Factors Affecting Customer Engagement In Social Media: A Case Study Of Costume Rental Service In Vietnam

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Abstract: *Customer Engagement is emerging in the marketing literature with preliminary research indicating that it has an important construct that not only reflects customers' interactive experience and the relationship within brand communities but also is conducive to a firm's financial value like boosting business performance including sales revenue, outstanding competitive advantage, and profitability. Determining the factors affecting customer engagement on social networks in the digital transformation era is extremely necessary for service providers. It is the basis for service providers to plan business strategies, marketing, and development plans in order of priority following their resources, to promote brand awareness, build and nurture relationships with customers. Thus, this paper promotes a new integrated conceptual framework, looking for the role of quality of products and service, trust satisfaction, and perceived value through social media in creating customer engagement, and examining the casual communication among customer engagement with these factors. The research result shows that product quality has the greatest influence on customer engagement, followed by perceived value and service quality customer satisfaction. Customer trust was found to have the smallest impact on customer engagement. Therefore, these findings will assist companies in identifying that these factors are interactions. The study tries to achieve better insights into these marketing constructs.*

Keywords: *customer engagement, service quality, customer satisfaction, customer trust, costume rental service*

I. INTRODUCTION

The development of technology and the strong growth in the number of people using social networks make social networks a popular communication channel used by companies in their marketing activities. Through social media activities, businesses can directly, quickly, and continuously create brand profiles, showcase products, services, and promotional information. With the ability to reach millions of users on social networking platforms, social networks are considered as a new marketing tool to promote the brand's products and services, forming an emerging communication channel leading to forms the relationship between the brand and the customer.

Customer engagement is the interaction and sharing of a customer's brand experience. In the field of relationship marketing, Customer engagement combines not only established relationships between buyers and sellers, but also possible combinations of potential and actual customers, and all other stakeholders (Brodie et al., 2011). Social media platforms provide these engagement capabilities to develop trust, goodwill, and commitment to form relationships between individuals and brands. As a result, many businesses are realizing the urgent need to focus on building personal two-way relationships with customers who drive engagement. Customer engagement has been recognized as the emotional connection between a company and its customers focused on customer interaction and engagement. An important factor for customer engagement is knowledge exchange, so information and communication technologies offer tremendous opportunities for organizations to exchange knowledge and interact with customers.

Although costume and props rental services are not new in the market, there has not been much research to improve the business and marketing efficiency of businesses in this industry. Costume and props rental service is not an exception when there is stiff competition between businesses. Besides, in an era where fashion trends change at lightning speed and people are increasingly passionate about taking photos to post on social networks, many consumers only would like to wear their clothes once. This helps costume rental businesses get more new customers. So companies are calling customers to interact and participate in service design to get different perspectives. Therefore, for businesses to improve their competitiveness and maintain

their position in the industry, businesses need to focus on researching ways to help businesses connect with customers, thereby bringing their products closer to customers.

Therefore, customer engagement is considered as one of the ways to help businesses retain old customers and attract new ones. However, customer engagement depends not only on different factors such as satisfaction, quality, perceived value... but also on the cultural differences of each customer (Quynh, 2019; Quynh et al., 2020a). Therefore, it is necessary to explore deeply in different contexts to provide an overview and contribute to strengthening the theoretical foundation of customer engagement. To do that, this study focuses on exploring and evaluating the influence of factors on customer engagement in the social media environment for costume and props rental services. This can help businesses improve customer interaction on social networks.

II. LITERATURE REVIEW

2.1 Customer engagement.

Engagement can be defined as a lasting commitment, written or unwritten agreement between parties (Welbourne, 2007). It is characterized by high energy and identity levels (Turgut, 2010). The concept of engagement has been explored in the literature on organizational behavior (Lay and Bowden, 2009) and educational context (Quynh et al., 2021a/b). Engagement has also been used as a measure of the strength of a company's customer relationships based on the extent to which customers have formed both emotional and rational relationships with a brand (Lay and Bowden, 2009).

In the context of many challenges in the relationship between businesses and customers, a relatively new research issue that has received a lot of attention is engagement, in which customer engagement (CE) has become an important and prominent topic in the literature (Abdul, 2016; Quynh et al., 2020b) and widely explored in different contexts such as tourism service (Tram, 2021), restaurant industry (Quynh 2019; Quynh et al., 2020a).

