# A strategy engagement in Marketing IJSBAR

*by* Bambang Pramuka

**Submission date:** 01-Apr-2023 10:55AM (UTC+0700)
**Submission ID:** 2052667842
**File name:** Engagement_in_Marketing_A_Reviews_of_the_Literature_2-of-3.pdf (258.74K)
**Word count:** 3391
**Character count:** 19558

International Journal of Sciences: Basic and Applied Research (IJSBAR)

ISSN 2307-4531
(Print & Online)

http://gssrr.org/index.php?journal=JournalOfBasicAndApplied

---

# A Strategy Engagement in Marketing: A Reviews of the Literature

Sumitro Sarkum[a]*, Bambang Agus Pramuka[b], Agus Suroso[c]

[a]*Doctoral Graduate Programme in Management Science, Economics and Business Faculty, Jenderal Soedirman University, Karangwangkal-Purwokerto and AMIK Labuhan Batu, Rantauprapat-Indonesia*

[b,c] *Departemen of Economic and Business Faculty, Jenderal Soedirman University, Karangwangkal, Purwokerto 53123-Indonesia*

[a]*Email: sumitro.ulb@gmail.com*

**Abstract**

Engagement a new trend in marketing that first appeared in 1990, and in talking about compiling growing social network media marketing be a tool for election company to achieve competitive advantage in the broad market. Engagement can also be viewed free improve the performance of the company to increase sales, create new product and enrich the relationship between the company, employees, customers and supply chain. Finally, all of engagement boils down to the purpose for excellence and competitiveness of Sustainability.

***Keywords:*** Customer Engagement; Employee Engagement; Supply Chain Engagement; Organizational Engagement.

## 1. Introduction

Marketing through social media is now widely used by companies, both private users as well as in the form of community or shaped by traditional companies to attract customers. In this way a lot of marketing of the company effect and significant benefits for the company. However, not infrequently also backfire because many customers do not go according to management with corporate strategy.

---

* Corresponding author.

Based on this, this article is a literature review that need to be understood by the company before plunging into the world of digital marketing that uses social media as a marketing tool.

## 2. Literature Review

### *2.1. Customer Engagement*

Customer engagement related to the behavior, attitudes, ethics, style, mood and more attached to the individual person in view, respond to, support and interpret a company's products and services are offered for use by customers as well as to merchantability starting point of the movement word- of-mouth to recommend to other people to participate in legal proceedings. Once the extent of the engagement of the customer [1] defines the behavior of customer engagement as a manifestation of customer behavior toward a brand or company outside of the purchase resulting from driver motivation. While [2] states that customer engagement is regarded as a manifestation of your brand or company's behavior beyond the transaction. In a business environment that is interactive and dynamic, the role of customer involvement in the co-creation is needed and according to [3], customer engagement (CE) is a psychological state that occurs based on interactive, experiential co-creatif intermediary customers with voice / objects (eg, brand) focus in the service relationship. This occurs under a specific set of context-dependent conditions produce different levels of CE; and there is a dynamic process that is repeated in relation assess the co-creation services. CE plays a central role in government relations nomological network services where other relational concepts (eg, engagement, loyalty) is antecedents and / or consequences in the CE process repeats. It is a multidimensional concept subject to the context and / or expression of specific stakeholders relevant cognitive, emotional and / or behavioral dimension. In social networks such as facebook [4], stated that the basis of Facebook is to build and maintain social relationships, whereas [5], suggests that social CRM (SCRM) emerged as a new paradigm for integrating social networks, while [6], argues that online social networking application for the business area of marketing and sales, one of which is social CRM. The statement also confirmed by [7] which states that the Customer Engagement has been identified as the main purpose of SCRM. More specifically reference [8] states that there are four types of relationships arise from the development of CE is the customer transaction, the customer is happy, loyal customers and fans, but to get to that stage first CE through the circle which is reflected in Figure 1

