

THE IMPACT OF CONSUMER ENGAGEMENT TOWARDS CONSUMER LOYALTY IN TOURISM AND HOSPITALITY INDUSTRY

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Abstract

Consumer loyalty is an important element in research for marketers to retain consumers regardless of industry. With the development of tourism and hospitality industry and the increasing popularity of social media, the engagement between the company and consumers is crucial to the success of the company. Additionally, the researchers' increasing attention of consumer engagement and emergence as the predictor of loyalty has increased the need to study consumer engagement. The purpose of this study is to determine the relationships between the affective, behavioural, and cognitive dimensions of consumer engagement and consumer loyalty in the tourism and hospitality industry. In this study, there were 390 respondents that answered the survey through social media such as i.e., Facebook, Instagram and WeChat. The relationships between the variables were tested using SmartPLS 3.0 version, a software used to test the structural equation modelling. The findings of the study showed that the affective and behavioural dimensions of consumer engagement have a significant relationship on consumer loyalty. By referring to this relationship, it indicated that affective and behavioural engaged consumers might be more prone to be turned from engaged consumers to loyal consumers. The findings in this study are beneficial to marketers and consumers in understanding the consumer behaviour in the tourism and hospitality industry.

Keywords: Consumer Engagement, Consumer Loyalty, Tourism and Hospitality

Introduction

Economic growth in the tourism and hospitality industry has seen simultaneous growth. The tourism and hospitality industry has become a crucial economy and social contributor by creating working, business, and investment opportunities as well as economic growth. Tourism Malaysia (2016) recorded an increase of revenue from RM56.5 billion in the year 2010, to RM69.1 billion in 2015 for the tourism and hospitality industry alone. A 22.3% increase in revenue within five years representative the tremendous growth, thus showing the significance of the tourism and hospitality industry in Malaysia. Tourism and hospitality industries were often interrelated and closely associated with each other and hence provide little differences on the result (Skripak, 2016).

Among the sectors in the tourism and hospitality industry, the hotel sector is one of the largest service providers that strengthen the business. According to Lahap, Said, Rose, Sumarjan, and Mohi (2014), hotel sectors in Malaysia had changed and caused the economic expansion of Malaysian economy. However, it is not the only sector that caused economic changes in Malaysia. The airline sector also played an important role in influencing Malaysia's economy. Air transport played a crucial role in moving people from one place to another whether domestically or internationally (Oyewole, Sankaran, & Choudhury, 2007). In the past ten years, the airline sector went through a process of transformation due to increasing fuel prices and security insurance with regards to the outbreak of natural disaster (Wong & Musa, 2011). In

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Malaysia, the aviation industry is dominated by two major companies, Malaysia Airlines and Air Asia. Both of the airlines have received excellence service awards. Malaysia Airlines was awarded the Best First Class and joint Best First Class White awarded by the Cellars in the Sky 2016 awards. Meanwhile, Air Asia was awarded the World's Best Low Cost Airlines (Wong & Musa, 2011). The competition in the aviation industry has grown fierce and competitive not only among aviation companies in Malaysia, but also among international aviation companies. Thus, the study on airline service company as a focal point is crucial to ensure the airline company continue to stay competitive and to give the consumers the best experience.

There are too many choices when it comes to choose a particular hotel. With many of the hotels providing identical services, it is crucial to attract new consumers and retain existing consumers to maintain the hotel's position and stay competent (Jasinskas, Streimikiene, Svagzdiene, & Simanavicius, 2016). One of the many ways to attract new consumers and retain existing consumers for the hotel and airline sectors is to build consumer loyalty. According to Kim, Vogt, and Knutson (2015), consumer loyalty is an essential element that can help a company to succeed by increasing the competitiveness of the company.

Consumer engagement has been recognised as the antecedent of the consumer loyalty. Hapsari, Clemes, and Dean (2015) proved that consumer engagement is ultimately correlated with consumer loyalty. In this study, consumers were engaged with the hotel or airline company through social media platforms. Social media plays an important role in influencing consumers daily lives and even changing their ways of communication as social media facilitates communication between family and friends. Bulik (2008) claims that social media platforms include social networking sites, video sharing sites, virtual communities, multiplayer online games, blogs and instant messaging. Social media enables consumers to stay connected with friends and other people through the internet by launching the aforementioned applications. This indicates that companies have to create new ways to stay connected with customers. Companies can stay connected with consumers by using social media platforms such as Facebook, Twitter and WeChat. Brodie, Ilic, Juric, and Hollebeek (2013) claimed that social media platforms provide users with a two way responsive avenue to generate value and engage with the company. It is believed that connection with consumers via social media will ultimately build engagement with the company.

