

The Effect of Meme Use in Digital Marketing on Consumer Engagement and Attitudes towards Gojek Application

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Abstract

This study aims to analyze the effectiveness of using memes in digital marketing and its influence on Attitude Toward Ad Engagement towards the Gojek Indonesia brand. Specifically, the research examines how cognitive and affective variables namely Meme Marketing Type, Narrative Transportation, Brand Knowledge, Meme Literacy, and Meme Linguistic Characteristics contribute to shaping consumers' positive responses to meme-based advertising. A quantitative approach was employed by distributing an online questionnaire to 262 respondents who are active social media users in the Jabodetabek area and have been exposed to Gojek Indonesia's meme marketing content. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the relationships among variables in the research model. The results indicate that all tested constructs, which are Meme Marketing Type, Narrative Transportation, Brand Knowledge, Meme Literacy, and Meme Linguistic Characteristics, were found to have a positive and significant influence on Attitude Toward Ad Engagement. Specifically, Narrative Transportation was identified as the strongest determinant (highest importance) of audience engagement attitude, confirming that the power of storytelling and emotional connection within a meme is key to successful brand communication. These findings provide empirical evidence that meme marketing is a highly effective digital communication strategy for building emotional and social connections between the brand and its young audience. The managerial implications of this study suggest that companies, particularly the Gojek creative team, need to focus on strengthening the relevant and relatable narrative elements in every meme content published to enhance audience immersion and emotional resonance, thereby encouraging long-term engagement.

Keywords: meme marketing type, narrative transportation, brand knowledge, meme literacy, attitude toward ad engagement

1. Introduction

Meme marketing has grown rapidly in recent years as entertaining content that significantly increases consumer engagement; research on this phenomenon shows that it has become one of the most effective communication strategies in the digital era. According to Razzaq et al. (2024), meme marketing allows brands to create engaging customer experiences by incorporating their elements into engaging content. This allows brands to create engaging experiences for customers, achieving social media engagement rates significantly higher than the 1% achieved by Google AdWords ads (Vasile et al., 2021). The appeal of memes lies in their ability to create emotional connections through humor and relevant cultural references. Consumer behavior is influenced by the key features of memes, especially among Generation Z (Arie Bowo & Marthalia, 2024). Meme marketing has great potential to capture audience attention and build

relationships with consumers; therefore, an effective marketing strategy can include encouraging users to create their own memes and collaborating with influencers.

Consumer response to brand elements in memes depends heavily on how they are presented, whether prominently displayed or subtly embedded. (Razzaq et al., 2024) found that, compared with more implicit approaches, marketing that clearly displays brand identity tends to generate more positive attitudes and encourage higher levels of engagement among audiences. This aligns with findings (Cachero-Martínez & Vázquez-Casielles, 2021) that social media content strategies that visually highlight brand elements can significantly increase brand engagement, especially in industries that rely on creative communication.

The ability of memes to build emotional connections through narrative is also crucial. According to narrative engagement theory, as explained by Wismashanti et al. (2023), stories in memes can engage customers emotionally in a digital context. This allows customers to experience a sense of brand closeness, which in turn can lead to increased engagement. According to Razzaq et al. (2024), reading memes and understanding their humorous context can strengthen this narrative experience. Wang & Lee (2020) found that brand intimacy, or emotional closeness with a brand, is formed through strong emotional experiences and positively impacts consumer engagement.

2. Literature Review

Research by Razzaq et al. (2024) shows that memes with high brand cues (brand prominence) generate more positive attitudes toward the advertisement and higher engagement levels compared to memes with subtler cues. This effect occurs because clear brand elements make it easier for consumers to associate the narrative with the brand identity, especially among consumers with low brand knowledge.

Meme Marketing. As a marketing tool, meme marketing has been shown to increase consumer engagement through likes, comments, and content sharing due to its entertaining and organic nature (Malodia et al., 2022; Rathi & Jain, 2024). Vasile et al. (2021) emphasized that memes provide a strategic advantage for brands because their format can convey messages in a style that doesn't feel like direct advertising. Therefore, understanding the forms and characteristics of meme marketing is crucial in designing digital communication strategies. Based on Razzaq et al.'s (2024) framework, there are two main types of meme marketing that differ in how the brand is presented in the content: brand-prominent meme marketing and brand-subtle meme marketing.

Narrative Transportation. Narrative transportation describes the state of being completely drawn into a story, feeling deeply emotionally and cognitively involved in the message. According to Razzaq, Shao, and Quach (2024), narrative transportation is the primary psychological mechanism linking marketing meme types to consumer responses, such as attitude toward the ad and customer engagement. In Narrative Transportation theory, several key elements shape this immersive experience, including a compelling plot, relatable characters, depicted motion, and a narrative voice in the first or second person. The combination

of these elements allows the audience to form mental imagery and empathy for the story, strengthening the emotional connection between the audience and the brand.

