The Effect of Experiential Brand Activation Through Vidio's Roaring Night Event on Customer Trust

Muhammad Al Faaiz[1], Indria Angga Dianita[2*], Amanda Bunga Gracia[3], Wa Ode Seprina[4]

[1-4]Communication Department, Faculty of Communication & Business,
Telkom University
Bandung 40257, Indonesia
muhammadalfaaizz@telkomuniversity.ac.id; indriaangga@telkomuniversity.ac.id;
moonwave@telkomuniversity.ac.id; seprinaode@telkomuniversity.ac.id

*Correspondence: indriaangga@telkomuniversity.ac.id

ABSTRACT

The growth of Over-The-Top (OTT) services has led to a cultural shift towards streaming, which has been accompanied by a rise in content piracy. As the official broadcaster for the English Premier League in Indonesia, Vidio encounters significant challenges from piracy that undermine customer trust and loyalty. Declines in customer trust can lead to increased customer attrition and reduced loyalty. To address these issues and rebuild customer trust, Vidio implemented an Experiential Brand Activation strategy through the "Roaring Night" event. This study investigates how Experiential Brand Activation affects customer trust using a quantitative research method, surveying 400 members from 11 English Premier League fan communities in Jakarta. The findings show a positive link between Experiential Brand Activation and customer trust. However, the correlation analysis reveals a weak but statistically significant relationship (coefficient 0.180, p = 0.000), with Experiential Brand Activation accounting for only 3.2% of the variance in customer trust. This indicates that other factors also play a role. Future research should use qualitative methods to explore these additional factors, including customer engagement, celebrity endorsements, and loyalty. This study provides valuable insights for OTT marketing strategies, highlighting the importance of a holistic approach to enhancing long-term consumer trust and loyalty.

Keywords: Over-The-Top (OTT), experiential brand activation, customer trust, content piracy, English Premier League fan communities

INTRODUCTION

The COVID-19 pandemic has accelerated the adoption of streaming services, transforming media consumption habits. Platforms like Vidio, Netflix, and Disney+ Hotstar have surged in popularity, becoming dominant forces in media consumption. Data from The Trade Desk (2022) reveals that approximately one-third of Indonesia's population now uses OTT platforms, with content consumption reaching 3.5 billion hours monthly. With internet penetration expected to reach 79.5% by 2024, Indonesia is emerging as a leader in Southeast Asia's OTT market, commanding a 40% share (Ahdiat, 2024). This shift signifies a move away from traditional media, such as television, toward more flexible streaming platforms that offer a broader array of content. However, this rapid expansion has been accompanied by a rise in content piracy. According to AVISI and TSurvey, only 30% of Indonesians choose legal OTT content, with the majority opting for pirated versions (Iskandar, 2023). Piracy significantly impacts the industry, reducing revenue for service providers and affecting the content sector overall (Ma et al., 2014). In the sports arena, particularly the Premier League, piracy has become a major issue in Indonesia, challenging government efforts to address it (Ahmad & Asril, 2023; Raisi, 2023).

In response to these challenges, Vidio introduced the "Roaring Night" event, a watch party designed to engage English Premier League fan communities in Jakarta. This initiative aims to raise awareness about the importance of legal content, strengthen Vidio's connection with its users, and combat piracy (Aziz, 2023). The research question addressed is: *How significant is the impact of the Experiential Brand Activation (EBA) program "Roaring Night" on Customer Trust?* The study evaluates the impact of Experiential Brand Activation on customer trust, considering it a marketing strategy that fosters direct consumer engagement through immersive experiences, thereby enhancing loyalty (Saeed & Zameer, 2015). Gunawardane and Dissanayake (2016) emphasize the crucial role of brand activation in building customer trust and loyalty, with prior research demonstrating its positive effects on trust and loyalty (Ramadhan & Hidayat, 2019; Gunawardane & K, 2020).

This research employs the Experiential Brand Activation framework, encompassing sensory, affective, behavioral, and intellectual dimensions (Brakus et al., 2009), to assess its impact on customer trust elements such as integrity, credibility, confidence, and consistency (Halim et al., 2019). Although the relationship between brand activation and customer trust has been explored in various studies, research within the OTT sector is limited, making this study particularly significant in the Indonesian context. Using a quantitative explanatory approach, data were collected through a questionnaire administered to 400 respondents from 11 English Premier League fan communities in Jakarta. Stratified sampling was used to ensure balanced representation. The study aims to provide practical insights for Vidio's marketing strategy and contribute academically to understanding Experiential Brand Activation and customer trust in the OTT industry.

