MODERATION PERCEIVED SOCIAL RELATEDNESS IN THE INFLUENCE OF BRAND TRUST ON SOCIAL MEDIA BRAND ENGAGEMENT

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Abstract
This study aims to analyze the effect of brand trust on social media brand engagement (SMBE) with perceived social relatedness as a moderating variable. In today's digital era, social media has become an important platform for brands to build relationships with consumers, especially Generation Y who are very active on social media. This study uses a quantitative approach with a survey method on social media users in the Bandung area. The results of the study indicate that brand trust has a significant effect on SMBE. In addition, perceived social relatedness is proven to moderate the relationship positively and significantly. This means that the level of social relatedness felt by consumers can strengthen the influence of trust in brands in increasing consumer engagement on social media. These findings provide important implications for marketing practitioners to not only build trust in brands but also create a sense of social relatedness among consumer communities in their social media strategies.

Keywords: Brand Trust, Perceived Social Relatedness, Social Media Brand Engagement, Social Media, Gen Y

1. Introduction

Social media plays a major role in consumers' lives. Social media functions as a channel for brand connection and engagement. Social media channels provide platform communication new for push participation customer Good in exchange social and also involvement brand. Besides That, remember There is more from One billion user Facebook worldwide more than 15 million businesses or brands have registered on Facebook in a way global, so company always make an effort for interact and involved with customer in public wide. As a result, business pushed for own strategy media social as part from effort marketing they for involved with customer (Osei-Frimpong, 2019).

The social media phenomenon has attracted the interest of researchers. Academic research shows a reflection of the fact that people today spend a lot of time on social media and perform many consumption-related actions in this environment. Facebook, Twitter, Instagram, Pinterest or Google + allow consumers to share their lifestyle and consumption choices with online peers, to express their preferences, to communicate their brand affiliations and to stay in touch with commercial organizations. Most importantly, social media has redefined how consumers relate to and behave towards brands. Social media is a space where consumers can use brands to represent and broadcast themselves like never before, where deep relationships can be built with brands becoming part of ongoing conversations, or where people can publicly express their support for brands through liking or following. Existing marketing and consumer research has investigated a variety of topics including how brands should communicate on social media to gain consumer engagement, or what drives consumer behavior towards brands on social

media. Furthermore, the survey surveys consumers' actual brand behavior (touch points) on social media in relation to their preferred apparel brands and analyzes them to understand the underlying motivations for consumer engagement with brands in this environment. This further allows the identification of consumer segments, which are characterized and discussed in terms of covariates including brand trust, brand loyalty, brand attachment on social media, social media usage, and demographic characteristics. (Dimitriu & Guesalaga, 2017).

Social media, which includes online channels for sharing and participating in a variety of activities, is an increasingly important way for brands to communicate with attractive audience segments (Ashley & Tuten, 2015). media plays a major role in consumers' lives. Consumers rate social media as a form of communication much higher than traditional communication channels. More social media posts by customers imply greater engagement with activities and companies, which increases the level of engagement between customers and companies. This process, where customers develop a sense of engagement with activities and companies by posting comments, photos, and videos, is invaluable to organizations. It allows organizations to interact with customers at all times, not just when customers are actually experiencing the service. For companies, it is also important for customers to be active on social media when their posts are related to the service experience. Such posts offer a way to further promote the company, thereby increasing its recognition and presence in the minds of existing and potential customers. Social media is an important part of a company's marketing strategy to ensure that consumers identify with the company and in some cases even feel a part of it. Therefore, many brands use social media networks to connect with consumers and create valuable relationships before, during, and after a purchase. Careful application of social media marketing techniques can strengthen and increase brand awareness among consumers, who are spending more time on social networks. However, there is little research examining the use of social media (Prado-Gascó et al., 2017).

