TOLEHO
Journal of Tourism, Leisure and Hospitality

ANADOLU UNIVERSITY
FACULTY OF TOURISM

THE INFLUENCE OF COGNITIVE AND EMOTIONAL ENGAGEMENT ON DIGITAL CONTENT MARKETING IN THE TOURISM INDUSTRY

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ABSTRACT

This study investigates how millennials respond to digital content marketing in the tourism industry. The measurement is based on the respondent's emotional and cognitive engagement with the presented content. People generally use social media for tourism purposes, and it fastly changes customer behavior when traveling in the digital era. Traditional content marketing has now turned into digital content marketing. The more people view digital content, the more it affects customer engagement. It is critical to investigate how social media marketing can promote destinations in Indonesia, particularly as the country attempts to improve its tourism industry, which is currently suffering significant losses due to the pandemic. Digital content marketing on social media often facilitates customer engagement, but none of these trends has been thoroughly studied. There is a need for recommendations for tourism organizations. Also, customer engagement is widely discussed in education, psychology, and work, but it is still rare to find a more detailed discussion in the marketing field. This study conducted a pre-experimental survey with 132 respondents and processed Structural Equation Modelling to test the extent of customer engagement. The results digital content marketing has the most substantial influence on emotional engagement, and cognitive engagement has the most influence on planning trip behaviors. This study can contribute to digital content marketing concepts, consumer engagement, and tourism-related literature.

1. INTRODUCTION

Today, billions of people have used internet digital communication technology, social media, mobile applications, which cannot be separated from their daily life. The millennial generation, in particular, has seen a huge increase in technology and digital adoption. People spend more time online looking for information and communicating with other customers about their opinions and experiences with the company's products and services. Organizations have responded to this shift in consumer behavior by implementing digital and social media into their marketing strategies (Stephen, 2016). According to statistics, there were 4.66 billion active internet users worldwide in January 2021, accounting for 59.5 percent of the global population.

92.6 percent (4.32 billion) of this total used mobile devices to access the internet. Marketers are attempting to find new ways to communicate with their customers and adapt to rapidly changing consumer behavior, requiring new communication techniques. Companies can achieve their marketing objectives at a low cost by using digital and social media marketing. (Ajina, 2019). Chaffey (2011) defines social media marketing as "encouraging customer communications on the company's website or through its social presence."

Digital Content Marketing (DCM) is an exciting topic to discuss because it involves one aspect of digital marketing and the creation and distribution of relevant content about a brand or company. It expects to attract customers by providing content that reflects a brand's or company's character and remains relevant to consumer desires. The benefit of DCM is that it reaches a larger audience with lower marketing costs, eliminating the need for advertising or personal selling activities. (Pulizzi, 2014; Duhon, 2015). DCM is a cheap and quick way to promote a product or service. Because traditional advertisements about products and the promotion of services no longer appeal to consumers today, digital marketers expect DCM to influence consumers to buy or use services consistently. On the other hand, displaying content marketing is less expensive than advertising in various media, leading many digital marketers from multiple brands to believe that content marketing is an exciting opportunity to explore digital marketing.

DCM for customer engagement is about being relevant, which means that a brand must meet its needs by providing value. It entails concentrating solely on the audience's desires, emotions, likes, and behavior. Customer engagement refers to the physical, cognitive, and emotional connections a

primary customer develops with a brand (Brodie et al., 2013; Patterson et al., 2006). DCM has received much attention in recent years due to its importance in digital marketing. Nonetheless, there is no unified and widely accepted definition of DCM (Du Plessis, 2017). Because digital marketing is all about communicating with customers digitally, knowing the right content is essential. As a result, DCM is likely to be significant in this context. The tourism industry, in particular, is increasingly adopting strategies to engage its customer base beyond the service encounter. Customer engagement has increased brand loyalty, trust, and evaluations (So, King & Sparks, 2014). Customer engagement has been linked to a variety of important brand performance indicators, such as sales growth, customer engagement in product development, customer feedback, and referrals (Bijmolt et al., 2010; Bowden, 2009; Kumar et al.,2010; Nambisan&Baron, 2007; Sawhney, Verona & Prandelli,2005; Van Doorn et al., 2010). Although there are some reviews on the social media phenomenon (e.g., Lamberton and Stephen 2016; Salo 2017), an integrative evaluation effort focusing on the strategic marketing perspective of social media is currently lacking.

Instagram and other social media platforms such as TripAdvisor, Airbnb, and Booking.com are now becoming increasingly popular and influential (Cabiddu et al., 2014, Filieri, 2014, Munar and Jacobsen, 2014). TripAdvisor is the world's largest travel review company, with revenue of more than $1,246 billion in 2014, a 32% increase over the previous year (Forbes, 2015). Because of its popularity, people use Instagram for a variety of purposes. Some people or the community also use Instagram's new function to turn their hobby into content generated by posting photos, videos, and captions, rather than just posting personal and business photographs. The current increase in Instagram users provides an excellent opportunity for organizations to conduct promotional activities, such as the government's recent efforts to promote Indonesia through various types of content, such as photos and videos. Instagram feed is a classic feature that Instagram has offered since its inception. Instagram feed is perfect for building a brand because posts will not be lost unless deleted by the account owner.

1.2 Problem Statements

According to the Tourism and Creative Economy Agency's Deputy for Marketing, during the Covid-19 pandemic, Indonesia experienced a lack of trust from both domestic and foreign tourists. The Tourism and Creative Economic Agency and the Ministry of Tourism and Creative Economic are hopeful that digital platforms will be effective. It entails regaining the trust of tourists. Gaining trust and confidence is critical to accelerating the tourism industry's recovery. The tourism industry is one of the significant industries whose digitalization has been widely accepted, and it requires interaction to provide a better tourism experience. As a result, it is critical to effectively use information technology (Buhalis, 1998). Consumer behavior in the tourism industry has shifted in the digital media era. People can now find reviews and access more content thanks to the technological evolution of social media platforms. Of course, it impacts consumer behavior

(Munar & Jacobsen, 2013). Not only has consumer behavior changed, but so has the consumer decision-making process in the tourism industry.

Now consumers have even more information available with just one click. Since tourism is an information-intensive industry, social media is highly relevant to this industry. Social media often facilitate customer engagement, but none of these trends has been thoroughly studied, and there is a need for a recommendation for tourism organizations. TripAdvisor, Booking.com, Airbnb, and Lonely Planet are examples of social media tourism sites (Cabiddu et al., 2014, Munar and Jacobsen, 2014). Customers can now comment, review, share, and even create online content that appears in search engine results. The role of social media in the tourism industry as a means of customer engagement cannot be ignored (Cabiddu et al., 2014, Cheng and Edwards, 2015, Dijkmans et al., 2015; Hudson et al., 2015, Munar and Jacobsen, 2014). Social networking facilitates customer engagement, but none of these phenomena is well-studied in tourism. (P Harrigan, U Evers, M Miles, T Daly, 2017).

This research will deepen the study of emotional and cognitive engagement as part of consumer engagement. It is to describe the importance of understanding each engagement concerning digital content marketing and consumer behavior. The research results can also be helpful for content creators and the government in making better strategies to increase the engagement of travel consumers on Instagram. This study aims to identify how millennials respond to digital content in tourism marketing by taking an online survey and experimenting to test how content marketing relates to consumer engagement. Also, investigate which type of content and engagement significantly impact customer behavior.

2. LİTERATURE REVİEW

2.1 Digital Content Marketing Concept

"A marketing technique that involves creating and disseminating relevant and valuable content to position a company as a 'thought leader' in its industry to increase customer engagement and trust." "An integrated marketing and communications strategy designed to drive profitable customer action." Vollero and Palazzo (2015). Digital Content Marketing is the process of creating, distributing, and sharing relevant, compelling, and timely content to engage customers at the right point in their purchasing consideration processes, encouraging them to convert to a business-building outcome. Wang et al. (2017). Promotion, including content, is one of the promotional tools used to inform, persuade, and remind the market of products manufactured by an organization or individual to stimulate market demand. In-depth knowledge of the target audience's needs, shared consumer/firm values, interdependence, quality communication, and non-opportunistic behavior are important DCM success factors (Peppers and Rogers 2011). DCM is intended to build and maintain consumers' long-term engagement, trust, and relationships rather than persuade prospects to buy the firm's products directly (Ahmad et al., 2016;

Duhon, 2015).

