

Braggart wom antecedent test with perceived support from other consumers as mediator

Feby Evelyn¹, Siti Nur Azizah²

¹Ekonomi dan Bisnis, Universitas Putra Bangsa, Indonesia

²Magister Manajemen, Universitas Putra Bangsa, Indonesia

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ABSTRACT

This research is to test the influence of C2C and active participation on braggart WOM by mediating support from other consumers on Sate Ambal Kebumen consumers. The sample for this research was 100 respondents who actively participated in training activities and shared experiences both online and offline. The results of the research show that active interaction influences the support felt by consumers, Active participation influences the support felt by consumers, C2C interaction influences WOM braggart, Active participation influences WOM braggart, Active participation influences WOM braggart, Support felt by consumers influences braggart WOM, Support felt by other consumers does not mediate the effect of C2C interactions on braggart WOM, Support felt by other consumers mediates the effect of active participation on braggart WOM. Theoretical and practical implications are explained in this article.

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Corresponding Author:

Feby Evelyn,
Ekonomi dan Bisnis,
Universitas Putra Bangsa,
Jl Ronggowarsito No.18 Pejagoan, Kebumen, 54361, Indonesia
Email: febyevelyna@gmail.com

1. Introduction

Previous research conducted by Taherit.al shows that creating word of mouth (WoM) can improve marketing results of goods and services. Culinary tourism is currently a business that is currently booming with marketing efforts to increase income from the culinary industry through the use of contemporary design and marketing. Daa's 2023 district figures show that tourism in Kebumen Regency has now increased thanks to its unique natural scenery and food. Sate Ambal is a traditional culinary food that is quite developed because of its innovation and marketing services with various modern designs. Co-creation and co-design are ideas that originate from cooperative methods of producing goods or services, and they have the potential to have a significant influence when applied to culinary service encounters. Co-creation and co-design in culinary service experiences are motivated by ideas that stress the value of including clients in the development process and collaborative value creation. Culinary companies can improve customer satisfaction and provide more individualized, memorable dining experiences by incorporating diners in the design and creation process.

According to eperience theory by Pine and Gilmore, companies can add value by putting on memorable events. The experience itself is prioritized in the experience economy over the product or service alone. One of the best examples of the experience economy is seen in culinary encounters. By including patrons in the creative process, co-creation and co-design help to create distinctive, memorable dining experiences while also increasing patron happiness and engagement.

WoM customer-to-customer interactions, co-creation, co-design, and word-of-mouth are often the result of unique experiences (Pelletier & Collier, 2018). (Gannon et al., 2019) supports this in the context of recreational experiences. However, evidence regarding this relationship in the broader services marketing literature is lacking. Therefore, we draw on the general WoM literature to strengthen our argument. C2C

interactions can improve the service experience; stimulate the spread of positive WoM in turn (Gruen et al., 2007).

A collaborative perspective on experience design aligns with the ideas of participatory and empathetic design (Courtney et al., 2015), suggesting that they both enhance customer experience and encourage active consumer participation. Activity has many cognitive and emotional benefits. It shapes consumer experiences and drives post-consumption behavior, such as the spread of WoM (Minkiewicz et al., 2014). Therefore, co-creation, co-design, and WoM boasting in the context of experiential services can be influenced by consumers' active participation in consumption. Food experiences show that recreation is increasingly popular in modern society (Pourfakhimi et al., 2021).

Therefore, news about culinary activities on social media and traditional media shows how important it is to consume food based on contemporary experiences. Food images posted regularly on social media enable audiences worldwide to share their culinary experiences and expertise (Batat et al., 2019). The spread of "foodism" has fueled an increasing demand for diverse, innovative, significant and exciting culinary leisure experiences; Cooking workshops and cooking classes have become popular tourist attractions (Pourfakhimi et al., 2021). Therefore, significant culinary experiences can improve customer well-being as service design designed to encourage consumption is increasingly important (Pourfakhimi et al., 2021).

Culinary recreation experiences are a combination of active and passive activities supported by food consumption. For example, eating local food at a traditional restaurant is one example. Culinary leisure experiences are becoming more important economically and socio-culturally, but are less promoted (Zampollo & Peacock, 2016). Service providers typically create and design participatory activities with customers with a holistic, collaborative and innovative approach. Shared food consumption often involves interactions between customers and employees, according to (Silchenko & Askegaard, 2021), (Voola et al., 2018), and (Finsterwalder & Kuppelwieser, 2011). Customers perceive the impact of interactive services from the dynamics of co-creation, where they enjoy freedom and ownership (Chen et al., 2020).