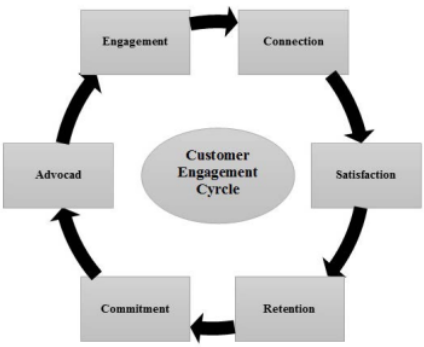


**Figure 1 :** Customer Engagement Cyrcle

Customer engagement increasingly popularized by the technology sector for marketing digital marketing. According Hansen and his colleagues in [9], a social media technology has changed the nature of the interaction between customer and company, give birth to new ways of interacting radical that basically revolutionized marketing. This revolution centered on the fact that potential customers are currently using social media to engage with companies and other consumer products and services. Meanwhile, According Mike DiLorenzo, director of social media marketing and strategy for the NHL, "Social networks are not on the website. It is about their experiences". While their findings showed that the more significant content as a driver of engagement rather than a desire to build a relationship. Because it has been recognized and the importance of customer engagement does not mean not to have a gap, it becomes a question of how to understand customer engagement with the products and services provided online. Requires answers to these questions to understand what personality traits customers who encourage to engage them online and what value they think can receive in the digital age to help managers understand segments better and evaluate the involvement of their customers online, questions and answers from what was explained that raised by [10], and found seven personality traits associated with Online Customer Engagement (OCE) is introversion / extroversion, (dis) hospitality, awareness, openness to experience, needs activity, need to learn and altruiisme. In addition, their findings also show that customers are involved in the community of facebook users see different forms of customer value as a social value, play, efficiency, forte, aesthetic and altruistic values.

### *2.2. Employee Engagement*

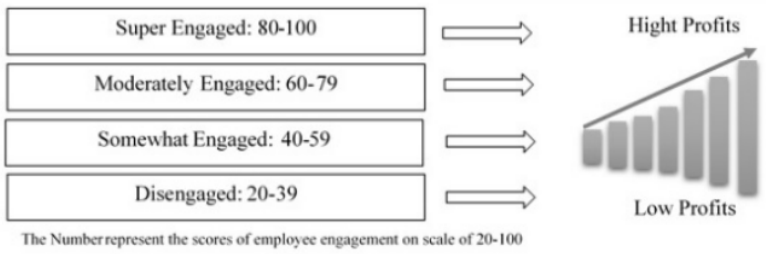


**Figure 2 :** Employee Engagement and Firm Benefit

The concept of socio-psychological engagement introduced by [11], a similar case was delivered by [12], which examines the involvement and produce a blueprint to improve the company's service, customer satisfaction and the resulting performance of the company.

The range of scores in Figure 2 above in the partition as quartile (in intervals of 20) in the frequency distribution. Quartile score of 20-39 (detached) showed the lowest level of all factors of employee engagement and least engaged employees, which implies that the company needs to focus on improving every single factor involvement of employees at the individual level. Quartile score of 40-59 (somewhat involved) indicates that employees are relatively less involved with the company, thus implying that some of the factors of employee engagement requires immediate attention. Quartile score of 60-79 (being involved) showed a moderate level of involvement of employees, thus implying that while the overall employee involvement in the company is

enough for the smooth functioning of the organization, there is scope of improvement in all aspects. Score quartile 80-100 (super-moves) is the highest, every company should strive to achieve. This quartile score that implies that the company has followed all (ie branding components of employee engagement, orientation and training, employee satisfaction, employee identification, employee commitment, employee loyalty, and employee performance) best practices Employee engagement and employee performance is a peak. Whereas involvement of employees to improve customer satisfaction and increase sales turnover of employees is likely to cause financial benefit for short-term goals [13]. Whereas for the purpose of continuing need to understand that there are differences between the two linkages involvement in the engagement that employees and companies, where employee involvement and the company predicted by job characteristics and predictable organization of procedural justice [14]. Companies that have been running with a fair procedure and has run employee involvement in the operation, certainly very difficult to be exceeded by competitors because it has a key competitive advantage[15,16]. Consistency employees in relation to the company's involvement was always influenced by the demands and requests that due to the fatigue that tends to be seen as an obstacle to be negative and vice versa [17]. According to [18] in the model of management involvement (see figure 3) the agreement of performance and amenities involvement provide input on employee involvement and may change depending on the needs of employees based on assessment and feedback, although the steps of the model clearly illustrated yet it should be underlined that the process is ongoing and continuous.