Literature Review

The term 'engagement' has received attention in various academic fields, including social psychology and organizational behaviour. Besides that, this term has also gained increasing attention in marketing literature (Brodie, Juric, Ilic, & Hollebeek, 2011). Consumer engagement is an important concept and is highly on the need to be studied in engagement context by journal (e.g., Journal of Marketing Management, 2016). Hollebeek, Conduit, and Brodie (2016) has also stated that studies of consumer engagement are still lacking and existing studies have limited scope of studies. Thus, this made a call for the deeper study of consumer engagement. In the past few years, many definitions of 'consumer engagement' were proposed by researchers. One of the most recognised definitions is by Brodie et al. (2011), where the authors define consumer engagement as a psychological state with an object or

brand in a service relationship which happens with interactive and co-creative experience.

According to Greve (2014), consumer engagement can be created through two types of environments which are offline and online environment. Offline environment is a one way communication (Greve, 2014) and was conducted by the company such as distributing brochures, television advertisements. However, building consumer engagement through an online environment is a two way communication that enable the consumers and the company to interact with each other through social media. Sztojny (2011) stated that online consumer engagement activity aims to improve the ways of communication of the consumers with the company by creating, encouraging, and influencing consumer behaviour which is unable to be replicated by offline interaction. Furthermore, the concept of consumer engagement is closely relevant with online interactive medium and has been used previously by several researchers (e.g., Gupta, 2012; Greve, 2014; Dessart, Veloustou, & Morgan-Thomas, 2015; Dolan, Conduit, Fahy, & Goodman, 2015). Hence, this research refers consumer engagement with the online environment.

Sprott, Czellar, and Spangenberg (2009) believe that engagement consists of only one dimension, often reflected as the behavioural dimension. However, other studies conducted by Brodie et al. (2011) suggest that there are broader dimensions which include affective and cognitive dimensions. Many other dimensions have been suggested by numerous scholars. Dessart et al. (2015) suggest the dimensions of consumer engagement should include affective, cognitive, and behavioural aspects to balance inconsistencies among the dimensions. It was proposed that the definition of comprehensive consumer engagement includes affective, behavioural, and cognitive dimensions in order to gain a clearer and bigger picture of consumer engagement. In addition, Dessart et al. (2015) suggested carrying out empirical research on the proposed dimensions to compensate for the inconsistencies in the number of dimensions suggested by other researchers.

Affective engagement is consumer engagement that is focused on the summative and the feeling of continuous experience of an individual (Calder, Isaac, & Malhouse, 2013). In this study, affective engagement refers to a consumer's emotional connection towards the hotel or airline service company. There are several previous studies have examined on the relationship between affective engagement and consumer loyalty. Among them is the study conducted by Turri, Smith, and Kemp (2013) which looked at the brand relationship in a social media context. They have indicated that the affective commitment to the brand will significantly influence purchase loyalty due to the strong and continuous connection in emotionally based brand relationship. Thus, this research speculated that higher affective engagement would result in higher consumer loyalty.

Marketing Science Institute (2010) states that behavioural engagement is an individual's behavioural presentation beyond purchase towards a brand or an organization due to the influences of a motivational driver. In this study, behavioural engagement refers to an individual's behavioural attachment towards a hotel or airline service company. Past researchers had conducted research to determine the relationship between behavioural engagement and loyalty. In a previous research carried out by Zheng, Cheung, Lee, and Liang (2015) about encouraging brand loyalty

through consumer engagement behaviour in social media network has ascertained that consumer engagement behaviour is significantly influenced brand loyalty directly and indirectly. Zheng et al. (2015) also revealed that the consumer engagement behaviour has a positive and strong impact on brand loyalty. This is because consumers are observing their own behaviour which will determine their attitude and commitment with respect to the brand and eventually building brand loyalty. Besides that Fadeh and Taghipourian (2016), have also discovered that consumer behavioural engagement is influencing loyalty this is due to the engagement behaviour that consumer adopt may create a sense of belonging to the company and hence develop loyalty among the consumers. Therefore, this research proposes that higher behaviour engagement will increase consumer loyalty.

