Research Article

Digital Marketing Strategies in Building Brand Advocacy to Improve Purchase Intention (Study Case at PT. Nada Promotama)

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Abstract: This study investigates how digital marketing strategies affect online brand advocacy, brand loyalty, and purchase intention in the context of a music and event company in Indonesia, PT. Nada Promotama. Using a quantitative explanatory approach, data were collected from 281 respondents through an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that digital marketing significantly influences both online brand advocacy and brand loyalty. Moreover, brand loyalty positively and significantly affects purchase intention, while online brand advocacy does not have a direct significant effect. Interestingly, the analysis revealed a reciprocal relationship between brand advocacy and brand loyalty, suggesting a mutually reinforcing dynamic between the two constructs. These findings contribute to the understanding of digital consumer behavior in the entertainment sector and offer practical insights for marketers seeking to leverage emotional loyalty and advocacy in digital strategies.

Keywords: digital marketing, brand advocacy, brand loyalty, purchase intention, PLS-SEM, music event marketing

1. INTRODUCTION

Music festivals have grown immensely in popularity, drawing millions of attendees, and highlighting the increasing relevance of music tourism (Gibson & Connell, 2007) . In the dynamic and competitive landscape of entertainment and live event marketing, building strong relationships with consumers through digital platforms has become more crucial than ever. With the proliferation of digital technologies, marketers increasingly rely on personalized content, social media interaction, and community-based strategies to influence consumer decision-making. One of the key challenges faced by firms like PT. Nada Promotama is the declining purchase intention among repeat audiences, despite sustained or increased digital campaign efforts.

The gap between digital engagement and actual consumer conversion highlights the need to evaluate the role of brand advocacy and brand loyalty as intermediating variables in the digital marketing–purchase intention relationship. While existing literature often treats advocacy as a direct predictor of purchase behavior, empirical inconsistencies have raised questions about the true effectiveness of advocacy compared to emotional and behavioral loyalty (P. Becerra & Badrinarayanan, 2013)

This study seeks to address these gaps by examining the following research questions:

- What digital marketing strategies are currently implemented by PT. Nada Promotama to increase purchase intention?
- Which digital marketing strategies are most effective in driving brand advocacy and purchase intention?
- To what extent does brand advocacy mediate the relationship between digital marketing strategies and purchase intention?
- How do brand advocates influence the purchase decisions of potential consumers?

To address these questions, this study applies the Theory of Planned Behavior (Ajzen, 1991)) and Customer-Based Brand Equity ((Keller, 1993)) to construct and test a structural model. The proposed model includes digital marketing strategies as the independent variable, online brand advocacy and brand loyalty as mediating constructs, and purchase intention as the outcome variable. Using empirical data from 281 digital consumers of PT. Nada Promotama, this paper offers new insights into which pathways are most effective for influencing consumer action in the context of experiential services.

2. LITERATURE REVIEW
2.1 Digital Marketing
Digital marketing refers to the strategic use of internet-based technologies, including social media, search engines, email, and content platforms, to engage consumers and deliver value. In recent years, digital platforms have become primary touchpoints for consumer-brand interaction, enabling two-way communication, personalization, and real-time feedback (Chaffey & Ellis-Chadwick, 2019). Effective digital somarketing strategies are known to improve brand visibility, customer engagement, and ultimately influence behavioral outcomes such as brand loyalty and purchase intention (Gibson & Connell, 2007; Tiago & Veríssimo, 2014)

2.2 Brand Advocacy
Online brand advocacy (OBA) is 'strong, influential, purposeful and non-incentivised, online representation of a brand and that brand's best interest by a brand-experienced customer (either past or current), which includes 'standing up for' and speaking on behalf of the brand' ((Wilk et al., 2019). Brand advocacy is defined as voluntary, consumer-initiated promotion of a brand through digital or offline channels. Advocates may share positive reviews, post user-generated content, or recommend products to peers—often without any direct incentives (P. Becerra & Badrinarayanan, 2013). In digital contexts, online brand advocacy is particularly influential due to the credibility of peer recommendations and the amplification effect of social media. Recent studies emphasize that while advocacy can increase brand visibility and trust, its direct effect on purchase intention may vary depending on customer context and brand familiarity. For example, (Ul Islam & Rahman, 2017) found that electronic word-of-mouth (eWOM) contributes positively to brand perception and consumer engagement, but its influence on final purchase decisions is often mediated by brand trust or loyalty.