2.2 Consumer Engagement: Cognitive and Emotional

Engagement has been identified as a critical issue and a necessary and meaningful concept in organizational behavior, social psychology, marketing, and education. Engagement has been studied in marketing contexts such as social media (Hollebeek et al., 2014), retailing (Vivek et al., 2014), and services (Jaakkola & Alexander, 2014). As a result of social media marketing, customer engagement has been studied. Academics in marketing have only recently recognized the importance of consumer engagement (Bowden, 2009b; Brodie, Hollebeek, Juric, & Ilic, 2011; Brodie, Ilic, Juric, & Hollebeek, 2013; Hollebeek, 2009; Sashi, 2012; Van Doorn et al., 2010; Verhoef, Reinartz, & Krafft, 2010). According to marketing academics, consumer engagement can help businesses build relationships with customers outside of monetary transactions (Venkatesan, 2017). Moreover, achieve a sustainable competitive advantage (Kumar & Pansari, 2016).

Customer engagement is defined as repeated interactions between a customer and an organization that strengthen the customer's emotional, psychological, or physical investment in the brand (Hollebeek et al., 2014, Phang et al., 2013). Hollebeek and colleagues then continued their research into Digital Customer Practices in Engagement Research. It is emphasized that customer engagement can be defined as the voluntary application of a customer's cognitive, emotional/affective, and behavioral resources to brand interactions that can be both positive and negative (Bowden et al., 2017, Hollebeek and Chen, 2014). (Hollebeek, Srivastava, and Chen 2016). Though customer engagement has been emphasized as representing most of the emotional connection between the customer and the business, it also encompasses cognitive and behavioral aspects. In the study, Hollebeek (2011b) concluded that "engagement represents the individual- specific dependent variable, motivation, and context that arises from the two-way interaction between the subject of engagement and the relevant object."

Customer engagement is characterized as customers' behavioral manifestation toward a brand or firm beyond the purchase. It results from motivational drivers such as word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other similar activities," according to the Marketing Science Institute (MSI, 2010). Patterson et al. (2006), Vivek et al. (2010), Hollebeek (2010), and Mollen and Wilson (2010) offer the most detailed descriptions of customer engagement, recognizing the presence of cognitive, emotional/affective, and behavioral aspects.

Researchers have proposed several multidimensional conceptualizations of customer engagement, according to Brodie et al., 2013. Hollebeek, 2011b, So et al., 2014, Van Doorn etal., 2010). Furthermore, according to Brodie et al., 2011 each cognitive and emotional dimension generates a different degree of interaction power. Emotional engagement is the most effective engagement driver, according to Malciute (2012), while behavioral and emotional engagement also contribute significantly to overall engagement (So, King, Sparks, and Wang, 2014). Applying multiple perspectives is aimed at conceptualizing customer engagement. In particular, the first perspective considers it as the non-transactional behavior of customers towards a company or brand that is driven by personal motivation, and these behaviors include blogging, writing reviews, sharing knowledge, and making referrals (Kumar and Pansari, 2016; van Doorn et al., 2010).

Prior literature from L Dessart C Veloutsou, 2016 mentions scales of each type of engagement: (1) emotional/affective engagement, (2) behavioral engagement, and (3) cognitive engagement. Emotional engagement is the sum of a customer's short- and long-term feelings, measured by excitement and pleasure measures. Behavioral engagement refers to the behavioral manifestations of motivational drivers toward an engagement object other than purchasing. It is reflected by levels of sharing, learning, and endorsing behaviors. Cognitive engagement is a collection of long-lasting and active mental states in a consumer. Another significant finding is the study's applicability of this scale to various types of engagement artifacts. According to So, King, and Sparks (2014), customer engagement is defined as a customer's connection to a brand as manifested in cognitive, affective, and behavioral responses outside of the purchase. Customer engagement is conceptualized as a higher-order construct comprising five first-order factors: enthusiasm, attention, absorption, interaction, and identification. Customers may be engaged with a brand and a group on a social media platform and exhibit varying levels of emotional, cognitive, and behavioral interaction with different objects using a multidimensional approach.

In previous studies, customer engagement was measured on a brand (L Dessart et al., 2016; P. Harrigan et al., 2017). (So et al., 2012) measure five dimensions of customer engagement in the tourism context: identification, enthusiasm, attention, absorption, and interaction. The multidimensional development into five dimensions is also summarized in the study of A Lujja, FZ Özata, 2017. The five underlying dimensions reflect the psychological and behavioral aspects of consumer engagement as a whole. As research related to consumer engagement develops, further research on clarifying the dimensions is needed. It is to achieve a substantial and adequate conceptualization and operationalization. Although major studies on

consumer engagement define it as multidimensional (Brodie et al., 2011; Hollebeek, 2011a, 2011b), and few empirical studies measure it as such (Hollebeek et al., 2014; Vivek et al., 2014), however, the dimensions of consumer engagement are regarded as unclear by authors. There appears to be a degree of disagreement about the number of engagement dimensions and their definition or composition. Dessart et al. (2016) deepen this conceptualization by presenting sub-dimensions of customer engagement. The dimensions are enthusiasm and enjoyment (affective), attention and absorption (cognitive), and sharing, learning, and endorsing (behavioral), thus strengthening customer engagement as a multidimensional concept (Bowden et al., 2017; Vivek et al., 2014). It can be seen in the table below.

2.2.1 Emotional Engagement

Table 1 - Consumer Engagement: Definitions of The Dimensions and Sub-Dimensions.

Dimension		Definition	Author
Emotional Engagement	Enthusiasm	Intrinsic level of enthusiasm and interest in the engagement partner	Brodie et al. (2011) Calder et al. (2013) Hollebeek (2011a, 2011b) Mollen and Wilson (2010) Patterson et al. (2006)
	Enjoyment	Interactions with the engagement partner deliver pleasure and happiness.	
Cognitive Engagement	Attention	Cognitive availability and the amount of time spent thinking about and paying attention to the engagement partner	Brodie et al. (2013) Brodie et al. (2011) Hollebeek (2011a, 2011b) Mollen and Wilson (2010) Patterson et al. (2006) Vivek et al. (2012)
	Absorption	Concentration and immersion of a consumer with an engagement partner	

(L Dessart, C Veloutsou, A Morgan-Thomas, 2016)

Previous research has shown that emotion can motivate and persuade consumers (Andrade and Cohen 2007) and frequently directs consumer attitudes and behavior (Bagozzi, Gopinath, and Nyer 1999). Emotional engagement is influenced by some scientific principles that directly impact content creation. Emotional engagement is critical to the success of content marketing. People are constantly discovering and sharing new information, videos, images, and other forms of media. Assuming that all content starts the same way, digital content on social media platforms spreads quickly among the masses. According to the existing research, customers prefer posts with visual aids. For example, Klassen et al. (2018) discover that posts with videos or images of an attractive human body are positively associated with Facebook interactions. Emotional engagement refers to consumers' total and enduring level of emotions concerning their engagement focus (Calder et al., 2013). The emotional/affective dimension can be divided into two parts: enthusiasm and enjoyment.