Brand Knowledge. Based on associative network theory, brand knowledge is formed through a network of associations in consumer memory. Any information about a brand, such as a logo, user experience, or communication message, is stored as interconnected nodes, and activation of one node can trigger other related associations (De Toni, Zielke, & Mazzon, 2023). In a marketing context, the level of brand knowledge determines how consumers process and evaluate brand messages. Consumers with high brand knowledge have a mature understanding and can recognize the meaning of messages even when brand elements are conveyed implicitly. Conversely, consumers with low brand knowledge tend to rely on explicit visual and textual cues to understand the message, such as a logo, brand name, or a clear product image (Feng, 2024).

Meme Literacy. Meme literacy refers to an individual's ability to understand, interpret, and assign meaning to the symbols, texts, and socio-cultural contexts contained within memes in digital spaces. This literacy encompasses not only an understanding of visual structure and humor, but also the interpretation of the symbolic values and cultural context inherent in memes (Ntouvlis & Geenen, 2025). According to Razzaq, Shao, and Quach (2024), meme literacy acts as a moderating variable influencing the relationship between meme marketing type and narrative transportation. Consumers with high levels of meme literacy tend to better understand the symbolic meanings conveyed by memes, making it easier to experience narrative transportation even when brand elements are presented subtly.

Meme Marketing Linguistic Characteristics. Linguistic characteristics in meme marketing refer to how language is used to convey brand messages, build relationships with audiences, and encourage engagement on digital platforms. Linguistic elements function not only as communication tools but also as strategic narrative devices that help create emotional closeness and personal experiences for audiences. According to Razzaq, Shao, and Quach (2024), linguistic elements serve as strategic-level moderators that influence the relationship between meme marketing type and narrative transportation. In this context, the use of personal pronouns, such as first-person pronouns (I, me) and second-person pronouns (you, your), is crucial because it can shape the level of personalization and audience engagement with the narrative. Deng et al. (2021) explain that using informal, emotional language that aligns with the audience's communication style has been shown to be more effective at increasing engagement with brand content on social media. Light, familiar language helps create an authentic impression and strengthens the psychological closeness between the brand and the audience. Research by Rathi and Jain (2024) also confirms that emotionally evocative linguistic elements such as humor, irony, or wordplay can increase consumers' likelihood of engaging with and sharing content more widely, as they feel more connected to socially and emotionally relevant messages. Meanwhile, Surjadeep Dutta et al. (2024) highlight that using linguistic elements aligned with digital culture can strengthen brand image and increase customer retention by creating a pleasurable emotional experience.

Attitude Toward Ad Engagement (Likes, Comments, Tags). Attitude toward ad engagement refers to consumers' attitudes and tendencies to actively engage with advertising content on social media, whether through liking, commenting, or tagging others. According to Razzaq, Shao, and Quach (2024), attitude toward ad engagement is one of the main indicators of meme marketing effectiveness. In their research, attitude toward ad engagement was measured alongside customer engagement (including likes, comments, and tags) to assess the extent to which consumers responded positively to meme content posted by brands.

Below is a figure of the research model used in this study:

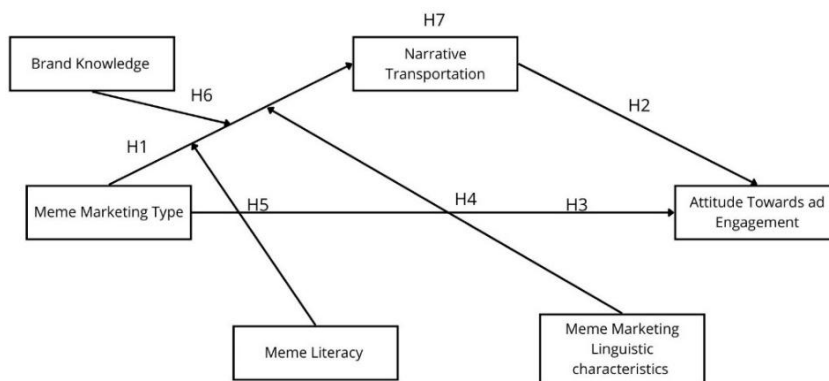


Figure1. Conceptual Model, Source: Modification of Razzaq et al. (2024); Malodia et al. (2022); Cachero-Martínez & Vázquez-Casielles (2021); Wang & Lee (2020)

Hypothesis Development:

H1: Meme Marketing Type positively influences Narrative Transportation.

H2: Narrative Transportation positively influences Attitude toward Ad Engagement.

H3: Meme Marketing Type positively influences Attitude toward Ad Engagement.

H4: Meme Marketing Linguistic Characteristics moderate the positive relationship between Meme Marketing Type and Narrative Transportation.

H5: Meme Literacy moderates the positive relationship between Meme Marketing Type and Narrative Transportation.

H6: Brand Knowledge moderates the positive relationship between Meme Marketing Type and Narrative Transportation.

H7: Narrative Transportation significantly mediates the positive relationship between Meme Marketing Type and Attitude toward Ad Engagement.

3. Research Method

This division follows Hair et al. (2022), who argue that in quantitative research, the material object refers to the entity or phenomenon being studied, while the formal object denotes the viewpoint, perspective, or specific aspect of that object that becomes the focus of the research

analysis.