METHODS

This study adopts a quantitative approach within a positivist paradigm, aiming to evaluate theories through numerical data and statistical methods for predictive purposes (Creswell, 2018). It explores the impact of Vidio's Experiential Brand Activation (EBA) through the "Roaring Night" event on customer trust among English Premier League fans in Jakarta (Sugeng, 2022). The independent variable, Experiential Brand Activation, includes sensory, affective, behavioral, and intellectual dimensions (Ranaweera & Gunawardane, 2020), while the dependent variable, customer trust, is assessed through indicators of integrity, credibility, confidence, and consistency (Ramadhan & Hidayat, 2019).
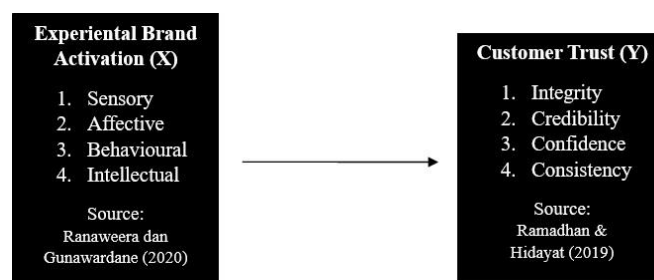

Figure 1. Research Model

The study operationalizes variables based on established theories, with Experiential Brand Activation as the independent variable and customer trust as the dependent variable (Creswell, 2018). A conceptual framework is provided to depict the hypothesized relationships (see Figure 1). The research hypotheses are: H0: Experiential Brand Activation (EBA) does not have an effect on

Customer Trust; H1: Experiential Brand Activation (EBA) significantly affects Customer Trust (Creswell, 2018).

A four-point Likert scale, excluding the neutral option, was used to gauge respondents' attitudes (Aini et al., 2018; Budiaji, 2018; Namoto & Beglar, 2013). A pilot study with 30 participants was conducted to validate the questionnaire and ensure its reliability, leading to adjustments in questions and time estimates for survey completion (Creswell, 2018). Validity was assessed through Pearson correlation, and reliability was measured using Cronbach's alpha.

The study's population consisted of 2,914 members of English Premier League fan communities listed on the Youniverse platform. A sample of 400 respondents was selected using stratified sampling based on the Slovin formula to ensure proportional representation. Data was collected via online questionnaires and observations during the "Roaring Night" event, supplemented by a literature review (Vartanian, 2011). Recruitment was conducted through social media platforms like Instagram, and WhatsApp group leaders assisted in reaching non-responsive participants.

Data analysis included descriptive statistics to profile participants and the MSI method to convert ordinal data to interval data (Ghozali, 2018). Classical assumption tests, such as normality and heteroscedasticity tests, were performed to validate the model's robustness (Ghozali, 2018; Sugiyono, 2019). Regression analysis determined the relationships between variables, and t-tests assessed the impact of the independent variable on the dependent variable (Nugroho & Haritanto, 2022).

RESULTS AND DISCUSSION

A. Results
Respondent Characteristics
Before gathering primary data, it was essential to outline the characteristics of the respondents to understand the composition of attendees at the "Roaring Night" event. The key criterion for respondents was that they had attended the "Roaring Night" watch party and were members of an English Premier League fan community in Jakarta.

Table 1. Respondent Characteristics by Age

Age	Count	Percentage
<20 years	25	6.3%
20-30 years	277	**69.3%**
31-40 years	84	21%
41-50 years	10	2.5%
50> years	4	1%

According to Table 1, the majority of attendees at the "Roaring Night" watch party were between 20 and 30 years old, making up 69.3% (277 out of 400 people), followed by those aged 31-40 years, who accounted for 21% (84 out of 400 people).

Table 2. Respondent Characteristics by Occupation

No	Occupation	Count	Percentage
1	Students	118	29.50%
2	Private Sector	189	**47.25%**
3	Government/State-owned Enterprises	21	5.25%
4	Entrepreneurs	58	14.50%
5	Others	14	3.50%

Table 2 shows that the largest proportion of respondents were employed in the private sector, comprising 47.25%. Students followed with 29.50%, and entrepreneurs made up 14.50% of the respondents.

Table 3. Respondent Characteristics by Frequency of Attendance at "Roaring Night"

No	Frequency of Attendance	Count	Percentage
1	1x	127	**31.75%**
2	2x	106	26.50%
3	3x	78	19.50%
4	4x	30	7.50%
5	5x	52	13.00%
6	More than 5x	7	1.75%

Table 3 indicates that most respondents did not attend the "Roaring Night" event just once. The largest group, 31.75% (127 respondents), attended once, while 26.50% (106 respondents) attended twice, 19.50% (78 respondents) attended three times, 7.50% (30 respondents) attended four times, 13% (52 respondents) attended five times, and 1.75% (7 respondents) attended more than five times.