From a theoretical perspective, this research seeks to expand the literature on services marketing by seeing whether a user-centered and interactive approach to designing cooking class experiences can serve as a conduit for World of Mouth. This research also hopes to expand the literature by including a long-term interactive co-design approach that considers customers' needs and suggestions about creative service experiences.

This research is also expected to increase our understanding of the World of Mystery (WoM). In other words, it can help develop culinary leisure experiences by finding emotional touch points related to interactions between customers and consumers (C2C) (Batat et al., 2019). The results also encourage leisure and service experience designers to understand how to motivate customers to contribute to shared value creation (Minkiewicz et al., 2014) by designing how customer and company resources are integrated in place and how interactivity can occur in long-term experience design.

(Pelletier & Collier, 2018) states that purchases supported by self-connection can encourage WoM, with this form of information sharing used to encourage self-improvement and increased self-esteem. However, while the deployment of WoM may be a self-improvement strategy for some customers, its implementation can also be encouraged as an effective tool for shaping and influencing others' perceptions of di However, co-creation of value as a precursor to World of Moth remains understudied.

Consumer engagement behavior is related to participation (Verleye et al., 2014) and increases consumer well-being (Sweeney et al., 2015). Studies show that consumers who are engaged and want to create shared value result in innovation and co-design experiences, given that design literature focuses on co-creating solutions with users rather than for users alone (Olsen, 2015). The concepts of participatory and empathetic design align with this collaborative perspective on experience design (Courtney et al., 2015), implying that they both enhance the customer experience and encourage active consumer participation. Active participation has many cognitive and emotional benefits. It shapes consumer experiences and drives post-consumption behavior, including the spread of WoM (Minkiewicz et al., 2014). Therefore, co-creation, co-design, and WoM boasting in the context of experiential services can be influenced by consumers' active participation, which in turn can have a positive impact on consumers' well-being (L. Xie et al., 2020).

A positive level of co-creation and customer-to-customer interaction is essential for value co-creation (Vargo & Lusch, 2016). Co-creation is supported by interaction, socialization, and leisure experiences (Rihova et al., 2018). Consumers can increase curiosity, share thoughts and feelings, and increase security and friendship through communication (Chen et al., 2020). C2C interactions in cooking classes can build community, facilitate knowledge transfer, provide opportunities to help others with functional tasks, and increase the value of peer learning (Pourfakhimi et al., 2021). Furthermore, (Rihova et

al., 2018) show that C2C interactions can help consumers perceive greater support (Pourfakhimi et al., 2021). Therefore:

In the context of experience, the level of co-creation and support provided by service providers and other consumers is influenced by social resources such as firm-customer support and peer support (L. Xie et al., 2020). Therefore, the level of support provided by a company to encourage co-creation is an important factor in determining consumer involvement (Grissemann & Stokburger-Sauer, 2012). The results of this research show that the active interaction variable has a significant effect on the support variable felt by consumers, which can be interpreted as that the hypothesis H1 is accepted.

Creativity is enhanced by high levels of engagement and participation in interactions with others. It can also encourage co-development and co-design experiences (Olsen, 2015). This allows customers to communicate their needs and begin the process of realizing the experience by integrating their needs, ideas and resources into the provider's domain while producing shared services (Donetto et al., 2015). The results of this research show that the participation influence variable has a significant effect on the support felt by consumers variable, which can be interpreted as indicating that hypothesis H2 is accepted.

Word of mouth, co-creation, co-design, and customer-to-customer interactions are often the result of unique experiences (Pelletier & Collier, 2018). C2C interactions can improve the service experience, which in turn encourages the spread of positive WoM (Gruen et al., 2007). H3. C2C interactions influence Braggart WOM

Service experiences with high perceived value can foster self-experiential connection; it also improves consumers' perceptions of service experiences and increases the tendency to spread positive WoM (Gruen et al., 2007). In addition, hedonic involvement in an experience provides social status and rewards, which causes WoM to spread more widely (Etgar, 2008). H4. Active participation influences WOM braggart

The value co-created through interactional relationships determines customers' perceptions of participatory services. Therefore, the value co-created in service exchanges is partly related to the sociopsychological benefits resulting from actor-to-actor engagement. These sociopsychological benefits include the support received by companies and other consumers (Ramaswamy & Ozcan, 2018). According to (Jung et al., 2017), greater support will improve customer experience, encourage stronger emotional connections, and increase the likelihood of WoM spreading. Additionally, perceptions about the degree of co-creation undertaken in service experiences can contribute to WoM (X. Z. Xie et al., 2019). H5. Consumers tend to propagate overbearing WoM because of service providers' support

Consumer perceptions of participatory service experiences come from the value created jointly through interactional relationships therein. Therefore, the value co-created in service exchanges is partly related to the socio-psychological benefits derived from actor-to-actor engagement, including the support received from both the company and other consumers (Ramaswamy & Ozcan, 2018). H6. Other customer support because support has a direct and positive impact on consumers' tendencies to spread WoM.