The emotional aspect of engagement, as previously described, has a general degree of positive brand-related affect (Hollebeek et al., 2014) or "zealous reaction" and feelings (Vivek et al., 2014). It is more specifically imagined and operated through measures of enthusiasm and enjoyment, both of which are

recognized as long-lasting types of effects associated with a specific focus (Schaufeli et al., 2002). These conceptual and analytical refinements contribute to the framework's clarity and operational precision. The pleasure and happiness derived from interactions with the engagement partner are defined as enjoyment (L Dessart, C Veloutsou, A Morgan-Thomas, 2016). The worth of persuasive content is based on its ability to meet user needs for enjoyment, escapism, hedonistic pleasure, and emotional release (McQuail, 1983). Enthusiasm is defined as a person's intense level of excitement and interest in the subject of engagement, such as a brand (Vivek, 2009). Several studies have found enthusiasm to be a positive affective condition in the contexts of both work engagement and consumer engagement. The study validates consumer engagement in the context of a brand as a three-dimensional construction, according to T Fernandes and M Moreira, 2019. According to the comparative study findings, emotional engagement is more influential than cognitive engagement (T Fernandes, M

2.2.2 Cognitive Engagement

Cognitive engagement is widely discussed in studies related to education to measure student cognitive engagement, also workplace to measure employee engagement. Based on that, there is still limited literature discussing cognitive engagement in marketing, which will be deepened in this study. A study of cognitive engagement in education mentions the extent to which individuals think strategically across the learning or problem-solving process in a specific task. (Cleary and Zimmerman, 2012). Adopting the conceptual and operational aspects of employee engagement (Malciute, 2012) has confirmed the use of employee engagement scales. According to current research, cognitive engagement is better divided into two components: attention and absorption (Dessart, Veloutsou, & Thomas, 2015). Attention as a component of cognitive engagement is also supported by marketing theory. The cognitive resource that a person devotes to an interaction item is defined as attention (Kahn, 1990; Rothbard, 2001; So et al., 2014). Customers who are cognitively engaged with a hotel brand are more likely to notice destination information such as service information, news, and advertising campaigns (So et al., 2014). Regulatory engagement theory (Scholer & Higgins, 2009) supports the importance of attention as a primary dimension of engagement, stating that turning attention away from the object reduces engagement and characterizes engagement as sustained attention (So et al., 2014). As a result, attention, which represents a consumer's attentiveness and focuses on a brand, is essential to customer engagement.

Patterson et al. define absorption as the level of customer concentration on a focal engagement object, such as a brand/organization (2006). Absorbed

customers who interact with the brand or other customers perceive time moving quickly. When engaging with a brand in the marketing domain, absorbent consumers are likely to be focused entirely, satisfied, and emotionally engrossed (Patterson, Yu, & de Ruyter, 2006). According to the engagement literature, a high level of customer engagement is defined as a deep level of concentration and complete immersion in one's position while engaging with its offering or other customers. Absorption is the state of being completely focused and immersed in the interaction item to the point of losing track of time (So et al., 2014). Because they both reflect motivational constructs, attention and absorption are distinct but related constructs (Rothbard (2001).

2.3 Social Exchange Theory

Previous studies on consumer engagement have been conducted using the Social Exchange Theory approach (SET) by Roy et al., Hollebeek, and Abdul Ghani. SET is a primary social interaction theory in the social sciences. As a theoretical lens through which the relationship of consumer engagement is conceptualized, Social Exchange Theory (SET) is used. Exchange theory has been one of the main theoretical perspectives in the field of social psychology since the early writings of Homans (1961), Blau (1964), and Emerson (1962, 1972). Philosophical and psychological orientation is based on earlier orientations derived from utilitarianism and behaviorism. The exchange partners strive for balance in the relationship under SET, and if an imbalance occurs, balance-restorative efforts are made. What a customer gives may be perceived as a cost, while receiving may be perceived as a reward. Individual behavior changes the difference between the two (i.e., profit) changes (Homans, 1958). This cost/reward viewpoint reflects the interactive nature of customer engagement (Hollebeek, 2010).

This notion of investment is underpinned by SET, which holds that individuals evaluate the tangible and intangible costs and benefits of engaging in relationships (Thibaut & Kelley, 1959). Hollebeek (2016) proposes that customers compare an investment in consumer engagement and returns on consumer engagement on three dimensions based on SET (cognitive, emotional, and behavioral). Based on previous research, the author will continue using this approach, integrating SET from the customer's perspective rather than the company or content owner's customer engagement (Hollebeek, 2010). In social exchange theory (SET), the relationship of consumer engagement is conceptualized through a theoretical lens. According to P Harrigan et al. (2017), social exchange theory is an appropriate theoretical underpinning for customer engagement research in any industry. Consumer-marketer interaction was necessary for consumers to identify with, absorb, and engage with brands.

2.4 Instagram

With the popularity of social media, scholars and practitioners have begun to concentrate on the idea of participation in social media networks (Brodie, Ilic, Juric, & Hollebeek,2013). As of July 2021, roughly 32% of global Instagram audiences were between 25 and 34. More than two-thirds of Instagram audiences were 34 and younger, making the platform particularly appealing to marketers. 2021) (Statista). The social photo-sharing app is top-rated in the United States, with 170 million Instagram users. Instagram is a social media platform that allows users to share photos and videos with a limited number of people. They can use it to upload and edit pictures taken with their phones, post images to their profile pages, follow and tag other users, and like and comment on the posts of other users. Instagram began in 2010 as a mobile phone photo-editing app. Customers interact with a brand or firm through social media, and businesses realize the value of engaging where current and potential customers are paying the most attention (Baird & Parasnis,2011)

Instagram is the fastest growing social media mobile app and has evolved into an empowering medium for self-presentation, particularly among Millennials and Generation Z. (Gibbs and colleagues, 2014). Its nature is performative (Schöps, Kogler, & Hemetsberger, 2020). Instagram users use digital photos to promote themselves (Chatzopoulou, Filieri, & Dogruyol, 2020). It also expresses their personalities, lifestyles, and tastes through five primary social and psychological motives: social interaction, filing, self-expression, escape, and peeking (Lee, Moon, & Sung, 2015). As a result, the focus of recent research has shifted to Instagram, a social media site dedicated entirely to the uploading and sharing of images.

2.5 Planning Trip Behavior

The role and application of social media in planning trips, tourist destination management, and tourism marketing have received considerable attention (B Zeng, R Gerritsen, 2014). Over the last decade, the increased use of internet technology and the evolution of social media sites have revolutionized how tourism destinations market their services and products (Tafveez, 2017). People nowadays use the internet and social media sites to find tourist attractions to visit and various types of lodging to stay in (Fortis et al., 2011). According to Roque and Raposo (2016), social media sites are becoming increasingly essential information sources for travelers. Social media is becoming more relevant in any destination and tourist industry, and it is becoming a part of tourist practices that affect business operations. Due to content uploaded on social media platforms, travelers may be persuaded to change their vacation plans before making a final decision (Roque & Raposo, 2016). Tourists believe information search is the most significant factor in making a travel decision

(Nothi, 2013). According to Zivkovic et al. (2017), social media dramatically influences new tourists because they use social media information to influence their decision-making process, mainly travel decisions.
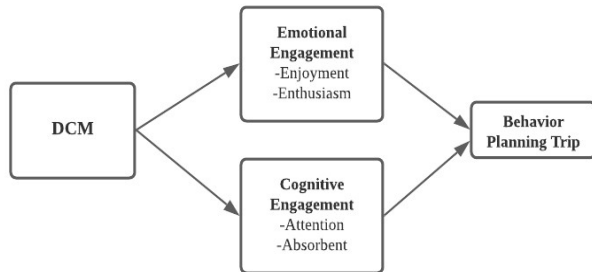
2.6   Conceptual Framework

Figure 1: Framework for Experimental Survey

This study will measure how strong the influence of DCM and type of engagement is, also, which types of engagement have the most influence on consumer planning trip behaviors. The author builds a hypothesis and tests empirical investigation from the conceptual framework to answer the research question.

Hypothesis 1a: DCM significantly influences emotional engagement on Instagram users.

Hypothesis 1b: DCM significantly influences cognitive engagement on Instagram users.

As already explained, according to Lee et al. (2018), DCM (persuasive content) has a positive impact on engagement. Persuasive content thus seems to be the key to effective engagement on Facebook. Thus this research will analyze Instagram (D Lee, K Hosanagar, H Nair, 2013). This study will focus only on persuasive content to determine the extent to which cognitive and emotional engagement are involved. In this case, the author aims to identify which type of engagement has the most relevance to persuasive content. Scholarship explores the mechanisms by which content marketing influences customers' cognitive and emotional response and engagement by leveraging well-established persuasive models (Chang et al., 2015).

