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The effect of content marketing on purchase intention through customer engagement as variable mediation

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Abstract

This study aims to determine whether or not the influence of content marketing from the @Planetban Instagram account on consumers purchase intentions through customer engagement. This study uses several concepts such as social media marketing, content marketing, purchase intention, and customer engagement. The results of this study showed that there is the influence of content marketing on purchase intention mediated by R-Square results explain the influence of content marketing (X) and customer engagement (Y1) is able to explain the variability of purchase intention (Y2) construct of 52.8% and the remaining 47.2% explained by other constructs outside the studied in this study. The results show that in influencing consumer purchase intention indirectly, Planet Ban successfully utilizes Instagram @Planetban as a container to conduct marketing activities wrapped in a message strategy through content marketing to create a purchase intention response in the minds of consumers through customer engagement.

Keywords: Media Social, Content Marketing, Purchase Intention, Customer Engagement.

INTRODUCTION

According to Rakhmawati (2016), in addition to meeting the needs of information, education, and entertainment, social media is currently widely used as a means of driving the economy of entrepreneurs. Business people are now required to be able to adapt in order to win market competition with existing competitors, therefore companies must be able to create and manage strategies and good marketing communication programs.



Figure 1. Digital User Growth Data in Indonesia
(Source: We Are Social, 2021)

Indonesia is one of the countries with people who fall into the category of actively using the internet and social media in the world. The results of the study in January 2021, show that currently internet users in Indonesia have reached 202.6 million users and 170 million of them are active users of social media. When compared to January 2020, internet users in Indonesia were 15.5% or 27 million users, while the growth for active social media users increased by 6.3% or 10 million users (We Are Social, 2021).

The use of social media with the economy can be seen from the widespread development of digital marketing carried out by various companies and individuals in carrying out marketing activities for their business or products (Susilo, 2022a). According to Rismawati (2018), promotion is a set of incentives, mostly short term, designed to encourage consumers or sellers to buy faster or more of a particular product or service. Meanwhile, according to Sutanto (2018), promotion refers to activities that communicate the benefits of a product and convince target customers to buy it. According to Susanto (2018) promotion is one of the factors that determine the success of a marketing program.

Kotler and Keller (2012) explain that marketing communication is a tool used by companies in an effort to inform, persuade, and remind consumers either directly or indirectly about a product or brand they sell. Meanwhile, according to Kusniadji (2016) marketing communication activities are activities that introduce, establish, and create interactions between companies, business partners, and consumers, as well as an effort to communicate companies, products, and services to third parties, both to business partners, to customers. supplier. and to consumers.

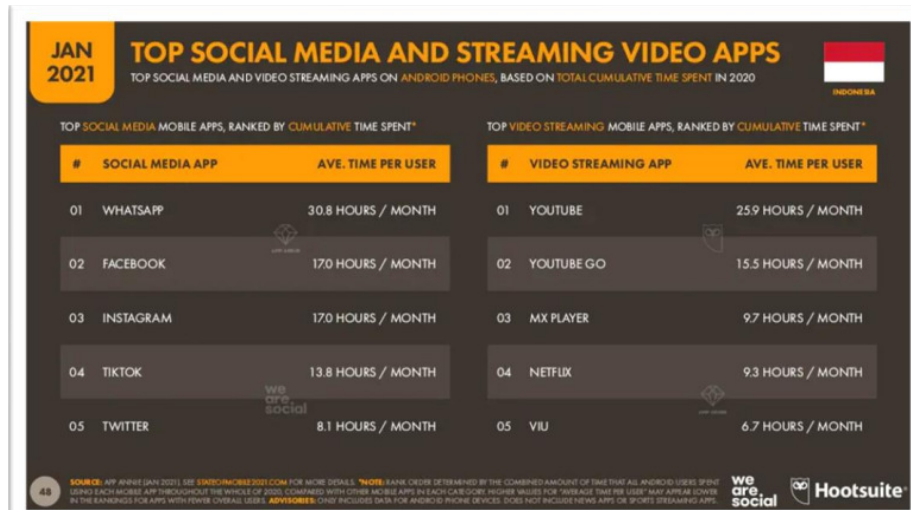


Figure 2. Data for the Category of Digital Media Platforms Most Used by Users in Indonesia.
(Source: We Are Social, 2021)

According to We Are Social in January 2021 Instagram ranks number 3 after Whatsapp and Facebook in the category of digital media platforms that are most widely used by users in Indonesia with a percentage of 86.6% and it is recorded that users spend up to 170 hours per day. the month.