Table 4. Respondent Characteristics by Community Affiliation

No	Community Origin	Count	Percentage
1	AIS Jakarta	86	**21.50%**
2	MCSC	56	14.00%
3	United Indonesia	55	13.75%
4	Big Reds	48	12.00%
5	CISC	39	9.75%
6	Jakarta Hammers	37	9.25%
7	United Army Indonesia	36	9.00%

8	Indomanutd Jakarta	25	6.25%
9	Indo Spurs Jakarta	10	2.50%
10	Indo Evertonian	4	1.00%
11	Indo Toon Army	4	1.00%

Table 4 reveals that the study primarily focused on evaluating the impact of Vidio's experiential brand activation through the "Roaring Night" event on customer trust. Eleven English Premier League fan communities in Jakarta were involved in the event. The AIS Jakarta community had the highest number of respondents, with 86 members (21.5%).

Validity Test

The validity test in this research utilized the Pearson Correlation formula to assess the strength of the relationship between variables (Bakar & Rosbi, 2017). The Pearson correlation coefficient (r) measures this relationship. The test was conducted using SPSS 26, with the results outlined in Table 5 and Table 6 below:

Table 5. Validity Test Results for Variable X

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EBA1	66.033	131.137	**.725**		.928
EBA2	65.767	131.633	**.529**		.931
EBA3	65.333	136.437	**.421**		.933
EBA4	65.633	135.137	**.422**		.933
EBA5	65.533	132.189	**.585**		.930
EBA6	66.167	132.902	**.556**		.931
EBA7	65.800	131.890	**.676**		.929
EBA8	65.867	132.464	**.537**		.931
EBA9	65.800	134.028	**.504**		.932
EBA10	65.833	130.144	**.609**		.930
EBA11	65.500	136.190	**.484**		.932
EBA12	65.967	129.482	**.669**		.929
EBA13	65.933	129.030	**.787**		.927
EBA14	66.100	132.024	**.613**		.930
EBA15	66.000	133.862	**.521**		.931
EBA16	65.867	134.602	**.399**		.934
EBA17	65.767	130.461	**.651**		.929
EBA18	66.000	128.552	**.793**		.927
EBA19	65.933	132.133	**.603**		.930
EBA20	65.933	133.651	**.413**		.934

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation		Cronbach's Alpha if Item Deleted
EBA21	65.867	131.568	**.528**		.931
EBA22	65.800	132.234	**.610**		.930
EBA23	65.767	130.323	**.802**		.928
EBA24	65.900	129.197	**.744**		.928

Table 5 indicates that all items related to Experiential Brand Activation (X) are valid for inclusion in this study. The lowest correlation value was 0.399 for item EBA16, while the highest was 0.802 for item EBA23. All items have correlation values exceeding the r-table threshold of 0.361.

Table 6. Validity Test Results for Variable Y

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CT1	48.667	78.092	**.504**		.928
CT2	48.667	78.092	**.504**		.928
CT3	48.700	75.459	**.708**		.923
CT4	48.867	76.051	**.636**		.925
CT5	48.633	73.413	**.754**		.921
CT6	48.800	75.959	**.581**		.927
CT7	48.467	74.947	**.758**		.922
CT8	48.600	74.800	**.719**		.923
CT9	48.533	72.602	**.859**		.919
CT10	48.467	75.568	**.671**		.924
CT11	48.500	76.121	**.637**		.925
CT12	48.633	77.206	**.591**		.926
CT13	48.800	76.234	**.623**		.925
CT14	48.367	77.413	**.564**		.927
CT15	48.400	77.214	**.716**		.923
CT16	48.400	78.938	**.521**		.928

The data in Table 6 confirms that all items related to Customer Trust (Y) are valid, with the lowest correlation value being 0.504 for items CT1 and CT2, and the highest being 0.859 for item CT9. Thus, all items for variable Y have correlation values greater than the r-table value of 0.361.

Reliability Test

The reliability of the variables was assessed using Cronbach's alpha (α). A variable is deemed reliable if its alpha coefficient exceeds 0.60 (Creswell, 2018). Reliability testing was performed using SPSS 26 software for both the independent (X) and dependent (Y) variables. The results are detailed below:

Table 7. Reliability Test Results for Variable X

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.935	24

According to Table 7, the reliability test result for the independent variable, Experiential Brand Activation (X), is considered reliable, with an alpha coefficient of 0.933. This value exceeds the recommended range of 0.7 to 0.9, indicating strong internal consistency as determined by Cronbach's alpha.

Table 8. Reliability Test Results for Variable Y

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.929	16

The data in Table 8 shows a Cronbach's alpha value of 0.929 for the dependent variable, Customer Trust (Y). This value is considered valid according to Creswell (2018), reflecting good internal consistency and reliability.