According to Hollebeek (2013), cognitive engagement is defined as a consumer's experience in continuous active mental states towards an object on the individual engagement. In this study, cognitive engagement refers to the mental attachment of an individual towards the hotel or airline service company. The mental attachment includes the continuous recalling or remembering the hotel or airline company. Previous scholars had found that consumer cognitive engagement is influencing consumer loyalty. In a research done by Harmeling, Moffett, Arnold, and Carlson (2017) disclosed that cognitive engagement is able to encourage similarity in the value holds between the consumes and service company. The similarity holds enable the consumers to spread positive word of mouth and react positively towards the service company. Spreading positive word of mouth could lead to consumer loyalty (Ntale, Ngoma, & Muslime, 2013). However, Hollebeek, Glynn, and Brodie (2014) found out that cognitive engagement is unable to influence consumer self-brand connection. This indicated that cognitive engaged consumers could not associate themselves with the brand. Meanwhile, Dovaliene, Masiulyte, and Piligrimiene (2015) stated that cognitive engaged consumers could encourage consumers to be more satisfied, and satisfied consumers is potential to become a loyal consumer. Hence, it can be seen that higher cognitive engagement would influence consumer loyalty.

In the past decade, the concept of consumer engagement emerged and gained attention from numerous researchers. As the conceptualisation of consumer engagement expanded, it was revealed that consumer engagement was a superior predictor of loyalty compared to traditional loyalty antecedents (So, King, Sparks, & Wang, 2016). Consumer engagement was not only a superior predictor of loyalty but also an influence of consumer loyalty that could induce consumer loyalty (Bowden, 2009). Although consumer engagement started to receive increased interest in various disciplines, the literature review and empirical research regarding consumer engagement and consumer loyalty is still insufficient (Gummerus, Liljander, Weman, & Pihlstrom, 2012) especially in the tourism and hospitality industry.

Consumer loyalty is defined differently by researchers (Isoraite, 2015). However, one of the universally suggested definitions of consumer loyalty is referred to as a deeply held commitment to repurchase or re-patronise preferred goods or services continuously in the future, thereby causing repetitive same-brand or same brand-set purchasing despite situational influences and making efforts that have the potential to cause switching behaviour (Oliver, 1997).

The concept of consumer loyalty emerged in the 1940s (Molla & Bisschoff, 2012) and became more important as globalization occurred. The advancement of information technology meant that market saturation and competition increased (Johan, Noor, Bahar, Yan, & Ping, 2014). Much research was done on the concept of loyalty in many industries such as the automotive industry (Haq, 2012; Maheshwari, Lodorfos, & Jacobsen, 2014), the food and beverage industry (Rashedd, 2015; Gorondutse, Hilman, & Nasidi, 2014), the fashion industry (Carpenter & Fairhurst, 2005; Islam, Khadem, & Sayem, 2012), the banking industry (Rasheed, Sajid, Shahid, & Ahmad, 2015; Narteh, 2013; Afsar, Rehman, Qureshi, & Shahjehan, 2010), and the tourism and hospitality industry (Chuang, Tsai, Wu, & Shiu, 2012). However, researchers only focused on one aspect of the sector, such as hotels (Osman, Hemmington, & Bowie, 2009; Wilkins, Merrilees, & Herington, 2009; Poku, Zakari, & Soali, 2013) or airlines (Refaie, Bata, Eteiwi, & Jalham, 2014; Gures, Arslan, & Tun, 2014; Arokiasamy, 2014). This study focuses on the tourism and hospitality industry, specifically on the hotel and airline sector.

Consumer loyalty has always been an effective method for companies to gain profits and retain customers (Kumar & Shah, 2004). McKercher and Denizci (2010) believe that consumer loyalty enables companies to possess a strong base of buyers who repurchase and regular purchasers to generate reliable revenue. However, in order to gain loyalty among the consumers, the purchasers have to be engaged with the object or company. This opinion is supported by Vivek, Beatty, and Morgan-Thomas (2012), who believe that engaged consumers tend to react favourably towards an object or organisation and thusly cultivate loyalty. Hence, consumer engagement that generates customer loyalty is the main focus of this study. This research will shed light on how consumer engagement can contribute to consumer loyalty in the tourism and hospitality industry. Hence, the following hypotheses are offered:

- H1 : Engaged consumers in the tourism and hospitality industry increases the loyalty of the consumer.
- H1a : Higher affective engagement in the tourism and hospitality industry increases the loyalty of the consumer.
- H1b : Higher behavioural engagement in the tourism and hospitality industry increases the loyalty of the consumer.
- H1c : Higher cognitive engagement in the tourism and hospitality industry increases the loyalty of the consumer.