The growing use of digital platforms as a communication medium has raised concerns about the formulation of content or messages to be communicated to the audience. According to Cangara (2017) Message or content is a very important communication element, also in marketing communications (Susilo, et al, 2020). This content is commonly called content marketing (content marketing). According to Setyorini (2021) content marketing is a marketing practice that involves creating, selecting, sharing, and expanding interesting, relevant and useful content to a clear audience to generate interaction with existing content.

One of the companies that uses Instagram social media as a media for promotion/marketing and communication with consumers is Planet Ban, through the Instagram account @Planetban. Planet Ban uploads a lot of marketing content on Instagram feeds and stories through the @Planetban account, discussing information about services and products from Planet Ban, as well as marketing content, interesting marketing content (special deals, flash promos, giveaways), and campaigns aimed at educate followers of the Instagram account @Planetban.



Figure 3. Planet Ban Logo
(Source: Planetban.com, 2022)

Planet Ban itself is an e-commerce site and outlet engaged in the automotive sector under the auspices of PT Langitnya Motor Indonesia which sells various products such as spare parts, normal tires, tubeless tires, wide tires to high performance tires from many well-known domestic and imported brands for bicycles. motors up to 250cc. Have a vision to provide a different shopping experience to achieve customer satisfaction. Planet Ban was founded in 2011 with its first store in Harapan Indah Bekasi. To date, there are 900 Planet Ban outlets throughout Indonesia. Planet Ban offers a wide range of motorcycle tires from normal tires, tubeless tires, wide tires to high performance tires from many well-known domestic and imported brands for motorcycles up to 250cc (Planetban.com, 2022).

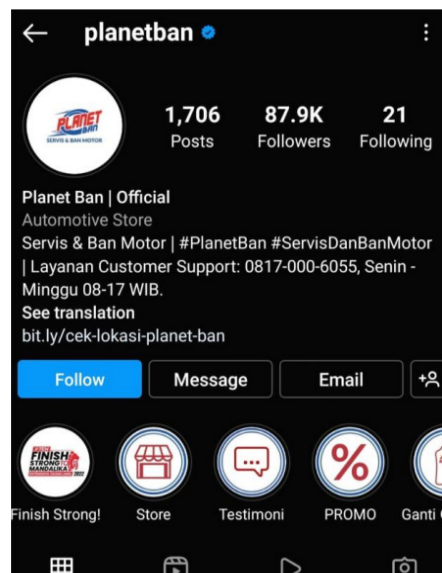


Figure 4. Planet Ban Instagram Accounts
(Source: Instagram @Planetban, 2022)

The @Planetban Instagram account itself has been active since July 31, 2012. Currently the @Planetban Instagram account has 87,909 followers with 1,704 uploads as of March 20, 2022, at 15.00 WIB (Instagram @Planetban, 2022).

According to Setyorini (2021) content marketing aims to attract and retain customers through relevant content to encourage customers, not only to engage with content but also to create greater engagement with brands or organizations. Customer feedback can lead to customer engagement. Customer response to content marketing can be used to map the dimensions of customer engagement. The purpose of mapping the customer engagement dimension is to find patterns of customer interaction and engagement.

Mahendra (2021) explains that content marketing is a strategy for creating and publishing content on websites or social media. Creating quality content will certainly encourage consumers to engage with the brand. Companies must be able to create content that makes customers visit the website and stimulates them to be involved in purchase intention. Therefore, content marketing is important in encouraging and determining consumer purchase intentions.

Mahendra (2021) explains that Customer Engagement is a form of business in creating, developing and improving relationships or relationships with customers, this is an important key when you want to maintain business performance in the future because it is closely related to consumers. Therefore, Ulfah (2019) explains that customer engagement is very important when consumers determine purchase intention. Meanwhile, Carolin (2020) explains that purchase intention has an impact in supporting the company's products when the customer himself has a feeling of being involved with the company, this illustrates that customer engagement is needed to generate consumer purchase intention, however, it still needs to be proven further in each case. research conducted.

Irfaannumilah (2017) explains that the consumer purchase intention process can be influenced by three main factors, namely: marketing activities carried out by companies and other organizations; Consumer individual differentiation factors; Consumer environmental factors. The decision-making process will include several stages of need recognition, information research, evaluation of alternatives, purchasing, and customer satisfaction.