Normality Test

The normality test is designed to assess whether the residuals of a regression model follow a normal distribution. Ensuring that residuals are normally distributed is a key assumption in linear regression. Common tests for normality include the Kolmogorov-Smirnov (K-S) test and the Shapiro-Wilk test. This study utilized the Kolmogorov-Smirnov test, which, as described by Pratama and Permatasari (2021), compares the cumulative distribution of sample data with that of a normal distribution. The results are summarized in Table 9 below:

Table 9. Normality Test Results for the Regression Model Residuals

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	.48548472
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.058
Kolmogorov-Smirnov Z		1.204

Asymp. Sig. (2-tailed)	**.110**

a. Test distribution is Normal.

b. Calculated from data.

The results in Table 9 indicate that the Asymp. Sig. (2-tailed) value is 0.027, which is less than 0.05, suggesting that the residuals are not normally distributed. Nevertheless, according to Ghasemi and Zahediasl (2012), deviations from normality in residuals are common in large samples ($N > 30$), and linear regression can still be valid if other assumptions are satisfied.

Testing for Heteroscedasticity

Heteroscedasticity can lead to inefficient estimates and inaccurate standard errors. According to Indri and Putra (2022), heteroscedasticity testing can be performed by examining the pattern in a scatter plot of residuals versus independent variables.
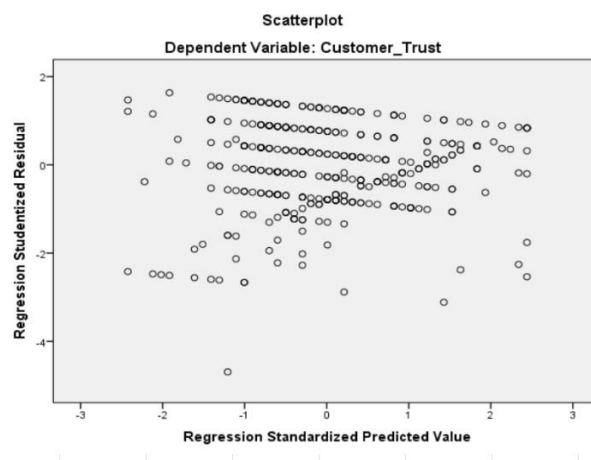

Figure 2. Results of the Heteroscedasticity Test

The findings from the heteroscedasticity test, illustrated in Figure 2, reveal that the regression model does not exhibit heteroscedasticity. The scatterplot of residuals against the independent variable displays a random pattern, indicating that heteroscedasticity is not present.

Correlation Analysis

As explained by Ghozali (2018), correlation analysis is employed to determine the extent of the linear relationship between two variables. In this study, the Pearson correlation method was used to evaluate the effect of the Experiential Brand Activation program "Roaring Night" (X) on Customer Trust (Y). The results of the correlation analysis are summarized in Table 10 below:

Table 10. Correlation Analysis

Correlations			
		Experiental_Brand_Activation	Customer_Trust
Experiental_Brand_Activation	Pearson Correlation	1	.180**
	Sif. (2-tailed)		.000
	N	400	400
Customer_Trust	Pearson Correlation	.180**	1

Sif. (2-tailed)		.000	
N		400	400

**. Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation test results in Table 10 show a very weak correlation between Experiential Brand Activation and Customer Trust, with a coefficient of 0.180. Although the relationship is weak, the p-value of 0.000, which is below 0.05, indicates that the correlation is statistically significant.

Coefficient of Determination Test

The Coefficient of Determination (R^2) test assesses the proportion of variability in the dependent variable that can be explained by the independent variable(s) in a regression model. In this research, the R^2 test was employed to determine how much of the variability in Customer Trust (Y) can be accounted for by Experiential Brand Activation (X).

Table 11. Coefficient of Determination Test

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.180a	.032	.030	.4861

a. Predictors: (Constant), Experiental_Brand_Activation

b. Dependent Variable: Customer_Trust

The results presented in Table 11 show an R^2 value of 0.032. This indicates that Experiential Brand Activation accounts for approximately 3.2% of the variability in Customer Trust, suggesting that other factors not considered in this study may play a more significant role in influencing Customer Trust.

Regression Analysis Results

The next phase of this research involves examining the relationship between Experiential Brand Activation (the independent variable) and Customer Trust (the dependent variable) through linear regression analysis. The summary of these regression analysis results is provided in the table below:

Table 12. Summary of Regression Analysis Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.734	.179		15.273	.000
Experiental _Brand_Act ivation	.216	.059	.180	3.646	.000

a. Dependent Variable: Customer_Trust

According to Table 12, Experiential Brand Activation (EBA) has a significant positive impact on Customer Trust. The significance value for the EBA variable is 0.000, which is below the 0.05 threshold, and the coefficient B for EBA is 0.318, indicating that a 1-unit increase in EBA leads to a 0.318-unit increase in Customer Trust. Additionally, the standardized beta coefficient of 0.567 shows that EBA has a strong effect on Customer Trust.

