

in a healthy lifestyle. Social interaction is incorporated into the content of social media marketing. Brodie and Hollebeck suggested that social interaction between individuals enhanced the potential of E-WOM. This study examined the concept of the application of social interaction in fitness centers.

The perceived motivating power of the influencer was revealed as a major predictor of exercise intentions. The influencer's persuasive content could be utilized as an efficient marketing tactic for the fitness club (Bopp & Vadeboncoeur, 2019). The impact of social media on business aspects is vast. According to prior research (Gao & Wang, 2021), certain aspects of social media influence fitness behavior. These were perceived utility, content quality, interactive relationship, and opinion. This element had a substantial beneficial influence on the perceived value of social media platforms. The results demonstrate a favorable association between perceived value and propensity to return.

The additional variable of purchase intent from the previous study will be replaced with continuous usage intent due to the service-based industry purpose of this research (Chen & Shen, 2021). Based on earlier research (León & Garca, 2020), The significance of service as an indicator of consumer usage retention has been established. Thus, service provider interaction will replace brand interaction as the other variable. Based on this research, the examined target was the service element rather than the brand element.

Health literacy has been characterized as the capacity to receive, comprehend, evaluate, and use health information, and it entails a spectrum of intermediate outcomes connected with health education and health communication (Gibney & Doyle, 2017). Health content as a component of physical literacy has a substantial effect on generating interest (Bopp & Vadeboncoeur, 2019). This study studied how health literacy promotes devoted customers who continually recommend and disseminate positive E-word-of-mouth.

The demand for the health content of physical literacy was significant. One of the health content, motivational power content, emerged as the most significant predictor of exercise intention (Durau & Diehl, et al., 2022). With the use of health literacy as a moderator, the purpose of this study was to examine the effect of customer involvement on continuous usage intention (CUI) and positive E-WOM (PEW).

The antecedent of customer engagement ensured the identification of the social media content marketing variable that has the greatest impact on customer engagement.

Based on the purpose of the investigation, the following hypothesis was developed.

H_1: Social Interaction has a positive impact on customer engagement.

H_2: Service Provider Interaction has a positive impact on customer engagement.

H_3: Self-Concept has a positive impact on customer engagement.

H_4: Functional Information has a positive impact on customer engagement.

H_5: Entertaining Information has a positive impact on customer engagement.

H_6: Variable customer engagement has a positive impact on continuous usage intention.

H_7: Variable customer engagement has a positive impact on positive E-WOM.

H_8: Variable health literacy has a moderating effect on continuous usage intention (CUI).

H_9: Variable health literacy has a moderating effect on positive E-WOM (PEW).