(Jung et al., 2017) argue that greater support will enhance consumer experience, foster stronger emotional connections, and increase the likelihood of WoM spreading. Similarly, perceptions of the degree of co-creation involved in a service experience can drive WoM (X. Z. Xie et al., 2019). H7: The perceived support of other consumers mediates the effect of active participation on braggart WOM.

2. Research Method

H1: C2C interactions influence the support felt by consumers

H2: Active participation influences the support felt by consumers

H3: C2C interactions influence Braggart WOM

H4: Active participation influences WOM braggart

H5: The support felt by consumers influences braggart WOM

H6: The perceived support of other consumers mediates the influence of C2C interactions on braggart WOM

H7: The perceived support of other consumers mediates the (*pelletier*)effect of active participation on braggart WOM

Based on the hypothesis above, the framework for thinking is as follows:

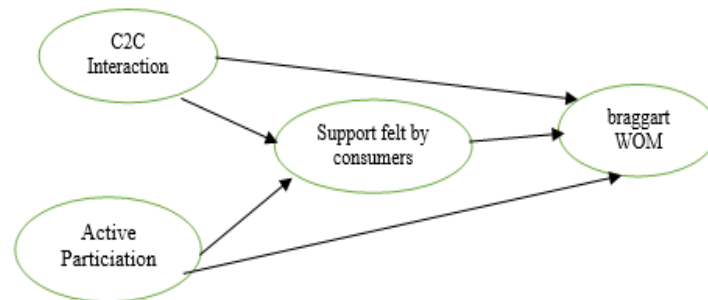


Figure 1. Framework of thought

A good number of samples in social research according to Hair et al 2010 ranges from 100-200 samples. In this research sample, researchers took 100 respondents. The questionnaires distributed were processed using SPSS 25 and mediation tests with the Sobel Calculator. The characteristics of the respondents are as follows:

Table 1. Respondent characteristics

Variable	Noun	Prosentase
Man	15	15%
Women	85	85%
17-25	17	17%
26-35	65	65%
36-45	10	10%
>45	8	8%

Based on table 1 above, the gender of the respondents is dominated by women as much as 85%, while the age of the respondents is dominated by those aged 26-35 years as much as 65%.

3. Results And Discussions

Respondent data was processed with the help of SPSS version 25, showing the following results:

Table 2. Validity test

Variable	Items	Pearson Correlation	Sig. (2-tailed)	Information
C2C Interaction	C2C_1	0,576	0,000	Valid
	C2C_2	0,646	0,000	Valid
	C2C_3	0,495	0,000	Valid
	C2C_4	0,811	0,000	Valid
Active Participation	PA_1	0,606	0,000	Valid
	PA_2	0,492	0,000	Valid
	PA_3	0,833	0,000	Valid
Support felt by consumers	DKL_1	0,446	0,000	Valid
	DKL_2	0,358	0,000	Valid
	DKL_3	0,775	0,000	Valid
Braggart WOM	BW_1	0,671	0,000	Valid
	BW_2	0,576	0,000	Valid
	BW_3	0,573	0,000	Valid
	BW_4	0,460	0,000	Valid
	BW_5	0,796	0,000	Valid

Based on the results of the validity test in table 2 above, the statement items in variables X1 C2C, X2 Active Participation, Y1 Other Consumer Support, and Y2 Braggart WOM are valid. Shown with all the validity test results values above the R table. Respondent data was processed with the help of SPSS version 25, showing the following results:

Table 3. Reliability test

No	Variable	Cronbach's Alpha	N of Items	Information
1	C2C Interaction	0,847	4	Reliable
2	Active Participation	0,781	3	Reliable
3	Support felt by consumers	0,723	3	Reliable

No	Variable	Cronbach's Alpha	N of Items	Information
4	Braggat WOM	0,88	5	Reliable

Based on the results of the Reliability Test, all statement items are considered reliable, this is indicated by the Cronbach's Alpha value above 0.6. Respondent data was processed with the help of SPSS version 25, showing the following results:

Table 4. Normality test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.90729182
Most Extreme Differences	Absolute	.079
	Positive	.070
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.130 ^c

The results of the Normality Test show that the distribution of data in this study is normal as indicated by the significance value in the One Sample Kolmogorov Smirnov Test above showing a significance value above 0.05.

