

# Original Research Article

## **Social Media Marketing Activities (SMMAs) as Stimulus on Purchase Intention with Customer Engagement as Mediator**

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### **ABSTRACT**

**Aims:** This research will look at the extent of the influence of Social Media Marketing Activities carried out by Avoskin Beauty to market their products so that potential consumers are interested in buying products offered by Avoskin Beauty which are mediated by Customer Engagement.

**Study design:** A quantitative approach was used a questionnaire comprising 205 respondents through purposive sampling.

**Place and Duration of Study:** The study was taken place at Pontianak, West Kalimantan with Social Media TikTok as a background study and conducted between September 2022 and November 2022.

**Methodology:** We included 205 respondents (166 female, 39 male; age range 17-30 years) who know Avoskin products through TikTok social media and follow the TikTok account @avoskinbeauty. Sampling locations were carried out by distributing questionnaires online in various cities in Indonesia.

**Results:** The t-count value of the effect of Social Interaction on Customer Engagement is 2.74. The p-value is 0.006, the t-count value of the effect of Sharing Information on Customer Engagement is 3.257, and the p-value is the value of 0.001. The t-count value of the effect of Surveillance on Customer Engagement is 3.058, and the p-value is 0.002. The t-count value of the effect of Attraction on Customer Engagement is 3.197, and the p-value is 0.001. The t-count value of the effect of Customer Engagement on Purchase Intention is 11.52, and the p-value is 0.001, marked with three stars. These results indicate that the t-count values for the Social Interaction, Sharing of Information, Surveillance, and Attraction variables on Customer Engagement and the effect of Customer Engagement on Purchase Intention are more significant than the t-table value of 1.96. Likewise, the p-value obtained shows a value smaller than 0.05 ( $\alpha = 0.05$ ). Based on these results, it can be stated that the variables Social Interaction, Sharing of Information, Surveillance, and Attraction have a significant influence on Customer Engagement, and Customer Engagement has a significant influence on Purchase Intention.

**Conclusion:** This study illustrate that marketing through social media, primarily through the TikTok platform, can be a favorable consideration for business people who want to market their products to attract broad market attention. The Social Media Marketing Activities studied have a substantial effect on giving the interest to have the intention to buy the products offered. It can be a consideration for prospective business people and interested stakeholders to create a sustainable business with relevant opportunities in the present.

*Keywords: SMMAs, Surveillance, Sharing of Information, Social Interaction, Attraction, Purchase Intention, Customer Engagement*

### **1. INTRODUCTION**

In the current era of globalization, more and more people, especially Indonesian people, have experienced progress from technological developments, one of which is the increasing

use of the internet. Internet users can do many activities, one of which is communicating with others. Many social media have been created and can be easily used to make communication easier. According to we are Social, which was released in February 2022, the number of social media users in Indonesia has reached 191.4 million users, which represents 68.9% of the population in Indonesia. It shows that more than half of Indonesian people use social media on the internet. In addition to communicating, social media is also widely used by business people to carry out marketing activities through social media or usually referred to as Social Media Marketing Activities (SMMAs). Social media has become inseparable in today's marketing landscape (Liu et al., 2018; Keller & Fay, 2012). It happens because social media can be a forum that connects business actors and potential customers.

Based on statistical data on social media users widely used in Indonesia in 2021 and 2022, some social media platforms have experienced an increase or decrease in users. One of them is TikTok, which has experienced a significant increase in users. In 2021, the TikTok platform, ranked 9th with a percentage of 38.7%, will then experience an increase in ranking in 2022, which is ranked 4th with a percentage of 63.1% (We are Social, 2022). It is interesting because there is a high user spike in 1 year. As a form of implementing SMMAs, some TikTok users have succeeded in attracting the attention of other TikTok users to become their followers through content and activities presented to the public, one of which is Avoskin Beauty which is a local skin health brand made in Indonesia which has become a public conversation, especially on accounts. The Tiktok is @avoskinbeauty.

Social Media Marketing Activities which can be in the form of Surveillance, Sharing of Information, Social Interaction, and Attraction (Lian et al., 2018), have an effect by bringing up Customer Engagement for Tiktok users who view the @avoskinbeauty content they display, such as through posts, comments, and features Live Streaming used by @avoskinbeauty to increase Customer Engagement. Several factors motivate and influence SMMAs on Customer Engagement, including observations made by social media users to find the information they want, information-sharing activities related to products offered by business actors to potential consumers in the form of content that a broad audience can enjoy, there is social interaction between @avoskinbeauty and potential customers on TikTok social media, and the attraction of potential customers to the Avoskin Beauty products it offers (Yoong & Lian, 2019). Therefore, SMMAs will continue to develop along with the movement of time, which forces them to improve strategies that attract the attention of potential customers on the TikTok social media platform. SMMAs are essential because they allow businesses to involve their products directly with potential customers, building Customer Engagement and ultimately generating Purchase Intention from these potential customers.

