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THE INFLUENCE OF ENTERTAINMENT ON BRAND LOYALTY IN HIGHER EDUCATION THROUGH THE MEDIATION OF CUSTOMER ENGAGEMENT AND BRAND TRUST IN INDONESIA.

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Abstract. This study aimed to investigate the relationship between entertainment as an aspect of social media marketing and brand loyalty, taking into account the mediating effects of customer engagement and brand trust. This study followed a quantitative type survey involving a purposive sample of 300 students from private and public universities (active and regular users of social media). Responses were collected by the Semantic Differential scale and analyzed with CB-SEM via AMOS. The design of applied research is cross-sectional, as data collection is applied at a specific time to analyze the interaction between the dimensions of entertainment, brand loyalty, and the mediating role of customer engagement and brand trust. The results show that entertainment, as one of the main dimensions of social media marketing activities, has a significant positive effect on brand loyalty. In other words, stronger brand loyalty is developed if users enjoy or enjoy using social media platforms. The results show that entertainment is an important part of social media marketing, leading to brand loyalty. The results found that customer engagement and brand trust are mediators that further intensify the relationship between entertainment and brand loyalty. It seems that adding entertainment in the use of social media can lead to increased customer engagement and trust, which results in brand loyalty.

Keywords; social media marketing, entertainment, customer engagement, brand trust, brand loyalty.

1. Introduction

The intense competitive environment in universities (HE) forces universities to develop new strategies aimed at achieving a competitive advantage and implementing them effectively to meet the needs of students (Bui et al., 2023). In Indonesia, data obtained from PDDikti (2025) states that there are 7,246,906 active students in Indonesia, with 4,416 universities. This makes understanding the student experience important and appealing to researchers and practitioners (Singh et al., 2021). From another point of view, students and prospective students are now very accustomed to using digital technology to communicate, socialize, and learn (Lacka & Wong, 2021). This is reinforced by Fazel & Sayaf (2025), which mentions that over the past two decades, digital technology has found a new base, namely in the field of education. Social media, as one of the proofs of the development of digital technology, today is not just a tool for social interaction, but also has developed into an integral part of educational practices around the world, especially in the context of global challenges (Zhao & Watterston, 2021). Ling et al. (2023) showed that social media has a significant impact on students' green consumption behavior, which happens to students at Chinese state universities.

Previous research revealed the role of social media in providing a boost to interaction and building brand communities that increase engagement, loyalty, and relationship management (Perera et al., 2022). Other research conducted by Ibrahim et al. (2025) explored the relationship between social media marketing and brand loyalty through customer engagement and customer-based brand equity. The study noted that the

limitation of its research is that looks at the overall impact of social media marketing on engagement and brand equity. Meanwhile, many explorations of social media marketing as a whole have been carried out by researchers (K S & Massand, 2025; Seo & Park, 2018; Ebrahim, 2020; Ali et al., 2025). Therefore, it is necessary to examine how certain dimensions of social media marketing affect engagement and ultimately affect loyalty (Ibrahim et al., 2025). In addition, the formation of consumer loyalty is also highly determined by how they trust the brand (Ebrahim, 2020). This shows that it is necessary to examine the relationship between certain social media marketing dimensions to brand loyalty through brand trust variables.

Student loyalty is essentially determined by the level of commitment of the university (Juhaidi et al. 2025). This level of loyalty is important because it encourages students to stay afloat, actively participate, and recommend the institution to others (Borishade et al., 2021). According to Li et al. (2020), Loyalty is influenced by customer engagement, either directly or through attachment or trust. Moreover, Ali et al. (2025) mention that the level of loyalty is determined by how a brand is able to maximize its social media marketing. On the other hand, social media marketing, according to some literature, has 5 parts, namely entertainment, interaction, customization, trendies, and word of mouth (Cheung et al., 2020, 2021; L. S. Ho et al., 2024; X. Liu et al., 2021; Malarvizhi et al., 2022; Moslehpour et al., 2021). Research shows that users of social media platforms are essentially pleasure-seekers, with entertainment content being the main driver of their engagement (Jayasuriya, Nisha Anupama, 2017). Entertainment in social media marketing is an important contributor in creating perceived value for consumers along with engagement (Moslehpour et al., 2021). Furthermore, co-engagement with trust also strongly determines the level of consumer loyalty to the brand (Ebrahim, 2020; Perera et al., 2022).