H1: C2C interactions influence the support that consumers feel Received

This demonstrates how improved C2C can boost other customers' sense of support. through initiatives like contests for creating ambal satay recipes or workshops for starting ambal satay enterprises. This is in line with studies done on cooking contests, which show that C2C interactions can strengthen bonds between participants, promote information sharing, provide them the chance to assist others with practical tasks, and raise the importance of peer learning (Pourfakhimi et al., 2021).

H2: Active participation influences the support that consumers feel they Received

This demonstrates how crucial it is for customers to actively participate in order to increase the level of support that other customers feel. For instance, in forecasting assessments of the service experience. Thus, involvement in the process of creating service experiences can be crucial in raising engagement levels (Gannon et al., 2021).

Table 5. Structure test 1

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	6.845	1.768	3.872	.000
	C2C	.309	.124	2.497	.014
	Partisipasi Aktif	.679	.159	4.259	.000

Based on the results of the hypothesis test in table 5, it shows that H1 is accepted because the t value is: 2.497 and the Sig value is: 0.14, the hypothesis H2 is accepted because the t value is: 4.259 and the Sig value is: 0.000.

Table 6. R square struktur 1 model summary

Model	R	R Square	Adjusted R Square	R Square Change	F Change	Sig F Change
1	.623	.388	.375	.388	30.715	.000

Based on the results of the R square test structure 1, it shows that the Adjusted R Square with a value of 0.375 indicates that the variable C2 and Active Participation in Baraggart WOM is 0.375.

Table 7. Test structure 2

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig	Tolerance	VIF
1	(Constant)	5.181	1.647		3.145	.002		
	C2C	.184	.116	.151	1.588	.116	.579	1.728
	Active Participation	.327	.164	.208	1.993	.049	.479	2.086
	Other Consumer	.691	.150	.448	4.619	.000	.554	1.806

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std.Error	Beta	t	Sig	Tolerance	VIF
Support							

H3: C2C interactions influence WOM braggart *Rejected*

Based on the results of the hypothesis test in table 7, it shows that H3 is rejected because the t value is: 1.588 and the Sig value is: 0.116, This demonstrates that the low amount of C2C connection is unable to foster interaction, which is contrary to studies (Schmitt, 1999). C2C ought to be able to enhance and elevate customer perceptions of service experiences and the propensity to disseminate positive word-of-mouth. High perceived value service encounters can promote self-experiential connection (Gannon et al., 2019).

H4: Active participation influences WOM braggart *acceptance*

The hypothesis H4 is accepted because the t value is: 1.993 and the Sig value is: 0.049 and H5 is accepted because the t value is: 4.619 and Sig: 0.000.

This indicates that WOM braggart is impacted by active participation. When customers participate in different activities, such training and experience sharing, they receive prizes and social status, which furthers the spread of wom braggart. High levels of participation and engagement during social interactions can promote co-development and co-design experiences as well as encourage creativity (Gannon et al., 2021).

H5: The support felt by consumers influences the WOM content received

Consumer perceptions of the experiences and values created together through interactional relationships within them. Therefore, value is created together in the support received from both the company and other consumers (Ramaswamy & Ozcan, 2018). Greater support will enhance the consumer experience, encourage stronger emotional connections, and increase the likelihood of WoM spreading.

Based on the results of the hypothesis test in table 7, it shows that H3 is rejected because the t value is: 1.588 and the Sig value is: 0.116, the hypothesis H4 is accepted because the t value is: 1.993 and the Sig value is: 0.049 and H5 is accepted because the t value is: 4.619 and Sig: 0.000.

Table 8. Structure test 2

Model	R	R Square	Adjusted R Square	F Change	Sig F Change
1	.706	.499	.483	31.883	.000

a. Predictors: (Constant), Dukungan Konsumen Lain, C2C, Partisipasi Aktif

b. Dependent Variable: Braggart WOM

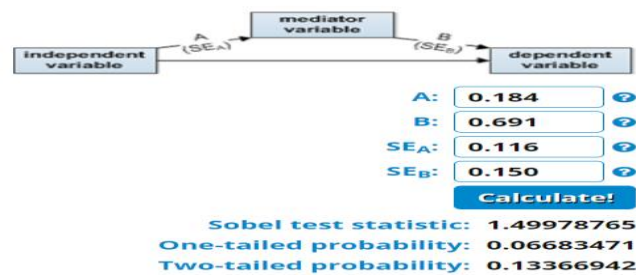
Based on the results of the R square test structure 2, it shows that the Adjusted R Square with a value of 0.483 indicates that variable C2, Active Participation and Other Consumer Support for Baraggart WOM is 0.483.