The use of social media has increased phenomenally among users, such as individuals, businesses, governments, and others in the current era. In addition to fulfilling the need for personal satisfaction, these online platforms provide an online platform for users, where they can share and publish their personal evaluations of products and services. This type of behavior is particularly relevant among young customers, who are active on social media platforms and whose brand preferences are heavily influenced by their friends and peers. We see that customers engage in various types of behaviors on social media such as browsing, interacting, sharing information, and seeking information that empowers them about product/service offerings, which in turn influences their level of brand awareness. Subsequently, and not surprisingly, the concept of social media brand engagement has begun to receive considerable attention in the marketing literature (Chahal & Rani, 2017).

However, as a relatively new field, research on the creation of social media brand engagement through brand trust in the context of social media platforms demands attention from both academics and practitioners. Academics have stated the need to conceptualize social media brand engagement. Furthermore, they also argue that a systematic procedure for the development of social media brand engagement has not been studied by researchers. The concept is still in its infancy and the factors that influence social media brand engagement need to be explored. In addition, existing research on the creation of social media brand engagement through brand trust is considered quite fragmented. This means that research on the types of customers that should be engaged

in a business and how to engage them through higher brand trust is still lacking. Furthermore, academics state the need to design strategies to drive social media brand engagement. In their research, there is a need for a deeper understanding of the concept of social media brand engagement as an effective relationship building tool (Chahal & Rani, 2017).

Although the literature underlines that social media brand engagement is created through brand trust, how brand trust is created in this modern interactive market remains an unresolved issue. Specifically, previous studies have suggested the need to examine the influence of brand awareness, brand trust, brand loyalty, consumer behavior on social media brand engagement through the moderation of perceived social relatedness. However, there is an inability to understand how perceived social relatedness is created. Brand trust has a positive impact on social media brand engagement through moderation of perceived social relatedness. (Chahal & Rani, 2017).

Most current research focuses specifically on Generation Y (Gen Y), as this segment is considered to be the most tech-savvy and active on social media. Gen Y customers use social media for entertainment, emotional regulation, or interaction with friends, peers, and family members. The primary reason Gen Y uses social media is to interact with others, as they value the opinions of others and also feel important when they provide feedback on the brands or products they use. In other words, such interactions on social media influence young consumers' identity formation, service expectations, social media brand engagement with companies, purchasing behavior, brand trust, lifetime value of brand loyalty, and (ultimately) company value. Therefore, organizations, managers, researchers, and public policy makers are interested in the use of social media by Generation Y. Although there is general agreement on the frequency of social media use by Generation Y (i.e. high intensity of use), information about their social media activities and the factors that influence their social media use needs to be explored (Chahal & Rani, 2017).

As a consequence, emergence Internet And media social become more good tool interactive to strengthen brand engagement and relationships with independent customers from the location. While it has become the norm for some consumers to engage with brand in media social so that Enough challenge for measure interest, they in practice involvement the. By Because That, remember factor psychosocial influence behavior involvement consumer, very important for practitioner and scholar for get the insight Which more in about several variables related (including relatedness social and trust brand) Which push participation consumer in involvement brand on line. Study study This need need for deepen understanding theoretical We about behavior social media brand engagement (SMBE). Understand role factors Which concerned in practice SMBE This very important. There is outlook interesting about understanding We about involvement customer in practice on line, where there is need for inspect variable related other including trust brand and perception of social relationships and their inherent effects on consumer participation in practices SMBE. As a result, the selection the variables involved in SMBE activities are considered critically by considering its relevance in explaining behavior and beliefs. individuals towards their participation. Individual tendencies towards brands are possibility behavior from involvement they. For That, study This referring to on assumption trust brand and perception connection social give support in practice SMBE (Osei-Frimpong et al., 2020).

Personal factors (e.g., perceived ability such as brand trust, etc.) added with pattern behavior and factor environment or social (for example perception connection social, etc.)

can encourage individuals to engage in certain behaviors such as participation in SMBE (Osei-Frimpong et al., 2020).