This research aims to expand understanding by exploring the relationship between entertainment (social media marketing dimension) and brand loyalty through customer engagement and brand trust. This research is expected to provide a more accurate picture of the mechanism of influence of the social media marketing dimension, namely entertainment, on brand loyalty through customer engagement and brand trust.

Social media as a technology in communication platforms, at this time has transcended geographical boundaries, time, and has facilitated brands in increasing behavioral engagement (Osei-frimpong et al., 2022). In line with that, X. Liu et al. (2021) show that the social media marketing dimensions, namely entertainment, interaction, and trendiness, have significantly increased customer engagement in luxury brands, in contrast to the customization dimension. More specifically about entertainment, Moslehpour et al. (2021) mention that entertainment is an important component of social media marketing. This happens because entertainment can increase consumer engagement, trigger positive emotions, and encourage purchase intent. Also strengthened by Cheung et al. (2021), which emphasizes that entertainment in social media is a driver of consumer consumption, contribution, and creation behavior. In addition, entertainment is also directly the main driver of consumer engagement (Jayasuriya, Nisha Anupama, 2017). The success of entertainment is seen when a company is able to create a good experience for customers, which can be driven by social media networks that feature games, contests, and video sharing that then engage consumers with brand posts online (Cheung et al., 2020). Powered by M. Liu et al. (2023), which states that social media engagement is determined by several factors, namely self-expression, social interaction, and entertainment. This is in line with Fayyaz et al. (2025), who found that

informativeness, entertainment, creativity, and incentives have a significant positive impact on perceived advertising and subsequently affect customer engagement. From another point of view, consumers who feel entertained will also grow their trust, as they obtain the necessary information about a service or product with a pleasant taste (Chang & Dong, 2016). In line with that, Moslehpour et al. (2021) reveal that trust is able to mediate the relationship between entertainment and interaction with purchase intentions. This is reinforced by Hanaysha (2022b), which shows that entertainment has a positive impact on brand trust, although in this study, the impact of entertainment on purchasing decisions was not significant. Sohail et al. (2019). It was also found that entertainment is one of the determinants of brand trust levels. Last Kang (2005) affirms that when a company manages to entertain consumers and improve their perception of the brand, the company can generate greater value from them through positive word of mouth and brand trust.

H1 = Entertainment has a positive effect on Customer Engagement

H2 = Entertainment has a positive effect on Brand Trust

Kini et al. (2024) mention that repeat purchases and willingness to buy new products depend on strong emotional connections with brands and customer engagement behaviors. This shows that customer engagement has a significant influence on brand loyalty (Tuti & Sulistia, 2022). Consistently positive brand engagement will be able to provide brand awareness, perceived quality, and loyalty (Zollo et al., 2020). Moreover Strike., Strike (2014) mentions that customer engagement is one of the key research issues today and can be defined as, first, the psychological process of the customer that leads to the formation of loyalty. Ibrahim et al. (2025). It also revealed that customer loyalty has a significant influence on customer loyalty, so that it is able to mediate the relationship between social media marketing and brand loyalty. Next, M. H. W. Ho & Chung (2020) show that customer engagement has a positive effect on customer equity, which further increases the customer's existing repurchase intent on the mobile app. Experts emphasize that customer engagement (CE), driven by cognitive, emotional, and behavioral motives, strengthens brand associations, awareness, and loyalty (Algharabat et al., 2020). While mentioning that the relationship between customer engagement, which is then brand attachment, and then brand loyalty, is stronger than the relationship between customer engagement, which is then customer trust, and then brand loyalty.