Hypothesis 2a: Emotional engagement significantly influences planning trip behavior.

Hypothesis 2b: Cognitive engagement significantly influences planning trip behavior.

According to T Fernandes et al., 2019 the study validates consumer engagement in the context of a brand as a three-dimensional construct. The results of the comparative study show that emotional engagement is more influential than cognitive in the brand context. This study will examine different contexts in which engagement has the most influence on the planning trip behavior. Several studies have looked at the effects of social media use on travel

planning and decision making (Arsal et al., 2008; Ye, Law & Gu, 2009; Cox et al., 2009; Xiang & Gretzel, 2010; Ye, Law, Gu & Chen, 2011; Sedali et al., 2012). Travelers use social media to plan trips. Based on research by Roque & Raposo, 2016), content travelers on social media may be persuaded to change their vacation plans before making a final decision after viewing content uploaded on social media. Tourists believe that information seeking is the most significant factor in making travel decisions (Nothi, 2013). The travel planning behavior will arrive at the consumer's travel plans according to the desire to travel planning by seeking more information about destinations that make consumers interested.

3. METHOD

3.1   Pre - Experimental Survey

This study used descriptive research and a cross-sectional period by conducting an online survey through a questionnaire. The author empirically investigated the DCM of travel content creators that are highly active on their social media, Instagram. The pre-experimental survey will be analyzed to determine the relationship between each engagement and the content presented. The author uses a pre-experimental research design to determine the effect of customer engagement until the result shows the conclusion on which engagement is the most influential between cognitive and emotional. First, conducting experiments by making hypotheses and testing them, manipulating independent variables (cognitive and emotional engagement), measuring the dependent variable, namely DCM itself. It is specifically a one-shot case study with no initial conditions or treatment. This experiment aims to see how digital content marketing content affects cognitive and emotional engagement, which leads to customer behavior planning trips. The respondent will be observed the image continue with answering the questionnaire. First, the digital content marketing shown will be the content from the Instagram account of Folk Indonesia. After observing the image, the group tested will be given a questionnaire consisting of sections. The author assigned this photo (@folkindonesia) to display for the experimental survey. It is because this photo has the most significant number of likes and comments.

3.2   Respondent Sample

Respondent sampling will use (non-probability purposive sampling) with the criteria:

1.   Male or female in the age range of 18 to 39 years old (Millennials).

Disclaimer: due to pandemics, this survey will be conducted by online experiment.

2.   Respondents should have no previous knowledge about the content present in the survey since this can affect their responses and bias the

results. Also, respondents have never followed these tourism accounts (@folkindonesia)

Figure 2. DCM of Folk Indonesia

3.3 Questionnaire Design

The questionnaire design was adapted from a predetermined questionnaire from various previous academic studies. The questionnaire was adapted from L Dessart, C Velotsou, A Morgan Thomas, 2016. The following are indicators of each variable. Based on previous research, two indicators measure emotional engagement: enthusiasm and enjoyment. Cognitive engagement is measured by attention and absorption. The questionnaire below is designed to answer the research question and test the hypothesis.

3.3.1 Digital Content Marketing

Following are indicators of DCM variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Rothbard, 2001, which are enthusiasm, enjoyment, attention, and absorption. All items measure the respondent's perception or opinion of DCM.

Table 3 - Cognitive Engagement Variable

Variable	Indicator	Label	Question	Source	Scale
Cognitive Engagement	Attention	CATT1	Things related to this picture grab my attention a lot	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree
		CATT2	Things related to this caption grab my attention a lot.	Vivek, 2009	
		CATT3	I spend a lot of time thinking about the content present.	Rothbard, 2001	
		CATT4	I pay a lot of attention to the destination.	Rothbard, 2001	
		CATT5	Things related to this destination grab my attention a lot.	Rothbard, 2001	
		CATT6	I concentrate a lot on the destination in the content present.	Rothbard, 2001	
	Absorption	CABS1	In my interaction with this content, I get carried away.	Schaufeli et al., 2002	
		CABS2	In my interaction with this content, I am fully concentrated.	Schaufeli et al., 2002	

3.3.3 Emotional Engagement

The following are indicators of emotional engagement variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Calder et al., 2013, which are Enthusiasm and Enjoyment. All items measure how the engagement of the emotional side of the respondents.

Table 4 - Emotional Engagement Variable

Variable	Indicator	Label	Question	Source	Scale
Emotional Engagement	Enthusiasm	EENT1	The picture generates in me a feeling of excitement.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree.
		EENT2	The caption generates in me a feeling of excitement.	Vivek, 2009	
		EENT3	I am heavily into the picture.	Vivek, 2009	
		EENT4	I am heavily into the caption.	Vivek, 2009	
		EENT5	I feel excited about the destination from the content present.	Vivek, 2009	
		EENT6	I am heavily into the destination in the content.	Vivek, 2009	
	Enjoyment	EENJ1	When I see the picture, I feel happy.	Schaufeli et al., 2002	
		EENJ2	When I read the caption, I feel happy.	Schaufeli et al., 2002	
		EENJ3	Participating to give like and comment on the content is like a treat for me.	Calder et al., 2013	

Table 2 - Digital Content Marketing Variable

Variable	Indicator	Label	Question	Source	Scale
Digital Content Marketing	Enthusiasm	DENT1	I feel excited about digital content marketing.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree
		DENT2	I feel excited about the digital content marketing present	Vivek, 2009	
	Enjoyment	DENJ1	I enjoy it when I see the whole content present		
		DENJ2	I enjoy it when I see the picture.		
		DENJ3	I enjoy it when I read the caption.		
	Attention	DATT1	I pay a lot of attention to the whole content present.	Rothbard, 2001	
		DATT2	I pay a lot of attention to the picture.	Rothbard, 2001	
		DATT3	I pay a lot of attention to the caption	Rothbard, 2001	
	Absorption	DABS1	I concentrate a lot on the whole content present.	Rothbard, 2001	
		DABS2	When I interact with this picture, I forget everything else around me.	Schaufeli et al., 2002	
		DABS3	When I interact with this caption, I forget everything else around me.	Schaufeli et al., 2002	

3.3.2 Cognitive Engagement

The following are indicators of cognitive engagement variables, divided based on the study of Vivek, 2009; Schaufeli et al., 2002; and Rothbard, 2001, which are attention and absorption. All items measure how the engagement of the cognitive side of the respondents.

3.3.4 Planning Trip Behavior

The following are indicators of planning trip behavior variables, divided based on the study of Vivek, 2009; Rothbard, 2001; Schaufeli et al., 2002; and Calder et al., 2013, which are Enthusiasm, Enjoyment, Attention, and Absorption. All items below measure the respondent's perception or opinion of planning trip behavior.

Table 5 - Planning Trip Behavior Variable

Variable	Indicator	Label	Question	Source	Scale
Planning Trip Behavior	Enthusiasm	BPENT1	I feel excited to collect the information about the destination in the content present.	Vivek, 2009	Five-point Likert-type scale (1-5) 1: strongly disagree 5: strongly agree.
		BPENT2	Having a plan trip after pandemics generates in me a feeling of excitement.	Vivek, 2009	
	Enjoyment	BPENJ 1	I enjoy it when I start to make a planning trip		
		BPENJ 2	I enjoy it when I start to collect information about the destination.		
		BPENJ 3	When I start to collect the information, I feel happy.	Schaufeli et al. 2002	
		BPENJ 4	When I start to plan a trip, I feel happy.	Vivek, 2009	
		BPENJ 5	Participating in planning a trip after pandemics is like a treat for me.	Schaufeli et al., 2002	
	Attention	BPAT1	I pay a lot of attention to collect information about the destination.	Rothboard, 2001	
		BPAT2	I spend a lot of time thinking about the planning trip to the destination.	Rothboard, 2001	
	Absorption	BPAB1	When I interact with the planning trip, I forget everything else around me.	Schaufeli et al., 2002	
		BPAB2	In my interaction with this planning trip, I get carried away.	Schaufeli et al., 2002	
		BPAB3	In my interaction with this planning trip, I am fully concentrated.	Schaufeli et al., 2002	

The questionnaire assessed how emotional and cognitive engagement influences planning trip behavior. The author defines planning trip behavior in this study as when customers or respondents want to learn more about destinations. According to Roque and Raposo (2016), content travelers on social media may be persuaded to change their trip plans before making a final decision after viewing social media content. Furthermore, this is aligned with previous research conducted by Nothi (2013), tourists believe that seeking information is the most critical factor in making travel decisions. The author also defines a planning trip behavior as when the respondent becomes interested and plans a trip after the pandemic.