2.3 Brand Loyalty
Brand loyalty reflects both behavioral repetition and emotional commitment toward a brand. It encompasses attitudinal loyalty (emotional attachment) and behavioral loyalty (consistent repurchase) ((Chaudhuri & Holbrook, 2001)). In the digital era, brand loyalty is shaped by personalized experiences, trust, and meaningful digital interactions ((Rather, 2020)). Loyal customers not only repurchase but are also more likely to become advocates, creating a reinforcing cycle between loyalty and advocacy ((Fullerton, 2005)).

2.4 Purchase Intention
Purchase intention is the consumer's stated likelihood or plan to buy a product or service in the future. It is a key outcome variable in consumer behavior research and is often used as a proxy for actual purchase behavior (Spears & Singh, 2004). The intention to purchase can be influenced by emotional factors (like loyalty), cognitive evaluations (e.g., perceived value), and social influences (e.g., advocacy). However, the relationship between advocacy and purchase intention may be mediated by loyalty in some contexts.

Hypotheses

This study examines six hypotheses based on the theoretical and empirical relationships between digital marketing, brand advocacy, brand loyalty, and purchase intention:

- **H1:** Digital marketing strategies are positively related to online brand advocacy.
  Supported by findings that interactive**,** personalized digital content and social engagement foster consumer-generated advocacy behavior. For example, (Ul Islam & Rahman, 2017) show that participation in online brand communities significantly enhances consumers' willingness to promote. (Chatterjee, 2011) also found that digital word-of-mouth mechanisms empower consumers to become brand advocates when they experience high satisfaction and emotional engagement. (Kumar & Pansari, 2016) assert that highly engaged customers—driven by effective marketing strategies—are more likely to recommend brands to others. The interactive features of digital platforms amplify advocacy behavior by enhancing perceived authenticity and relevance of content.

- **H2:** Digital marketing strategies are positively related to brand loyalty.
  Personalized digital experiences enhance emotional loyalty and brand commitment (Rather, 2020). (Hollebeek & Macky, 2019) emphasize that value-driven digital content fosters psychological ownership and long-term loyalty.

- H3: Online brand advocacy is positively related to purchase intention.
  Online brand advocacy enhances the credibility of marketing messages by leveraging peer recommendations and user-generated content. Research shows that consumers trust peer opinions more than corporate messaging, making brand advocates instrumental in driving purchase decisions. (Wilk et al., 2019) found that brand-related online word-of-mouth significantly improves consumers' willingness to buy. Although widely assumed, recent findings suggest this effect may be indirect or context-dependent ((Bansal & Voyer, 2000)

- **H4:** Brand loyalty is positively related to purchase intention.
  (Chaudhuri & Holbrook, 2001) further demonstrate that emotionally loyal consumers are less price-sensitive and more inclined to engage in repeat purchasing.

- **H5:** Online brand advocacy is positively related to brand loyalty.
  Advocacy may strengthen identification and deepen commitment ((Fullerton, 2005; P. Becerra & Badrinarayanan, 2013)

- **H6:** Brand loyalty is positively related to online brand advocacy.
  Loyal customers often promote brands through word-of-mouth and digital testimonials ((P. Becerra & Badrinarayanan, 2013b)).

This conceptual framework explores not only direct effects but also the potential reciprocal and reinforcing dynamics between advocacy and loyalt

3. METHOD

This research used a quantitative explanatory approach to assess how digital marketing strategies influence online brand advocacy, brand loyalty, and purchase intention. The objective was to test the influence pathways and reciprocal effects among these constructs in the context of PT. Nada Promotama, an Indonesian music and event company. The research model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, which is suitable for prediction-oriented models, small-to-medium sample sizes, and complex path relationships (Hair et al., 2017). The population consisted of individuals who had interacted with PT. Nada Promotama's digital content and had attended at least one of its events. A purposive sampling technique was employed to ensure participants had prior brand exposure relevant to the variables being measured. A total of 281 valid responses were collected through a self-administered online questionnaire distributed via social media and email platforms. The sample size met the minimum requirements for PLS-SEM analysis, which recommends a minimum of 10 times the number of items measuring the most complex construct.

Validity and Reliability

To ensure measurement accuracy, the study conducted both convergent and discriminant validity tests:

- Convergent Validity was assessed using outer loading and Average Variance Extracted (AVE). All indicators exceeded the 0.70 threshold, with AVE values above 0.50, confirming adequate item reliability.
- Discriminant Validity was verified using the Fornell-Larcker criterion, where each construct's AVE square root was higher than its correlations with other constructs.
- Composite Reliability (CR) and Cronbach's Alpha scores were all above 0.70, ensuring internal consistency.