Meanwhile, according to Mahendra (2021) purchase intention is the consumer's desire to have a product, purchase intention will arise if consumers have been affected by the quality and quality and product information. The most appropriate strategy to direct product attention to consumers is to provide good content for branding and customer engagement, which in turn will encourage purchase intention in the future (Vivek, Sharon, & Robert, 2012).

Therefore, in influencing purchase intention, Planet Ban uses Instagram as a forum to carry out marketing activities wrapped in message strategies through content marketing to create purchase intention responses in the minds of consumers through customer engagement. This is an interesting factor to find out the effect of content marketing from the @Planetban Instagram account on the purchase intention of consumers from Planet Ban through customer engagement as a mediating variable.

METHODOLOGY

This study uses the positivism paradigm by explaining the relationship between variables that have been built based on the theory using hypotheses. According to Sugiyono (2013) positivism views a phenomenon, fact, or symptom as having a single causal relationship, specific, relatively fixed, categorical, observable, measurable, and causal. Therefore, this study uses a quantitative approach.

This research uses a quantitative approach, according to Hardani, et al (2020) quantitative research is a systematic scientific study of parts and phenomena and their relationships. The purpose of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to natural phenomena. The measurement process is an important part of quantitative research. It provides insight into or answers to the basic relationships of quantitative relationships.

According to Mulyadi (2011) quantitative research often uses an explanatory design, where the object of research is explanatory research to examine the relationship between hypothesized variables. In this study, researchers want to see and find out the relationship between variables from the Effect of Content Marketing (Variable X) on Purchase Intention (Variable Y1) through Customer Engagement as a Mediation Variable (Variable Y2).

The research uses a survey method (questionnaire) which will be distributed through online questionnaire media, namely Google Form to respondents. According to Priyono (2016) survey research is research that uses a questionnaire as a research tool. The questionnaire is a sheet consisting of several questions with a standard structure. When conducting a survey, the research conditions were not manipulated by the researcher. Meanwhile, Hardani (2020) explains that a survey is a study that consists of collecting information from a sample by asking questions through questionnaires or interviews to then describe different aspects of the population.

According to Hardani (2020) population is the entire object of research consisting of humans, objects, animals, plants, symptoms, test scores, or events as data sources that have certain characteristics in a study. This study will use the population as respondents, the population of this study are followers of the Instagram account @Planetban, as many as 88,064 thousand followers (23/03/2022).

The sample is part of the population taken by using a sampling technique. Here the sample must truly reflect the state of the population, meaning that the conclusions drawn from the sample must be the conclusions of the population (Hardani, 2020). To determine the sampling, non-probability sampling technique with the technique used is purposive sampling to be the technique used in this study, because there is no special category to limit sample selection. This study took a sample of 250 samples who were Instagram users, followers of Instagram @Planetban with the following criteria:

- Male or Female
- Over 17 years old
- Instagram user or following @Planetban Instagram account

- Have interacted with promotional content from Planet Ban on @Planetban Instagram account (like, comment on feeds or follow interactive stories).

According to Widyastuti & Changda (2019) primary data is a source of data that has been collected directly from the source of the object under study using a questionnaire. This study uses a survey method to obtain data. The survey is in the form of a questionnaire through a google form which is distributed openly through my personal Instagram story @Mahezapr and through the direct message feature to followers from the @Planetban Instagram account.

According to Widyastuti & Changda (2019) secondary data is data needed to find and read references related to the research topic. In this study, the research was conducted by collecting information through complementary literature searches that have the potential to complement the existing primary data. This literature review is carried out by reading additional references, such as books, personal notes, and previous research results that are relevant to this research. Not only that, the data is also taken from online magazines and websites. Secondary data is data needed to find and read references related to the research topic. In this study, the research was conducted by collecting information through complementary literature searches that have the potential to complement the existing primary data. This literature review is carried out by reading additional references, such as books, personal notes, and previous research results that are relevant to this research. Not only that, the data is also taken from online magazines and websites.

This research will use Partial Least Square Equation Modeling or PLS-SEM. The data analysis technique in this study uses Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) equation model with an approach based on variance or component based structural equation modeling (Jogiyanto & Abdillah, 2015), and the tool used in this study is SmartPLS 3.0 to analyse the data. SmartPLS is one of the most popular tools in the form of software applications that can be used for PLS-SEM (Wong, 2013).