4. DATA ANALYSİS

4.1 Experimental Analysis

In this part, the author uses the statistical method using Structural Equation Modelling to predict the value of a variable. The following is an explanation of the profile of the research respondents, namely gender, age, occupation, and domicile of the respondent.

4.1.1 Gender

The percentage of gender profile is shown in figure 3 below.
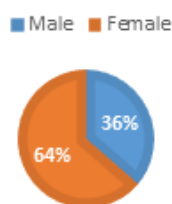
Figure 3: Percentage of Gender Profile

Based on the diagram above, the gender of the respondents shows that there are more female respondents than males. There are 48 male genders (36.4%), while the female gender is 84 people (63.6%).

4.1.2 Age

The percentage of age profile is shown in figure 4 below.
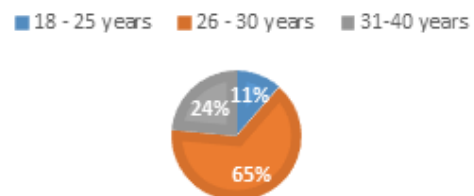

Figure 4: Percentage of Age Profile

Based on the diagram, the age of respondents shows that most of the respondents aged 26-30 years are as many as 86 people (65.2%) while the rest are aged 18-25 years as many as 15 people (11.4%) and aged 31-40 years are 31 people (23.5%).

4.1.3 Occupation

The job profile of the respondents is shown in figure 5 below.

Job Profile

Legend:
- Freelancer
- Ibu Rumah Tangga
- Karyawan BUMN
- Karyawan swasta
- Memilih tidak menjawab
- Pegawai Negeri Sipil (PNS)
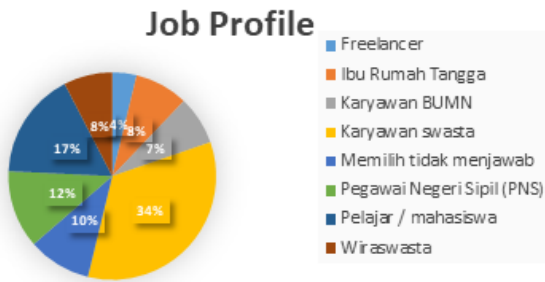- Pelajar / mahasiswa
- Wiraswasta

Figure 5: Percentage of Job Profile

Based on the diagram, the occupation of respondents shows that most of the respondents work as private employees as many as 43 people (32.6%) while the rest are students as many as 22 people (16.7%) and work as civil servants as many as 15 people (11,4%).

4.1.4 Domicile

Based on the figure below, the domicile of the respondents shows that most of the respondents domiciled in West Java as many as 51 people (38.6%) while the domicile of DKI Jakarta as many as 30 people (22.7%), domiciled in East Java as many as 13 people (9, 8%).
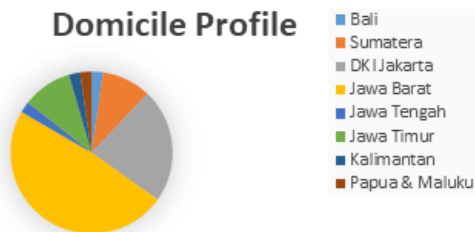
Domicile Profile

Legend:
- Bali
- Sumatera
- DKI Jakarta
- Jawa Barat
- Jawa Tengah
- Jawa Timur
- Kalimantan
- Papua & Maluku

Figure 6: Percentage of Domicile Profile

4.2 Descriptive Analysis

The following table displays the complete descriptive statistics from this study.

4.2.1 Digital Content Marketing

Descriptive statistics of the DCM variable can be seen in the table below.

Table 6 - Descriptive Statistic of Digital Content Marketing Variable

Label	Question	Mean	Median	Min	Max	Standard Deviation
DENT1	I feel excited about digital content marketing.	4.311	4	2	5	0.76
DENT2	I feel excited about the digital content marketing present	Nis.25	4	2	5	0.722
DENJ1	I enjoy when I see the whole content present	4.205	4	2	5	0.786
DENJ2	I enjoy it when I see the picture.	4.288	4	1	5	0.774
DENJ3	I enjoy it when I read the caption.	3.727	4	1	5	0.985
DATT1	I pay a lot of attention to the whole content present.	4.106	4	1	5	0.931
DATT2	I pay a lot of attention to the picture.	4.402	5	2	5	0.727
DATT3	I pay a lot of attention to the caption	3.871	4	1	5	0.988
DABS1	I concentrate a lot on the whole content present.	3.811	4	2	5	0.97
DABS2	When I interact with this picture, I forget everything else around me.	3.455	4	1	5	1.221
DABS3	When I interact with this caption, I forget everything else around me.	3.189	3	1	5	1.238

There are 11 question indicators, 2 Enthusiasm indicators, and 3 Enjoyment indicators. Also, 3 indicators from Absorption and 3 of Attention. It is found that the lowest average answer indicator is the DABS 3 "When I interact with this caption, I forget everything else around me." indicator, which is 3,189. In contrast, the highest indicator is the DATT2 "I pay a lot of attention to the picture" at 4,402.

4.2.2 Cognitive Engagement Variable

Descriptive statistics of the Cognitive Engagement variable can be seen in the table below.

Table 7 - Descriptive Statistic of Cognitive Engagement Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
CATT1	Things related to this picture grab my attention a lot	4.242	4	2	5	0.845
CATT2	Things related to this caption grab my attention a lot.	3.614	4	1	5	1.035
CATT3	I spend a lot of time thinking about the content present.	3.621	4	1	5	1.098
CATT4	I pay a lot of attention to the destination.	4.227	4	2	5	0.803
CATT5	Things related to this destination grab my attention a lot.	4.167	4	1	5	0.906
CATT6	I concentrate a lot on the destination in the content present.	3.879	4	1	5	1.015
CABS1	In my interaction with this content, I get carried away.	3.788	4	1	5	1.045
CABS2	In my interaction with this content, I am fully concentrated.	3.644	4	1	5	1.053

There are 8 indicators, which are 6 Attention and 2 Absorption indicators. In contrast, the lowest average indicator is the CATT3 "I spend a lot of time thinking about the content present" indicator at 3.614, while the highest average indicator is the CATT1 "Things related to this picture grab my attention a lot" indicator at 4.242.

4.2.3 Emotional Engagement Variable

The following are descriptive statistics for the Emotional Engagement variable.

Table 8 - Descriptive Statistic of Emotional Engagement Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
EENT1	The picture generates in me a feeling of excitement.	4.129	4	2	5	0.883
EENT2	The caption generates in me a feeling of excitement.	Mar.72	4	1	5	0.94
EENT3	I am heavily into the picture.	4.333	5	1	5	0.85
EENT4	I am heavily into the caption.	3.712	4	1	5	0.95
EENT5	I feel excited about the destination from the content present.	4.235	4	1	5	0.834
EENT6	I am heavily into the destination in the content.	4.083	4	1	5	0.844
EENJ1	When I see the picture, I feel happy.	4.182	4	1	5	0.851
EENJ2	When I read the caption, I feel happy.	3.636	4	1	5	1.061
EENJ3	Participating to give like and comment on the content is like a treat for me.	3.826	4	1	5	1.091

There is a total of 9 indicators, which are six indicators of Enthusiasm and three indicators of Enjoyment, while the lowest average indicator is the EENJ2 "When I read the caption, I feel happy" of 3.636. In contrast, the highest average indicator is the EENT5 "I feel excited about the destination from the content present." indicator of 4.235.

