

The Influence of Social Media Usage, Electronic Word of Mouth (eWOM), and Incentives on Behavioral Intention and Its Implications for Customer Loyalty Among Radio Broadcasting Audiences in the Digital Marketing Era

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ABSTRACT

This study aims to analyze the influence of Social Media Usage, Electronic Word of Mouth (eWOM), and Incentives on Behavioral Intention and its implications for Customer Loyalty among audiences of radio broadcasting media in the digital marketing era. The rapid development of digital technology and social media has transformed media consumption patterns, where audiences are no longer passive recipients of information but active participants who interact, share, and shape perceptions of media content (Indriyarti, 2023). In this context, radio broadcasting media are required to adapt by leveraging digital platforms to enhance audience engagement and maintain loyalty (Wiridjati & Roesman, 2018). This research employs a quantitative approach with a causal research design. Data were collected through questionnaires distributed to 209 radio broadcasting media audiences who actively use social media and have received incentives from radio stations. The data analysis technique used is Structural Equation Modeling (SEM). The exogenous variables in this study are Social Media Usage and Incentives, while the endogenous variables are Electronic Word of Mouth (eWOM), Behavioral Intention, and Customer Loyalty. The results indicate that Social Media Usage has a positive and significant effect on eWOM and Behavioral Intention. Incentive has a positive and significant effect on Behavioral Intention. Behavioral Intention has a positive and significant effect on Customer Loyalty. However, eWOM does not have a significant effect on Behavioral Intention. This study provides theoretical contributions to the development of audience behavior studies in radio broadcasting media within the digital marketing context, as well as practical implications for media managers in designing digital-based approaches to enhance audience engagement and loyalty.

Keywords: *Social Media Usage, Electronic Word of Mouth, Incentive, Behavioral Intention, Customer Loyalty, Radio Broadcasting.*

1. INTRODUCTION

The development of digital technology has significantly transformed the ecosystem of media industries, including broadcasting media such as radio. This transformation is evident from the shift in public information and entertainment consumption patterns, which no longer rely entirely on conventional broadcasts but are moving towards more interactive and mobile digital platforms (Indriyarti, 2023; Wiridjati & Roesman, 2018). In the midst of increasingly intense competition, radio media are required to transform their broadcasting strategies to remain relevant, competitive, and capable of maintaining audience attention (Yuningsih & Surya, 2025).

Social media provides opportunities for audiences to spread opinions, recommendations, and experiences regarding broadcast programs through Electronic Word of Mouth (eWOM), where information from users is considered more credible than promotional messages from companies (Indriyarti, 2023). Content stimuli communicated through social media have a significant influence on forming audience Behavioral Intention, especially when messages are perceived as informative, engaging, and possessing high emotional value and credibility (Chen & Chen, 2026). Behavioral Intention in this study is broader than Purchase Intention, encompassing various behavioral tendencies such as intention to listen, interact, reuse services, and recommend to others (Siagian *et al.*, 2023).

To strengthen Behavioral Intention formation, broadcasting media managers often utilize Incentives as additional stimuli in digital broadcasting strategies. Incentives are defined as benefits or advantages offered to audiences, such as prizes, exclusive access, or other forms of appreciation aimed at attracting attention, increasing engagement, and encouraging audiences to respond to broadcast content (Chen & Chen, 2026).

The radio broadcasting industry faces significant challenges from digital platforms like YouTube, TikTok, and Spotify, which have shifted media consumption patterns from passive to active, interactive, and personalized (Indriyarti, 2023; Caliman, 2025). Radio can no longer rely on one-way communication models but must transform towards participatory and engagement-based digital strategies (Caliman, 2025). This makes Social Media Usage crucial, as radio now

utilizes digital platforms to expand program reach, build interaction, and maintain audience relevance (Trunfio & Rossi, 2021; Tarihi, 2023).