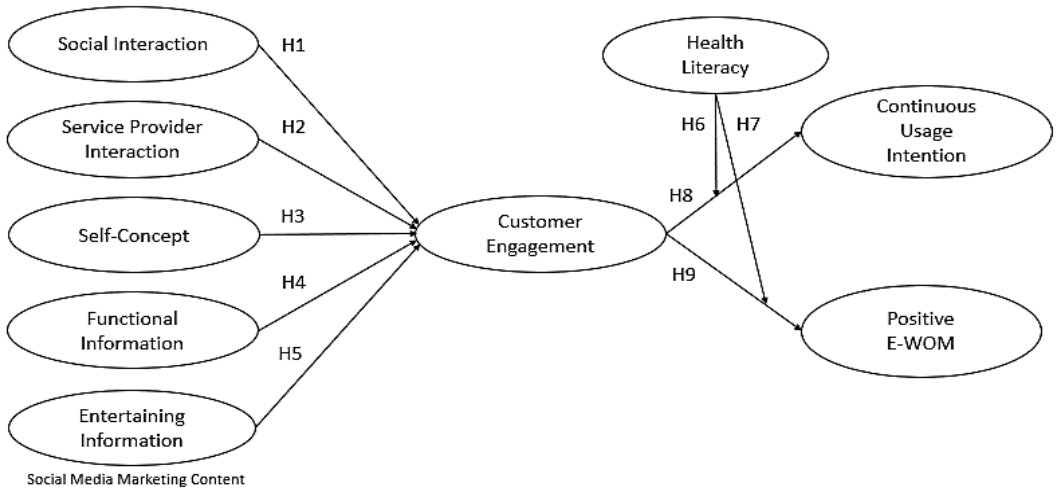

Figure 1. Conceptual Framework

DATA AND METHOD

Participants

To accomplish this research use non-probability sampling and using the quantitive method. The data that we used is cross-sectional approach to analyze the customer engagement variable effect on customer usage intention and positive E-WOM with the influence of social media marketing content variable. The dependent variables are social media marketing content variable such as Social Interaction (SI), Service Provider Interaction (SPI), Self-Concept (SC), Functional Information (FI), and Entertaining Information (EI).

The conceptual framework of this study is tested on population which is every fitness center member all around Indonesia. The sample of study is the respondents were all the customers or members of the gym of celebrity fitness that has been regular members between 2021-and 2022, located around Indonesia at the age of 18 to 34 years old.

This study used a fitness center as the objective. This fitness center is a well-known fitness center with a network of clubs spread usage around Indonesia, Malaysia, the Philippines, and India. This fitness center already has more than 30 clubs spread all around Indonesia. Each club offered personal training, yoga, spinning / indoor cycling, and group fitness programs for its members. Fitness center branch across the globe has separate entities with different shareholders and had been managed by different leadership teams.

These past 2 years, health issues was on a rise. Most people become highly aware by the importance of health. Therefore, the population is relevant for this empirical study.

Measures

The sample was taken purposively with specific criteria of fitness center members who had been a member of the fitness center in the recent years of 2021-2022 and categorized as an active member. Using a standardized questionnaire and a set of indicators, the construct was measured. The questionnaire used from an earlier studies was changed to meet the research context, and it was then translated by a translator to ensure its high quality. The contents of each scale are shown in Table 2. On a scale from 1 (strongly disagree) to 5 (strongly agree), participants were required to rate their agreement with the statement (strongly agree).

The primary aim of this study was to analyze antecedents of Customer Engagement (CE) towards Customer Usage Intention (CUI) and Positive E-WOM (PEW) with Health Literacy (HL) as the moderating effect. The question of health literacy was derived based on the source cited in references (Chen & Shen, 2021) and modified by the respondent's understanding.

Analysis

This study has seven independent variables, one dependent variable and one moderate variable. The independent variables are Social Interaction (SI), Service Provider Interaction (SPI), Self-concept (SC), Functional Information (FI) and Entertaining Information (EI). The dependent variable was customer engagement and the moderate variable used was health literacy.

PLS-SEM was chosen because it can simultaneously produce estimates for each variable (Sarstedt, et al., 2017). PLS may also assess complicated models in exploratory research; hence, it can provide the prediction potential of the construct for future research (Hair, et al., 2019).

To accomplish partial least square (PLS), This study used SmartPLS 3.2.7 software to analyze the scale accuracy and structural model. To collect primary data this study used a survey through google docs with Skala Likert's 1-5 method and distributed the survey online. After eliminating and excluding invalid answers from the respondents, 237 results were concluded as eligible to be run on the software. This sample was defined as valid and applicable to the previous theory.

RESULT

Based on 237 valid data archived. It is found that mostly the frequent gym member of the fitness center is dominated by males in the range of 26-30 years old. The result aligns with previous research about men that were more likely to motivate and engage with sport than women (Durau & Diehl, et al., 2022). Most of them are private employees, dominated mostly by diploma study background, located the in south Jakarta with average usage expenditure 5.000.000-7.000.000 (in rupiah).

Most of fitness members used Instagram as their main social media. They had visited the fitness center 3-4 times per month. They lastly used the service from 21st February to 26th February 2022 mostly with membership package services. Most of them used debit payment (BCA, Mandiri, BNI, etc) as an option.