In recent years, the CE concept has been used in many marketing literatures but has not been conceptualized systematically (Sondhi et al., 2017). While Brodie et al. (2011) consider CE as a "psychological process" that includes behavioral, emotional, and cognitive aspects; CE is defined as "the extent to which a customer is physically, cognitively, and emotionally present in their relationship with a service organization" (Patterson et al., 2006). Van Doorn et al. (2010) consider CE as "the expression of customer behavior" including the value, nature of impact, form or method, scope, and goal of the customer to understand the nature of the customer. CE or intrinsically motivated and context-dependent (Hollebeek, 2011). Meanwhile, Harmeling et al. (2017) argue that CE is considered a behavioral construct rather than a psychological construct.

Customer engagement is at the heart of the wonders of social media (Baldus, Voorhees, Calantone 2015 and Keller, 2016; Schivinski et al., 2019). When a product cannot be experienced online, the role of network media such as e-retail websites and social networking sites becomes very important (Brodie, Hollebeek, Juric and Ilic, 2011; Nadeem et al., 2015). Engagement behavior is created when social media users start thinking about brands they care about (Strauss and Frost 2014).

2.2 Related constructs
Perceived value

Perceived value represents the customer's assessment of the value that a product or service brings, meeting their needs and expectations. It is more evident when comparing products or services in the same industry. The perceived value factor has been widely discussed in the marketing literature and it is considered an important factor to predict customer satisfaction, engagement, and loyalty. Recognized as a key factor of a long-term relationship, the integration of perceived value and customer engagement will determine the success or failure of the business (Hollebeek, 2013). According to Parasuraman (1997), Wilkstorm and Norman (1994), perceived value is an emotional construct that varies among customers across different times and cultures. Meanwhile, according to Lee et al. (2007), the perceived value varies depending on the product, service, and individual characteristics of the customer. Value is assessed based on the perception of each customer. The same product can be considered to have different levels of value among customers. Companies are well aware that their customers have a lot of power and will only buy services that are superior in value and provide a highly satisfying experience (Flint et al., 2011). When customers get good value from service, they may be motivated to increase their engagement with the service provider, to gain more value in the future transaction for psychological reasons (Brodie et al. 2013).

Therefore, many studies have explored the influence of perceived value on CE in various settings. Hapsari et al. (2017) and Jahn et al. (2012) have investigated the roles of perceived value to CE and have detected that customers' perceived values positively impact CE in social media fan page context (Jahn and Kunz, 2012), while Quynh (2019) and Quynh et al. (2020a) investigated the relationships between these two factors in the restaurant service context. In contrast, Hapsari et al. (2017) found no influence on CE in the airline

industry context. In addition, Hasnin (2018), Abdul (2016), and Hollebeek and Chen (2014) have proposed perceived value as an important antecedent of CE which needs to test large groups across distinct product types, and/or drawing on bigger samples of customers. On that logic, the following hypotheses are proposed:

H_1: Perceived value has a positive influence customer engagement.

Product quality

Waller and Ahire (1996) define product quality based on how customers perceive actual quality relative to their views on product quality in terms of performance, reliability, durability, and suitability. well suited. Keller's 2008 study found that brand reviews often begin with a positive perception of (product) quality, but long-term engagement is nearly always necessary for customer engagement to occur. . Product quality is "generally considered to contribute to the development of competitive advantage, where the design and manufacture of products tailored to customer requirements enhances quality performance" (Benson, Saraph, & Schroeder, 1991). A study by Van Doorn et al. (2010) shows a direct influence, whereby the greater the perceived product quality, the greater the degree of customer engagement. Therefore, the next hypothesis is proposed:

H2: Product quality positively affects customer engagement.

Service quality

Service quality for businesses is about providing qualified service, providing accurate information, and making customers satisfied. For customers, service quality is their satisfaction level in the process of consuming products or services that businesses provide. Customers feel the benefits and value that the supplier brings to them, making them satisfy their expected needs, commensurate with the costs spent when consuming that product or service. The relationship between service quality and customer engagement has been explored in service marketing. Several studies have demonstrated that service quality has a significant influence on customer engagement with different levels of influence (Krishnamoorthy, Karthikeyan & Pra-kash 2016, Sharma & Verma 2015).). Phadke (2011) has defined service quality as the main determinant of overall satisfaction, overall service quality, and behavioral intention. The effects of service quality on customers (satisfaction, engagement, or loyalty) have been explored by several studies. For example, Puri-wat and Triopsakul (2014) focused on investigating the effect of service quality on engagement in service industries in Thailand. The results show that all service quality dimensions have a significant effect on engagement.