Surveillance is always related to the current situation, where many people carry out activities to find the answers they want (Yoong & Lian, 2017). Surveillance is carried out because of the desire of social media users to seek information. Sharing information through social media platforms can also increase customer engagement between businesses and potential customers (Osatuyi, 2013). Avoskin beauty, as a business actor, will provide information to attract the attention of potential customers, such as product advantages, previous user testimonials, and other information. Social Interaction has become a habit that is always noticed by everyone, whether done directly or indirectly. Social Interaction occurs when communicating and encourages Interaction with other people (Whiting & Williams, 2013). Social media is also an option for social Interaction. Attraction in social media can be seen from the initial appearance of the content posted. When the content has attracted attention in front, it will make people see it until the end of the posted content. Attraction on a Social Media page refers to a standard feature on a brand's posting (De Vries et al., 2012).

Customer Engagement arises because of a person's psychological process that forms a loyalty to a product or brand that attracts attention, is newly discovered, and is based on a mechanism that allows for the emergence of an intention to buy the product (Bowden, 2009). Purchase Intention emerges as a result of potential consumers' social media experience. Purchase Intention refers to someone who intends to purchase specific products or services (Ajzen & Fishbein, 1980). With the availability of social media platforms such as TikTok, it is possible to investigate how effective the Avoskin Beauty brand's social media marketing is at increasing feelings of Purchase Intention compared to traditional marketing through Customer Engagement.

Several previous studies have investigated that SMMAs significantly affect Customer Engagement which is also positively correlated with Purchase Intention in the hotel industry (Yoong & Lian, 2017). Some research that SMMAs are directly significant to Purchase Intention, but this effect becomes greater if it is mediated by Customer Engagement in the probiotic chicken business (Shofiya & Fachira, 2021). Another study also said that SMMAs had a positive relationship with Purchase Intention at cosmetic companies in Korea (Choedon & Lee, 2020). However, the research that several researchers have conducted needs to be specifically explained regarding the platform used to carry out the SMMAs strategy to influence Customer Engagement which can give a strong feeling of Purchase Intention. This research raises questions regarding social media platforms relevant to conducting SMMAs strategies.

Therefore, this research was conducted to see the effect of Social Media Marketing Activities (SMMAs) as a stimulus to Purchase Intention mediated by Customer Engagement on the TikTok account @avoskinbeauty. This research is expected to provide information related to SMMAs, which is carried out to stimulate increased Customer Engagement and Purchase Intention for Avoskin Beauty products who want to market their products through the TikTok platform. Also, this research can see how relevant the TikTok platform is used as a forum for implementing Social Media Marketing Activities (SMMAs) for the Avoskin Beauty brand.

## **2. MATERIAL AND METHODS**

### **2.1. Measurements**

The design adopted for this study is causal research. A questionnaire was provided to respondents who were thought to meet the established criteria for this study. A 5-point Likers scale is used in the questionnaire (1 = strongly disagree, 5 = strongly agree). The number of samples that have been collected and examined is 205 respondents. The sample collection technique was carried out using the Purposive Sampling method, which is a sampling technique that looks at various considerations. This research was collected using Structural Equation Modeling (SEM) with the AMOS 26 statistical tool to analyze the built research model.

The hypothesis will be tested and investigated in the following ways:

#### **2.1.1 Surveillance**

When Avoskin Beauty posts information on TikTok social media, it can provide knowledge to potential customers regarding the products offered. Thus, curiosity arises from potential consumers to find more information related to these products to fulfill their curiosity. Thus, it can be seen that Surveillance activities can add valuable knowledge to potential customers and provide motivation through the information conveyed (De Vries et al., 2012). Information

absorbed by potential customers gives rise to Customer Engagement resulting from the absorption of this information. Therefore, the following hypotheses will be tested and investigated in the following ways:

H1: Surveillance has a significant effect on Customer Engagement on the TikTok @avoskinbeauty account.