Table 1. Respondent's Demographic Profile

Demographic Variable	Sample (n)	Percentage (%)
Gender		
Female	86	39.3
Male	131	59,80
Choose not to answer	2	0.9
Age		
< 18 years	5	2.3
18-22 years	34	15.7
22-26 years	69	31.8
26-30 years	91	41.9
30-35 years	17	7.8
>35 years	1	0.5
Profession		
Professional	6	2.8
Self-Employed	54	25
Private employees	80	37
Government employees	36	16.7
Student / Student	31	14.4
Housewife	8	3.7
Retired	0	0
Other	1	0.5
Education Background		
High School/ Equivalent	54	24.8
Diploma/Equivalent	87	39.9
S1	71	32.6
S2	6	2.8
S3	0	0

In the first step, this study started to calculate the data based on Table 2, a total of 27 indicators met the outer loading criteria (which is above 0.70), except for the other 2 indicators of health literacy which were determined as insignificant and not reliable. After evaluating the outer loading criteria, the next step was to evaluate construct reliability. Evaluating construct reliability was needed to test the internal consistency and staved off redundancy. The average variance extracted (AVE) was counted to evaluate the convergent validity. Based on the average variance extracted (AVE), all the indicators were valid because the score was more than 0.50. This means that all the constructs could explain at least 50% of the variance.

The final evaluation in the outer model was the discriminant validity test. It has been completed by calculating the Heterotrait-Monotrait (HT/MT) ratio. The results were shown in Table 3, where all indicators were specified to measure their respective constructs. Based on the theory the value for HT/MT ratio is < 0.9 to differentiate the indicator's concept. All indicators in this proposed research model were reliable and valid based on the outer model's analysis results, thus the structural model could proceed. Except for the fact that variable health literacy was above 0.9 which means that the indicators of variable health literacy couldn't measure the respective construct.

Bootstrapping was conducted to determine the significance of the variable. Based on the significant result that health literacy has a significant effect on positive E-WOM so did customer usage intention. Other variables such as social interaction, service provider interaction, self-concept, functional information, and entertaining information had a significant effect on customer engagement. Which affected customer engagement to create an effect on customer usage intention and positive E-WOM.

All nine hypotheses are supported by T-statistics (above >1.645). Although the p-values for health literacy had proven insignificant (above >0,05). The result had meaning that the variable of health literacy was unable to moderate customer engagement and its impact on positive E-WOM and continuous usage intention.

Table 2. Discriminant and Construct Validity

Variables	Indicators	Outer Loading	CA	CR	AVE
Customer Engagement	I love to interact through this brand's social media account	0.897	0.900	0.926	0.715
	I spent time looking at the social media account	0.849			
	I love interacting through the brand account	0.801			
	I love to participate in any kind of promotion this brand has offered	0.872			
	I love to get an active interaction with other users through this social media account	0.806			
Customer Usage Intention	I believe this brand is my first choice for relevant products	0.860	0.818	0.819	0.732
	I will choose this brand next time when I buy this product category	0.836			
	I am willing to try new products for this brand	0.871			
Entertaining Information	I get to know new people like myself through this brand	0.935	0.790	0.877	0.706
	I can interact with people like myself through this brand	0.812			
	I get to know interesting people through this brand	0.764			
	I can identify myself well with other users of this brand				
Functional Information	The content shared helped me understand health issues in general	0.687	0.746	0.854	0.663
	The content shared on the Instagram account is helpful to me	0.871			
	The content shared on the Instagram account is essential for me				
	The content shared on the Instagram account discussing recent information about health issues	0.871			
Health Literacy	The whole knowledge about health interest me in using the fitness services	1.134	0.916	0.941	0.798
	the content in the account consist of the information that related to my health issues	1.134			
	the content that the brand offer help to understand my own health	0.961			
Positive E-WOM	I'm willingly posting positive impression about this brand	0.826	0.847	0.908	0.767
	I'm willingly positive impression in the content they create	0.907			
	I'm willingly share the referal to others through this brand	0.891			
	I'm willingly use my platform to share this brand content				
Self-Concept	I can identify myself well with other users of this brand	0.776	0.831	0.900	0.751
	the brand offer comprehensive gym services	0.927			
	the service that brand offer help me to solve my issues related to health	0.889			
Social Interaction	I can interact with people like myself through this brand	0.839	0.837	0.902	0.754
	I get to know interesting people with the same background through this brand	0.877			
	I can identify myself well with other users of this brand	0.910			
	I get to know interesting people through this brand	0.880			
Continuous Provider Interaction	I feel less lonely for the fact that I can interact with this brand through the Instagram account	0.845	0.899	0.930	0.768
	This brand instagram account is quite interactive	0.877			
	I can give feedback to this brand on this fan page	0.883			