H3 = Customer Engagement has a positive effect on Brand Loyalty

Chaudhuri & Holbrook (2001) show that when product-level and brand-level variables are controlled, brand trust and brand affection together determine purchase loyalty and attitude loyalty. In addition, brand trust and brand equity are also variables that are able to mediate the relationship between social media marketing and brand loyalty (Ebrahim, 2020). Added to other research, C. C. Huang (2017), which shows that brand love and brand trust have a mediating effect on the relationship between brand experience and brand loyalty. On the other hand, good brand attachment and customer trust fully mediate the influence of customer engagement On Brand Loyalty (Li et al., 2020). Cardoso et al. (2022) also show the importance of trust in consumption decisions, as well as loyalty, relationships, and satisfaction. Even Bae & Kim (2023) found that Brand Trust has a role in moderating mediation between brand experience, brand love, and brand loyalty. Brand trust is a major factor that precedes brand loyalty

(Sohail et al., 2019); therefore, few studies emphasize this in the social media marketing literature.

H4 = Brand Trust has a positive effect on Brand Loyalty

2. Research Method

This study uses a survey design with a quantitative approach to measure the relationship between entertainment (social media marketing dimension) and brand loyalty through the mediation of customer engagement and brand trust. This design was chosen to provide a glimpse and analysis of the relationships between variables at a given time.

The research population used is active students in universities in Indonesia, referring to PDDikti data (2025), which states that there are more than 7 million active university students throughout Indonesia. The sample was taken purposively with the criteria of students who are active in college and use social media. The sample of this study was determined based on a minimum guideline of 5–10 times the number of estimated parameters in the SEM model (Hair et al., 2013). Looking at the number of indicators, which are as many as 23 items, and showing that the estimated parameters are 53, because it can be known that the minimum sample size of this study is 265 respondents. Therefore, the target of respondents in this study is 300. The questionnaire will be distributed to students in several purposively selected universities to see the benefits of this research. The institution chosen in this study is a private institution, considering that in Indonesia (where this research was conducted), social media has a significant effect on students' intention to register at private institutions (Wahyuni et al., 2025).

The instrument used in the data collection of this study is the Semantic Differential scale (choice 1-10), which consists of bipolar or opposite adjective pairs to measure respondents' attitudes towards the construct being studied (Takahashi et al., 2016). This makes the respondent able to judge the statement by marking the position between two opposite adjectives. This scale is used to obtain data that more accurately describes the intensity of attitudes and perceptions. The data analysis used in this study is Covariance-Based Structural Equation Modeling (CB-SEM) with the AMOS application. The selection of CB-SEM is based on the research model used is confirmatory, and the theory is sufficiently established that it requires rigorous theoretical testing, and the survey data used relatively meets the normal distribution assumptions required in CB-SEM (Hair et al., 2013). By using CB-SEM, the analysis carried out to test the suitability of the model is felt to be more comprehensive. The mediation hypothesis test in this study uses a parallel mediation effect using the Sobel test approach. This test can appear on a website called Quantpsy. The study also applied a cross-sectional approach, which aimed to emphasize the importance of obtaining a representative sample to make descriptive statements about a defined population at a given time, and in other words, without manipulating variables. It also follows previous research practices that explored SMMA's relationship with brand loyalty (Ibrahim et al., 2025).

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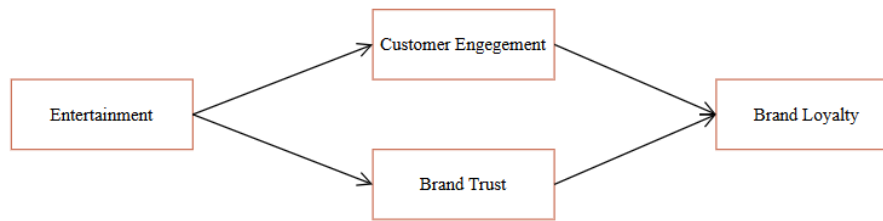


Fig 1. Research Model

Based on the structural model of the study, all measurement indicators were taken from the relevant literature. The following is an operational description of the variables applied in the study.