In the study of Darwin Dhasan and Mayuree Aryupong (2019) on the influence of product quality, service quality on customer engagement, and customer loyalty in the automotive industry, the authors have collected data from 224 surveys questionnaires of car owners in Bangkok. The results show that service quality has an impact on customer engagement.

Based on the understanding of service quality theories and previous research, the author believes that this is also a factor affecting customer engagement in the costume rental service industry. Therefore, the author's hypothesis is:

H3: Service quality positively affects customer engagement.

Customer satisfaction

According to Ray et al (2014), customer satisfaction is an affective response that can trigger exchange-based normative behavior; in contrast, attachment is a psychologically active state that performs useful activities. Therefore, customer satisfaction has been considered as the basic determinant of customer behavior in the long run (Oliver, 1980; Yi, 1990); Overall evaluation of services forms future intention to interact (Crosby et al., 1990). Businesses and suppliers need to understand the expectations and perceptions of customers for the products and services they provide to determine the level of customer satisfaction.

Quynh et al. (2020a), Hollebeek (2011), and Van Doorn et al. (2010) have proposed that there is an iterative relationship between customer satisfaction and engagement when it is a precursor to customer engagement. Its outcome and consequences. Hapsari et al (2017) investigated the influence of Indonesian customer satisfaction on CE in the aviation industry. In addition, Giannakis-Bompolis and Boutsouki (2014) also evaluated this relationship in the retail banking sector of Greece. The results show that customer satisfaction with products and services of enterprises increases their ability to engage with the company. Based on the research and theory of customer satisfaction, the author hypothesizes as follows:

H4: Customer satisfaction has a positive influence on customer engagement.

Customer trust

Customer trust is key in interactions between individuals and businesses (Hsu et al., 2007; Van Tonder & Petzer, 2018). This is evidenced by numerous research efforts in other academic disciplines such as sociology, social psychology, economics, and marketing (Hsu et al., 2007). Trust is very important in the interaction between stakeholders because customers are expected to pay for services they have not received or

experienced (Morgan & Hunt, 1994). Moorman et al. (1993) defined trust as the willingness to rely on an exchange partner that they trust. Trust represents the customer's perception that the firm's commitments are trustworthy, and that the firm's motivation and intention is to benefit the customer (Cater & Zabkar, 2009; Doney & Cannon, 2009; Fullerton, 2011; Tabrani et al., 2018). Therefore, when trust is established in a relationship, individuals in that relationship are willing to engage in interactions or exchanges with the business (Chai & Kim, 2010). Furthermore, trust has also been shown to affect customer engagement in the restaurant context (Quynh, 2019; Quynh et al., 2020a). So, trust can be seen as the driving force of CE as it creates cooperation and interaction, which is important in cultivating ongoing relationships with customers. Therefore, the following hypothesis is proposed:

H5: Customer trust positively affects customer engagement

III. METHODOLOGY

Scale design

As shown in Table 1, the questionnaire items used to measure the constructs of this study were drawn from the modification of the items used in the previous study.

Table 1 Components of the scale

Constructs	No. items	Items	Sources
Perceived value	6	1. Compared to other companies, this company's social networking site is very attractive 2. Interacting with the company via social networks is faster and more convenient than going to the store 3. Interacting via social networks with the company gives me more flexibility 4. I think using the company's services brings many benefits 5. This company offers products at a better price than others 6. This company offers a wider selection of products than others	Quynh (2019); Yang et al. (2014) ,Yu, Zo, & Choi (2016); and Dwivedi (2015)
Product quality	4	1. The company's products are of good quality 2. The company's products are made of good materials 3. The company's products have beautiful designs 4. The company's products have diverse designs	Puriwat, W., Tripopsakul, 2014
Service quality	4	1. I received the desired product from the company 2. The company responds to customers' inquiries quickly 3. I believe that the company is always ready to solve customer problems 4. The company always sincerely solves customer complaints	Wolfinbarger and Gilly, (2003); Lee and Lin, (2005)
Customer satisfaction	4	1. I feel satisfied when using the company's services 2. I think the company's service choice is right 3. The information the company provides on social networks makes me satisfied 4. I really like the company's products	Cronin et al. (2000); Omar et al. (2007) và Walsh et al. (2006)
Customer trust	4	1. The product information provided on social networks is factual and can be trusted 2. The product images provided on social networks are real and can be trusted	Delgado-Ballester et al. (2003); Jin et al. (2008) Li et al. (2015)