CA: Cronbach's alpha, **CR**: Composite reliability, **AVE**: Average variance extracted

Table 3. Discriminant Validity with HT/MT Ratio

Variables	CUI	CE	EI	FI	HL	Mod.HL: CE>CUI	Mod.HL: CE>PEW	PEW	SC	SPI	SI
CONTINUOUS USAGE INTENTION											
CUSTOMER ENGAGEMENT	0,795										
ENTERTAINING INFORMATION	0,799	0,820									
FUNCTIONAL INFORMATION_	0,768	0,779	0,781								
HEALTH LITERACY_	0,462	0,732	0,649	0,651							
Mod.health literacy:CE>CUI	0,109	0,223	0,257	0,402	0,352						
Mod.health literacy:CE>PEW	0,109	0,223	0,257	0,402	0,352	1,000					
POSITIVE E-WOM_	0,777	0,769	0,739	0,647	0,659	0,203	0,203				
SELF CONCEPT_	0,712	0,713	0,706	0,743	0,495	0,237	0,237	0,642			
SERVICE PROVIDER INTERACTION_	0,630	0,778	0,773	0,741	0,662	0,433	0,433	0,687	0,630		
SOCIAL INTERACTION_	0,614	0,766	0,693	0,648	0,749	0,369	0,369	0,637	0,552	0,790	

CUI: Customer Usage Intention, **CE** : Customer Engagement, **EI**: Entertaining Information, **FI** : Functional Information, HL: Health Literacy, **Mod.HL**:Moderating Effect of Health Literacy, **PEW**: Positive E-WOM, **SC**: Self Concept, **SPI**: Service Provider Information, **SI**: Social Interaction

Table 4. Hypotheses Testing Result

No	Path	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Significance	Result
H1	CUSTOMER ENGAGEMENT → CONTINUOUS USAGE INTENTION	0,058	12,903	0,000	Significant	Hypotesis supported
H2	CUSTOMER ENGAGEMENT → POSITIVE E-WOM_	0,063	8,410	0,000	Significant	Hypotesis supported
H3	ENTERTAINING INFORMATION → CUSTOMER ENGAGEMENT	0,059	4,172	0,000	Significant	Hypotesis supported
H4	FUNCTIONAL INFORMATION_ → CUSTOMER ENGAGEMENT	0,055	3,042	0,001	Significant	Hypotesis supported
H5	HEALTH LITERACY_ → CONTINUOUS USAGE INTENTION	0,076	0,757	0,224	Insignificant	Hypotesis not supported
H6	HEALTH LITERACY_ → POSITIVE E-WOM_	0,079	2,897	0,002	Significant	Hypotesis supported
H7	Mod.health literacy:CE>CUI →CONTINUOUS USAGE INTENTION	0,033	0,904	0,183	Insignificant	Hypotesis not supported
H8	Mod.health literacy:CE>PEW → POSITIVE E-WOM_	0,051	0,115	0,454	Insignificant	Hypotesis not supported
H9	SELF CONCEPT_ → CUSTOMER ENGAGEMENT	0,050	3,521	0,000	Significant	Hypotesis supported
H10	SERVICE PROVIDER INTERACTION → CUSTOMER ENGAGEMENT	0,056	2,444	0,007	Significant	Hypothesis supported
H11	SOCIAL INTERACTION → CUSTOMER ENGAGEMENT	0,056	4,998	0,000	Significant	Hypothesis supported