Hypothesis Testing (t-Test)

Ghozali (2018) states that the t-test is a method for assessing the impact of an independent variable (X) on a dependent variable (Y). For this study, with a sample size of n = 400, degrees of freedom (df) = (n - 2 = 398), and a significance level of 5% ($\alpha = 0.05$), the t-table value is 1.965. The study's results are presented in the following table:

Table 13. Hypothesis Testing (t-Test)

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.734	.179		15.273	.000
	Experiental _Brand_Act ivation	.216	.059	.180	3.646	.000

a. Dependent Variable: Customer_Trust

Since the computed t-value (3.646) exceeds the t-table value (1.965) and the p-value (0.000) is below 0.05, the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1). This indicates that Vidio's "Roaring Night" Experiential Brand Activation program significantly impacts Customer Trust.

B. Discussions

Experiental Brand Activation

Table 14. Descriptive Analysis of Variable X

No	Dimension	Total Score	Percentage	Category
1	Sensory	9706	75.83%	Agree
2	Affective	7173	74.72%	Agree
3	Behavioral	7026	73.19%	Agree
4	Intellectual	4860	**75.94%**	Agree
	Total Score			**28765**
	Percentage			**74.92%**
	Category			Agree

In this research, the variable (X) is categorized into four main dimensions: sensory, affective, behavioral, and intellectual. The findings, detailed in Table 14, show that the Experiential Brand Activation variable attained a cumulative total score of 28,765 across these dimensions. This results in

a cumulative percentage of 74.92%, which corresponds to the following criteria on the continuum scale:
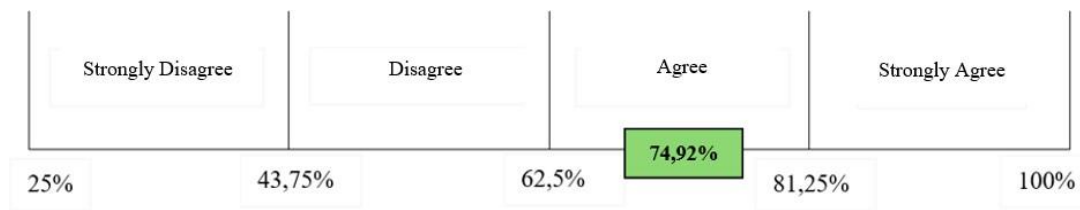

Figure 3. Continuum Line of Variable X

The percentage of 74.92% for the Experiential Brand Activation variable falls within the "Agree" category on the continuum scale, as illustrated in Figure 3. This data indicates that respondents agree they experience the stimuli provided by the Vidio brand through the experiential approach at the "Roaring Night" event, which creates a unique experience for the audience.

Customer Trust

Table 15. Descriptive Analysis of Variable Y

No	Dimension	Total Score	Percentage	Category
1	Integrity	4767	74.49%	Agree
2	Credibility	5352	83.63%	Strongly Agree
3	Confidence	5411	84.55%	Strongly Agree
4	Consistency	5572	87.06%	Strongly Agree
	Total Score			**21102**
	Percentage			**82.43%**
	Category			**Strongly Agree**

In this research, Customer Trust is analyzed through four key dimensions: integrity, credibility, confidence, and consistency. According to Table 15, the confidence dimension scored a total of 5,572 from its two indicators. This results in a cumulative percentage of 87.06%, which aligns with the criteria on the continuum scale as follows:
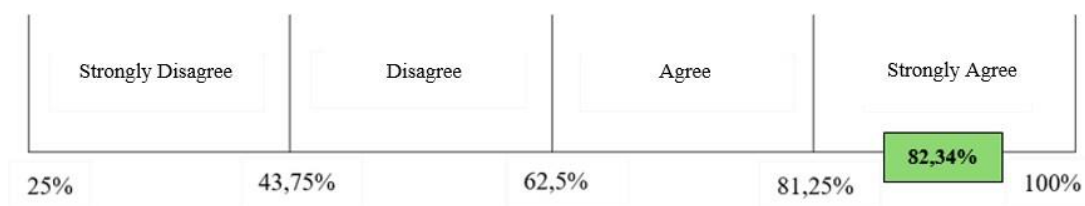

Figure 4. Continuum Line of Variable Y

The percentage of 82.43% for the Customer Trust variable falls within the "Strongly Agree" category on the continuum scale, as shown in Figure 4. This data indicates that respondents strongly agree that the "Roaring Night" event fosters positive expectations from consumers regarding the brand's ability to produce products that satisfy customers.

Impact of Experiential Brand Activation on Customer Trust

This study finds a positive effect of the independent variable, Experiential Brand Activation, on the dependent variable, Customer Trust. The correlation test results reveal a very weak relationship, with a correlation coefficient of 0.180. Despite this weak correlation, the p-value of 0.000, which is less than 0.05, indicates that the relationship is statistically significant.