Table 1. Variable Operationalization

Variabel	Indicator	Information
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	The level of pleasure felt when using social media	ENT1
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	The level of satisfaction felt when using social media	ENT2
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	Appeal that makes users feel comfortable	ENT3
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	An attraction that makes users want to continue accessing content.	ENT4
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	The great interest of users in enjoying entertainment content	ENT5
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	The length of time that users spend enjoying entertainment content.	ENT6
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	Positive perceptions are formed when enjoying content.	ENT7
Entertainment (Ibrahim et al., 2025 Cheung et al., 2020 X. Liu et al., 2021)	Positive experiences are formed when enjoying content	ENT8
Customer Engagement (Lim & Rasul, 2022)	User thought levels when interacting with brand content	CE1
Customer Engagement (Lim & Rasul, 2022)	User awareness of brand content	Third grade
Customer Engagement (Lim & Rasul, 2022)	Positive feelings that users have towards the brand	CE3

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Variabel	Indicator	Information
Customer Engagement (Lim & Rasul, 2022)	Real behavior that shows engagement	CE4
Brand Trust (Griffin et al., 2025)	Belief that brands have the ability to provide quality services.	BT1
Brand Trust (Griffin et al., 2025)	Trust that the brand acts trustworthily in its every action.	BT2
Brand Trust (Griffin et al., 2025)	The perception that brands care about the interests of consumers.	BT3
Brand Trust (Griffin et al., 2025)	Perception that brands care about consumer well-being	BT4
Brand Trust (Griffin et al., 2025)	Belief that brand performance is consistent so that it can be predicted over time.	BT5
Brand Loyalty (Oliver, 1999)	Consumer awareness of brand values leads to loyalty.	BL1
Brand Loyalty (Oliver, 1999)	Consumers' satisfaction with the brand.	BL2
Brand Loyalty (Oliver, 1999)	Consumers' emotional attachment to the brand	BL3
Brand Loyalty (Oliver, 1999)	Consumers' intent to continue to choose to use brands.	BL4
Brand Loyalty (Oliver, 1999)	Recommend the brand to others	BL5
Brand Loyalty (Oliver, 1999)	Defending brand behavior when someone denounces	BL6

3. Result and Discussion

This study involved 300 respondents. The characteristics of the respondents were classified into several categories, namely Gender, Age, and the Social Media Platform used. Details of the characteristics of the respondents involved in the study are presented in table 2.

Table 2. Characteristic Respondents

Characteristics	Attribute	Total	%
Gender	Man	147	49
Gender	Woman	153	51
Age	<18 years old	1	0,33
Age	18–22 years old	260	86,67
Age	23–27 years old	38	12,67
Age	>28 years old	1	0,33
Education	D1-D3	15	5
Education	S2	4	1,33
Education	S1	281	93,67
Social Media	Facebook	3	1
Social Media	Instagram	150	50

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Social Media	Tiktok	127	42,33
Social Media	Youtube	20	6,67

Source: Research Results, 2025

Of the total units of analysis studied, as many as 49% of respondents were male, and 51% were female, showing a relatively balanced distribution. In terms of age, the majority of respondents were in the range of 18-22 years, with a percentage of 86.67%. In addition, most of the respondents are pursuing strata 1 (S1) education, which is 93.67%. Overall, this data describes the profiles of social media users who are active in the young age range, with the dominance of Instagram and TikTok use and a fairly even variation in the duration of use per session.

In SEM analysis, the first step is to test the normality of the data to ensure that the data obtained follows the normal distribution (Hair et al., 2019). The test results showed a value of 2.317, where there was no multivariate ratio critical value that exceeded the cutoff limit of ± 2.58 . Therefore, the distribution of data in this study can be considered normal and appropriate to continue further analysis.