| Customer engagement | 5 | 3. I think other customer reviews about the company are trustworthy

4. I think the price of products provided by the company on social networks is transparent

1. I spend a lot of time on the company's social media site

2. The company's social media page gives me a lot of inspiration

3. I visit the company's social media page as much as possible

4. I'm excited to interact with the company on social media

5. I feel proud to be the company's customer | Vivek's (2009); Algesheimer et al. (2005); Quynh et al. (2020a) |

Questionnaire design

After completing the editing, adding and building appropriate scales to survey the factors affecting the customer's engagement on social networks for the costume and props rental industry, the author designed a questionnaire for data collection.

Questionnaires designed to record and identify perceptions commonly used for measurement. In this study, the author uses a Likert scale that provides a range from strongly disagree to strongly agree. A 5-point Likert scale questionnaire will be used to measure the impact between variables. The questionnaire is divided into two parts:

Part 1 consists of 8 questions about demographic profiles; General questions for individual factors provide multiple options for choosing answers that measure information such as age, gender, place of residence, education level, occupation, social networks they are using, time Average usage time, the purpose of using social networks are important information to monitor. The author's ability to characterize customer groups is aided by recording this information.

Part 2 consists of 27 questions representing the model's hypotheses. 22 of them explain the independent variables of the model (Perceived Value, Product Quality, Service Quality, Customer Satisfaction and Customer Trust) while the remaining 5 questions demonstrate for the dependent variable (Customer Engagement)

Sample selection range

To clarify the concept and components of Customer Engagement and examine its role in the context of costume and props rental services, this study conducted a comprehensive literature survey and applied quantitative research methods. Data were collected by distributing self-administered questionnaires among people who used the costume and props rental service. And these target audiences include people of different ages and genders and occupations. Only customers who have used the service at the target company can participate.

IV. RESULTS

4.1 Data Descriptive Statistics

A survey has been conducted and the results obtained 245 questionnaires from people who have used the service.

Out of 245 questionnaires collected, 235 valid responses were included in the analysis. Here are the demographics of the survey participants:

Regarding gender, the survey showed that 153 female customers (accounting for 65.1%) and 82 male customers (equivalent to 34.9%) participated in this survey.

Regarding age, the author surveyed people between the ages of 16 and over 45 years old. The author divides these subjects into 4 groups. The customer group from 16 to 22 years old is a vibrant and young age group. They are people who love to learn new things, they are also a group of people who are always open to new experiences. However, customers at this age are not yet financially independent. According to the research, 111 consumers (or 47.2%) have taken a survey from this customer group. The customer group from 23 to 30 years old has 93 people (accounting for 39.6%), young enough to update new trends and be financially independent. Customers aged 30 to 45 are most likely to be financially independent, and they are also likely to stay up-to-date with technology and trends, although not as much as previous groups. There are 25 customers (or 10.6%) who have taken the survey. There are 6 people over 45 years old participating in the survey (accounting for 2.6%) and they often use the service with customers of other age groups.

Regarding the residence of the survey subjects, the author received the following results: the majority of customers have used the service of renting costumes and props living in Da Nang, with 158 people (accounting

for 67.2%). There are 36 customers from Hanoi (15.3%) and 34 people from Ho Chi Minh City (14.4%) In addition, there are 7 customers (equivalent to 3.0%) from other countries. other provinces such as Quang Nam, Quang Ngai, Hue, and neighboring provinces.

Regarding education level, 28 respondents (accounting for 11.9%) have a high school diploma; 56 respondents (or 223.8 percent) have intermediate and college degrees; 114 people (or 48.5%) have university degrees and 37 people (or 15.7%) are in the graduate group.