Table 5. Specific Indirect Effect

Path	Original Sample (O)	Sample Mean (M)	P-Value
CUSTOMER ENGAGEMENT → CONTINUOUS USAGE INTENTION	0,747	0,749	0,000
CUSTOMER ENGAGEMENT → POSITIVE E-WOM_	0,531	0,533	0,000
ENTERTAINING INFORMATION → CUSTOMER ENGAGEMENT	0,247	0,249	0,000
FUNCTIONAL INFORMATION_ → CUSTOMER ENGAGEMENT	0,167	0,170	0,001
HEALTH LITERACY_ → CONTINUOUS USAGE INTENTION	-0,058	-0,059	0,224
HEALTH LITERACY_ → POSITIVE E-WOM_	0,230	0,230	0,002
Mod.health literacy:CE>CUI → CONTINUOUS USAGE INTENTION	0,030	0,029	0,183
Mod.health literacy:CE>PEW → POSITIVE E-WOM_	0,006	0,006	0,454
SELF CONCEPT_ → CUSTOMER ENGAGEMENT	0,176	0,174	0,000
SERVICE PROVIDER INTERACTION_ → CUSTOMER ENGAGEMENT	0,138	0,140	0,007
SOCIAL INTERACTION_ → CUSTOMER ENGAGEMENT	0,278	0,274	0,000

The result derived from the framework below explain the negative result of the path coefficient in the health literacy variable to continuous usage intention, which meant that the higher health literacy of customer will decreased their intention in using the fitness center service. The *p-value* of health literacy to the customer usage intention could be defined as insignificant in contrast to the effect of health literacy to positive E-WOM which results significant.

The moderation effect calculation result was insignificant for both continuous usage intention and positive E-WOM, which means that health literacy is defined as a predictor of moderation. The variable was not acted as moderation but become a predictor variable that directly give an effect to the other variables.

The result of PLS-SEM shown in figure 2, the empirical model described that this model had the capability to prove that social media marketing content surely had a positive effect of customer engagement which lead to having an impact to increase service usage intention and positive E-WOM. But there was a need further research about health literacy and whether it had no moderating effect on Customer Usage Intention (CUI) and Positive E-WOM (PEW) if the context of the question had adjusted to the respondent's understanding of health literacy.

Based on the F-Square result, service provider interaction and self-concept variable has small effect influencing customer engagement. While social interaction has a medium effect and customer engagement has a quite large effect influencing customer engagement. On the other hand, the R-square result showed that most changes in customer engagement were influenced by social interaction, self-concept, functional information, and entertaining information. The results show that only the least percentage creates a significant effect from customer usage intention variables.

DISCUSSION

The results show that customer engagement has a significant impact the most on continuous usage intention and the least on positive E-WOM. Social interaction as the marketing content has the most impact on customer engagement, while service provider interaction has less impact on customer engagement. Customer engagement has the most impact on customer usage intention than positive E-WOM.

The previous study only use websites as the other marketing tool (León & García, 2020). It was also stated that only a few fitness centers use the website as a marketing tool. This study helps to comprehend the online marketing effect and add value of social media content as a marketing instrument.