Mediation Test

H6: The perceived support of other consumers does not mediate the effect of C2C interactions on braggart WOM. The impact of C2C interactions on braggart WOM is not mitigated by the apparent support of other customers. This demonstrates that the encouragement received from other customers is insufficient to boost C2C conversations and prevent the creation of braggart WOM. In addition to enhancing the training process, the co-created and built WoM baraggart should establish an environment that encourages users to share material on Instagram. This could enhance their communication with other customers. Thus, more assistance could make WoM braggart more likely and could help people develop themselves by encouraging them to share WoM (Chen et al., 2020).

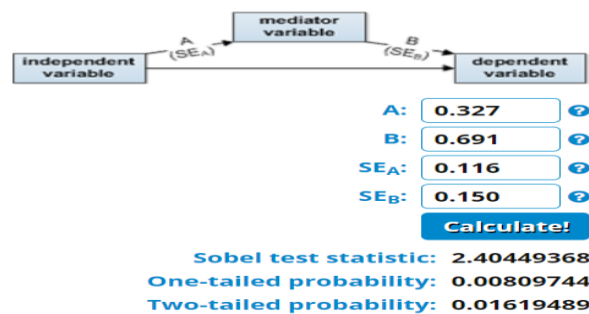
H7: The perceived support of other consumers mediates the effect of active participation on braggart WOM This shows that the support felt by other consumers can increase braggart WOM (Jung et al., 2017). This can be seen in the higher level of perceived support from other consumers and contributes to a stronger intention to spread WoM braggart (X. Z. Xie et al., 2019).

C2C Dukungan Braggart WOM



Picture 2. SobelTes 1

Based on Figure 1, the support felt by other consumers mediates the influence of C2C interactions on Rejected WOM braggart as shown by the One-tailed probability value of 0.06 above 0.05.



Picture 3. SobelTes 2

Braggart Support Participation

Based on Figure 3, the support felt by other consumers mediates the influence of active participation on WOM acceptance as indicated by the one-tailed probability value of 0.008 below 0.05.

4. Conclusion

H1 is received. This shows that the better C2C can increase the support felt by other consumers. The results of this research support the findings of Bruhn et al 2014 that better interaction between consumers is able to stimulate the overall experience to be better

H2: Active participation influences the support that consumers feel is received. These results support the results of research conducted by Taheri et al 2020 that active consumer participation will increase support from other consumers, for example in the form of online reviews on Instagram accounts.

H3: C2C interactions influence WOM braggart is Rejected. The results of this research are not in line with research conducted by Taheri et al 2020. Excessive information can make other consumers not believe the information provided

H4: Active participation influences WOM braggart acceptance is accepted. These findings support the research conducted (Gannon et al., 2021). High levels of engagement and participation during interactions with others stimulate creativity and can foster co-development and co-design experiences

H5: The support felt by consumers influences the braggart WOM received. These findings support the research conducted (Ramaswamy & Ozcan, 2018). Consumer perceptions of the experiences and values created together through interactional relationships within them. Therefore, value is created together in the support received from both the company and other consumers Greater support will enhance the consumer experience, encourage stronger emotional connections, and increase the likelihood of WoM spreading.

H6: The perceived support of other consumers does not mediate the effect of C2C interactions on braggart WOM. This shows that the support felt by other consumers is not able to increase C2C interactions so that braggart WOM is not created. The experience that is designed and co-created together to produce a WoM braggart should be able to enhance the training experience, providing an atmosphere that allows consumers to share content on Instagram. This can improve their experience when interacting with other consumers. Therefore, greater support may increase the likelihood of WoM braggart and may contribute to self-improvement through sharing WoM (Chen et al., 2020).

H7: The perceived support of other consumers mediates the effect of active participation on braggart WOM. This shows that the support felt by other consumers can increase braggart WOM (Jung et al., 2017). This can be seen in the higher level of perceived support from other consumers and contributes to a stronger intention to spread WoM braggart (X. Z. Xie et al., 2019)

The results of this research provide theoretical and practical implications. This study tested predictors of Braggart WoM based on co-created and co-designed training aspects. The results provide theoretical and managerial implications for other consumers' support of interactive experiences involving customers (Scott and Vallen, 2019; (Voola et al., 2018).

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