In quantitative research, a population is defined as all individuals who possess characteristics consistent with the research objectives, thereby enabling the generalizability of the results (Hossan, Mansor, & Jaharuddin, 2023). Sample size determination follows the Minimum Sample Size Estimation approach of Kock & Hadaya (2015), using the inverse square root and gamma-exponential methods. The estimation results indicate a minimum required sample size of 160 respondents, whereas this study collected 262 respondents, thereby increasing the reliability of the structural model (Guillén-Gámez et al., 2023; Mondego & Gide, 2024).

Sekaran and Bougie (2020) emphasize that variable operationalization is the process of translating conceptual concepts into measurable indicators that can be analyzed quantitatively.

The conceptual and operational definitions of the variables in this study were developed based on theory and previous research findings, particularly Razzaq et al. (2024), which served as the primary reference in instrument development. The scales and indicators used have also undergone validity and reliability testing in previous research, making them suitable for reuse in this study.

Table 1. Conceptual and Operational Definition Using a Likert Scale of 1-5

Variables	Conceptual Definition	Operational Definition	Source
Meme Marketing Type (X1)	A meme is a unit of digital content that combines text, images, or video elements, which is disseminated through social media with the aim of conveying a message, entertaining, or shaping opinions within the context of internet culture.	I found the memes in this ad to be engaging. (MM1) I felt the memes used in this ad were relevant to trends or culture I'm familiar with (MM2) I found the memes to make the ad's message easier to understand (MM3) I found the content of the memes entertaining (MM4) I thought the use of memes made this ad more relatable (MM5)	(Razzaq et al., 2024)

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Narrative Transportation (X2)	Narrative transportation is a psychological state in which individuals become immersed in a narrative, focusing their attention, emotions, and imagination fully on the narrative. In the context of digital marketing, narrative transport has the potential to influence consumer attitudes, sharing intentions, and engagement behavior toward advertising.	All felt drawn in by the story conveyed through this meme (NT1) I felt that this meme had a story that made me feel emotionally involved (NT2) I felt connected to the experience or situation described in this meme (NT3) I felt that the message in this meme had a storyline that appealed to me (NT4) I felt that this meme helped me imagine the situation or context the advertisement was trying to convey (NT5)	(Iranmanesh et al., 2019)
Brand Knowledge (X3)	Brand knowledge is a consumer's understanding of the attributes and qualities inherent in a brand, which influences positive perceptions and associations with that brand.	I feel familiar with the brand featured in this meme (BK1) I feel familiar with the products or services of the brand used in this meme (BK2) I can connect elements in this meme to a brand identity I am familiar with (BK3) I feel I have enough knowledge about this brand to understand the content of the meme (BK4) I feel the brand in this meme fits the brand image I have in my mind (BK5)	(Razzaq et al., 2024)
Meme Literacy (X4)	Meme literacy is the ability to understand the context, symbolic meaning, and cultural references contained in memes, which allows the audience to better appreciate the content.	I feel I can understand the intended meaning of the memes in this advertisement (ML1) I can interpret various forms of memes that frequently appear on social media (ML2) I feel familiar with the meme format used in this advertisement (ML3) I can understand the cultural context or references in the memes used in this advertisement (ML4) I feel I have sufficient knowledge to understand the humor in the memes (ML5)	(Mukhtar et al., 2024)

Meme marketing linguistic characteristics (X5)	Linguistic characteristics in meme marketing include prominent word choices and language styles, such as the use of familiar language, sarcasm, humor, and wordplay, which make memes appealing.	I find the language used in this meme easy to understand (MC1) I think the use of pronouns like "you" or "we" in the meme makes this advertisement more relatable (MC2) I feel the language used in this meme aligns with my everyday language style (MC3) I think this meme uses attention-grabbing language (MC4) I feel the use of humor or sarcasm in this meme effectively conveys its message. (MC5)	(Razzaq et al., 2024)
Attitude Towards ad engagement (Y)	Attitude toward advertising engagement refers to consumers' positive or negative feelings toward interactions with ads on social media, such as liking, commenting, or sharing content.	I enjoy liking ads that use memes. (AT1) I'm interested in commenting on ads that use interesting memes. (AT2) I feel motivated to tag friends in meme-based ads that I find funny. (AT3) I'm interested in sharing ads that use memes. (AT4) I'm more engaged with ads that use memes than with regular ads. (AT5)	(Müller et al., 2021)

Data Analysis Techniques. Instrument testing included a pre-test (Validity, AVE, HTMT) and reliability (Cronbach's Alpha and Composite Reliability). In the validity test, an indicator is considered valid if it has an outer loading value ≥ 0.70 and an AVE ≥ 0.50 . Indicators with loading values between 0.40–0.70 can still be retained if the construct still meets the AVE criteria. Next, discriminant validity was tested to ensure that each construct is unique compared to other constructs. This evaluation was carried out using the Fornell-Larcker Criterion and HTMT. A construct is declared to meet discriminant validity if the square root of the AVE is higher than the correlation between constructs, and the HTMT value is below 0.85–0.90 as recommended by Hair et al. (2022). The testing process was carried out by running the PLS Algorithm to obtain the outer loadings, AVE, and HTMT values. If all indicators meet these criteria, the instrument can be declared valid and suitable for use in the structural model analysis in the next stage. According to Hair et al. (2022), a construct is considered reliable if its Cronbach's Alpha and CR values are above 0.70, indicating that the indicators have good internal consistency in reflecting the measured variables. Therefore, if the Cronbach's Alpha and CR values for all constructs exceed 0.70, it can be concluded that the research instrument has good reliability and is suitable for further analysis. In this study, reliability testing was conducted using Smart PLS by first running the PLS algorithm.