Table 3. *Measurement, Loadings, CR, and VE*

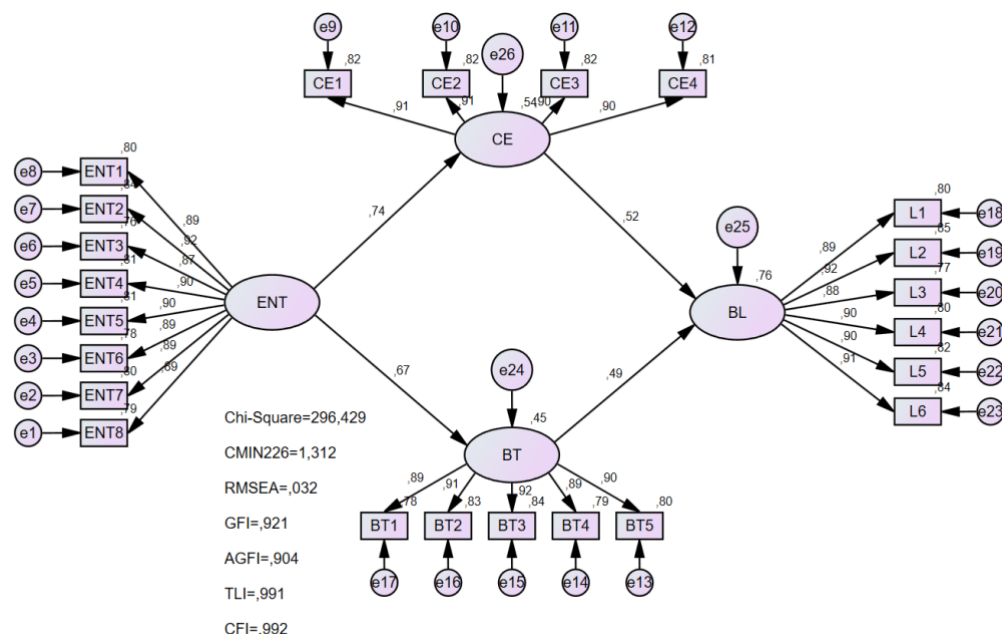
<i>N o</i>	<i>Questionnaire Statements</i>	<i>Construct</i>	<i>Indicato r</i>	<i>Loadin g Factor</i>	<i>CR</i>	<i>AND</i>
1	The level of pleasure felt when Using Social Media	<i>Entertainmen t</i>	ENT1	,89	0,96 5	0,79 9
2	The level of satisfaction felt when Using Social Media		ENT2	,92		
3	The appeal that makes users Comfortable		ENT3	,87		
4	The appeal that makes users want to continue accessing content.		ENT4	,90		
5	The magnitude of the user's interest in Enjoy entertainment content		ENT5	,90		
6	Length of time spent users in enjoying entertainment content.		ENT6	,89		
7	Positive perceptions formed when enjoying content.		ENT7	,89		
8	Positive experiences formed when enjoying content		ENT8	,89		
9	The user's level of thinking when Brand Content Interaction	<i>Customer Engagemnet</i>	CE1	,82	0,99 6	0,81 7
10	User awareness of Brand content		Third grade	,82		
11	Positive feelings that users have towards the brand		CE3	,82		
12	Real behavior that shows Involvement		CE4	,81		
13	The belief that the brand has ability to provide quality services.	<i>Brand Trust</i>	BT1	,89	0,94 6	0,81 6
14	Trust that the brand acts trustworthy in his every action.		BT2	,91		
15	The perception that brands care about the interests of consumers.		BT3	,92		
16	Perception that brands care about consumer well-being		BT4	,89		

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<i>N o</i>	<i>Questionnaire Statements</i>	<i>Construct</i>	<i>Indicato r</i>	<i>Loadin g Factor</i>	<i>CR</i>	<i>AND</i>
17	Belief that brand performance is consistent so that it can be predicted over time.	<i>Brand Loyalty</i>	BT5	,90	0,95 4	0,80 7
18	Consumer awareness of brand values leads to loyalty.		BL1	,89		
19	Consumers' satisfaction with the brand.		BL2	,92		
20	Consumer emotional attachment against the brand		BL3	,88		
21	Consumers' intent to continue to choose to use brands.		BL4	,90		
22	Recommend the brand to others		BL5	,90		
23	Defending brand behavior when someone denounces		BL6	,91		

Source: Research Result, 2025

After conducting the SEM test, the next step is to test the validity and reliability. Validity indicates the extent to which a measuring instrument can describe the concept being measured, while reliability assesses the consistency of the measuring instrument. Based on Table 3, all research indicators have a loading factor value above 0.40, which indicates that each variable indicator already represents a well-researched construct. For reliability, the extracted variance (VE) value for each variable must be above 0.50, and the construct reliability (CR) value for each indicator must be at least 0.70. The results of the analysis showed that all VE and CR values of the variables in this study met these criteria.