Theoretical Application

Consumer engagement is gaining the attention from various researchers but there is still insufficient literature regarding its dimensional consistency. Researchers consistently examine and testify the dimensionality of consumer engagement to enable advance understanding towards the terms. Therefore, in order to increase the knowledge for consumer engagement and consumer loyalty, this research displays

the theoretical foundation of the research. There are two theoretical foundations for this study, namely Service Dominant Logic Theory and Consumer Engagement Model.

Service Dominant Logic Theory is founded by Vargo and Lusch (2017) and the researchers believe service is referred as the process of applying one's resources for the advantages of another entity. The theory has initiated a set of six foundations and the foundations are truly close to this context of study. This is due to the theory foundation studies regarding of the services are closely related to the tourism and hospitality industry, as well as the hotel and airline sectors which are also a service sector. Next, Customer Engagement Model is developed by Vivek, Beatty, and Morgan-Thomas (2012) to examine the relationship of consumer engagement. This model gives an explanation on the relationship between all the stakeholders with the application of consumer engagement and its impact towards trust, value, word of mouth, involvement and loyalty. According to the findings by Vivek et al. (2012), consumer engagement is significantly influencing loyalty.

Methodology

A quantitative approach was used to examine the research hypothesis. The target population in this research were consumers who possessed purchasing power, had one or more experiences in reserving hotel rooms or purchasing flight tickets through the internet, and were active on social media to acquire respondents who were online engaged with the service company. An accurate total population is unknown due to the usage of social media, hence an appropriate sampling size was used. The sample size required for this survey was 385 respondents, which was determined by equation calculation. Equation calculation is a method used to determine the sample size for an unknown population (Smith, 2013). The sample size of 385 respondents was within the recommended range of 30 to 460 respondents to perform Structural Equation Modelling (Wolf, Harrington, Clark, & Miller, 2013). The data collection was carried out in a period of two weeks. A convenience sampling method was used to economically and efficiently acquire data from respondents who were active on social media platforms such as Facebook, WeChat, and Twitter. A total of 390 respondents answered the questionnaire and the data were analyzed using SmartPLS software.

Instrument

A self-administered online survey questionnaire was used. Respondents submitted their answers through the platform known as Survey Monkey. Prior to answering the questionnaire, the respondents were asked a few questions to screen qualified respondents. The instrument of questionnaire regarding the independent variable, which was consumer engagement on social media, was adapted and adopted from Cheung, Lee, and Jin (2011). There were 21 items in this section of the questionnaire. On the other hand, the dependent variable consumer loyalty questionnaire was adapted and adopted from So et al. (2016) and contained of 7 items. Both questionnaires were measured by five point Likert-type scale that ranged from 1-*strongly disagree* to 5-*strongly agree*. Composite reliability was obtained through the whole data analysis and it is 0.926 for affective, 0.881 for behavioural, 0.846 for cognitive and 0.748 for consumer loyalty. Composite reliability can be accepted for the

value of 0.7 and above (Nunnally & Berstein, 1994). The average extracted variance in this study for affective is 0.677, behaviour is 0.454, cognitive is 0.479 and consumer loyalty is 0.491. Average extracted variance is accepted for the value of 0.4 (Magner, Welker & Campbell, 1996).

Results and Discussion

Respondents' Profile

Table 1 summarized the distribution for 390 respondents according to gender, age, race, education level, marital status, occupation categories, and income groups. The findings showed that two third of the respondents were female and one third were male, which indicated percentages of 67.7% and 32.3% respectively. The age of the respondents ranged from 18 to 51 years old. In terms of race, this survey consisted of 58.7% Malay respondents, 33.1% Chinese respondents, 5.9% Indian respondents, and only 2.3% Bidayuh and Iban respondents. Most of the respondents had a Degree (45.9%), whereas respondents that only have attained PMR or SRP were the least in numbers (1.3%). There were 5.6% of the respondents who had a SPM qualification. Meanwhile, 14.9% of the respondents obtained a Diploma. Postgraduate respondents were also part of the survey with 22.3% of these respondents owning a Masters, and 10.0% owning a PhD.