Regarding occupation, 128 survey participants (accounting for 54.5%) are students; 30 people (12.8%) are civil servants; technical staff, office has 29 people (accounting for 12.3%); 33 people (14.0%) are self-employed; 11 people (4.7%) are entrepreneurs; and 4 people (or 1.7%) are working in other fields.

The author conducted a survey with 235 people about the social networking sites they are using, up to 231 people use Facebook (42.5%) and 158 people use Zalo (29.1%). In addition, there are 126 people (or 23.2%) using Instagram and 28 people using Tiktok (or 5.2%).

Regarding the average time spent on social media in a day of survey participants, only 8 people (3.4%) usually spend less than 1 hour on social networks. Most people spend 3 to 5 hours on social media, with 132 people (or 56.2%). 42 people (or 17.9%) spend 5 to 7 hours on social media, and 15 people (or 6.4%) spend more than 7 hours a day on social media.

Answering the question "What do you usually use social networks for?", 127 respondents (25.1%) answered that they often post photos and statuses on social networks. Up to 208 respondents (30.3%) use social networks to interact with those around them by commenting on posts or messaging. There are 164 people (accounting for 23.9%) using social networks to search for information. In addition, 139 people (20.3%) regularly view and buy goods via social networks and 3 people (0.4%) use social networks for other purposes.

Table 2 Statistical table describing demographic analysis.

	Category	Frequency (n=235)	Frequency (n=235) Percentage (%)
Gender	Male	82	34.9
	Female	153	65.1
Age	From 16 - 22	111	47.2
	From 23 - 30	93	39.6
	From 31 - 45	25	10.6
	Over 45	6	2.6
Domicile	Hanoi	36	15.3
	Ho Chi Minh City	34	14.5
	Danang	158	67.2
	Other	7	3.0
Education Level	High School	28	11.9
	College	56	23.8
	University	114	48.5
	Postgraduate	37	15.7
Profession	Student	128	54.5
	Civil servant	30	12.8

	Technical/Office staff	29	12.3
	Freelance labor	33	14.0
	Businessman	11	4.7
	Other	4	1.7
	Facebook	231	42.5
Social Networks	Instagram	126	23.2
	Twitter	28	5.2
	Zalo	158	29.1
	Less than 1 hour	8	3.4
	1 - 3 hours	38	16.2
Average usage time per day	3 - 5 hours	132	56.2
	5 - 7 hours	42	17.9
	Over 7 hours	15	6.4
	Post status/image	172	25.1
	Interact with other users	208	30.3
Purpose	Look for information	164	23.9
	View/buy goods	139	20.3
	Other	3	0.4

4.2 Analysis the reliability of the scale

By analyzing the reliability of the scale by Cronbach's Alpha coefficient for 5 scales of the independent variable and 1 scale of the dependent variable. The analysis results show that all scales have Cronbach's Alpha coefficient greater than 0.6 (Hair et al., 1998); the item-to-total correlation coefficient is greater than 0.3 (Hair et al., 1998). Therefore, all observed variables are accepted and will be used for exploratory factor analysis (EFA).

4.3 Exploratory Factor Analysis
Factor analysis of the independent variables scale

After analyzing the Cronbach's Alpha reliability coefficient, the test results show that 22 observed variables are satisfactory for exploratory factor analysis (EFA). The exploratory factor analysis (EFA) was carried out using SPSS 26.0 software. Bartlett's test is used to test the hypothesis H0 that the variables are not correlated with each other in the population, and the KMO value is used to test whether the sample size we have is suitable for factor analysis or not (Bartlett, 1954).

Table 3 KMO and Barlett's Test of independent variables.

KMO coefficient		0,832
	Approx. Chi-Square	1659.594
Bartlett's Test of scales	df	231
	Sig.	0,000

Bartlett's Test: Sig. = 0.000 < 0.05: The observed variables in the above factor analysis have an overall correlation with each other. The coefficient KMO = 0.832 > 0.5 shows that the factor analysis is consistent with the research data. EFA analysis results in the extraction of 5 components. Cumulative coefficient % = 59.192% indicates that the above 5 factors explain 59.192% of the variation of the data. Eigenvalues of all factors are greater than 1 to qualify, where factor 5 has the lowest Eigenvalues of 1.529 > 1. All observed variables with factor loading > 0.5 are suitable.