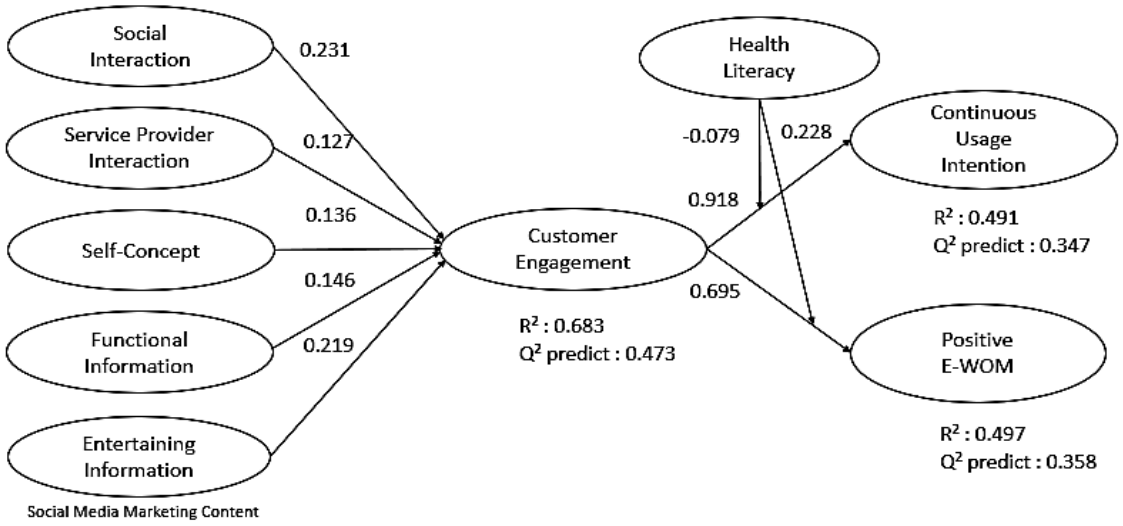

Figure 2. Result Model

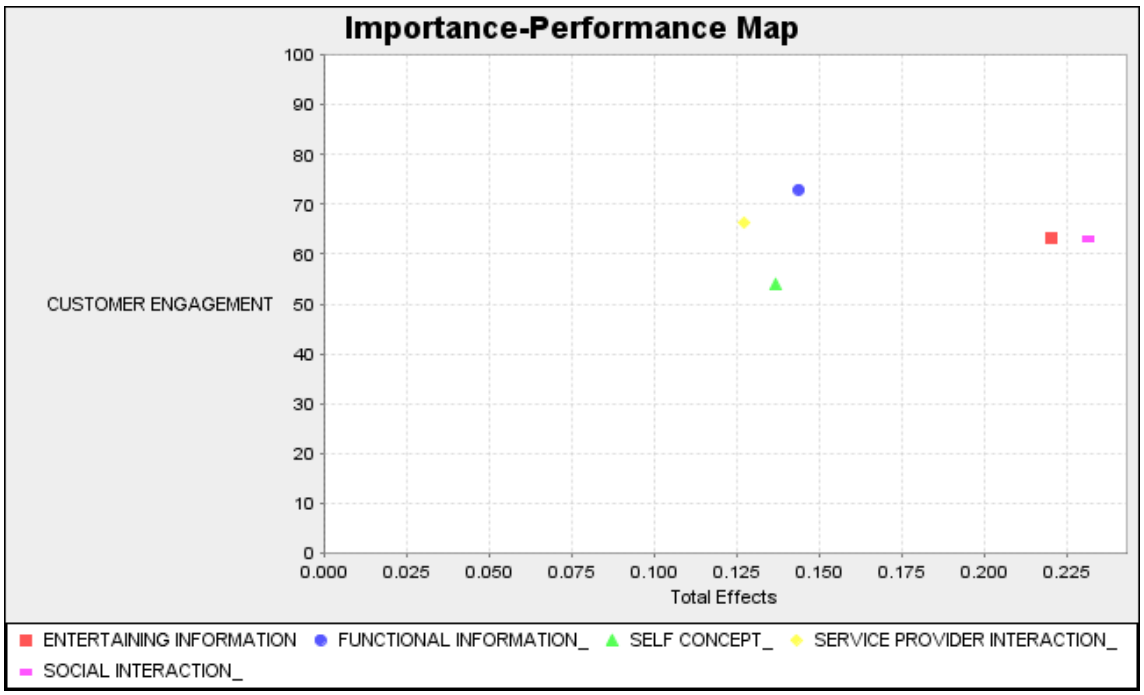

Figure 3. IPMA Customer Engagement

On the theoretical, this study finds that the increase of new variables of health literacy will result in neglecting customers to use the service continuously. In contrary to the last research that stated health content has a substantial effect on generating interest (Bopp & Vadeboncoeur, 2019). Thus, the variable of health literacy needs to be analyzed further to test the aspect of validity and reliability in accordance with the last research. This new variable of service provider interaction creates a new framework that contributes to adding a new variable to the last research that analyzed social media content marketing (Chen & Shen, 2021).

On the managerial implication, this study finds that the social interaction and entertaining information variable are both variables that will be effective to be applied in order to create new ideas for the management (Figure 3). The recent research on several countries around Asia (Lee, et al., 2022), shows how COVID-19 Pandemic have changed people's perspectives by increasing their desire for natural leisure activities and health. It has motivated people's return to nature and encouraged a favorable view of nature's ability to promote good health. This newest finding support and added another aspect that also associated with fitness

and physical activity. Outdoor and nature leisure activities could be one of the factors that are included to be analyzed further more as another variable of social media content that will create customer engagement.

CONCLUSION

This study objective is to determine whether the antecedent of social media marketing content has an effect on customer engagement in order to influence the customer's Continuous Usage Intention (CUI) and Positive E-WOM (PEW).

Positive E-WOM has the least impact on customer engagement. Customer usage intention has the greatest impact on customer engagement. The research demonstrates that health literacy has little effect on attracting customers to continue utilizing the fitness center's services, but it does have an effect on fostering Positive E-WOM (PEW).