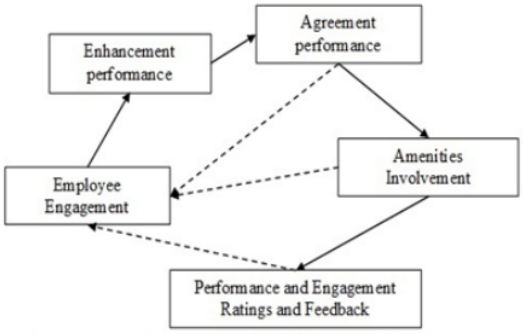


**Figure 3:** Engagement Management Model

* *Note:* Direction of the arrow around the circumference of the model is the involvement of the management process and outline the points are drivers representing employee engagement

Further models explain the involvement of management to begin the process of employee involvement is necessary in order to stimulate the energy, focus and intensity, or the feeling of involvement. Kahn in [18], noted that the three psychological conditions that generate engagement parallel logic of the contract in that people tend to enter into a contract which has clear benefits (meaningfulness psychological), guarantees the protective (safety psychological), and they believe that they have the resources to honor (psychological availability). At this stage of facilitating the involvement, the main focus is on identifying and providing employees with the resources they need to become involved. This involves resources that will allow employees

to proficient understanding, safety, and availability. The main activity at this stage involves the design work, leadership, training, coaching and social support. Key components of performance management as a cornerstone of the process is the assessment and evaluation of employee performance. In the context of employee involvement, this process should also include an assessment of employee engagement behavior (eg, persistence, proactively, the expansion of the role, and adaptability) other than job performance. The main activity at this stage is the performance assessment and feedback. However, for the purpose of increasing engagement, trust and fairness perceptions are very important. employee engagement is expected to have an immediate effect on job performance improved; the theory of engagement, the employees have been linked to job performance. According Leiter and Bakker in [18], job involvement has important implications for the performance of employees. Energy and focus are inherent in working engagement allows employees to bring their full potential at work. The focus this energy to improve the quality of their core job responsibilities. They have the capacity and motivation to concentrate only on the task at their hands. Prediction [19], that accommodates HRM (Human Resource Management) will be successful if it meets the specific needs of employees, selection, optimization and compensation strategies. And it takes leadership role to determine the success of the engagement, as predicted by [20], that the transformational leadership and appreciate the unity contributed to the more favorable working environment;, and in the process takes the professionalism of companies and PR (Public Relations) to strengthen internal communication with employees to build a culture of transparency with management [21].

### *2.3. Supply Chain Engagement*

The company's business success is seen as a sustainable competitive advantage involving the value chain from retailer and supplier collaboration [22]. The role of suppliers in the supply chain is important to be involved to bridge between buyers and suppliers as process of Customer Relationship Management [23]. It is necessary for the selection of suppliers to achieve success in the performance management of relationships within a competitive market to improve the performance of the purchase [24].

### *2.4. Organization Engagement*

Reference [25], argues that the concept and practice of organizational involvement is not in the language or understanding of management; it remains trapped, unarticulated, and only described in vague terms. According to [26], rganizational Engagement predicted to produce the success of employees, organizational and financial performance, but rarely studied: the involvement of different organizations with a commitment; The involvement of the organization is the desire to remain as a member of a particular organization which translated into a willingness to conform to the values of the organization and exert every effort for the good of the organization as a whole; on the other hand the involvement of the organization is the absorption rate of a person's role in an organization's performance. More recently an involvement of research organizations investigated by [27], presents a comprehensive theory of the involvement of the collective organization, integrating theoretical engagement with resource management model. They propose that the engagement may be considered as construct an organizational level is influenced by organizational practices that focus on motivation to represent the level of resources in the company. Specifically, they evaluated three different organizational practices as a motivating source of job design, human resource management practices, and CEO

transformational leadership that can facilitate the perception that members of the organization as a whole physically, cognitively, and emotionally invested in the workplace. Their theory is based on the idea that, when used together, the organization's resources to maximize each with three underlying psychological conditions necessary for full engagement; namely, the psychological significance, security, and availability. Resource management model also underscores the value of members of the top management team to implement and monitor the progress of the company's strategy as a means to enhance the effects of organizational resources on the involvement of collective organization. They empirically test the theory in a sample of 83 companies, and provide evidence that the involvement of the collective organization mediates the relationships between organizational resources and corporate performance. In addition, they found that the implementation strategy of moderate positive relationship between the three organizational resources and the involvement of collective organization. While, [28], suggested to the effects on an organizational level, creating an enjoyable workplace that stimulates pleasure greater overall involvement with the team, unit or organization it self.