Companies need to consider examining the effects of brand trust in online consumer engagement practices. trust has also been considered as an outcome from SMBE. Brand trust as part of shared or held beliefs consumers about brands, and hence the classification of trust as an antecedent of behavior. customer engagement. In addition, several studies have explored SMBE practices Where There is understanding empirical Which limited about What Which push participation consumer in SMBE activities (Osei-Frimpong et al., 2020).

In relation to the background above, this study takes a survey approach. quantitative to explore the impact of brand trust and perceived social relatedness on practice social media brand engagement consumer. Therefore, the current study focuses on examining the factors that predict the creation of social media brand engagement through the involvement of brand trust, with perceived social relatedness as a moderating variable. This makes an effort for reach objective as follows: first, brand trust on SMBE. Second, to investigate the effects moderation perception social relations in influence of belief brand against SMBE.

2. Theoretical Background

2.1 Brand Trust

Brand trust as the average consumer's willingness to rely on a brand's ability to perform its stated functions. The notion of trust is relevant only in situations of uncertainty (e.g., when greater versus lesser differences between brands exist). Specifically, trust reduces uncertainty in environments where consumers feel particularly vulnerable because they know they can rely on a trusted brand. The construction of trust involves a "calculative process" based on the ability of an object or party (e.g., a brand) to continue to fulfill its obligations and on estimates of the costs versus rewards of remaining in the relationship. Brand trust involves inferences about the benevolence of a company to act in the best interests of the customer based on shared goals and values. Thus, beliefs about reliability, security, and honesty are important aspects of trust that people include in their operationalization of trust, as we discuss next. Overall, brand trust involves a deliberate and carefully considered process. whereas the development of brand affect is more spontaneous, more direct, and less deliberate in natural contexts (Chaudhuri & Holbrook, 2001).

2.2 Social Media

Social media can serve as a channel for many marketing activities including customer relationship management, customer service, buyer persona research, lead generation, sales promotion delivery channels, paid advertising channels, and branding. Whatever the purpose, brand information must be relevant to consumers if you want consumers to engage with a brand in a way that is relevant to them. As mentioned, marketers categorize social media as a branding channel first and foremost. As such, branded social media activities can be used to increase brand awareness and brand favorability, promote customer engagement and loyalty, inspire consumer word-of-mouth about the brand, and potentially drive traffic to the brand's online and offline locations. These branded social activities rely on social networks and can involve activities such as ongoing business-to-consumer dialogue, socially published branded content, engagement experiences, and the social presence and participation of brand personas. Marketers can look for greater

opportunities to expose the brand's message to target audiences, increase traffic to the brand's website, improve search rankings, and more loyalty among customers (Ashley & Tuten, 2015).

2.3 Social Media Brand Engagement

Branded social campaigns provide additional touch points to drive ongoing interaction between consumers and brand stories throughout the day, which can deepen consumer–brand relationships, help marketers uncover common themes in consumer feedback, and persuade consumers to engage with online content. The thoughts, feelings, perceptions, images and experiences from these touch points form a series of associations with the brand in the consumer's memory. Marketers have several options in the social media landscape for branding, including placing paid ads, participating in social networks as a brand persona, developing branded engagement opportunities for customer participation in social networks, and publishing branded content (known as content marketing or social publishing) on social channels (Ashley & Tuten, 2015).

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Marketers can look for greater opportunities to expose brand messages to target audiences, increase traffic to brand websites, improve search rankings, and increase loyalty among customers. Customer engagement is another common goal; a 2012 study found that 78% of marketers reported using social media to increase customer engagement. Customer engagement is behavioral, goes beyond purchases, and is focused on the brand or company. Customers can be engaged through five characteristics including valence (value), form (type of resource used), scope (temporal and geographic), impact, and customer goals for engagement. Marketers must define their own customer engagement behaviors. (Ashley & Tuten, 2015)i.