Additionally, eWOM in digital spaces serves as a reinforcer of program image and encourages audience interest in following broadcast programs (Ismagilova *et al.*, 2019; Indriyarti, 2023). Incentives such as interactive quizzes, live broadcast prizes, giveaways, and participatory programs are common strategies to encourage active audience engagement (Chen & Chen, 2026). This research adds the Incentive variable to improve previous research models, making it more relevant to broadcasting media characteristics that require engagement mechanisms to maintain audience interest (Chen & Chen, 2026). The addition of Incentive is reinforced by perceived value theory, explaining that decisions to engage are influenced by additional benefits received (Chen & Chen, 2026).

Based on the background and research gaps identified, the research problems are formulated as follows: (1) Does Social Media Usage positively affect eWOM among radio audiences? (2) Does Social Media Usage positively affect Behavioral Intention? (3) Does eWOM positively affect Behavioral Intention? (4) Does Incentive positively affect Behavioral Intention? (5) Does Behavioral Intention positively affect Customer Loyalty?

2. LITERATURE REVIEW

2.1 Theoretical Foundation

Social Media Usage is defined as active user activities such as liking, commenting, sharing, and viewing content that reflects their engagement in social media (Trunfio & Rossi, 2021). In broadcasting media, Social Media Usage refers to the intensity and manner in which broadcasting institutions utilize social media platforms to expand reach, disseminate content, and build interaction with audiences (Tarihi, 2023). The shift from one-way to two-way communication allows audiences to provide feedback and engage in conversations about broadcast programs (Indriyarti, 2023; Caliman, 2025).

Electronic Word of Mouth (eWOM) is defined as a dynamic information exchange process between consumers regarding a product, service, brand, or program, available through the internet (Ismagilova *et al.*, 2020). eWOM includes text, reviews, comments, and recommendations shared on social media, forums, and review sites (Ismagilova *et al.*, 2020). Information from other users is considered more trustworthy than information from companies (Indriyarti, 2023).

Incentive is defined as additional benefits or advantages given to audiences, such as prizes, discounts, coupons, or other forms of appreciation aimed at attracting attention and increasing engagement (Chen & Chen, 2026). Incentives increase perceived value, making consumers feel that taking action provides greater benefits (Chen & Chen, 2026).

Behavioral Intention is defined as individual behavioral responses to products or services, including repurchase intention, recommendation intention, purchase intention, and other forms of engagement in the digital environment (Ismagilova *et al.*, 2019; Dincer, 2023). It is influenced by social media usage, eWOM, and incentives (Siagian *et al.*, 2023).

Customer Loyalty is defined as a deep commitment to continue supporting, using, or choosing a brand/product/service despite situational pressures or competitor marketing efforts (Oliver, 2014). Loyalty encompasses behavioral (repeated actions) and attitudinal/affective (willingness to recommend) dimensions (Oliver, 2014). In radio broadcasting, loyalty is manifested through consistent listening, active participation, and tendency to recommend programs (Vilkaite-vaitone, 2020; Yum & Yoo, 2023).

2.2 Hypothesis Development

Based on the theoretical framework and previous research, the following hypotheses are formulated:

- H1:** Social Media Usage has a positive effect on Electronic Word of Mouth (eWOM)
- H2:** Social Media Usage has a positive effect on Behavioral Intention
- H3:** Electronic Word of Mouth (eWOM) has a positive effect on Behavioral Intention
- H4:** Incentive has a positive effect on Behavioral Intention
- H5:** Behavioral Intention has a positive effect on Customer Loyalty

3. RESEARCH METHOD

This research uses a quantitative approach with causal research design, aiming to demonstrate causal relationships by testing exogenous variables (Social Media Usage and Incentive) on endogenous variables (eWOM, Behavioral Intention, and Customer Loyalty) in radio broadcasting media (Hair Jr. *et al.*, 2017). The population is radio broadcasting media audiences in Indonesia who actively use social media. Purposive sampling was used with criteria: (1) at least 18 years old, (2) actively using social media at least three times a week, (3) using social media to access or interact with

radio broadcasting media content, (4) having interacted with radio programs in the last six months, and (5) having received appreciation/benefits or incentives from radio stations.