**3. Discussion and Conclusions**

Relationships are embossed into the surface of the customer received the company aims for the transactions, but whether the transaction would lead to pleasure, devotion and turned into a fan as proposed by [8], although it must first go through the process of the customer engagement cycle?. And what about the customers who are not connected can be drawn to join and make transactions ?. In the online community, the products are used with high quality will easily spread to other members of the community and typically companies will be driven by the community to be a sponsor in community activities. For it should be emphasized that engaging employees in the process of the community may also define the relationship that can benefit the company. Employee engagement also should be driven by business leaders who support and appreciate the contribution of employee engagement in the community, it would require a transformational leader [20]. To strengthen the relationship in communication between employees and customers to require supply chain collaboration so that customer needs are met appropriately so that confidence in the employee engagement emerged in the community. Finally, the authors conclude that the engagement requires the participation of the organization in the process in order to create pleasure in all aspects involved, this is because that the wearer of the company's products not only for the customer and transasksi all levels in the organization can also be a customer. The study is a review of the literature that has limitations in terms of empirical and for that, the authors advised future research can do.

**References**

[1] J. Doorn van et al., "Customer Engagement Behavior: Theoretical Foundations and Research Directions," J. Serv. Res., vol. 13, no. 3, pp. 253–266, 2010.

[2] P. C. Verhoef, W. J. Reinartz, and M. Krafft, "Customer Engagement as a New Perspective in Customer Management," J. Serv. Res., vol. 13, no. 3, pp. 247–252, 2010.

[3] R. J. Brodie, L. D. Hollebeek, B. Juric´, and A. Ilic´, "Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research," J. Serv. Res., vol. 14, no. 3, pp. 252–271,

2011.

[4] S. Chu, "Viral Advertising in Social Media : Participation in Facebook Groups and Responses Among College-Aged Users," J. Interact. Advert., vol. 12, no. 1, pp. 30–43, 2011.

[5] S. Askool and K. Nakata, "A conceptual model for acceptance of social CRM systems based on a scoping study," AI Soc., vol. 26, no. 3, pp. 205–220, 2011.

[6] J. Heidemann, M. Klier, and F. Probst, "Online social networks: A survey of a global phenomenon," Comput. Networks, vol. 56, no. 18, pp. 3866–3878, 2012.

[7] T. Lehmkuhl and R. Jung, "Towards Social CRM - Scoping the concept and guiding research," in BLED 2013 Proceedings, 2013, pp. 190–205.

[8] C. M. Sashi, "Customer engagement, buyer-seller relationships, and social media," Manag. Decis., vol. 50, no. 2, pp. 253–272, 2012.

[9] W. B. Halloc, A. Roggeveen, and V. L. Crittenden, "Social Media and Customer Engagement: Dyadic Word-of-Mouth," in Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, M. W. Obal, N. Krey, and C. Bushardt, Eds. Springer International Publishing., 2016, p. 439.

[10] J. Marbach, C. R. Lages, and D. Nunan, "Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement," J. Mark. Manag., 2016.

[11] W. a Kahn, "Psychological Conditions of Personal Engagement and Disengagement At Work," Acad. Manag. J., vol. 33, no. 4, pp. 692–724, 1990.

[12] V. Kumar and A. Pansari, "The Construct, Measurement, and Impact of Employee Engagement: a Marketing Perspective," Cust. Needs Solut., vol. 1, no. 1, pp. 52–67, 2014.

[13] J. K. Harter, F. L. Schmidt, and T. L. Hayes, "Business-unit-level relationship between employee satisfaction, employee engagement, and business outcomes: a meta-analysis.," J. Appl. Psychol., vol. 87, no. 2, pp. 268–279, 2002.

[14] A. M. Saks, "Antecedents and consequences of employee engagement," J. Manag. Psychol., vol. 21, no. 7, pp. 600–619, 2006.

[15] W. H. Macey and B. Schneider, "The Meaning of Employee Engagement," Ind. Organ. Psychol., vol. 1, pp. 3–30, 2008.