The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). Model evaluation included:

- Outer model: Reliability test, Validity test

• Inner model: Inner VIF test, R-square value, Q-square value, hypothesis test, and Importance-Performance Map Analysis (IPMA).

4. Finding and Discussion

Data collection through an online questionnaire distributed to Gojek service users who actively use social media in the Greater Jakarta area yielded 262 respondents. The identification results revealed that the majority of respondents were female (52.3%) and male (47.7%). This finding suggests that female social media users tend to be more active in interacting with entertainment content, including meme-based advertising. However, the nearly equal proportion of males also indicates that meme-based communication strategies have cross-gender appeal, as their humorous elements and social relevance are acceptable to a diverse user group (Malodia et al., 2022).

In terms of age, the dominant group was respondents aged 21–25 (51.9%), followed by those aged 26–38 (30.5%), and those aged 18–20 (17.6%). This composition indicates that most respondents are Generation Z and early Millennials, groups that are highly active on social media and are attracted to interactive and creative content. This aligns with the findings of Razzaq et al. (2024), who stated that the effectiveness of meme marketing is highly dependent on the emotional engagement of young audiences accustomed to consuming short, visual content.

Based on their educational attainment, the majority of respondents (52.3%) had a bachelor's degree (S1), followed by those with a high school/vocational high school (24.4%), a diploma (16%), a master's degree (6.9%), and a doctoral degree (0.4%). This distribution indicates that the majority of respondents have a high level of education, which is closely related to the ability to understand symbolism, humor, and social context in digital communication (Ntouvlis & Geenen, 2025).

In terms of occupation, the majority of respondents were private-sector employees (42.7%), followed by students (21.8%), entrepreneurs (18.7%), and civil servants (16.4%), while housewives accounted for only 0.4%. This data indicates that most respondents are economically and socially active individuals, with high levels of exposure to digital advertising and daily online activities. This aligns with Wang and Lee's (2020) observation that professional and productive users tend to engage more frequently with branded content on social media due to their intense digital routines.

By domicile, all respondents were from the Greater Jakarta (Jabodetabek)) area is considered representative because it is the center of Gojek user activity and the most active social media users in Indonesia (Dwivedi et al., 2021a).

Overall, the respondent profile shows that the majority of study participants were young women aged 21–25, highly educated, working in the private sector, and residing in the Greater Jakarta area. This group belongs to the urban digital consumer segment with high levels of media literacy and active engagement in online interactions. Therefore, this study's respondents can be considered representative of the target population, namely young urban users who are the

primary target of meme-based digital marketing strategies.

4.1 Assessment of the Measurement Model

The assessment of the outer model was conducted to ensure that the indicators used were valid and reliable in measuring their respective constructs.

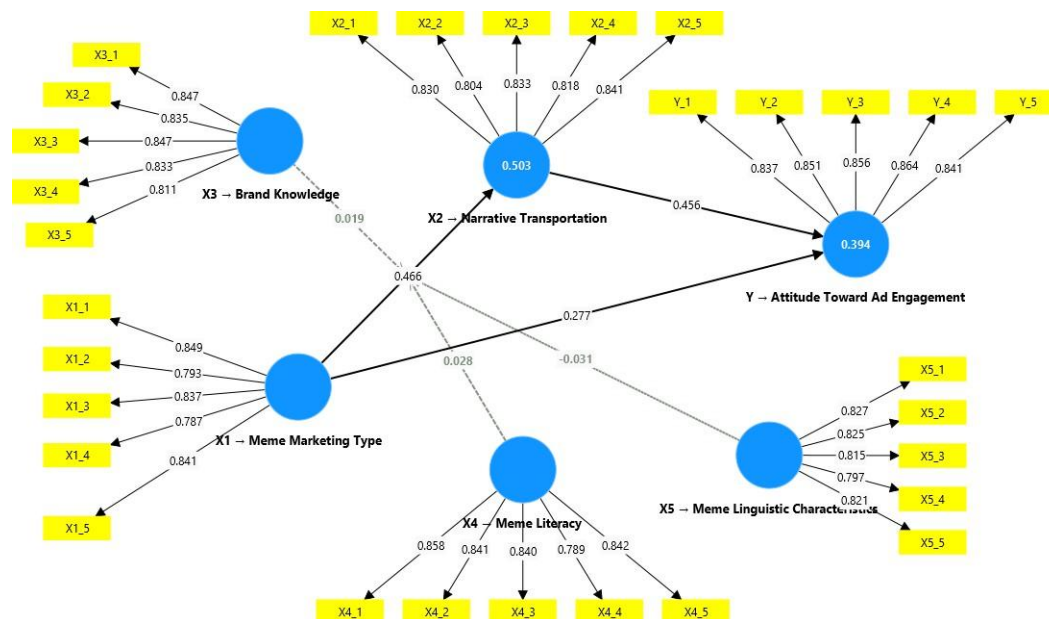


Figure 2. Outer Model, Source: Smart-PLS 4 Data Analysis Results from the Actual Test Respondents (2025)

Overall, the indicators exhibited outer loading values predominantly above the recommended threshold of 0.70, as proposed by Hair et al. (2022). These findings indicate that the indicators satisfied the requirements for convergent validity and adequately represented their corresponding latent constructs. Although some indicator loadings were close to the threshold value, they remained acceptable as they demonstrated sufficient contributions to their respective constructs.