The coefficient of determination test shows an R^2 value of 0.032 and an Adjusted R^2 of 0.030. This implies that Experiential Brand Activation explains only about 3.2% of the variability in Customer Trust. The low R^2 value suggests that Experiential Brand Activation contributes only minimally to explaining Customer Trust variability. This indicates that while the Experiential Brand Activation program by Vidio through the Roaring Night event does affect Customer Trust, its contribution is limited. Other factors, which are not included in this study, may have a greater impact on Customer Trust.

To evaluate the effect of the independent variable (X) on the dependent variable (Y), simple linear regression was used. The regression test results indicate that Experiential Brand Activation has a positive and significant effect on Customer Trust. The resulting regression equation is: **Y = 2.734 + 0.216X** Here, the intercept value is 2.734, and the coefficient for Experiential Brand Activation is 0.216. This means that if the value of Experiential Brand Activation is 0, Customer Trust is predicted to be 2.734. Thus, each one-unit increase in Experiential Brand Activation is associated with an increase in Customer Trust by 0.216 units.

The hypothesis testing results show that the Experiential Brand Activation program Roaring Night by Vidio has a positive impact on Customer Trust among the English Premier League fan community. With a t-value of 3.646 and a p-value of 0.000, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Previous research supports this hypothesis, such as the study by Ramadhan & Hidayat (2019) in the FMCG sector, which indicates that experiential brand activation strategies positively impact customer trust. However, the significance level in this study is notably lower, with 3.2% compared to 73.7% in the study by Ramadhan and Hidayat (2019). Despite the low contribution, the statistical significance suggests that the relationship is real and not due to chance.

The concept of experiential brand activation has become increasingly important as a communication strategy, allowing customers to experience the brand directly, creating stronger emotional engagement, and contributing to building customer trust (Saeed et al., 2015). Previous research emphasizes the importance of experiential brand activation strategies in enhancing trust, loyalty, and brand strength in the fast-food, retail, and luxury hotel industries (Mirando & Wanninayake, 2023; Oddy Adam Noegroho, 2013; Wiedmann et al., 2017). Thus, while the direct impact of Experiential Brand Activation on Customer Trust might be minimal, events like Roaring Night by Vidio still have an impact on building customer trust.

This can be explained by the stimulus-response theory, which shows that the stimulus of Experiential Brand Activation can be perceived by the audience and affect the response of Customer Trust, even if the impact is not large. Previous research also suggests that event-based brand activation, such as the Roaring Night event, may be more suitable for specific sectors like FMCG, while OTT sectors like Vidio might require different approaches or additional variables to significantly enhance Customer Trust (Ramadhan & Hidayat, 2019; Saeed et al., 2015).

To strengthen findings on the impact of experiential brand activation, various studies highlight the significance of experiential approaches in building trust. Ranaweera and Gunawardane (2020) found that experiential brand activation strategies, particularly through direct and personal engagement, significantly impact customer trust in the telecommunications sector. This indicates that more personal and direct interactions can enhance trust in the OTT sector, such as Vidio's applications.

Marist, Yulianti, and Najib (2014) emphasize the importance of events as a brand activation strategy in building brand satisfaction, trust, and loyalty, particularly in experiential marketing. They highlight that immersive and personal elements of events are crucial in enhancing brand satisfaction, trust, and loyalty. Improving these experiential elements in events like Roaring Night can lead to more substantial impacts on customer trust.

Aristotle and Plato introduced communication through rhetoric, which evolved into a fundamental skill necessary for survival and solving social issues. In events like Roaring Night, communication elements such as setting & scene, participants, ends, act sequence, keys, instrumentalities, norms, and genres play critical roles (Saville-Troike, 2003). This comprehensive approach helps researchers analyze communication aspects, especially within football communities with their unique cultures.

Figure 5. Roaring Night Event

The Roaring event, organized by Vidio, which can be viewed in Figure 5 above. illustrates these communication elements. The event aimed to create an immersive and personal experience, integrating interactive elements such as quizzes, flares, and direct interactions with influencers (Kurniawan, 2024). This environment enhanced emotional engagement and personalized the brand relationship.

Creating an immersive atmosphere during events like Roaring Night is crucial for increasing emotional engagement. According to Saville-Troike (2003), setting & scene elements are vital in communication processes. A well-designed environment fosters deeper participant engagement and strengthens personal connections with the brand.

The event's communication elements included:

- **Setting & Scene:** The location and timing of the event, such as during English Premier League matches, enhance the atmosphere and relevance for football fans.
- **Participants:** Football fans were the central focus, with influencers and event organizers enhancing the experience.
- **Ends:** The event aimed to boost customer engagement and educate about anti-piracy.
- **Act Sequence:** The event included opening, interactive sessions, high-quality match broadcasts, and a closing message reinforcing anti-piracy commitments.
- **Keys:** The primary focus was on watching together and anti-piracy messaging.
- **Instrumentalities:** Media and equipment used for effective event execution.
- **Norms:** Event procedures ensured professional and efficient participation.
- **Genres:** Various messages including brand promotion, anti-piracy education, and entertainment.