Source: Research Result, 2025

Figure 2. Model 1

Then the next step, the theoretical model that has been built in the previous step is depicted in a path diagram, which will make it easier to see the causal relationships that are to be tested.

Table 4. *Goodness of Fit (GoF) SEM-AMOS MODEL*

<i>Goodness of Fit</i>	<i>Analysis Results</i>	<i>Cut of Value</i>	<i>Model Evaluation</i>
<i>Chi-Square</i>	296,429	Expected small	Marjinal Fit
<i>CMIN/DF</i>	1,312	< 2,000	Fit
<i>AGFI</i>	,904	> 0,90	Fit
<i>GFI</i>	,921	> 0,90	Fit
<i>TLI</i>	,991	> 0,95	Fit
<i>CFI</i>	,992	> 0,95	Fit
<i>RMSEA</i>	0,32	< 0.80	Fit

Source: Research Result 2025

The research model test was carried out by assessing the goodness-of-fit value listed in Table 4. A fairly low chi-square value indicates that the SEM model has a good fit. Coupled with the CMIN/DF value, which is less than 2,000, which is 1.312, the AGFI and GFI values, which are above 0.90, are 0.904 and 0.921, and TLI and CFI, which are more than 0.95 which are 0.991 and 0.992. Thus, it can be concluded that the data have met the acceptance requirements and have good suitability. Furthermore, the RMSEA value of less than 0.80, which is 0.32, indicates that the fit model has a degree of freedom in the model and is in accordance with the set criteria, thus showing that this research model is suitable for use in the next analysis.

Hypothesis testing in SEM using AMOS 24 was carried out through path analysis by looking at critical ratios (t-value) and p-value. The hypothesis is accepted if the p-value is less than 0.05, and the direction of influence is determined from the positive or negative sign of the t-value (Hair et al., 2019).

Table 5. Hypothesis Testing

<i>Influencer Relationship</i>			<i>Estimate</i>	<i>C.R.</i>	<i>P</i>
Customer Engagement	<---	Entertainment	,776	14,401	***
Brand Trust	<---	Entertainment	,703	12,765	***
Brand Loyalty	<---	Customer Engagement	,505	11,330	***
Brand Loyalty	<---	Brand Trust	,522	11,780	***

Source: Research Result 2025

Table 5, shows that the results of hypothesis testing describe the relationship between entertainment that affects brand loyalty through customer engagement and brand trust. There was a significant relationship between entertainment and customer engagement, with an estimated value of 0.776 and a p-value of 0.000. Furthermore, entertainment also has a significant relationship with brand trust, with an estimated value of 0.703 and a p-value of 0.000. For customer engagement to brand loyalty, even though it has a smaller estimated value of 0.505, the relationship is still significant with a p-value of 0.000. Meanwhile, brand trust shows a significant relationship with brand loyalty, with an estimated value of 0.522 and a p-value of 0.000.

Table 7. Mediation Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.776	Sobel test:	9.14876615	0.04427613
b	0.522	Aroian test:	9.13562149	0.04433984
s _a	0.054	Goodman test:	9.16196771	0.04421234
s _b	0.044	Reset all	Calculate	

Source: Research Result 2025

From Table 7, the value of Z-Sobel = 9.1487 > 1.96 and $p = 0 < 0.05$, it is concluded that customer engagement significantly mediates the relationship between entertainment and brand loyalty.