4.2.4 Planning Trip Behavior Variable

Table 9 - Descriptive Statistic of Planning Trip Behavior Variable

Indicator	Question	Mean	Median	Min	Max	Standard Deviation
BPENT1	I feel excited to collect the information about the destination in the content present.	3.955	4	1	5	0.984
BPENT2	Having a plan trip after pandemic generates in me a feeling of excitement.	4.424	5	1	5	0.78
BPENJ1	I enjoy when I start to make a planning trip	4.379	5	1	5	0.764
BPENJ2	I enjoy when I start to collect information about the destination.	4.303	4	2	5	0.768
BPENJ3	When I start to collect the information, I feel happy.	4.447	5	3	5	0.631
BPENJ4	When I start to plan a trip, I feel happy.	4.485	5	3	5	0.633
BPENJ5	Participating in planning trips after a pandemic is like a treat for me.	4.485	5	3	5	0.68
BPAT 1	I pay a lot of attention to collect information about the destination.	4.182	4	2	5	0.824
BPAT 2	I spend a lot of time thinking about the planning trip to the destination.	4.015	4	1	5	0.921
BPAB 1	When I interact with the planning trip, I forget everything else around me.	4.167	4	1	5	0.923
BPAB 2	In my interaction with this planning trip, I get carried away.	4.053	4	1	5	0.882
BPAB 3	In my interaction with this planning trip, I am fully concentrated.	4.273	4	2	5	0.779

There are 12 indicators, which are 2 Enthusiasm, 5 of Enjoyment, 2 Attention indicators, and 3 Absorption indicators. In contrast, the lowest average indicator is the BPENT1 "I feel excited to collect the information about the destination in the content present." indicator of 3,955. The highest average is the BPENJ4 "When I start to plan a trip, I feel happy." and BPENJ 5 indicator "Participating to plan a trip after a pandemic is like a treat for me" of 4.485.

4.3 Outer Model

4.3.1 Convergent Validity

Convergent validity is used to assess the reliability of a questionnaire. A questionnaire is valid if the questions can reveal something about which the questionnaire will be measured —testing the validity
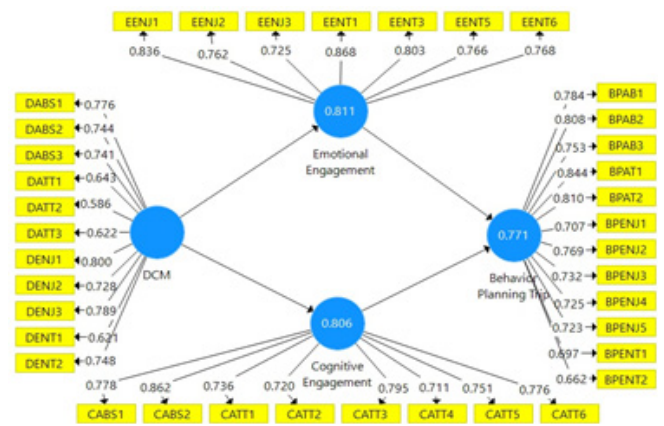
or convergent validity using the outer loading value. The following are the results of testing the validity of each variable

Figure 7: Outer Structural Model

Table 10 - Outer Loading, Cronbach Alpha, Composite Reliability, and AVE

Variable	Indicator	Loading Value	Composite Reliability	AVE	Cronbach Alpha
			> 0,7	> 0,5	> 0,7
Digital Content Marketing	DABS1	0,776	0,918	0,508	0,902
	DABS2	0,744			
	DABS3	0,741			
	DATT1	0,643			
	DATT2	0,586			
	DATT3	0,622			
	DENJ1	0,8			
	DENJ2	0,728			
	DENJ3	0,789			
	DENT1	0,621			
	DENT2	0,748			
Cognitive Engagement	CABS1	0,778	0,92	0,589	0,9
	CABS2	0,862			
	CATT1	0,736			
	CATT2	0,72			
	CATT3	0,795			
	CATT4	0,711			
	CATT5	0,751			
	CATT6	0,776			
Emotional Engagement	EENJ1	0,836	0,921	0,626	0,899
	EENJ2	0,762			
	EENJ3	0,725			
	EENT1	0,868			
	EENT3	0,803			
	EENT3	0,766			
	EENT5	0,768			
	EENT6	0,736			
Planning Trip Behavior	BPAB1	0,784	0,94	0,567	0,931
	BPAB2	0,808			
	BPAB3	0,753			
	BPAT1	0,844			
	BPAT2	0,81			
	BPENJ1	0,707			
	BPENJ2	0,769			
	BPENJ3	0,732			
	BPENJ4	0,725			
	BPENJ5	0,723			
	BPENT1	0,697			
	BPENT2	0,662			

The results of SmartPLS processing are shown in the table above. A loading factor is a number that represents the relationship between the score of a question item and the indicator score indicator construct that measures the construct. If the loading factor value is more significant than 0.7, it is considered valid. On the other hand, Hair et al. (1998) state that a loading factor

greater than 0.5 is generally considered significant for a preliminary examination of a matrix. Value of outer model or the correlation between construct and variable indicates that the overall value of the loading factor is more significant than 0.5, indicating that the constructs for all variables are valid from the model. The outer model's structural model provided the following results.

4.3.3 Discriminant Validity

Cross-loadings are used to evaluate the discriminant validity. After testing the outer loading value's validity, the author tests the discriminant validity using the Average Variance Extracted (AVE) value. AVE is defined as the grand mean value of the squared loadings of a set of indicators (Hair et al., 2014) and is equivalent to the commonality of a construct. The value seen in this test is the average variance extracted (AVE) value on the entire set of variables obtained as an estimation result, where the value is more significant than 0.50 and thus declared valid. The cross-loading value for each item is shown below.

Table 11 - Cross Loading Result

Indicator	Planning Trip Behavior	Cognitive Engagement	DCM	Emotional Engagement
BPAB1	**0,784**	0,726	0,661	0,574
BPAB2	**0,808**	0,795	0,718	0,588
BPAB3	**0,753**	0,663	0,702	0,638
BPAT1	**0,844**	0,79	0,73	0,714
BPAT2	**0,81**	0,833	0,77	0,684
BPENJ1	**0,707**	0,518	0,496	0,401
BPENJ2	**0,769**	0,6	0,56	0,534
BPENJ3	**0,732**	0,544	0,513	0,471
BPENJ4	**0,725**	0,518	0,506	0,439
BPENJ5	**0,723**	0,522	0,479	0,401
BPENT1	**0,697**	0,662	0,714	0,789
BPENT2	**0,662**	0,493	0,552	0,586
CABS1	0,608	**0,778**	0,711	0,674
CABS2	0,681	**0,862**	0,784	0,664
CATT1	0,636	**0,736**	0,751	0,749
CATT2	0,556	**0,72**	0,665	0,553
CATT3	0,577	**0,795**	0,694	0,624
CATT4	0,784	**0,711**	0,612	0,585
CATT5	0,747	**0,751**	0,576	0,464
CATT6	0,726	**0,776**	0,705	0,609
DABS1	0,691	0,757	**0,776**	0,679
DABS2	0,592	0,74	**0,744**	0,643
DABS3	0,565	0,749	**0,741**	0,616
DATT1	0,554	0,576	**0,643**	0,437
DATT2	0,529	0,48	**0,586**	0,517
DATT3	0,541	0,623	**0,622**	0,432
DENJ1	0,68	0,667	**0,8**	0,766
DENJ2	0,619	0,549	**0,728**	0,77
DENJ3	0,631	0,739	**0,789**	0,74
DENT1	0,493	0,522	**0,621**	0,61
DENT2	0,649	0,584	**0,748**	0,755
EENJ1	0,648	0,657	0,739	**0,836**
EENJ2	0,61	0,731	0,779	**0,762**
EENJ3	0,536	0,638	0,717	**0,725**
EENT1	0,596	0,68	0,757	**0,868**
EENT3	0,586	0,522	0,679	**0,803**
EENT5	0,573	0,591	0,653	**0,766**
EENT6	0,714	0,616	0,65	**0,768**
EENT5	0,569	0,591	0,736	**0,656**
EENT6	0,71	0,62	0,743	**0,65**

The second option for confirming discriminant validity is to examine the cross-loadings of the indicators. This method, which is often regarded as more liberal (Henseler et al., 2009), requires that each indicator's loadings on its construct be greater than the cross-loadings on other constructs. The table above yields all cross-loading values > 0,5. The Average Variance Extracted (AVE) criterion can be used to assess the measurement model's convergent validity.