Data was collected through online and offline questionnaires using a Likert scale of 1-5. A total of 209 respondents met the criteria. Data analysis used Structural Equation Modeling (SEM) with CB-SEM approach, including validity and reliability tests, measurement model evaluation through CFA, goodness-of-fit evaluation, and structural model testing (Hair Jr. *et al.*, 2017).

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The majority of respondents were female (57.9%), aged 26-35 years (33.0%), with high school/vocational high school education (68.4%). TikTok was the most used social media platform (62.2%), with interaction frequency mostly 3-4 times per week (47.8%).

4.2 Measurement Model Evaluation

CFA results show all indicators have standardized factor loading values above 0.50 and are significant at $p < 0.001$. Goodness-of-fit indices show good fit (CFI = 0.988, TLI = 0.987, RMSEA = 0.035, SRMR = 0.025). All constructs meet reliability and validity criteria with CR > 0.70 and AVE > 0.50 (Hair Jr. *et al.*, 2017).

Table 1. Construct Reliability and Average Variance Extracted

Variable	CR	AVE	Status
Social Media Usage	0.881	0.649	Reliable
Electronic Word of Mouth	0.893	0.626	Reliable
Incentive	0.920	0.741	Reliable
Behavioral Intention	0.908	0.712	Reliable
Customer Loyalty	0.937	0.747	Reliable

4.3 Structural Model and Hypothesis Testing

The structural model shows good fit (CFI = 0.988, TLI = 0.986, RMSEA = 0.036, GFI = 0.901). Hypothesis testing results are presented in Table 2.

Table 2. Hypothesis Testing Results

Hypothesis	Relationship	Path Coeff.	z-value	p-value	Decision
H1	SMU → eWOM	1.004	90.858	<0.001	Accepted
H2	SMU → BI	0.414	6.404	<0.001	Accepted
H3	eWOM → BI	0.568	0.355	0.723	Rejected
H4	Incentive → BI	0.614	9.870	<0.001	Accepted
H5	BI → CL	0.991	157.963	<0.001	Accepted

Note: SMU = Social Media Usage, BI = Behavioral Intention, CL = Customer Loyalty

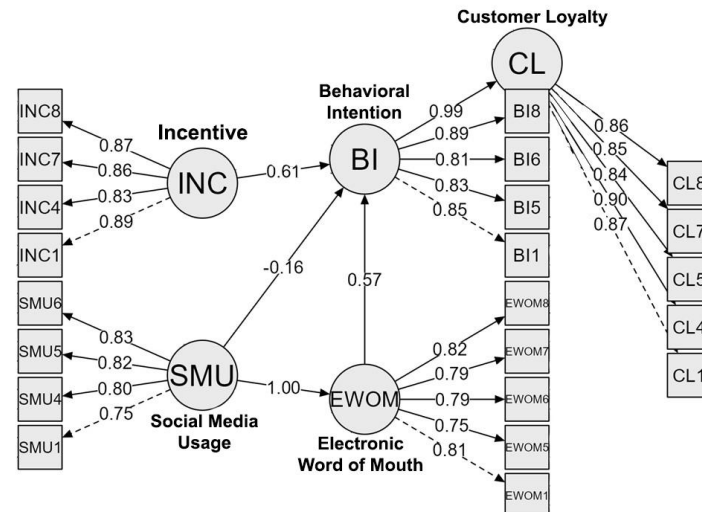


Figure 1. Structural Model Path Diagram

4.4 Discussion

Social Media Usage has a positive and significant effect on eWOM ($\beta = 1.004$, $p < 0.001$). Higher social media usage increases audience tendency to engage in eWOM. Social media enables two-way interaction and rapid information exchange, encouraging users to share experiences and recommendations (Wiridjati & Roesman, 2018). Interactive features like comments, reviews, and content sharing make social media the primary platform for eWOM formation (Wiridjati & Roesman, 2018).