Data Analysis Procedure

The data analysis was conducted in two main stages:

- Measurement Model Assessment: Tested for indicator reliability, internal consistency, convergent validity, and discriminant validity.
- Structural Model Assessment: Evaluated path coefficients (β), R-square (R^2) values, t-statistics, and p-values using bootstrapping with 5,000 samples. Mediation and reciprocal effects between brand loyalty and brand advocacy were also examined.

4. RESULTS AND DISCUSSION

The following section presents the analytical results derived through the use of Partial Least Squares Structural Equation Modeling (PLS-SEM). The evaluation is divided into two phases: (1) assessment of the measurement model, and (2) structural model analysis including hypothesis testing and coefficient interpretation.

4.1 Measurement Model Assessment

- Convergent Validity and Reliability
  All outer loading values exceeded the 0.70 threshold (Hair et al., 2017), indicating good indicator reliability, except for two items (BL2 = 0.727 and DM1 = 0.716) which are within the acceptable range. The Average Variance Extracted (AVE) for each construct was above 0.50, and Composite Reliability (CR) values were above 0.80, confirming adequate internal consistency.
- Discriminant Validity
  The square root of AVE for each construct exceeded the inter-construct correlations, supporting discriminant validity. For example, the AVE square root for Brand Advocacy (0.880) was greater than its correlations with Digital Marketing (0.174), Brand Loyalty (0.550), and Purchase Intention (0.235), confirming that the constructs are conceptually distinct.

4.2 Structural Model Assessment

(a) All constructs demonstrated strong internal consistency:

Variable	Composite Reliability (CR)	Cronbach's Alpha
Digital Marketing	0.892	0.855
Online Brand Advocacy	0.945	0.927
Brand Loyalty	0.875	0.821
Purchase Intention	0.885	0.845

All values exceeded the acceptable threshold of 0.70 (Hair et al., 2019), indicating good reliability.

(b) Convergent Validity (AVE)

Construct	AVE
Digital Marketing	0.624
Online Brand Advocacy	0.775
Brand Loyalty	0.583
Purchase Intention	0.562

Each AVE exceeded the 0.50 benchmark, confirming convergent validity for all constructs.

(c) Discriminant Validity (Fornell-Larcker Criterion)

	Brand Loyalty	Digital Marketing	Brand Advocacy	Purchase Intention
Brand Loyalty	0.763			
Digital Marketing	0.273	0.790		
Brand Advocacy	0.550	0.174	0.880	
Purchase Intention	0.387	0.515	0.235	0.750

All diagonal values (square roots of AVE) were greater than inter-construct correlations, supporting discriminant validity

4.3 Structural Model Evaluation

R² Values

Endogenous Variable	R²	Interpretation
Brand Loyalty	0.335	Moderate explanatory power
Online Brand Advocacy	0.030	Weak explanatory power
Purchase Intention	0.151	Weak explanatory power

The model moderately predicts Brand Loyalty but has weak predictive power for Advocacy and Purchase Intention, suggesting possible missing variables.

Bootstrapping results (5,000 samples) are summarized as follows:

Hypothesis	Path	β	t-value	p-value	Result
H1	Digital Marketing → Brand Advocacy	0.174	3.470	0.001	Supported
H2	Digital Marketing → Brand Loyalty	0.183	3.755	0.000	Supported
H3	Brand Advocacy → Purchase Intention	0.031	0.489	0.625	Not Supported
H4	Brand Loyalty → Purchase Intention	0.370	6.193	0.000	Supported
H5	Brand Advocacy → Brand Loyalty	0.518	13.474	0.000	Supported
H6	Brand Loyalty → Brand Advocacy	0.543	13.002	0.000	Supported

- Digital Marketing has a significant and positive effect on both brand loyalty and brand advocacy, validating H1 and H2.
- Brand Loyalty significantly drives purchase intention (H4), while Brand Advocacy does not directly influence purchase intention (H3 rejected).
- Brand loyalty and brand advocacy are significantly and reciprocally related (H5 and H6 supported), indicating that they reinforce one another.

These findings indicate that while advocacy and loyalty are both influenced by digital strategies, only loyalty acts as a consistent predictor of future purchase behavior. Thus, loyalty may serve as a more actionable intermediary variable in digital marketing models within the entertainment industry.

Discussion

This study examined how digital marketing strategies influence online brand advocacy, brand loyalty, and purchase intention in the context of a music and event company, PT. Nada Promotama. The results reveal important insights into how digital strategies shape consumer behavior in experiential service industries.