Table 12 Average Variance Extracted (AVE)

Variable	AVE
Digital Content Marketing	0,508
Cognitive Engagement	0,589
Emotional Engagement	0,626
Planning Trip Behavior	0,567

4.3.4 Internal Consistency Reliability

Cronbach's Alpha and Composite Reliability are used to assess reliability's internal consistency. The reliability test is an instrument that produces the same data when used to measure the same object multiple times. A constructed variable is reliable if it has a Cronbach Alpha value > 0.7 and Composite reliability (Ghozali, 2012). The reliability test results are as follows.

Table 13 Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
DCM	0,902	0,918	> 0.70	Reliable
Cognitive Engagement	0,9	0,92		Reliable
Emotional Engagement	0,899	0,921		Reliable
Planning Trip Behavior	0,931	0,94		Reliable

Based on the table above, it is possible to conclude that the variable constructs meet the reliable criteria. It is indicated by the Cronbach's Alpha value and the composite reliability derived from the SmartPLS estimation results. As per the recommended criteria, the resulting value is more significant than 0.70.

4.4 Inner Model

Testing of the inner model or structural model is carried out to see the relationship between the construct, significance value, and R-square of the research model. The structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.

4.4.1 Coefficient of Determination (R2) & Stone-Geiser Test (Q2)

The R2 for each latent dependent variable is used to evaluate the model using PLS. The results of the R2 estimation using SmartPLS are shown in Table 4.20.
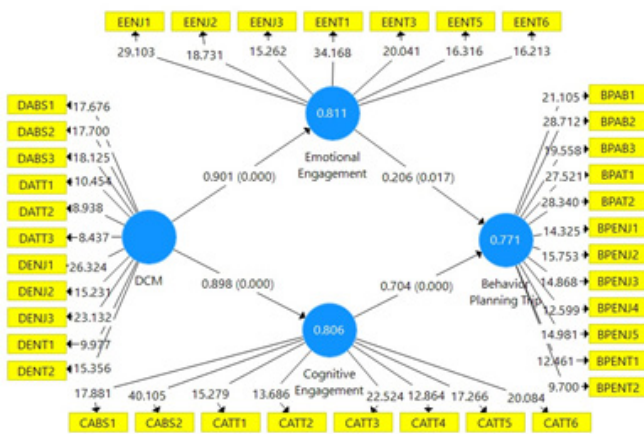
Figure 8: Inner Structural Model

Table 14 - R^2 and Q² Test Result

Variable	R^2	Predictive Accuracy	Q²	Predictive Relevance
Cognitive Engagement	0,806	Significant	0,467	YES
Emotional Engagement	0,811	Significant	0,495	YES
Planning Trip Behavior	0,771	Significant	0,418	YES

The R2 value of 0.75 is considered significant, 0.50 is considered moderate, and 0.25 describes a low level of accuracy, according to Hussain et al. (2018). The R2 value of the Cognitive Engagement variable in this study is 0.806 or 80.6 percent, indicating that the Digital Content Marketing variable can explain the Cognitive Engagement variable with a level of 80.6 percent. At the same time, other factors that are not included in this research variable influence the rest. The R2 value of the Emotional Engagement variable is then 0.811 or 81.1 percent, indicating that the Digital Content Marketing variable can explain the Emotional Engagement variable with a level of 81.1 percent. At the same time, other factors that are not included in this research variable influence the rest. The R2 value of the Planning Trip Behavior variable is 0.771, or 77.1 percent, indicating that the Cognitive Engagement and Emotional Engagement variables can explain the Planning Trip Behavior variable to a 77.1 percent level. At the same time, other factors that are not included in this research variable influence the rest.

Blindfolding is a sample reuse technique that systematically deletes data points while predicting their original values. The procedure necessitates an omission distance D for this purpose. A value for the omission distance D between 5 and 12 is recommended (e.g., Hair et al., 2017). The author chooses seven as the Omission Distance value in this study. Q2 predictive relevance for structural models, assessing how well the model and estimated parameters produce conservation values. Q2 value greater than 0 indicates that the model is predictively relevant. Q2 value less than 0 indicates that the model is not predictively relevant. The magnitude of Q2 has a value between

0 and 1, with the closer to 1, the better the model. In path analysis, the quantity of Q2 is equivalent to the coefficient of total determination. Q2 value for each Cognitive Engagement variable is 0.467, Emotional Engagement is 0.495, and Planning Trip Behavior is 0.418. Based on these values, it is possible to conclude that this study has a high observation value because of Q2 > 0. (Chin, 1998). As a result, the model used in this study has a relevant predictive value, as the model can explain the information in the research data.

4.4.2 Effect size (f2)

Table 15 f^2 Test Result

	Effect size f^2
DCM -> Cognitive Engagement	4,418
DCM -> Emotional Engagement	4,299
Emotional Engagement -> Planning Trip Behavior	0,066
Cognitive Engagement -> Planning Trip Behavior	0,765

The effect size can determine each path model by calculating Cohen's f2 (Hair et al., 2014). The f2 test identifies the effect of independent variables on the dependent variable when they are combined. The effect size of the committed construct for a specific endogenous construct can be determined using the f2 value, with 0.02, 0.15, and 0.35 representing small, medium, and significant effects, respectively (Cohen, 1988). It shows that Cognitive Engagement on Planning Trip Behavior has a significant effect of 0,765. Emotional Engagement on Planning Trip Behavior has a significant effect of 0,066. Meanwhile, Digital Content Marketing on Cognitive Engagement has a significant effect of 4,148 and is categorized as large effects. Digital Content Marketing on Emotional Engagement has the largest significant effect of 4,299.

4.4.3 Goodness of Fit (GoF)

The Goodness-of-Fit (GoF) tests determine how well sample data matches what is expected of a population. Tenenhaus et al. (2005) proposed GoF as combined effect size and convergent validity measure. However, due to several statistical flaws, the use of GoF is now being questioned (Hair et al., 2014). One limitation is that it is not suitable for model validation (Henseler & Sarstedt, 2012) and does not cope well with misspecified models (Hair et al., 2014). SmartPLS does not calculate GoF; it must be done manually.

The criteria for GoF values are 0.10, 0.25, and 0.36, indicating that GoF is small, medium, or large (Ghozali, Latan, 2015). According to the table above, the GoF score is 0.675, greater than 0.36. Overall, the model is very good at explaining empirical data.

Table 16 - Goodness of Fit Calculation

Variable	Average Variance Extracted (AVE)	R^2
Digital Content Marketing	0,508	
Cognitive Engagement	0,589	0,806
Emotional Engagement	0,626	0,811
Planning Trip Behavior	0,567	0,771
Average	0,5725	0,796
Average AVE x Average R^2	0,45571	
GoF	0,67506296	

4.5 Hypothesis Testing

The value contained in the output path coefficient provides a base for testing the hypothesis. The estimated output for structural model testing is shown below.