Table 4 The results of exploratory factor analysis EFA for independent variables

	Component				
	1	**2**	**3**	**4**	**5**
PV6	0.750				
PV5	0.747				
PV1	0.723				
PV4	0.720				
PV3	0.696				
PV2	0.651				
CX4		0.775			
CX3		0.769			
CX2		0.763			
CX1		0.729			
SQ4			0.775		
SQ1			0.746		
SQ2			0.722		
SQ3			0.704		

CT2				0.788	
CT3				0.756	
CT4				0.746	
CT1				0.707	
CS3					0.765
CS4					0.764
CS1					0.748
CS2					0.657
Eigenvalue	5.301	2.357	2.058	1.777	1.529
% of Variance	24.095	10.715	9.354	8.078	6.950
Cumulative %	24.095	34.810	44.164	52.242	59.192

Factor analysis of the dependent variables scale

Perform EFA analysis for dependent variables using the principal Components method with Varimax rotation. Test the suitability of factor analysis for the initial data by the KMO coefficient (Kaiser - Meyer - Olkin) and the Barlett statistic.

Table 5 KMO and Barlett's Test of dependent variables

KMO coefficient		0,840
	Approx. Chi-Square	415.791
Bartlett's Test of scales	df	10
	Sig.	0,000

Conduct EFA for customer engagement factor with 5 observed variables. The results show that the KMO value = 0.840 > 0.5 (showing that the EFA analysis is appropriate), Sig = 0.000 < 0.05 (showing that these 5 variables are correlated in the population), there is a factors are extracted with the total with error = 60.761% > 50% (indicating that the extracted factors explain 60.761% of the variation of the data). Factor loading factors of the variables are all greater than 0.5 (satisfactory), so the EFA results are consistent with statistical significance. Thus, the observed variables of the factor Customer engagement are appropriate.

Table 6 The results of exploratory factor analysis EFA for dependent variables

	CE3	CE2	CE1	CE5	CE4	Eigenvalues	% of Variance	Cumulative %
Component	0.788	787	786	0.784	0.751	3.038	60.761	60.761

Correlation analysis

Correlation analysis was performed between the dependent variable Customer Engagement (CE) with the independent variables: Perceived Value (PV), Service Quality (SQ), Product quality (PQ), Customer Satisfaction (CS) and Customer Trust (CT). The results of the correlation analysis are presented in the table below:

Table 7 The results of the correlation analysis

		CE	PV	SQ	PQ	CS	CT
CE	Pearson Correlation	1	0.549^{**}	0.605^{**}	0.553^{**}	0.435^{**}	0.439^{**}
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
PV	Pearson Correlation	0.549^{**}	1	0.366^{**}	0.275^{**}	0.148^{*}	0.231^{**}
	Sig. (2-tailed)	0.000		0.000	0.000	0.023	0.000
SQ	Pearson Correlation	0.605^{**}	0.366^{**}	1	0.380^{**}	0.211^{**}	0.233^{**}
	Sig. (2-tailed)	0.000	0.000		0.000	0.001	0.000
PQ	Pearson Correlation	0.553^{**}	0.275^{**}	0.380^{**}	1	0.272^{**}	0.196^{**}
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.003
CS	Pearson Correlation	0.435^{**}	0.148^{*}	0.211^{**}	0.272^{**}	1	0.196^{**}
	Sig. (2-tailed)	0.000	0.023	0.001	0.000		0.003
CT	Pearson Correlation	0.439^{**}	0.231^{**}	0.233^{**}	0.196^{**}	0.196^{**}	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.003	0.003	

The results of the correlation analysis showed that all the independent variables (PV, SQ, PQ, CS, CT) were correlated with the dependent variable (CE) at 1% significance level. The dependent variable "Service Quality" has the strongest correlation with the independent variable "Customer Engagement" (Pearson coefficient = 0.605), followed by the variable "Product quality" (Pearson coefficient = 0.553), "Perceived Value" (Pearson coefficient = 0.549), "Customer Trust" (Pearson coefficient = 0.439), and finally the weakest correlation with the variable "Customer Satisfaction" (Pearson coefficient = 0.435). This close correlation is expected in the research because it is the tight linear relationships between the variables that will explain the influence of the factors in the research model. Therefore, all these independent variables can be included in the regression analysis.