Using these communication elements, Roaring Night created a profound and personal experience, enhancing emotional engagement and reinforcing customer trust and loyalty towards

Vidio. Effective application of these elements during the event helped deliver clear messages and strengthen the brand-audience relationship.

According to Aristotelian persuasive rhetoric as discussed by Cicero (2015), planned and systematic communication in Roaring Night successfully engaged the target market. Thus, Roaring Night not only served as an engagement medium but also as an effective means of building customer trust through well-structured communication elements. Enhancing experiential elements in future events can directly strengthen emotional connections and customer trust, ultimately supporting loyalty and addressing challenges like piracy.

Dissanayake and Gunawardane (2018) highlight that brand activation serves as a crucial link between the brand and customers, facilitating trust through authentic and memorable experiences. This suggests that Vidio can improve its brand activation strategy by aligning events with memorable experiences to strengthen emotional connections and trust.

Brakus, Schmitt, and Zarantonello (2009) explored how brand experiences influence customer loyalty and trust, finding that sensory, affective, and behavioral dimensions significantly affect customer perceptions. Better integration of these dimensions into Vidio's experiential brand activation strategy in future events can enhance brand trust.

Gunawardane and K (2020) stress the importance of engagement in brand activation strategies for building trust. The Roaring Night event's interactive elements align with the idea that deeper customer engagement through brand activation positively impacts trust. Enhancing interactive elements can strengthen this impact.

Additionally, Saeed and Zameer (2015) elaborate on brand activation's role in creating and maintaining brand communities, crucial for long-term trust and loyalty. Vidio's Roaring Night program contributed to building brand communities with English Premier League communities in Jakarta. Future efforts can use these insights to improve the effectiveness of Roaring Night in fostering brand communities, enhancing long-term trust and loyalty.

Ramadhan and Hidayat (2019) found that brand activation strategies significantly influence consumer perceptions and trust. This supports the idea that refining Vidio's brand activation approach based on previous recommendations can have a greater impact on building trust among Vidio's audience.

Given the relatively low contribution of Experiential Brand Activation to Customer Trust in this study, further research is needed to explore additional factors that might significantly affect trust in the OTT sector. For example, investigating variables such as celebrity endorsements, which Vidio has utilized in some Roaring Night events (e.g., Sisca Saras, Aldi Taher, and Coach Justin), could provide comprehensive insights into consumer trust dynamics (Satria, 2023). According to Gunawardane and Dissanayake (2016), celebrity endorsements can trigger brand trust, suggesting that exploring this factor in future research could offer deeper understanding of consumer trust.

CONCLUSION

Based on the research findings, the t-value of 3.646 exceeds the t-table value of 1.965, and the p-value of 0.000 is below the 0.05 threshold. This demonstrates a significant effect of Vidio's "Roaring Night" Experiential Brand Activation (EBA) program on Customer Trust. However, the correlation between the variables is minimal, with a coefficient of 0.180. The R^2 value of 0.032 suggests that EBA accounts for only 3.2% of the variance in Customer Trust, leaving 96.8% of the variance attributable to factors beyond the scope of this study.

To gain a more comprehensive understanding, future research should examine additional factors such as customer engagement and celebrity endorsements (Gunawardane & Dissanayake, 2016; Mirando & Wanninayake, 2023; Tuti & Sulistia, 2022). Customer loyalty might also be a relevant outcome of experiential brand activation strategies. Additionally, a qualitative approach could offer deeper insights into consumer experiences and trust, as proposed by Rijal Fadli (2021).

Practically, Vidio should enhance the sensory elements of future events and design activities that foster active participant engagement. Integrating EBA strategies with other marketing efforts, such as digital promotions and social media campaigns, could amplify the overall impact on Customer Trust (Ghalawat et al., 2021; Dissanayake & Gunawardane, 2018; Ranaweera & Gunawardane, 2020).

REFERENCES

Ahdiat, A. (2024). Penetrasi internet di Indonesia capai 79% pada 2024. *Databoks.katadata.co.id*. *https://databoks.katadata.co.id/datapublish/2024/02/01/penetrasi-internet-di-indonesia-capai-79-pada-2 024*

Ahmad, N. M., & Asril, S. (2023). DJKI: Pelanggaran hak siar masih tinggi di Indonesia, terutama siaran sepak bola. *Kompas.com*. *https://nasional.kompas.com/read/2023/03/03/00301581/djki-pelanggaran-hak-siar-masih-tinggi-di-indonesia-terutama-siaran-sepak*

Aini, N., Budiaji, I., & Namoto, A. (2018). Measuring respondent attitudes: The application of Likert scales. *Social Research Methods*, *12*(1), 29–37.