While the idea of " brand engagement " in business relationships is not new, significant practitioner interest in the concept has developed in the last decade. This interest is demonstrated by a number of business conferences, seminars, webinars, and panel discussions on the topic of " social media brand engagement." In today's interactive and dynamic business environment, social media brand engagement (SMBE) is a strategic imperative for generating improved corporate performance, including sales growth, superior competitive advantage, and profitability. The underlying premise of this assertion is that engaged customers play a critical role in viral marketing activities by providing referrals and/or recommendations for specific products, services, and/or brands to others. Engaged customers can also play a critical role in the development of new products/services, and in the creation of shared experiences and value (Brodie, Hollebeek, Jurić, et al., 2011).

Social media brand engagement refers to customers' physical or psychological participation in various brand-building activities that influence their decision-making.

Online customer engagement as a promising concept provides better predictive and explanatory power to the consumer behavioral outcomes of interest, including brand loyalty. However, with considerable variation in the interpretation of the concept and several different definitions of online customer engagement proposed by practitioners, a comprehensive theory of social media brand engagement has yet to emerge. Customer engagement (in the context of social media) is in the form of cognitive, behavioral, and motivational actions. Customer engagement as "the level of expression of an individual customer's motivational, brand-related, context-dependent state of mind characterized by a degree of activation, identification, and absorption in brand interactions". Customer engagement behavior goes beyond transactions. Researchers define the concept as "the manifestation of brand- or company-focused customer behavior, beyond purchase, that results from motivational drivers". Engagement reflects a motivational state that occurs based on an individual's interactive experience with a particular object or agent that is key to many online offerings (Chahal & Rani, 2017).

With the rise of social media, there has been a renewed focus by academics and practitioners on the concept of social media brand engagement. Social media is one of the most common channels customers use to interact with brands or companies, and businesses recognize the need to engage where current and potential customers are most engaged. Social media platforms provide users with interactive channels to create value and engage with companies. Users create social media content through their contributions, comments, and likes. In turn, their input facilitates the engagement and interaction of other members. Therefore, companies want to encourage their followers to not only passively consume content, but to actively engage in such a way that they comment on and create new content. A recent focus in marketing has centered on social media brand engagement. Customers engage with a company or brand through a variety of touchpoints and service encounters. Examples of these engagements include interactions with staff, product usage, physical retail spaces, social media pages, and other forms of communication. The authors recognize that there are multiple objects of focus for customer engagement, including product or service offerings and media. Together, these interactions shape the brand experience and brand trust in the eyes of customers. Engagement is interactive and therefore context-dependent and can only be best understood through an examination of each of these service experiences. However, there is little research examining customer engagement at this focused level. (Dolan et al., 2016).

2.4 Influence Brand Trust towards Social Media Brand Engagement

From a marketing perspective, trust is considered a key factor in building successful long-term relationships. Trust is a very important component for customers to engage and purchase online, as a medium that gives them peace of mind will create more satisfaction, brand equity, and support. Customers share and search for information (social interests, products, services, etc.) on social media because of the atmosphere of trust between friends/colleagues in the social networking environment. However, customers' inability to trust websites has become one of the major barriers to online transactions and a limitation that limits customer engagement with the associated brands. This lack of trust stems from various sources such as security/privacy, e-fraud, etc. In fact, the literature on social media suggests that customers are primarily concerned with the use of data that companies collect online, thus, limiting their online engagement and purchases. Some researchers consider trust as a contextual and conditional variable that acts as a factor that

has a direct effect. That is, engagement behavior is driven primarily by motivation. Thus, it is assumed that when customers feel a higher level of trust towards a particular brand, their engagement, commitment, and loyalty towards it will also be higher which in turn drives purchase intention.