4.5. Regression analysis

Multivariate regression analysis between the dependent variable "CE" and 5 independent variables (PV, SQ, PQ, CS, CT) by Enter method. The results of the multivariate regression analysis are presented in the table below:

Table 8 Model summary of regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.820^a	0.672	0.665	0.36776	1.923

Table 9 ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.442	5	12.688	93.818	0.000
	Residual	30.971	229	0.135		
	Total	94.413	234			

Table 10 Regression coefficients

Model	Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
1(Constant)	-1.505	0.249		-5.804	0.000		
PV	0.302	0.44	0.285	6.845	0.000	0.826	1.211
PQ	0.327	0.46	0.309	7.129	0.000	0.763	1.311
SQ	0.260	0.43	0.258	6.076	0.000	0.793	1.256
CS	0.237	0.44	0.217	5.430	0.000	0.896	1.116
CT	0.224	0.43	0.208	5.205	0.000	0.898	1.114

The results of the regression model show that the adjusted R square is 0.672, which means that 67.2% of the variation of the dependent variable "CE" is generally explained by the independent variables included in the model. Besides, the F test also shows the Sig. value is very small (Sig. = 0.000), which proves that the research model is suitable for the data set under investigation.

All variables PV, SQ, PQ, CS, CT are statistically significant (Sig. < 0.05). The coefficient of acceptance (Tolerance) is quite high (from 0.763 to 0.898) and the exaggeration coefficient of variance is low (from 1.114 to 1.311 less than 10), so the phenomenon of multicollinearity between the independent variables in the regression model is small acceptable.

In summary, based on the results of the regression analysis above, it is concluded that there are 5 factors affecting Customer Engagement: (1) Perceived Value; (2) Service Quality; (3) Product quality; (4) Customer Satisfaction and (5) Customer Trust. Among the above 5 factors, the factor "product quality" has the greatest impact on "Customer Engagement" with a regression coefficient of 0.309, the factor with the smallest impact is "Customer Trust" with a regression coefficient of 0.208. The results of the regression are presented in mathematical form as follows:

CE=0.285*PV+0.309*PQ+0.258*SQ+0.217*CS+0.208*CT

Therefore, hypotheses testing results show:

Regression analysis results show that there is a positive relationship between "Perceived Value" and "Customer Engagement" with a regression coefficient of 0.285, so hypothesis H1 is accepted. As such, "Perceived Value" is one of the factors influencing "Customer Engagement" in the social media environment.

Regression analysis results show that there is a positive relationship between "Product Quality" and "Customer Engagement" with a regression coefficient of 0.309, so hypothesis H2 is accepted. "Product Quality" is one of the factors affecting "Customer Engagement" in the social media environment.

The results of the regression analysis demonstrate that there is a positive association between "Service quality" and Customer Engagement", with a regression coefficient of 0.258, indicating that hypothesis H3 is accepted. Therefore, " Service quality" is one of the factors affecting "Customer Engagement" in the social media environment.

The results of the regression analysis show that there is a positive relationship between "Customer Satisfaction" and "Customer Engagement" with a regression coefficient of 0.217, so the hypothesis H4 is accepted. Factors affecting "Customer Engagement" in the social media environment.

The results of the regression analysis demonstrate that there is a positive association between "Customer Trust" and "Customer Engagement", with a regression coefficient of 0.208, indicating that hypothesis H5 is accepted. Therefore, "Customer Trust" is one of the factors affecting "Customer Engagement" in the social media environment.

V. CONCLUSION AND RECOMMENDATIONS

5.1 **Summary of research results**

The research results show that the model's scales are reliable and valid. The study also identifies a model of component variables affecting customer engagement in the social media environment for the costume and props rental service industry, with a total of 5 factors affecting the Customer Engagement at different levels of influence. They are: (1) Product Quality has the greatest influence on Customer Engagement (with β = 0.309), followed by (2) Perceived Value (with β = 0.285), followed by (3) Service quality (with β = 0.258), (4) Customer Satisfaction (with β = 0.217), finally (5) Customer Trust (with β = 0.208) has the smallest impact to Customer Engagement.

5.2. Meaning of research

Determining the factors affecting Customer Engagement in social media in the digital transformation era is extremely necessary for service providers. It is the basis for service providers to plan business strategies, marketing and development plans in order of priority in accordance with their resources, in order to promote brand awareness, build customer loyalty and nurture customer relationships.