4.2 Indicator Reliability

The initial stage in the assessment of the outer model was to examine indicator reliability by evaluating the outer loading values.

Table 2. Convergent Validity Assessment

Variables	Indicator	Loading Factor	Result
<i>Meme Marketing Type (X1)</i>	X1.1	0.849	Reliable
	X1.2	0.793	Reliable
	X1.3	0.837	Reliable
	X1.4	0.787	Reliable
	X1.5	0.841	Reliable
<i>Narrative Transportation (X2)</i>	X2.1	0.830	Reliable
	X2.2	0.804	Reliable
	X2.3	0.833	Reliable
	X2.4	0.818	Reliable
	X2.5	0.841	Reliable
<i>Brand Knowledge (X3)</i>	X3.1	0.847	Reliable
	X3.2	0.835	Reliable
	X3.3	0.847	Reliable
	X3.4	0.833	Reliable
	X3.5	0.811	Reliable
<i>Meme Literacy (X4)</i>	X4.1	0.858	Reliable
	X4.2	0.841	Reliable
	X4.3	0.840	Reliable
	X4.4	0.789	Reliable
	X4.5	0.842	Reliable
<i>Meme Linguistic Characteristics (X5)</i>	X5.1	0.827	Reliable
	X5.2	0.825	Reliable
	X5.3	0.815	Reliable
	X5.4	0.797	Reliable
	X5.5	0.821	Reliable
<i>Attitude Toward Ad Engagement (Y)</i>	Y1	0.837	Reliable
	Y2	0.851	Reliable
	Y3	0.856	Reliable
	Y4	0.864	Reliable
	Y5	0.841	Reliable

Source: Smart-PLS 4 Analysis Results Based on Actual Test Respondents' Data (2025)

Based on the test results presented in Table 4.1, all indicators from the six research variables had outer loading values above 0.70. This indicates that all variables met the reliability criteria. Therefore, all indicators in this study were declared reliable according to Hair et al.'s (2022) criteria. The measurement model demonstrated good internal consistency and was suitable for further evaluation, namely the inner model analysis.

4.3 Construct Reliability

The next step in evaluating the outer model is to test the construct reliability to ensure that each latent variable has adequate internal consistency. Construct reliability is assessed using two main measures: Cronbach's Alpha and Composite Reliability (CR). According to Hair et al. (2022), good Cronbach's Alpha and Composite Reliability values are above 0.70, indicating that the indicators within a construct provide stable and consistent measurement results.

Table 3. Composite Reliability Values

	Composite reliability (ρ_{α})
X1 → Meme Marketing Type	0.883
X2 → Narrative Transportation	0.886
X3 → Brand Knowledge	0.898
X4 → Meme Literacy	0.898
X5 → Meme Linguistic Characteristics	0.880
Y → Attitude Toward Ad Engagement	0.905

Table 4. Construct Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability (CR)	Result
<i>Meme Marketing Type</i>	0.880	0.883	Reliable
<i>Narrative Transportation</i>	0.883	0.886	Reliable
<i>Brand Knowledge</i>	0.892	0.898	Reliable
<i>Meme Literacy</i>	0.891	0.898	Reliable
<i>Meme Linguistic Characteristics</i>	0.876	0.880	Reliable
<i>Attitude Toward Ad Engagement</i>	0.904	0.905	Reliable

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

The results in Table 4.2 show that all constructs have α and CR values above 0.87, indicating that all latent variables have excellent internal consistency. Thus, all constructs in this study are reliable and suitable for further analysis.

4.4 Construct Validity

In this study, construct validity was tested using the Average Variance Extracted (AVE) value. According to Hair et al. (2022), a construct is considered to have convergent validity if its AVE value is greater than 0.50. This value indicates that more than half of the indicator's variance can be explained by the construct in question.

Table 5. Average Variance Extracted (AVE) Values

Variables	AVE	Result
<i>Meme Marketing Type</i>	0.675	Valid
<i>Narrative Transportation</i>	0.681	Valid
<i>Brand Knowledge</i>	0.697	Valid
<i>Meme Literacy</i>	0.696	Valid
<i>Meme Linguistic Characteristics</i>	0.668	Valid
<i>Attitude Toward Ad Engagement</i>	0.722	Valid

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Based on the calculation results presented in Table 4.4, all constructs had AVE values above 0.50, ranging from 0.668 to 0.722. This indicates that each latent variable is able to explain more than 50% of the variance in its constituent indicators. Therefore, all variables in this study—including Meme Marketing Type (X1), Narrative Transportation (X2), Brand Knowledge (X3), Meme Literacy (X4), Meme Linguistic Characteristics (X5), and Attitude Toward Ad Engagement (Y)—have met the criteria for convergent validity.