Table 8. Mediation Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.703	Sobel test:	8.43310319	0.04209779
b	0.505	Aroian test:	8.41856652	0.04217048
s _a	0.055	Goodman test:	8.44771544	0.04202497
s _b	0.045	Reset all	Calculate	

Source: Research Result 2025

From Table 8, the value of Z-Sobel = 8.4331 > 1.96 and $p = 0 < 0.05$, it is concluded that brand trust significantly mediates the relationship between entertainment and brand loyalty.

4. Discussion

This research reveals that entertainment in university social media activities plays a significant role in shaping campus brand loyalty among students. These findings are consistent with previous studies that have shown that engaging with entertainment content on social media can create an emotional attachment to a brand, thereby strengthening consumer loyalty to the brand (Godey et al., 2016; Malarvizhi et al., 2022, 2022; Sohail et al., 2019). Entertainment content presented through college social media platforms not only increases the appeal and interest of students but also strengthens their emotional and affective engagement with the educational institution.

This study enriches several theoretical implications regarding entertainment as one of the strongest predictors of advertising value (Abbasi, Rehman, Hussain, et al., 2021; Abbasi, Rehman, Ting, et al., 2021) and also an important contributor in social media marketing (Moslehpour et al., 2021) is a major driver in customer engagement thus strengthening the theory of uses and gratification. In addition, this study also underlines the relevance of brand trust as a link between entertainment and brand loyalty. Directly, entertainment creates engagement (Hafidz & Widyastari, 2024; Perera et al., 2023), but trust formed through positive experiences and brand consistency is the main driver that makes consumers more loyal and long-term committed to the brand, thus increasing compatibility with marketing theory that states that trust is the main basis in building loyalty.

This research provides several important practical implications for college managers, given the importance of the university's strategic focus on branding and effective communication to maintain a strong reputation (Gordon-Isasi & Ronda, 2024). Especially in managing their digital marketing strategies, especially through social media. First, colleges need to prioritize the development of entertainment content that is engaging and relevant to students as part of their communication and branding strategies. Effective entertainment content can increase student engagement, which in turn builds their loyalty. Second, university social media managers are also important to manage platforms with an interactive approach, which is able to strengthen student trust in the institution and encourage stronger loyalty. Third, the implementation of customer relationship management (CRM) based on technology and social media can help universities manage student interaction data, measure engagement, and design programs that can increase student loyalty. This has become especially important in today's competitive environment of higher education. Fourth, universities are advised to integrate experience-based strategies with efforts to strengthen brand trust and engagement so as to form a positive perception that deepens loyalty to the institution. Finally, managers should be aware that loyal students can become effective brand ambassadors through positive word-of-mouth and voluntary promotions. Therefore, building a fun entertainment experience and a solid trust in social media not only increases loyalty but also expands the college's promotional network organically.

5. Conclusion and Recommendations

This study confirms that entertainment in college social media activities plays an important role as a trigger for brand loyalty. Engaging entertainment content not only enhances students' appeal and emotional engagement but also strengthens their trust in the institution, ultimately fostering strong and sustained loyalty. These findings align with the uses and gratification theory that places entertainment as a key driver of customer engagement, and strengthen the understanding of the crucial role of brand trust as a mediator between entertainment and brand loyalty.

Theoretically, this study enriches the social media marketing literature by emphasizing the importance of customer engagement and brand trust in the mechanism of building loyalty through entertainment content. Practically, this study provides strategic direction to university managers to optimize the use of social media by focusing on developing relevant and interactive entertainment content, building trust through positive experiences, and utilizing CRM technology to monitor and increase student loyalty.

Several aspects need to be recognized as limitations in this study. **First**, the focus of this study is the influence of entertainment as a dimension of social media marketing, so it is necessary to consider other dimensions of social media marketing, such as interaction, customization, trendies, and WOM, as X variables in the next study. **Second**, this study focuses on customer engagement and brand trust as variables that connect entertainment with brand loyalty, so that future research can add other variables such as brand equity and self-brand connection. **Third**, the dominance of quantitative approaches makes the audience's emotional experience not yet explored in depth, where qualitative approaches can offer more holistic insights.

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