### **2.1.2 Sharing of Information**

Avoskin beauty, as a business actor, will provide information to attract the attention of potential customers, such as product advantages, previous user testimonials, and other information. Therefore, social media platforms can be a stimulus to share positive information and share experiences with potential consumers in buying products or services (Kaplan & Haenlein, 2010). This information is also felt to increase Customer Engagement because it is able to attract the attention of potential consumers to the products offered by Avoskin Beauty. Thus, the following hypotheses will be tested and investigated in the following ways:

H2: Sharing of Information has a significant effect on Customer Engagement on the TikTok @avoskinbeauty account.

### **2.1.3 Social Interaction**

Social interaction between Avoskin Beauty and TikTok towards potential customers will play an essential role because it creates a relationship that is useful for increasing Customer Engagement. The social interaction between potential customers and Avoskin Beauty will be necessary to create effective customer engagement and increase potential customers' emotional and psychological investment in a product (Hollebeek et al., 2014). When Avoskin Beauty tries to interact via social media, these activities can stimulate and motivate potential customers to react, such as giving likes or comments via posts and can even interact via live streaming. Creating this transparent social interaction makes it possible to create good Customer Engagement. Therefore, the following hypotheses will be tested and investigated in the following ways:

H3: Social Interaction has a positive effect on Customer Engagement on the TikTok @Avoskinbeauty account.

### **2.1.4 Attraction**

Attraction is also a social media marketing activity carried out by Avoskin Beauty to enable it to influence Customer Engagement. It can happen because the potential customer initially wanted to be more interested in Avoskin Beauty products. However, when he sees the initial appearance of a given product content, interest will appear, affecting Customer Engagement. Usually, the content is of interest if it is added with animation, color, or sweet pictures (Cho, 1999). So, the stronger the Attraction that is given from the TikTok account @avoskinbeauty to potential customers, the more excellent the opportunity to increase Customer Engagement. Therefore, the following hypotheses will be tested and investigated in the following ways:

H4: The attraction has a positive effect on Customer Engagement on the TikTok @avoskinbeauty account.

### **2.1.5 Customer Engagement**

The factor that can be used to measure Customer Engagement for the Avoskin Beauty brand is the response between potential buyers and business actors through social media accounts. Customer Engagement can be seen and measured through several things, such as @avoskinbeauty account page views on TikTok, the number of followers and viewers of posting content on TikTok, the number of "likes" on each post, and the number of users who "share" posts with other users (Cvijikj & Michaels, 2013). So, through these measurements, you can see how much influence Customer Engagement has as a mediator between social media marketing activities on Purchase Intention. The following are the hypotheses that will be tested and researched:

H5: Customer Engagement has a significant effect on Purchase Intention on the TikTok @avoskinbeauty account.

## 2.2. Sampling and Data Collection

The number of samples collected and examined in this study was 205 respondents. The sample involved is TikTok social media users for at least one year, both men and women with an age range of 17 to 30 years, who know Avoskin products through TikTok social media and follow the TikTok account @avoskinbeauty. Sampling locations were carried out by distributing questionnaires online in various cities in Indonesia.

## 2.3. Data Analysis

This study will use Structural Equation Modeling (SEM) with the AMOS 26 statistical tool to analyze and evaluate the measurement model and structural model of the research construct that is built. The fit test model will be assessed based on the goodness of fit index parameters such as chi-square ( $\chi^2$ ), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root means squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI). The validity evaluation will rely on the standardized loading factor (SLF) value, which must be  $\geq 0.50$  (Hair et al., 2014, p. 618), and the reliability construct will rely on the tabulated results of construct reliability (CR) and average variance extracted (AVE) values. Furthermore, the SEM analysis is a structural model analysis to assess the research hypothesis that has been built and whether it is accepted or rejected. SEM analysis will display the t-value for each coefficient. The hypothesis can be said to have a causal relationship if the t-count value  $\geq t$  table (1.96) with a significant level of  $\alpha$  (usually  $\alpha = 0.05$ ).