These results indicate that the constructs used in the study accurately represent the theoretical concepts being measured. With convergent validity met for all variables, the measurement model is declared valid and suitable for further evaluation of discriminant validity and inner model analysis.

4.5 Discriminant Validity

The next step in evaluating the outer model is testing its discriminant validity using the heterotrait–monotrait ratio (HTMT) approach as developed by Henseler et al. (2015). This method is considered more sensitive and accurate than the Fornell–Larcker approach in detecting discriminant validity issues (Hair et al., 2022). A construct is considered to have good discriminant validity if the HTMT value is below 0.90. This value indicates that the constructs have distinct characteristics and there is no overlap between variables in the model.

Table 6. Discriminant Validity Heterotrait – Monotrait Rasio (HTMT)

Variable	X1	X2	X3	X4	X5	Y	X4 × X1	X5 × X1	X3 × X1
<i>Meme Marketing Type</i>									
<i>Narrative Transportation</i>	0.49								
<i>Brand Knowledge</i>	0.067	0.454							
<i>Meme Literacy</i>	0.071	0.393	0.054						

<i>Meme Linguistic Characteristics</i>	0.063	0.242	0.092	0.605					
<i>Attitude Toward Ad Engagement</i>	0.53	0.641	0.227	0.293	0.354				
<i>Meme Literacy</i> × <i>Meme Marketing Type</i>	0.203	0.024	0.111	0.061	0.046	0.176			
<i>Meme Linguistic Characteristics</i> × <i>Meme Marketing Type</i>	0.04	0.05	0.036	0.044	0.036	0.063	0.563		
<i>Brand Knowledge</i> × <i>Meme Marketing Type</i>	0.246	0.044	0.062	0.092	0.05	0.134	0.275	0.039	

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Based on the test results in Table 4.5, all HTMT values are well below the threshold of 0.90. This indicates that the indicators used to measure each construct only represent the intended construct and do not measure other constructs. The low HTMT values for all pairs of constructs also indicate the absence of multicollinearity problems between variables, allowing each construct to function independently in the structural model. Therefore, all constructs in this study are declared to meet discriminant validity according to the guidelines of Henseler et al. (2015) and Hair et al. (2022).

4.6 Structural Model Analysis (Inner Model)

After the measurement model (outer model) was declared valid and reliable, the next step was to test the structural model (inner model) to determine the direction, strength, and significance of the relationships between the latent variables established in the research conceptual framework. This test was conducted using a one-tailed bootstrapping method with 5,000 subsamples, a significance level of $\alpha = 0.05$, and bias-corrected and accelerated (BCa) confidence intervals, as recommended by Hair et al. (2022).

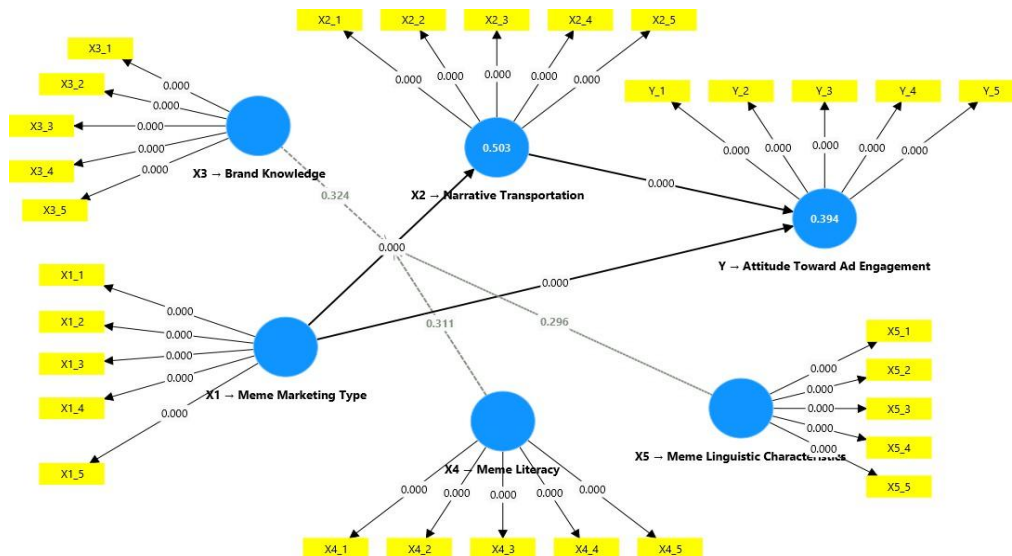


Figure 3. PLS-SEM Structural Model (Inner Model) Results, Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Figure 4.2 presents the results of the structural model estimation (inner model), which shows the direction and strength of the relationships between constructs in the study. Each arrow represents a causal relationship between variables, with the path coefficient indicating the magnitude of its influence. Overall, the analysis results show that the relationships between variables in the model are positive, although the levels of significance vary.

4.7 R-Square (R^2) Value

The Attitude Toward Ad Engagement (Y) variable has an R^2 value of 0.394, meaning that 39.4% of changes in attitudes toward ad engagement can be explained by constructs X1, X2, X3, X4, and X5. This value is in the moderate category, indicating that the five exogenous variables have a substantial influence on the formation of audience attitudes toward meme-based advertising. Overall, the R^2 value for both endogenous variables indicates that the research model has adequate explanatory power, in accordance with the moderate R^2 criteria classification according to Hair et al. (2022).