Table 1: Respondents' Profile

Variables	Frequency	Percentage
Gender		
Male	126	32.3
Female	264	67.7
Age		
18-35 years old	193	49.5
36-51 years old	197	50.5
Race		
Malay	229	58.7
Chinese	129	33.1
Indian	23	5.9
Others	9	2.3
Highest education level		
PMR/SRP	5	1.3
SPM	22	5.6
Diploma	58	14.9
Degree	179	45.9

Master	87	22.3
Phd	39	10.0
Marital Status		
Single	211	54.1
Married without children	43	11.0
Married with children	132	33.8
Divorced	4	1.0
Occupational Categories		
Professional white collar	76	19.5
Skilled white collar	141	36.2
Light blue collar	16	4.1
Skilled blue collar	15	3.8
Unskilled heavy blue collar	3	0.8
Unemployed	8	2.1
Student	131	33.6
Income groups		
< RM 1500	115	29.5
RM 1501 – RM 3000	126	32.3
RM 3001 – RM 5000	68	17.4
RM 5001 – RM 8000	58	14.9
≥ RM 8001	23	5.9

Of the study sample, slightly more than half of the respondents were single (54.1%), followed by one third of the respondents who were married with children (33.8%), 11.0% of the respondents were married without children, and 1.0% were divorced. The majority of the respondents were skilled white collar workers (36.2%), followed by 33.6% students and 19.5% professional white collar workers. Only a minority respondents were unemployed (2.1%) and worked as unskilled heavy blue collar workers (0.8%). With regards to the monthly income groups, one third of the respondents (32.3%) had a monthly income of RM 1501 to RM 3000 whereas 29.5% of the respondents were part of the monthly income group that earned less than RM 1500. In addition, 14.9% of the respondents had an income ranging from RM 5001 to RM 8000 while the other 5.9% of the respondents earned more than RM 8001 each month. Through this, it can be seen that most of the respondents in this survey were highly qualified but had a low monthly income. This could be due to the fact that some of the respondents were still studying at the time the survey was conducted.

Social Media Usage Pattern

Based on Table 2, most of the respondents (96.9%) used social media daily and only 2.3% of the respondents used social media 2 to 3 times a day. According to Table 2, 27.7% of the respondents spent an average of more than 4 hours a day using social media. About 26.9% of the respondents average 2 - 4 hours a day on social media, followed by 23.8% who spent 1 - 2 hours on social media every day. The respondents cited various reasons for using social media such as staying up-to-date with news and current events (88.7%), staying in touch with friends (78.7%), or for other purposes such as doing business and learning new things (5.1%). Most of the respondents (84.6%) said that they followed the social media accounts of hotels or airlines in order to stay up-to-date with promotions. Meanwhile, only 9.7% of the respondents followed the social media of the hotel and airline to share opinions. This data showed that respondents were active on social media, and followed the hotel's or airline's social media accounts to gain current news and promotions regarding the companies involved.

Table 2: Social Media Usage Pattern

Variables	Frequency	Percentage
Frequency to use social media		
Daily	378	96.9
2-3 times a week	9	2.3
Once a week	1	0.3
Less than once a month	2	0.5
Average time spend on social media in a day		
Less than half an hour	34	8.7
1 hour	50	12.8
Between 1-2 hour(s)	93	23.8
Between 2-4 hours	105	26.9
More than 4 hours	108	27.7
Purpose of social media usage*		
To stay in touch with friends	307	78.7
To stay up-to-date with news and current events	346	88.7
To share opinions	118	30.3
To fill up spare time	210	53.8
To find funny and entertaining content	200	51.3
Others	20	5.1

Purpose of following the Hotel or Airline*

To stay up-to-date with promotions of the hotel or airline company	330	84.6
To stay up-to-date with news of the hotel or airline company	199	51.0
To share opinions	38	9.7
To give post trip feedback	41	10.5
To participate in campaigns and activities held by the hotel or airline company	58	14.9

1. *may choose more than one

Hypotheses Testing

To test hypothesis of the research and examine the effect of consumer engagement, affective, behavioural, and cognitive on inducing consumer loyalty in the tourism and hospitality industry, a structural equation analysis was conducted by using Smart PLS and the result is shown in Table 3. The results supported the H1, H1a and H1b hypotheses, but there was no significant relationship between cognitive engagement and consumer loyalty in hypothesis H1c.