According to Ghozali (2018) the validity test is used to measure the validity or validity of a questionnaire. A tool or questionnaire is considered valid if the questions about the tool or questionnaire tend to reveal something that will be measured by the questionnaire. Before the researcher distributes a questionnaire, the researcher needs to first test the statements contained in the questionnaire to see the level of validity of the statement. The measurement model used in this study is convergent validity which has two criteria, the first is factor loadings must be greater than 0.5 to be categorized as valid and the second is that all indicators in this study must have a minimum of 0.5 average variance extracted. or AVE is considered valid (Hartono & Abdillah, 2014).

Reliability Test According to Ghozali (2018) reliability is actually a tool to measure a questionnaire as an indicator of a variable or structure. A questionnaire is said to be reliable or trustworthy if a person's response to a statement is consistent or stable over time. The reliability test was used to measure the consistency of the results of the questionnaire measurement on repeated use. Respondents' responses to questions are said to be reliable if each question gets a consistent response or if the responses cannot be

random. For reliability in this study, there is composite reliability which must be higher than 0.7 and Cronbach's alpha must also be greater than 0.7 to be able to know that the construct is reliable (Hartono & Abdillah, 2014).

According to Sugiyono (2013) the notion of data analysis techniques is the process of finding data, systematically compiling data obtained from interviews, field notes and documents, organizing data into categories, describing them in units, synthesizing, sorting in samples to choose the right one. important and which will be studied and draw conclusions for analysis (Susilo, 2022b).

In the PLS SEM analysis, the value of this direct effect is also called the path coefficient. Furthermore, the measurement of path coefficients between constructs is carried out to see the significance and strength of the relationship and also to test the hypothesis. Path coefficients values range from -1 to +1. The value of path coefficients is getting closer to +1 value, the relationship between the two constructs is getting stronger. A relationship that is closer to -1 indicates that the relationship is negative (Sarsedt, 2017).

RESULTS AND DISCUSSION

Hypothesis testing is done based on the results of testing the Inner Model (structural model) which includes the output R-Square, coefficient parameters and T-Statistics. To see whether a hypothesis can be accepted or rejected by considering the value of the significance between constructs, t-Statistics, and P-Values. The research hypothesis can be expressed as accepted if the value of rules of thumb t-statistic > 1.96 with the significance level of p-Value < 0.05 (5%).

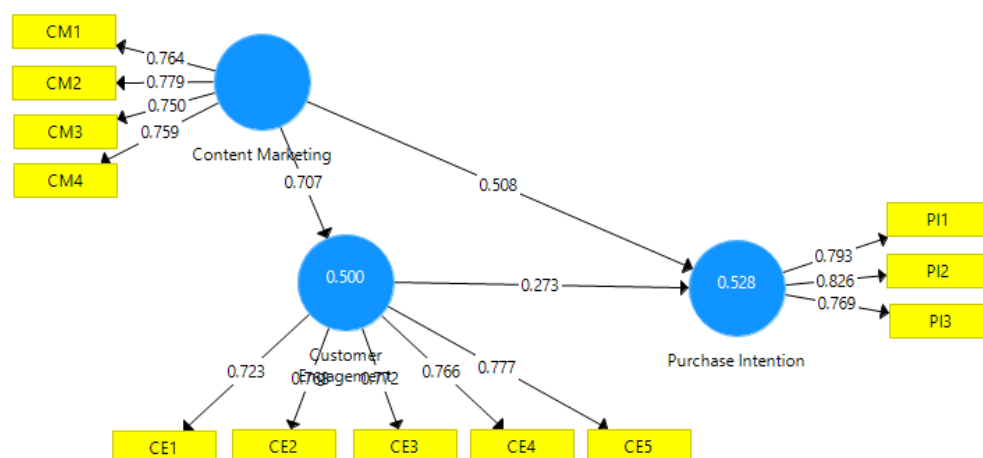


Figure 5. Research Model Results

Table 1 is the result of the research model and in Table 1.2 below is the result of path coefficients conducted in this study using SmartPLS 0.3 software.