4.8 Hypothesis Testing

Table 7. Hypothesis Testing Results

Hypothesis	Description	Standardized Coefficients	T Statistics (O/STDEV)	P values <0,05	Results
H1	X1 → X2 (Meme Marketing Type → Narrative Transportation)	0.466	10.088	0.000	Supported

H2	X2 → Y (Narrative Transportation → Attitude toward Ad Engagement)		0.456	9.505	0.000	Supported
H3	X1 → Y (Meme Marketing Type → Attitude Toward Ad Engagement)		0.277	4.787	0.000	Supported
H4	X1×X5 → X2 (Meme Marketing Linguistic Characteristics moderates the relationship between X1 and X2)		-0.031	0.537	0.296	Not Supported
H5	X1×X4 → X2 (Meme Literacy moderates the relationship between X1 and X2)		0.028	0.494	0.311	Not Supported
H6	X1×X3 → X2 (Brand Knowledge moderates the relationship between X1 → X2)		0.019	0.456	0.324	Not Supported
H7	X1 → X2 → Y (Narrative Transportation mediates the relationship between X1 and Y)		0.212	7.374	0.000	Supported

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Based on Table 4.7, not all research hypothesis were declared supported. The decision to support a hypothesis refers to the significance criteria, namely a T-statistic > 1.65 (one-tailed test) and a P-value < 0.05.

4.9 Importance-Performance Map Analysis (IPMA)

In this study, the main endogenous construct that is the target variable is Attitude Toward Ad Engagement (Y), while the exogenous constructs analyzed include Meme Marketing Type (X1), Narrative Transportation (X2), Brand Knowledge (X3), Meme Literacy (X4), and Meme

Linguistic Characteristics (X5). The Importance (Total Effect) value shows how much direct and indirect influence the exogenous construct has on Y, while the Performance (Index Value) shows how well the construct performs in the model based on a normalized average score of 0–100.

Table 8. Construct Total Effects

Variable	Y → Attitude Toward Ad Engagement (Total Effects)
Meme Marketing Type	0.489
Narrative Transportation	0.456
Brand Knowledge	0.188
Meme Literacy	0.149
Meme Linguistic Characteristics	0.033
Average	= 0.263

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Table 9. Construct Performance

Variable	<i>Performance</i>
Meme Marketing Type	42.285
Narrative Transportation	51.988
Brand Knowledge	46.187
Meme Literacy	51.658
Meme Linguistic Characteristics	47.887
Average	= 48,001

Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Overall, the IPMA results place Meme Marketing Type (X1) as the primary improvement because it has the greatest influence on Y but its performance is still low. Meanwhile, Narrative Transportation (X2) shows a combination of equally high importance and performance, so it should be maintained as a key strength in the meme marketing strategy.

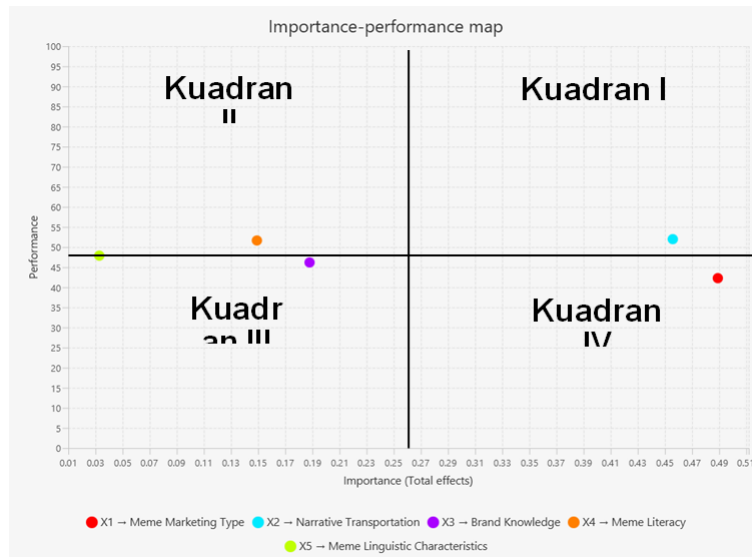


Figure 4. Importance–Performance Map Construct, Source: SmartPLS 4 Data Processing Results, Actual Test Respondents (2025)

Overall, the IPMA results indicate that: (1) Meme Marketing Type (X1) is a top priority for improvement because it has the strongest influence on Attitude Toward Ad Engagement, but its performance is lower. (2) Narrative Transportation (X2) is a key strength that needs to be maintained because it has a high level of importance and the highest performance. (3) Brand Knowledge (X3) can be developed as a support to strengthen message effectiveness and brand meaning consistency. (4) Meme Literacy (X4) has demonstrated high performance and needs to be maintained, although its contribution to engagement is not as large as the main construct. (5) Meme Linguistic Characteristics (X5) has the lowest influence, so its role is more of a supplementary rather than a primary driver of engagement.