Based on the research, this study also found that health literacy had no moderating influence on continuous usage intention (CUI) and positive word-of-mouth (PEW). This suggests that health literacy has no moderating effect. Due to the respondent's misunderstanding of the question, the outcome may be biased. It was suggested that fitness center customers should be asked questions that correspond with their level of knowledge of health literacy.

There are obviously some drawbacks to this study. This study must first examine the factors that influence the unwillingness to use fitness services. The presence of health literacy as a moderating factor has a positive impact on the intention to use a product continuously. This indicates that there are other issues that need to be investigated in depth.

Second, this study does not incorporate the theory of internal or external indications as the indicators that allow the engaging customer's impact to influence the customer's good E-WOM. Gender has some influence on the content strategy for fitness facility and social media websites. This may be required for future research as an additional variable that influences usage intention (Durau & Diehl, et al., 2022) (Bopp & Vadeboncoeur, 2019).

Adding interviews as a further instrument for testing all factors required to increase the validity and reliability of the data and produce a persuasive conclusion. As a result of the customer's lack of technical education, the use of a single instrument may be biased. This research was conducted over one month period of time, indicating that additional time is required to analyze both internal and external parties.

AUTHOR CONTRIBUTION

Conceptualization: Naomi Miryam, Ferdi Antonio
Data curation: Naomi Miryam, Ferdi Antonio
Formal analysis: Naomi Miryam, Ferdi Antonio
Funding acquisition: Naomi Miryam, Ferdi Antonio
Investigation: Naomi Miryam, Ferdi Antonio
Methodology: Naomi Miryam, Ferdi Antonio
Project administration: Naomi Miryam, Ferdi Antonio
Resources: Naomi Miryam
Software: Naomi Miryam and Ferdi Antonio
Supervision: Ferdi Antonio
Validation: Naomi Miryam, Ferdi Antonio
Visualization: Ferdi Antonio
Writing – original draft: Naomi Miryam
Writing – review & editing: Ferdi Antonio

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