Table 1. Path Coefficients Results

Hipotesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	CM - > CE	0.70	0.70	0.04	15.80	0.00
H2	CM - > PI	0.50	0.51	0.10	5.08	0.00
H3	CM - > CE -> PI	0.19	0.18	0.07	2.56	0.01

The first hypothesis was tested whether Content Marketing positively affects Customer Engagement. The test results show the value of T-Statistics > 1.96 IE 15.80 and the value of P-Values <0.05 IE 0.00, from the results show that T-Statistics and P-Values expressed significant so that the hypothesis is accepted. This proves that Content Marketing has a positive influence on Customer Engagement.

The second hypothesis tests whether Content Marketing positively affects Purchase Intention. The test results show the value of T-Statistics 5.08 and P-Values 0.00, from the results can be stated that the results of testing the second hypothesis has a significant value and the second hypothesis is accepted. This proves that Content Marketing is proven to have a positive influence on Purchase Intention.

The third and final hypothesis tests whether Content Marketing has an indirect effect on customer Engagement-mediated Purchase Intentions. The results of testing specific indirect effect showed t-Statistics 2.56 and P-Values 0.01, the results are considered significant so that the third hypothesis is accepted. This proves that Content Marketing provides a positive influence indirectly on Purchase Intention mediated by Customer Engagement.

This study can prove the theory used in this study according to Setyorini (2021) explains that content marketing can attract as well as retain customers through relevant content to encourage customers, not only engage with the content but also create greater engagement with the brand or organization. Customer feedback can cause customers to provide customer engagement. Customer response to content marketing can be used to map the dimensions of customer engagement.

This study also proves the theory from Mahendra (2021) which explains that content marketing content marketing is a strategy of creating and publishing content on websites or social media. Creating quality content will certainly encourage consumers to engage with the brand. Companies must be able to create content that makes customers visit websites and stimulates them to engage in purchase intentions therefore, content marketing is important in encouraging and determining consumer purchase intentions.

The results of this study also prove the theory of Duriyanto in Mahendra (2021) which explains that purchase intention is the desire of consumers to have a product, purchase intention will arise if consumers have been affected by the quality and quality and product information. The most appropriate

strategy to direct product attention to consumers is to provide good content for branding and customer engagement, which will ultimately encourage purchase intention in the future (Vivek, Sharon, & Robert, 2012) then, Toor et al., in Ulfah (2019) explained content marketing is important in determining consumer purchase intention through customer engagement.

CONCLUSION

Based on the elaboration of the research results in the discussion section of this study, can be drawn conclusions as answers to the main problems that have been determined earlier in this study, among others, first, the hypothesis results show that H0 is rejected and H1 is accepted which means that Instagram @Planetban (X) content marketing activities have a positive and significant influence on customer engagement (Y1) variables. This can be seen from the path coefficients in Table 1.1, t-statistic value of 15.80 and P-Values of 0.00. Based on the R-Square value in Table 4.8 the influence of content marketing (X) on customer engagement by 50% and the remaining 50% is explained by other constructs outside the study in this study. Content marketing uploads from Planetban on Instagram @Planetban are able to increase customer engagement through interactive content and activities organized both online and offline.

Second, the hypothesis results show that H0 is rejected and H2 is accepted which means that Instagram @Planetban (X) content marketing activities have a positive and significant influence on Planet Ban (Y2) consumer purchase intention. This can be seen from the path coefficients result in Table 1.1, t-statistic value 5.08 and P-Values value 0.00. Instagram @Planetban's content marketing strategy on information about services and products from Planet Ban, as well as marketing content, attractive marketing content (special deals, flash promos, giveaways), and campaigns that aim to educate followers of the Instagram @Planetban account are able to influence consumer purchase intention.

Third, the hypothesis results show that H0 is rejected and H3 is accepted which means that Instagram @Planetban (X) content marketing activities have a positive and significant indirect influence on Planet Ban's consumer purchase intention through the mediation of customer engagement (Y2) variables. This can be seen from the path coefficients results in the specific indirect effect Test in Table 1.1, t-statistic value 2.56 and P-Values 0.01. Based on the R-Square value in Table 4.8 the influence of content marketing (X) and customer engagement (y 1) is able to explain the variability of purchase intention constraints of 52.8% and the remaining 47.2% is explained by other constraints outside the study in this study. In influencing consumer purchase intention indirectly, Planet Ban successfully utilizes Instagram @ Planetban as a place to conduct marketing activities wrapped in a message strategy through content marketing to create a purchase intention response in the minds of consumers through customer engagement.

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