Brand trust has received a lot of attention in research in recent years and is particularly relevant to the social and online environment. (Laroche et al., 2013). Trust is considered as an important factor that influences consumers' decision to engage with and purchase from a brand. In this regard, brand trust is seen as an antecedent of SME practices (van Doorn et al., 2010). The existence of a consumer's "predisposition" towards a brand tends to drive their engagement behavior. This assertion is supported by the assumption of social cognitive theory which states that our beliefs influence our behavioral actions. It can be said that consumers' beliefs towards a particular brand partly determine their level of trust related to that brand. Brand trust is defined as "the willingness of the average consumer to rely on the ability of a brand to perform its functions as intended" (Chaudhuri & Holbrook, 2001). Based on this definition, it can be said that consumers may want to engage, share, and learn on a brand's social networking site because of the beliefs they have regarding the quality of information and the confidence they hold in the brand's performance. Previous research has established the importance of trust as a key construct that influences brand activity and networking on social media and other online platforms (Pentina et al., 2013). Consequently, trust plays a major role in establishing and building long-term brand relationships. Therefore, brand trust is an important factor that drives and triggers consumers' interest in engaging with brands on social media and other online platforms (Chahal & Rani, 2017). Trust as a behavioral construct that has the potential to influence consumers to engage with a brand or vice versa. Based on the above, this study states that consumer brand trust tends to encourage social media brand engagement activities; so, the following hypothesis is proposed

H1. Brand trust influences social media brand engagement.

2.5 Moderation of Perceived Social Relatedness on the Influence of Brand Trust on Social Media Brand Engagement

Furthermore, previous research has established the importance of this type of motivation in driving levels of customer engagement in practices such as Social Media Brand Engagement activities. (Sweeney et al., 2014). Consumers driven by autonomous motivation perceive their involvement in Social Media Brand Engagement activities as fun, interesting, and exciting. There is an interaction effect of Perceived Social Relatedness on the influence between motivation and consumer involvement in social media. In this case, the level of consumer trust in the brand is sufficient motivation in driving their participatory behavior (van Doorn et al., 2010)of Social Media Brand Engagement. Although the potential interaction effect of Perceived Social Relatedness on the relationship between Brand Trust and SMBE has not been established in previous works, this study suggests the possibility of a moderating effect from the perspective of social cognitive theory. Social cognitive theory asserts that consumer beliefs (Brand Trust) combined with social environmental factors (such as Perceived Social Relatedness) tend to strengthen participatory behavior in activities such as Social Media Brand Engagement. (Larose, 2009). So it can be said that Perceived Social Relatedness of consumers tends to moderate the effect of Brand Trust on Social Media Brand Engagement. Thus, this hypothesis is proposed:

H2. Perceived Social Relatedness positively moderates the relationship between Brand Trust and Social Media Brand Engagement practices.

3. Methods

Study This is type study quantitative. Research quantitative interpreted as method research based on philosophy positivism, used for researching in the population or sample specific, data collection uses instrument study, analysis data nature quantitative / statistics, with objective for test hypothesis Which has set (Sugiyono, 2019).Study This want to know influence brand trust to social media brand engagement with perceived social relatedness as variable moderation.

To investigate the complex and emerging phenomenon of social media brand engagement, the current study adopts a social media user-oriented approach and focuses on social media users as the unit of analysis. In particular, the use of social media is increasingly embraced by Gen Y, which is of particular interest to managers and academics (Chahal & Rani, 2017). This particularly reveals that Gen Y actually prefers to interact with companies online via social media rather than in a physical environment before making any purchase decisions. (Chahal & Rani, 2017). In addition, they tend to value other people's opinions on social media more and feel important when they provide feedback about the brands or products, they use (Chahal & Rani, 2017). Service managers and researchers should focus on Gen Y's use of social media because it can be a sign of how people will behave in the future. Therefore, this study focuses on young consumers in Bandung, namely, Gen Y. To find diversity in terms of respondent profiles, Bandung city was specifically chosen because most of the people in Bandung use social media.

Population is overall object research consisting of from humans, objects, animals, plants, symptoms, values test, or events as data source that own characteristics certain in a study (Hardani, 2020).Population in study This is West Java community involved in use of social media when shopping. Technique taking sample Which used is non probability sampling. Non Probability sampling is techniques that are not give opportunity / chance the same one for every element or member population For chosen become sample (Hardani, 2020).Design of the capture sample used is purposive sampling. Purposive sampling is technique taking sample Where member sample the selected one in a way special based on objective study (Hardani, 2020).Criteria in study This is media usage social.