Table 17 - Path Coefficient (ß) and T Statistics

No	Hypothesis	Beta	T Statistics	P Values	Keterangan
1	DCM -> Emotional Engagement	0.901	47,173	0	Accepted
2	DCM -> Cognitive Engagement	0.898	50,373	0	Accepted
3	Emotional Engagement -> Planning Trip Behavior	0.206	2,398	0,017	Accepted
4	Cognitive Engagement -> Planning Trip Behavior	0,704	8,452	0	Accepted

a. Hypothesis 1 (DCM significantly influences Emotional Engagement on Instagram users)

The relationship between digital content marketing and emotional engagement has a T statistic value of 47,173, which is > 1.97. Also, the P-value of 0.000, which is less than 0.05, can be concluded that persuasive content significantly influences Instagram users' emotional engagement, which means it follows hypothesis 1 (Hypothesis 1 is accepted).

b. Hypothesis 2 (DCM significantly influence Cognitive Engagement on Instagram users)

The relationship between persuasive content and cognitive engagement has a t statistic value of 50,373, which is > 1.97. The P-value of 0.000, which is smaller than 0.05, can be concluded that Persuasive content significantly influences cognitive engagement on Instagram users, which means that it follows hypothesis 2 (Hypothesis 2 is accepted).

c. Hypothesis 3 (Emotional engagement significantly influence Planning Trip Behavior)

The relationship between Emotional engagement and planning trip behavior has a T statistic value > 1.97. The P-value of 0.017 is less than 0.05, so it can

be concluded that Emotional engagement significantly influences planning trip behavior. (Hypothesis 3 is accepted).

d. Testing hypothesis 4 (Cognitive Engagement significantly influence Planning Trip Behavior)

According to the results of hypothesis 4 testing, the relationship between the cognitive engagement variable and the planning trip behavior variable has a T statistic value > 1.97. 0.000 is a P-value less than 0.05, so it can be concluded that cognitive engagement significantly influences planning trip behavior, following hypothesis 4 (hypothesis 4 is accepted).

5. DİSCUSSİON

This study used a sample of 132 respondents aged 18-39 years and followed the study's target, targeting the millennial generation. The majority of respondents are aged 26-30 years, and women by 64%. Most domiciles are in West Java, and the occupations are private employees. In addition, from the questionnaire results obtained, 95.8% actively use Instagram, and 98.3% of respondents like traveling. It shows that this questionnaire is distributed to the right segment of respondents, who are indeed active Instagram users and like traveling. The results of the descriptive analysis show that Emotional Engagement is higher on average than Cognitive Engagement, and the Planning Trip Behavior variable has the highest average of 4.485, which shows that people have the desire and feeling of pleasure when planning a trip. It may impact the current pandemic situation and conditions that limit people from doing activities outside the home. In addition, descriptive analysis on the DCM variable has the lowest value in the caption section. It could be due to selecting images with short captions so that respondents focus more on the pictures.

The four hypotheses are declared accepted as seen from the T statistic value, each of which is below 1.97, and the P-value is < 0.05. In hypothesis 1, Persuasive Content significantly influences Emotional Engagement on Instagram users has the second-highest T statistic value of 47,173, the highest beta value of 0,901, and the highest f2 value of 4,299. These findings imply a high significance level, which is supported by a strong effect size. It indicates that when respondents see the pictures, they are emotionally engaged, feeling excited, enjoy, and happy. This finding is supported by the study of T Fernandes (2019) regarding consumer engagement in the context of a brand as a three-dimensional construct. Their study validated that emotional engagement is more influential than cognitive engagement in the brand context. Also, it is confirmed with SC Olmsted and LC Wolter's (2018) study that in today's media and marketing environment, emotional engagement is frequently emphasized as a key success factor in achieving various advertising goals in the context of neuroscience research techniques. The caption

seems to fail to make people feel emotionally engaged because of the possibility that the caption is concise, and respondents are more focused on the picture.

The second hypothesis states persuasive content significantly influences cognitive engagement on Instagram users are accepted. The T statistic has the highest value of 50,373, the second-highest beta value of 0,898, and the second-highest f2 value of 4,148. When respondents see the pictures, they are cognitively engaged and interact with the presented content. This finding is aligned with So et al., 2014 that customers who are more cognitively engaged with a hotel brand are more likely to notice destination information such as service information, news, and advertising campaigns. But the previous study from So et al. is limited to the offline hospitality and tourism context and does not have two ways of communication like in social media.

The third hypothesis declares that emotional engagement significantly influences planning trip behavior. Hypothesis 3 is accepted by the T statistic value of 2,398, the beta value of 0,206, and the f2 value of 0,066. It shows that the relationship is significant, but it has a small effect size. The study of P Harrigan et al., 2017 validated that all dimensions can be used for another context, including emotional engagement, where So et al. only focus on cognitive engagement. The respondents did not have a strong emotional engagement to plan a trip, not interested and excited to plan a trip because there is a possibility of several factors like pandemic and other uncertainty regulation during the pandemic that makes people feel doubt to travel during a pandemic. However, emotional engagement toward planning trip behavior still has an influence, even only a small effect.

The fourth hypothesis state that cognitive engagement significantly influences planning trip behavior. It is accepted by the T statistic value of 8,452, the beta value of 0,704, and the f2 value of 0,765. It shows that the relationship is significant and stronger than emotional engagement towards planning trip behavior. These findings align with the Regulatory Engagement Theory (Scholer & Higgins, 2009), which supports the importance of attention as a primary dimension of engagement. This study supported So et al., 2014 study that engagement is often limited to a cognitive engagement, but contrasting, whereas engagement includes cognitive, emotional, and behavioral components (Hollebeek, 2011; Mollen & Wilson, 2010; Vivek et al., 2012).

6. LİMİTATİON

Firstly, limitations due to the COVID-19 pandemic affected the number of likes and comments in the content (Ahmad et al., 2021). During a pandemic, people feel a higher risk for all types of travel and avoid traveling to places they think are at moderate to high risk (Hotle et al., 2020; Işık et al., 2020). It will

impact consumer planning trip behavior because there will be many considerations in determining tourist destinations (Karagöz et al., 2021; Koscak et al., 2021; Dogru et al., 2019; Işık et al., 2018) . Understanding and predicting customer engagement in the current tourism context becomes problematic because it has to adjust to government policies regarding travel document restrictions and requirements during a pandemic situation. Also, there are changes to the Instagram algorithm that might impact the data retrieval process. However, it will not discuss what the algorithm is like nowadays. In this study, the DCM only focuses on images.

Future research may use moving images such as videos or reels as a new feature of longer duration Instagram. Future research also can apply digital engagement across another social media platform. This study is about the differences in digital content marketing that can contribute to tourism and marketing literature, especially studies on social media, Instagram. Also, contribute to consumer engagement concept literature in the tourism context. In addition, it can be a reference for a company in the tourism sector to market their content by paying more attention to the type of content that is of interest to the public to attract public interest in the intended destination (destination branding).

7. CONCLUSİON

The fourth hypothesis is declared accepted. Emotional engagement, the enthusiasm and enjoyment dimension, has the largest significant effect compared to Cognitive Engagement, whether it's faced with persuasive content. The first research question is answered on the first hypothesis. It means that people are emotionally engaged when they see the content presented. It is aligned with SC. Olmsted and LC Wolter's (2018) study that in today's media and marketing environment, emotional engagement is frequently emphasized as a key success factor in achieving various advertising goals. These findings have supported the new empirical study of digital content marketing and consumer engagement literature by doing pre-experimental research. It is emphasized that emotional engagement is the key to engaging customers in digital content marketing with the social exchange approach. The next findings are contrasts with previous findings. It shows that Planning Trip Behavior is strongly affected by Cognitive Engagement on the Instagram user. It means that the respondent is cognitively engaged, having attention and interaction to plan a trip. The fourth hypothesis answers the second research question.

Cognitive Engagement significantly influences Planning Trip Behavior. This study aligned with So et al. but contrasts with the P Harrigan et al. study. So, et al. (2014) only focus on the cognitive dimension such as identification, attention, absorption in the

offline tourism and hospitality industry. Contrasting to P Harrigan's (2017) study, they validate using three-dimension engagement (emotional, cognitive, behavior) online and in different contexts. These findings align with the Regulatory Engagement Theory (Scholer & Higgins, 2009), which supports the importance of the cognitive aspect, especially attention, as a primary dimension of engagement. It can be concluded that these findings contribute to tourism literature, which has a new perspective about cognitive engagement in online platforms. Last, the respondent of the quantitative study is millennials who use Instagram frequently and like traveling. Considering that millennials demand technology literacy, they adopt digital lifestyles and yearn for different content marketing and travel values.

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