Therefore, the IPMA analysis provides practical implications: strategies for increasing meme-based advertising engagement should prioritize strengthening the quality of Meme Marketing Type (X1) while maintaining the strength of Narrative Transportation (X2). Additional support can be provided by strengthening Brand Knowledge (X3), while the Meme Literacy (X4) and Meme Linguistic Characteristics (X5) aspects are more appropriately positioned as supporting elements so that meme communication remains easy to understand and in line with the audience's digital culture.

5. Conclusion

First, the research results indicate a positive and significant effect of Meme Marketing Type on Narrative Transportation. This finding confirms the importance of narrative immersion as a mechanism that encourages audiences to evaluate meme ads more positively. Furthermore, Meme Marketing Type also has a significant direct effect on Attitude Toward Ad Engagement, indicating that meme type can drive engagement both directly and through increased narrative immersion.

Second, Narrative Transportation has a positive and significant effect on Attitude Toward Ad Engagement. This finding indicates that the greater the narrative immersion audiences experience when viewing meme-based ads, the more positive their attitudes toward engagement with those ads. In the context of Gojek's meme marketing, short, relatable narratives that are close to the user's experience enable audiences to feel "involved" with the depicted situation.

Third, the research results indicate that Meme Marketing Type has a positive and significant effect on Attitude Toward Ad Engagement. This finding indicates that the more engaging and relevant the meme type used in an ad, the more positive the audience's attitudes toward engagement with meme-based ads. In the context of Gojek's meme marketing, the use of humor and references close to users' daily lives makes advertising messages easier to process and more relevant. When audiences perceive that a meme "hits" a familiar situation, ads tend to receive more positive evaluations and encourage engagement. Therefore, these findings confirm that selecting and designing the right Meme Marketing Type plays a crucial role in shaping Attitude Toward Ad Engagement in meme-based ads.

Fourth, the results show that Meme Marketing Linguistic Characteristics do not moderate the effect of Meme Marketing Type on Narrative Transportation. The tested moderation effect was not statistically significant, meaning that changes in the linguistic characteristics of the meme did not strengthen or weaken the relationship between meme type and audience narrative immersion. These findings indicate that narrative immersion formed through memes is more influenced by key aspects of the meme type itself, such as situational relevance, humorous strength, and the context's proximity to the audience's experiences, rather than by variations in linguistic elements. In the context of Gojek's meme marketing, audiences are likely more responsive to the visual context and scenarios presented than to the accompanying linguistic details. Thus, the effectiveness of meme type in building narrative immersion does not significantly depend on linguistic characteristics as a moderator variable.

Fifth, the results of the study indicate that Meme Literacy does not moderate the effect of Meme Marketing Type on Narrative Transportation. The tested moderation effect was not statistically significant, indicating that the audience's meme literacy level did not strengthen the relationship between the meme type used and perceived narrative immersion. In the context of Gojek's meme marketing, the memes used are generally easy to understand, so meme literacy is not a significant differentiating factor. Therefore, increasing narrative immersion depends more on the quality and relevance of the meme type, rather than meme literacy as a moderator.

Sixth, the results of the study indicate that Brand Knowledge does not moderate the effect of Meme Marketing Type on Narrative Transportation. The tested moderation effect was not statistically significant, indicating that the audience's brand knowledge level did not strengthen the relationship between the meme type used and perceived narrative immersion. The effect of Meme Marketing Type on Narrative Transportation tends to be stable across different levels of brand knowledge. This means that audiences with both higher and lower brand knowledge can still experience narrative immersion when the meme used is engaging and relevant, without any significant difference in the amplification effect due to variations in brand knowledge. In the

context of Gojek's meme marketing, the narrative and context of the meme are generally easy to understand, so brand knowledge is not a major differentiating factor in strengthening narrative immersion. Therefore, the increase in narrative immersion is determined more by the quality and appropriateness of the meme type, rather than by brand knowledge as a moderating variable.

Seventh, the results show that narrative immersion mediates the effect of meme marketing type on attitude toward ad engagement. Meme marketing type can increase audience engagement toward meme-based ads by increasing perceived narrative immersion.

When audiences experience narrative immersion, they tend to rate ads as more engaging and enjoyable, thus strengthening their engagement attitudes (e.g., positive responses or likelihood of interaction). Furthermore, the direct influence of Meme Marketing Type on Attitude Toward Ad Engagement is also significant. The resulting mediation can be categorized as partial mediation. This means that Meme Marketing Type influences audience engagement attitudes through two pathways: directly and indirectly through Narrative Transportation. Therefore, narrative immersion is an important mechanism explaining how meme type can influence audience engagement attitudes toward meme-based ads.

Overall, the findings of this study confirm that increased engagement with meme-based advertisements is primarily influenced by the quality of the meme type and the meme's success in building narrative immersion. Practical implications: meme marketing strategies should prioritize designing memes that are relevant to the audience's experiences, have an appropriate humorous context, and construct a concise narrative flow that can draw the audience into the story. Strengthening Brand Knowledge and Meme Literacy can be selectively implemented as supporting factors, for example through consistent brand identity and selecting cultural references that are truly relevant to Gen Z's daily lives. Thus, memes can function not only as entertainment content but also as an effective persuasive medium for building ongoing audience connection and engagement with advertisements.

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