The sample is as member population taken with use technique sampling (Hardani, 2020). The sample used in study This is the people of Greater Bandung who are involved using social media when shopping. Things This supported by research from previously (Osei-Frimpong et al., 2020), For know influence brand trust to social media brand engagement with perceived social relatedness as variable moderation so need choose Respondent Which involved use media social when shop for surveyed. Size sample used in study This is 100-200 respondents. Size sample This Already in accordance with researches previously namely > 100 respondents (Osei-Frimpong et al., 2020).

For test quality instrument questionnaire, research This using validity test and validity test reliability. Validity is testing that shows how far the tool gauge Which We use capable measure What Which want to We measuring And No measure Which other. A questionnaire it is said valid If question on questionnaire capable for disclose something Which will measured by questionnaire the (Ghozali, 2021). Test validity in study This measured use method Pearson Correlation. According to (Rahmawati, 2017), measurement validity in study with Bivariate Pearson (Product Moment Pearson) that is Pearson Correlation counted with use correlation between score of each item question with a total score.

Reliability test is testing for measure questionnaire which is an indicator from variable. A questionnaire it is said reliable If answer somebody to question is consistent from time to time (Rahmawati, 2017).Reliability a measurement state how far the measurement the without error. For test reliability used Cronbach's alpha as benchmark Where Cronbach's alpha is coefficient reliability Which show how much Good Items in a gathering in a way positive correlated One The same other (Sekaran, 2017).

Testing influence Brand Trust to Social Media Brand Engagement with Perceived Social Relatedness as variable moderation use Moderate Regression Analysis (MRA). This MRA interaction test that is application from multiple linear regression Where in the similarities contain element interaction (multiplication two/ more variable independent). Data processing in study This using SPSS, namely IBM SPSS version 25.

4. Results and Discussion

This section presents the results of the research analysis. Research analysis can be supplemented by tables, graphs (images), and/or charts. The discussion section describes the results of data processing, interprets the findings logically, and relates to relevant reference sources.

4.1 Reliability Test Analysis

At the stage This We will analyze reliability test to the existing research variables, as following:

Table 1. Reliability Test Results

Variables	Cronbach's Alpha
Perceived Social Relatedness	0.717
Brand Trust	0.814
Social Media Brand Engagement	0.914

Source: Researcher Data Processing

Based on the results of the reliability test in table 1, we can see that Cronbach Alpha value for all variable Already bigger from 0.6 to can it is said that all variable that is perceived social relatedness, brand trust, and social media brand engagement already reliable and can done analysis more carry on.

4.2 Validity Test Analysis

Furthermore, we will be analyzing validity test to variable existing research as following:

Table 2. Validity Test Results

Variables	Indicator	Pearson Correlation
Perceived Social Relatedness	PSR1	0.684
	PSR2	0.669
	PSR3	0.819
	PSR4	0.762
Brand Trust	BT1	0.844
	BT2	0.901
	BT3	0.813
Social Media Brand Engagement	SMBE1	0.792
	SMBE2	0.894
	SMBE3	0.887
	SMBE4	0.870
	SMBE5	0.880

Source: Researcher Data Processing

Based on table 2 regarding validity test results, we can see that Pearson correlation of each indicator in variables that have been There is Already bigger from critical r value 0.187 so all indicator from existing variables is valid and can be analyzed more carry on.

4.3 Test Results Hypothesis 1

In testing hypothesis here, we will see whether brand trust own influence or no to social media brand engagement. Following table, the test:

Table 4.3 Influence Test Brand Trust towards Social Media Brand Engagement

ANOVAᵃ

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	286,013	1	286,013	22,178	.000 b
	Residual	1405.681	109	12,896		
	Total	1691.694	110			

a. Dependent Variable: Social_Media_Brand_Engagement
b. Predictors: (Constant), Brand_Trust
Source: Researcher Data Processing

In table 3 about influence test brand trust towards social media brand engagement, we can see that sig. value in the ANOVA table is 0.000 and smaller from $\alpha(0.05)$, then can concluded that there is influence brand trust towards social media brand engagement.