Aziz, S. (2023). Vidio's Roaring Night: Engaging the Premier League community. *Marketing Innovation Review*, *14*(3), 78–85.

Bakar, N., & Rosbi, S. (2017). Pearson correlation and its applications in research. *International Journal of Research Methodology*, *10*(1), 112–119.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Experiential brand activation: Measuring and managing brand experiences. *Journal of Marketing*, *73*(3), 52–68.

Budijanto, H. (2018). Validation and reliability in quantitative research. *Indonesian Journal of Statistics and Data Analysis*, *6*(2), 91–104.

Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

Dissanayake, R., & Gunawardane, N. (2018). Brand activation: A review on conceptual and practice perspectives. *Asian Social Science*, *14*(8), 37. *https://doi.org/10.5539/ass.v14n8p37*

Ghasemi, A., & Zahediasl, S. (2012). Normality tests for statistical analysis: A guide for non-statisticians. *International Journal of Endocrinology and Metabolism*, *10*(2), 486–489.

Ghozali, I. (2018). *Analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

Gunawardane, N., & Dissanayake, R. (2016). Relationship between perceived brand equity and purchase intention of life insurance brands in Sri Lanka: A concept paper. *Repository.kln.ac.lk*, *5*(12). *http://repository.kln.ac.lk/handle/123456789/16213*

Gunawardane, P., & K, P. (2020). Brand activation and customer loyalty: An empirical study. *Journal of Brand Management*, *27*(2), 146–163.

Indri, F. Z., & Putra, G. H. (2022). Pengaruh ukuran perusahaan dan konsentrasi pasar terhadap kualitas laporan keuangan pada perusahaan sektor industri barang konsumsi yang terdaftar di Bursa Efek Indonesia pada tahun 2016-2020. *Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan*, *2*(2), 236–252. *https://doi.org/10.55606/jimek.v2i2.242*

Kurniawan, H. (2024). Roaring Night IndoManutd Jakarta heboh: Ada Sisca Saras dan flare yang dinyalakan untuk merayakan kemenangan besar MU atas West Ham. *Bola.com.* *https://www.bola.com/inggris/read/5521170/roaring-night-indomanutd-jakarta-heboh-ada-sisca-saras- dan-flare-yang-dinyalakan-untuk-merayakan-kemenangan-besar-mu-atas-west-ham*

Ma, L., Montgomery, A. L., Singh, P. V., & Smith, M. D. (2014). An empirical analysis of the impact of pre-release movie piracy on box office revenue. *Information Systems Research*, *25*(3), 590–603. *https://doi.org/10.1287/isre.2014.0530*

Marist, A. I., Yulianti, L. N., & Najib, M. (2014). The role of event in building brand satisfaction, trust and loyalty of isotonic drink. *International Journal of Marketing Studies*, *6*(6). *https://doi.org/10.5539/ijms.v6n6p57*

Mirando, U. J., & Wanninayake, W. M. C. B. (2023). The mediating effect of brand trust on the relationship between experiential marketing and brand loyalty: With special reference to retail industry of Sri Lanka. *Sri Lanka Journal of Management Studies*, *5*(1). *https://doi.org/10.4038/sljms.v5i1.105*

Oddy, A. N. (2013). Pengaruh experiential marketing dan brand trust terhadap kepuasan pelanggan dan loyalitas pelanggan (Survei pada pelanggan KFC Cabang Kawi Malang). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, *6*(2), 77738.

Pratama, S. A., & Permatasari, R. I. (2021). Pengaruh penerapan standar operasional prosedur dan kompetensi terhadap produktivitas kerja karyawan divisi ekspor PT. Dua Kuda Indonesia. *Jurnal Ilmiah M-Progress*, *11*(1). *https://doi.org/10.35968/m-pu.v11i1.600*

Ranaweera, N., & Gunawardane, N. (2020). Experiential brand activation on customer brand trust in mobile telecommunication services of Sri Lanka: With special reference to door-to-door promotions. *International Journal of Business and Management Invention*, *9*(4), 44–53.

Saville-Troike, M. (2003). *The ethnography of communication: An introduction*. Blackwell Pub.

The Trade Desk. (2022). Indonesia OTT consumption highest in Southeast Asia as growth hits 40 percent. *The Trade Desk*. *https://www.thetradedesk.com/fr/news/press-room/indonesia-ott-consumption-highest-in-southeast-asi a-as-growth-hits-40-percent*

Wiedmann, K.-P., Labenz, F., Haase, J., & Hennigs, N. (2017). The power of experiential marketing: Exploring the causal relationships among multisensory marketing, brand experience, customer perceived value, and brand strength. *Journal of Brand Management*, *25*(2), 101–118. *https://doi.org/10.1057/s41262-017-0061-5*