H1: Social Media Usage $\rightarrow$ eWOM (Accepted)

Social Media Usage positively affects Behavioral Intention ($\beta = 0.414$, $p < 0.001$). Better social media utilization increases audience intention to continue following and participating in radio activities. Exposure and repeated engagement on social platforms increase awareness, information, and trust that drive behavioral intention (Indriyarti, 2023; Wiridjati & Roesman, 2018). Quality interaction and content on social media influence how audiences perceive program value (Lin & Shen, 2023).

H2: Social Media Usage $\rightarrow$ Behavioral Intention (Accepted)

eWOM does not significantly affect Behavioral Intention ($\beta = 0.568$, $p = 0.723$). This contradicts previous studies (Indriyarti, 2023; Wiridjati & Roesman, 2018). In media broadcasting context, behavioral intention formation is more complex, involving emotional aspects (trust), social aspects (community interaction), and cognitive aspects (information evaluation). Audiences may have stronger personal experiences and direct relationships with radio programs, making them less dependent on external recommendations (Appel *et al.*, 2020).

H3: eWOM $\rightarrow$ Behavioral Intention (Rejected)

Incentive positively affects Behavioral Intention ($\beta = 0.614$, $p < 0.001$). Better incentive provision increases audience intention to follow, use, and participate in radio activities. Incentives such as discounts, prizes, or benefits increase interest and encourage further action (Chen & Chen, 2026). Gamification approaches (achievements, badges, challenges) have proven effective in increasing stickiness and user engagement (Chans & Castro, 2021). Incentives integrated into social media campaigns trigger dual effects: encouraging direct action and triggering eWOM when recipients share experiences (Trifiro *et al.*, 2022).

H4: Incentive $\rightarrow$ Behavioral Intention (Accepted)

Behavioral Intention positively affects Customer Loyalty ($\beta = 0.991$, $p < 0.001$). Higher behavioral intention increases audience loyalty. Stronger consumer intention to buy and reuse products leads to higher long-term loyalty (Indriyarti, 2023). When audiences show strong intention to continue following programs, listen repeatedly, or participate in activities, this becomes audience loyalty. Loyalty maintains audience stability (ratings & share), increases commercial bargaining power, creates differentiation, and strengthens media image (Yang & Lee, 2025; Hussain *et al.*, 2022).

H5: Behavioral Intention $\rightarrow$ Customer Loyalty (Accepted)

5. CONCLUSION

This study concludes that Social Media Usage positively affects eWOM and Behavioral Intention. Incentive positively affects Behavioral Intention. Behavioral Intention positively affects Customer Loyalty. However, eWOM does not significantly affect Behavioral Intention. In radio broadcasting media, direct audience engagement through social media and incentive provision are more effective in shaping behavioral intention and loyalty than relying solely on eWOM. Theoretical Implications: This study contributes to audience behavior studies in radio broadcasting media, particularly regarding relationships between Social Media Usage, eWOM, Incentive, Behavioral Intention, and Customer Loyalty. The finding that eWOM does not affect Behavioral Intention provides new insights: in media contexts, behavioral intention formation is determined not only by digital information and recommendations but also by personal experience, entertainment and information needs, and direct audience involvement with radio media. Managerial Implications: Radio broadcasting media managers should optimize social media usage through informative, engaging, and interactive content. Managers should design creative incentive programs such as giveaways, interactive quizzes, loyalty programs, and other appreciation forms to increase audience participation and engagement. Managers should focus on increasing Behavioral Intention through quality broadcast programs relevant to listener needs to create long-term audience loyalty. Limitations and Future Research: This study has limitations including the specific context of radio broadcasting media in Indonesia and the cross-sectional design. Future research should expand to various digital media types such as streaming services, podcasts, and internet-based media platforms, use larger sample sizes and wider geographical coverage, and employ different methodological approaches such as mixed methods or longitudinal studies for more comprehensive understanding.

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