5.3. Theoretical implications

In this study, the author proposes a comprehensive research model to build a network related to Customer Engagement by considering its basic characteristics, and at the same time considers the relationship of Customer Engagement with other factors. This has helped us deepen our understanding of the important role of Customer Engagement in costumes and props rental service on social media. This implies that the important elements of a sustainable relationship between customers and suppliers are perceived value, service quality, customer experience, customer satisfaction, customer trust.

This is the first empirical study providing a comprehensive conceptual framework investigating the relationship between CE and factors PV, SQ, PQ, CS, CT. The results of the study also revealed that product quality is the leading factor affecting customer engagement, once customers use a good service, they tend to stick with the brand for a long time. Thereby leading to customer engagement.

In addition, the direct effects of Perceived Value and service quality on Customer Engagement are comparable. Verified perceived value is the precursor to Customer Engagement. When customers receive good value from a service, they may be motivated to enhance their interaction with the service provider, to gain more value in a future transaction, or for other psychological reasons (Brodie et al. 2013).

Customer satisfaction and customer trust are two factors that have less impact on customer engagement than other factors in the study. However, these are still important factors that promote customer relationships with businesses. Customer satisfaction with a company's product or service makes customers more likely to interact with those companies (Kim et al 2013). Hsu and Tsou (2011) found that the reliability of information is essential to promote the consumer experience, so it is important to improve customer interaction.

5.4. Managerial implication

Usually, customers always consider the value they spent and what they received at the end of the purchase process. Although the same service is provided, the value is perceived differently. It can be explained by the different consumption experiences of each consumer, individual feelings among customers towards the target can lead to a difference in perceived value. Different levels of engagement lead to different perceptions of customer value. In addition, the different emotions among customers about the service leading to the perception of the level of benefits are also different. Therefore, a higher CE leads to a higher perceived value of the brand towards the brand. That means, for firms, it is necessary to enhance the perceived value of customers.

If a business gives customers good quality products and services along with positive experiences when using the service, they will be satisfied. Customers who are willing to put in the effort to consume tend to be more satisfied with that brand. So customer satisfaction level determines whether they will have negative or positive emotions which means it will determine whether the customer will stick with the business or not. If every time a customer uses a service at an enterprise, they regularly receive good service quality and have an

enjoyable experience, then the enterprise is able to achieve a stable and active mental state of the customer. defined as a cognitive dimension of CE.

Although asymmetric information has now improved, customers are still morally threatened (Kirmani and Rao, 2000) when product quality issues are not addressed but referred by firms. Therefore, customers want to perceive that the service provider is trustworthy, to believe that the service provider will carry out what is promised (Doney and Cannon, 1997; Chaudhuri and Holbrook, 2001), then The more engaged customers are, the more likely they are to have more confidence in the emotional security of meeting tangibles (retailers, employees, products, etc.) (policy, communication, relationship quality, etc.), safety, and trust among which the focus shifts to future conditions (Ganesan, 1994; Doney and Cannon, 1997).

5.5. Limitation

This study brings certain results and contributions, partly helping service providers to understand the factors affecting customers' attachment to the service of renting costumes and props to have a suitable business strategy. However, this study still has limitations:

Firstly, due to limitations on research conditions such as time, funding, and so on, the research is limited about the sample. However, conducting a poll in a few locations will not adequately represent the entire Vietnamese market. If the poll were conducted on industry players across the country, the results would be more universal. This is an area that needs further research.

Secondly, the research method used in this topic is the random sampling method, the number of samples is not large and the distribution is unequal among the groups. If a larger number of samples can be taken and probability sampling is combined with proportional sampling, the research results will be more reflective. This is also a direction of further research.

Third, considering social role theory by Eagly et al. (2000), males and females reacted distinctly to a particular situation. Therefore, further research might examine the moderator influences of gender and other demographic characteristics on the relationship between CE and related constructs.

Finally, the limitation should be noted that the study was conducted with Vietnamese customers. By translating English items into Vietnamese, it is feasible that the meaning of some manifestations may have been unintentionally transformed. It is also achievable that there are differences interpreting terms from one language in another language. Additional study is needed with diverse customer groups.

Conflict of interest
There is no conflict to disclose.

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