First, the findings support the hypothesis that digital marketing positively affects both brand advocacy and brand loyalty (H1 and H2). These findings corroborate the results of previous empirical studies ((Rather, 2020)), reinforcing the importance of engaging and personalized digital content in fostering meaningful customer-brand relationships. Social media, targeted campaigns, and interactive digital experiences appear to build trust, satisfaction, and affinity among consumers.

Second, and most notably, brand loyalty significantly predicts purchase intention (H4), while brand advocacy does not (H3 rejected). This finding diverges from some existing literature that emphasizes advocacy as a powerful influence on consumer decision-making ((Bansal & Voyer, 2000)). In this context, it suggests that although customers may recommend a brand, their personal commitment (i.e., loyalty) is more instrumental in determining whether they intend to repurchase or reengage. This result supports the argument that **emotional loyalty**, rather than mere social signaling, is a more robust predictor of future behavior in the music/event industry.

Third, the study identifies a strong reciprocal relationship between brand loyalty and brand advocacy (H5 and H6 supported). This mutual reinforcement indicates that while loyalty may lead to advocacy, consumers who engage in advocacy may, in turn, feel more committed to the brand. These findings align with (Fullerton, 2005) and (P. Becerra & Badrinarayanan, 2013b)), who highlight advocacy as both an output and a reinforcing input of loyalty-building processes.

Finally, the relatively low R² values for purchase intention (0.151) and online brand advocacy (0.030) suggest that additional constructs—such as satisfaction, brand trust, experiential value, or social norms—may also play a role in shaping outcomes. These findings indicate opportunities to refine the model further in future studies.

Theoretical Implications

This reseach impact to the existing literature on digital marketing and brand management in several ways:

1. It provides empirical support for the differential impact of brand loyalty and brand advocacy on purchase intention, emphasizing that loyalty is a stronger behavioral driver in entertainment contexts.

2. It affirms the importance of reciprocal dynamics between advocacy and loyalty, which can be integrated into evolving theories of brand relationship marketing.
3. It extends the application of the Customer-Based Brand Equity (CBBE) model by showing how digital experiences reinforce both emotional and social dimensions of consumer-brand engagement.

Managerial Implications

For marketers at PT. Nada Promotama and other event-based organizations, the following strategic actions are recommended:

- Focus on loyalty-building digital strategies such as exclusive experiences, community recognition, loyalty rewards, and post-event engagement. Purchase intentions are more likely to be generated by these strategies than by advocacy on its own.
- Treat advocacy as a byproduct and amplifier of loyalty, rather than a direct conversion tool. Encouraging users to share their experiences should be paired with initiatives that strengthen emotional ties.
- Segment digital marketing efforts based on customer life cycles. First-time attendees may require awareness and conversion messaging, while repeat consumers should be nurtured through loyalty-focused campaigns.
- Monitor engagement metrics not only for reach and shares but also for indicators of commitment, such as repeat visits, sign-ups, and voluntary testimonials.

5. CONCLUSION

This reseach investigated role of digital marketing in online brand advocacy, brand loyalty, and purchase intention within the music and event industry, using PT. Nada Promotama as a case study. The findings reveal that while digital marketing effectively fosters both advocacy and loyalty, it is brand loyalty—not brand advocacy—that significantly predicts purchase intention. Furthermore, a reciprocal relationship was observed between loyalty and advocacy, suggesting they reinforce one another over time.

The research makes two critical contributions: (1) it distinguishes the relative strength of emotional loyalty over social advocacy in driving future consumer behavior, and (2) it highlights the mutual reinforcement between loyalty and advocacy as an important dynamic in consumer-brand relationships. These insights help refine theoretical models of digital engagement and customer-based brand equity, especially within experiential service settings like festivals or entertainment events.

However, the study is not without limitations. The explanatory power of the model—particularly for purchase intention and advocacy—was relatively modest, suggesting the presence of other influential variables not captured in the current framework. Additionally, the study focused on a specific industry and geography, which may limit generalizability to other sectors or regions.

Future Research Directions

Building on these findings, future research may consider:

- Including mediating variables such as satisfaction, brand experience, or trust to better explain purchase behavior.
- Testing moderating factors like age, income, or digital literacy to identify which consumer segments are more responsive to advocacy or loyalty-based strategies.
- Applying longitudinal or experimental designs to assess causality and the evolution of loyalty and advocacy over time.
- Extending the study to other sectors, such as retail, tourism, or health services, to evaluate whether these patterns hold in more utilitarian versus hedonic consumption contexts.

These topics present promising directions that future research should consider that can offer a deeper understanding of how digital strategies can be optimized not just for visibility, but for meaningful and sustainable customer engagement.

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