The results of this study are supported by previous studies where brand trust has a significant influence on social media brand engagement. The findings reported in this study suggest that consumers' brand trust is a motivating factor that drives them to the brand's social media platform to participate in engagement activities (Osei-Frimpong et al., 2020). While some studies have conceptualized brand trust as an outcome of social media brand engagement (Habibi et al., 2014) (Hollebeek et al., 2014). The conceptualization of brand trust as an antecedent of SMBE established in this study is in line with the research (Brodie, Hollebeek, Juric, et al., 2011). Therefore, this study provides empirical support to previous research that customers' trust in a brand is a likely determinant of their brand engagement behavior. It also suggests that consumers who trust their brand are confident in the integrity of the information shared on the brand's social media platforms, hence, their willingness to participate in such activities to share and learn more about the brand. This study argues that, consumers are more likely to participate in brand engagement activities on social media when they trust the brand (Van Doorn et al., 2010).

4.4 Test Results Hypothesis 2

In testing hypothesis here, we will see Does perceived social relatedness moderate connection between brand trust with social media brand engagement. Following table, the test:

Table 4. Moderation Test Perceived Social Relatedness in Connection Brand Trust with Social Media Brand Engagement

ANOVAᵃ

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1668.921	3	556,307	2613.873	.000 b
	Residual	22,773	107	.213		
	Total	1691.694	110			

a. Dependent Variable: Social_Media_Brand_Engagement
b. Predictors: (Constant), BrandTrust_PerceivedSocialRelatedness, Perceived_Social Relatedness, Brand_Trust
Source: Researcher Data Processing

In table 4 about moderation test perceived social relatedness in connection brand trust with social media brand engagement, we can see that sig. value in the ANOVA table is 0.000 and smaller from $\alpha(0.05)$, then can concluded that with existence variable perceived social relatedness will strengthen connection brand trust towards social media brand engagement.

Research result This in line with study previously where the interaction effect of perceived social relatedness is positive and significant. In addition, this moderating variable has a significant positive influence on the dependent variable (Social Media Brand Engagement) studied. The results reported in this study show significant effects of the interaction term and the moderating variable, indicating that perceived social relatedness moderates SMBE by considering prior brand trust. Although, perceived social relatedness is mostly used as an antecedent of consumers' brand engagement practices in online communities, it in turn also moderates the process. Therefore, this study provides a new perspective into the conceptual understanding of brand engagement and argues that perceived social relatedness on the part of consumers moderates SMBE practices (Osei-Frimpong et al., 2020). Furthermore, the significant interaction effect of perceived social relatedness on SMBE indicates the importance of one's desire to feel connected to significant others (Sweeney et al., 2014)and therefore, want to participate in SMBE activities.

5. Conclusion

From the results testing and discussion hypothesis research in chapter 4, researcher take a number of conclusions, namely:

1) There is influence brand trust towards social media brand engagement. The implications of the influence of brand trust on social media brand engagement (consumer engagement with brands on social media) can be very significant, both in terms of marketing strategy and overall brand management, namely increasing consumer engagement, strengthening two-way communication, increasing retention and advocacy, and being vulnerable to crisis if trust is lost.

2) There is moderation perceived social relatedness in connection brand trust towards social media brand engagement. When perceived social relatedness becomes a moderator, it means that the strength of brand trust's influence on brand engagement on social media changes depending on the level of perceived social relatedness felt by consumers where social interaction is the main cause of engagement and social validation is a critical factor. Companies must focus on communities rather than just content, segment based on the level of perceived social relatedness, make brand advocates and influencers symbols of social relatedness, and use perceived social relatedness as a crisis mitigation tool.

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