Table 3: Results of the structural equation model

	Hypothesized Path	Std Beta	Std Error	t-value	Result
H1:	Consumer Engagement- Consumer Loyalty	0.544	0.036	15.157	Supported***
H1a:	Affective – Consumer Loyalty	0.407	0.073	5.562	Supported***
H1b:	Behavioural – Consumer Loyalty	0.225	0.232	3.464	Supported***
H1c:	Cognitive – Consumer Loyalty	-0.032	0.077	0.412	Not Supported

1. ***significant at $p < 0.001$ level ($t > \pm 3.29$)

Essentially, the outcome of the current study indicates that there is a significant relationship between consumer engagement and consumer loyalty. This result is consistent with a previous study done by Dwivedi (2015). Dwivedi (2015) found that consumer engagement (affective, behaviour, cognitive) was an important factor in influencing consumer loyalty. A possible explanation for this could be that consumer engagement has predictive power towards consumer loyalty (Bowden, 2009). Thus, building consumer engagement is essential in order to cultivate consumer loyalty and to remain competent in the tourism and hospitality industry. Based on the structural model, hypothesis H1 was supported.

As seen in Table 3, there was a significant relationship between affective engagement and consumer loyalty. However, no comparison discussion could be made in the context of tourism and hospitality industry due to the lack of previous studies on consumer engagement that involved all three affective, behavioural and cognitive dimensions. Previous researches across other context were used to support this result. Past results acknowledged the significant relationship between affective engagement and consumer loyalty in the context of online brand communities. One of the previous studies (Hollebeek, Glynn, & Brodie, 2014) also found out that affective engagement had a positive effect on consumer self-brand connection. Hence, hypothesis H1a was accepted.

The findings from the structural model also displayed a significant relationship between behavioural engaged consumers. Hence, hypothesis H1b was supported. As viewed by Dwivedi (2015), behavioural is vigorous and is one of the elements of consumer engagement. Dwivedi (2015) found that consumer behavioural engagement positively influenced loyal intentions. Zheng et al. (2015) also found that consumer who engaged behaviourally influenced consumer loyalty. Verhoef et al. (2010) believed that consumer engagement behaviour may influence individual consumers and consumer welfare as well.

No significant relationship was observed between cognitive engagement and consumer loyalty in Table 3. As a result, H1c was not supported. The finding in this study contradicts that of some researchers. Homburg, Koschate, and Hoyer (2005) found out that cognitive and affective engagements significantly increased the satisfaction of the customers. However, the result of this research is in line with the research done by Hollebeek et al. (2014). The authors identified that cognitive engagement had no effect on consumer self-brand connection in the context of social media. From that, it is possible to assume that consumer loyalty is not significantly influenced by cognitive engagement. Consumers may continuously think about the hotel or airline, but these thoughts do not have any bearing on their loyalty.

Conclusion

This study attempted to understand the concept of consumer engagement and consumer loyalty in the tourism and hospitality industry. Consumer loyalty has always attracted the focus of researchers and marketers due its potential in attaining new customers and retaining existing customers. Nonetheless, there are insufficient studies done to explore the relationship between consumer engagement and consumer loyalty in the tourism and hospitality industry.

This study has contributed to the loyalty context literature by investigating the relationship between consumer engagement and consumer loyalty in the tourism and hospitality industry despite scarce literature. This article also tested the relationship between affective, behavioural, and cognitive dimensions of consumer engagement and consumer loyalty separately to fill in the gaps left by previous research. Furthermore, this research also contributes to the consumers and marketers. This study has been conducted to further understand consumer behaviour through examine the relationship between consumer engagement and consumer loyalty in tourism and hospitality industry. Numerous strategies were applied by the marketers to induce consumer engagement and loyalty to the company. Thus, it is essential to

understand those strategies implemented by the marketers. Nonetheless, this research is also beneficial to the marketers to better tailor suitable and effective marketing strategies for the consumers by encouraging engaged consumers to be converted to loyal consumers. Furthermore, by having engaged and loyal consumers, marketers can ensure every consumer is cared to reduce any possibility of negligence.

Nevertheless, there are some limitations in this study. First, this research cannot generalize the results and findings as this research applies a non-probability sampling method (convenience sampling) due to the unknown population. Next, this research only focuses on hotel and airline companies engagement through social media in the tourism and hospitality industry and may not be applicable to other industries or even other sectors in the same industry. Thirdly, the consumer loyalty in this research only focuses on uni-dimension loyalty. In order to enable future research with minimal limitations, the study can be done by using a probability sampling method so that the results can be generalized to the whole population. Subsequently, the researchers could have broadened the area of the study by focusing on other industries. Lastly, it is suggested that the loyalty variable should be studied as a multidimensional construct in order to deepen the understanding of consumer loyalty.

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