[16] H. He, W. Zhu, and X. Zheng, "Procedural Justice and Employee Engagement: Roles of Organizational Identification and Moral Identity Centrality," J. Bus. Ethics, vol. 122, pp. 1–15, 2014.

[17] E. R. Crawford, J. A. Lepine, and B. L. Rich, "Linking job demands and resources to employee engagement and burnout: A theoretical extension and meta-analytic test," J. Appl. Psychol., vol. 95, no. 5, pp. 834–848, 2010.

[18] J. A. Gruman and A. M. Saks, "Performance management and employee engagement," Hum. Resour. Manag. Rev., vol. 21, no. 2, pp. 123–136, 2011.

[19] P. M. Bal, D. T. A. M. Kooij, and S. B. De Jong, "How Do Developmental and Accommodative HRM Enhance Employee Engagement and Commitment? The Role of Psychological Contract and SOC Strategies," J. Manag. Stud., vol. 50, no. 4, pp. 545–572, 2013.

[20] K. Breevaart, A. Bakker, J. Hetland, E. Demerouti, O. K. Olsen, and R. Espevik, "Daily transactional and transformational leadership and daily employee engagement," J. Occup. Organ. Psychol., vol. 87, no. 1, pp. 138–157, 2014.

[21] K. Mishra, L. Boynton, and A. Mishra, "Driving Employee Engagement: The Expanded Role of Internal Communications," Int. J. Bus. Commun., vol. 51, no. 2, pp. 183–202, 2014.

[22] A. Berning and C. Venter, "Sustainable Supply Chain Engagement in a Retail Environment," Sustainability, vol. 7, no. 5, pp. 6246–6263, 2015.

[23] R. Duffy, A. Fearne, S. Hornibrook, K. Hutchinson, and A. Reid, "Engaging suppliers in CRM: The role of justice in buyer-supplier relationships," Int. J. Inf. Manage., vol. 33, no. 1, pp. 20–27, 2013.

[24] V. R. Kannan and K. Choon Tan, "Buyer-supplier relationships: The impact of supplier selection and buyer-supplier engagement on relationship and firm performance," Int. J. Phys. Distrib. Logist. Manag., vol. 36, no. 10, pp. 755–775, 2006.

[25] D. A. Cherin, "Organizational engagement and managing moments of maximum leverage: New roles for social workers in organizations," Adm. Soc. Work, vol. 23, no. 3,4, pp. 29–46, 2000.

[26] N. Juhdi, F. Pa'wan, and R. M. K. Hansaram, "HR practices and turnover intention: the mediating roles of organizational commitment and organizational engagement in a selected region in Malaysia," Int. J. Hum. Resour. Manag., vol. 24, no. 15, pp. 3002–3019, 2013.

[27] M. R. Barrick, G. R. Thurgood, T. A. Smith, and S. H. Courtright, "Collective Organizational Engagement: Linking Motivational Antecedents, Strategic Implementation, and Firm Performance.," Acad. Manag. J., vol. 58, no. 1, pp. 111–135, 2015.

[28] B. Plester and A. Hutchison, "Fun times: the relationship between fun and workplace engagement," Empl. Relations Int. J., vol. 38, no. 3, 2016.

# A strategy engagement in Marketing IJSBAR

ORIGINALITY REPORT

| 15% | 13% | 9% | 7% |
|---|---|---|---|
| SIMILARITY INDEX | INTERNET SOURCES | PUBLICATIONS | STUDENT PAPERS |

PRIMARY SOURCES

| | | |
|---|---|---|
| 1 | Submitted to Institut Pertanian Bogor<br>Student Paper | 3% |
| 2 | instituteforsustainableleadership.com<br>Internet Source | 3% |
| 3 | amj.aom.org<br>Internet Source | 2% |
| 4 | www.springerprofessional.de<br>Internet Source | 2% |
| 5 | download.atlantis-press.com<br>Internet Source | 2% |
| 6 | centaur.reading.ac.uk<br>Internet Source | 2% |
| 7 | Submitted to Universiti Teknologi MARA<br>Student Paper | 2% |

| | | | |
|---|---|---|---|
| Exclude quotes | On | Exclude matches | < 2% |
| Exclude bibliography | On | | |