## 3. RESULTS AND DISCUSSION

### 3.1. Respondent Characteristics

The analysis of the respondents' profiles in this research was based on the following demographic characteristics:

**Table 1. Characteristics of Respondents**

Category	Items	Respondents	%
Gender	Female	166	81
	Male	39	19
Age	Less than 21 years	50	24
	21 to 25 years	118	58
	26 to 30 years	37	18
Occupation	Student	25	12
	Civil Servant	13	6

	Businessman	17	8
	Private sector employee	88	43
	University Student	56	27
	POLRI/TNI	1	0
	BUMN	2	1
	Others	3	1
Income per month (for those who are already working)	Less than IDR 2 million	11	8
	IDR 2 million to IDR 4 million	32	22
	IDR 4 million to IDR 6 million	68	48
	IDR 6 million to IDR 8 million	17	12
	IDR 8 million to IDR 10 million	11	8
	More than IDR 10 million	4	3
Money per month (for those who have not worked)	Less than IDR 1 million	34	48
	IDR 1 million to IDR 1.5 million	20	28
	IDR 1.5 million to IDR 2 million	9	13
	IDR 2 million to IDR 2.5 million	6	8
	More than IDR 2.5 million	2	3

Based on the table 1 above, respondents are more dominated by women with an average age of 17-30. In addition, based on the results of the respondents' answers, private sector employee is the most common field of work in this study. Most respondents in this study have an income per month between IDR 4 million to IDR 6 million (for those who are already working) and have pocket money of less than IDR 1 million (for those who have not worked).

### 3.2 Measurement and Structural Models

The results regarding the validity and reliability tests, as well as the goodness of fit, are presented as follows:

**Table 2. Measurement Model Results**

	Items	SLF	CR	AVE
<i>Surveillance</i>	I'm interested in listening to the content posted by the @avoskinbeauty account on TikTok Social Media	0,914	0,918	0,805
	I have a strong curiosity through tracking content posted by the @avoskinbeauty account on TikTok Social Media	0,878		
	I love to follow TikTok Social Media account @avoskinbeauty	0,9		
<i>Sharing of Information</i>	I often see posts made by the @avoskinbeauty account on TikTok Social Media	0,92	0,938	0,805
	Followers can easily receive and re-share information from the @avoskinbeauty account on TikTok Social Media	0,882		
	I can easily understand promotional information carried out by the @avoskinbeauty account on TikTok Social Media	0,872		
	I can easily access further information regarding products marketed by the @avoskinbeauty	0,915		

<i>Social Interaction</i>	account on TikTok Social Media		0,885	0,830
	Followers can freely interact with the @avoskinbeauty account on TikTok Social Media	0,915		
<i>Attraction</i>	A follower can easily interact with other @avoskinbeauty followers who are on TikTok Social Media	0,908		
	I feel that the products offered by the @avoskinbeauty account on TikTok Social Media can be useful for me	0,931	0,947	0,849
	I feel that the products offered by the @avoskinbeauty account on TikTok Social Media can give beneficial as what is promised	0,916		
	I am interested in the product visuals shown by the @avoskinbeauty account on TikTok Social Media	0,915		
<i>Customer Engagement</i>	I'm interested in video content created by the @avoskinbeauty account on TikTok Social Media	0,924		
	I am able to identify the products offered by the @avoskinbeauty account on TikTok Social Media	0,905	0,924	0,807
	My enthusiasm increased when I got to know the products offered by the @avoskinbeauty account on TikTok Social Media	0,889		
	My attention increased when I saw and got to know the products offered by the @avoskinbeauty account on TikTok Social Media	0,897		
	I get the information contained in the products offered by the @avoskinbeauty account on TikTok Social Media	0,904		
<i>Purchase Intention</i>	I tend to decide to buy Avoskin Beauty products	0,919	0,900	0,814
	I am more interested in buying Avoskin Beauty products in the future compared to other Skincare Brands	0,816		

Table 2 is the result of testing the validity and reliability of the overall model. The standardized loading factor (SLF) value of all indicator variables in the full model is above 0.50. It means that all indicators are declared valid and believed to be able to measure the construct of the entire model being built. The results of the reliability test present relevant results. All instruments are declared reliable and have the ability to measure the constructs of the full model built consistently. It is shown from the variance extracted (AVE) value of all instrument indicators, which obtain a value of  $\geq 0.50$ , and the value of construct reliability (CR) which obtains a value of  $\geq 0.70$ .

**Table 3. Goodness of Fit Index**

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	$\leq 3.00$	2,467
RMSEA	$\leq 0.08$	0,061
TLI	$\geq 0.90$	0,969
IFI	$\geq 0,90$	0,974

CFI	≥0,90	0,974
NFI	≥0,90	0,942

Table 3 is the result of the fit test model. The model fit test results show that the model's suitability requirements can be accepted and declared fit. Six measurements show the degree of good fit. Hair et al. (2014: 583) state that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value.

### 3.2.1. Hypotheses Testing

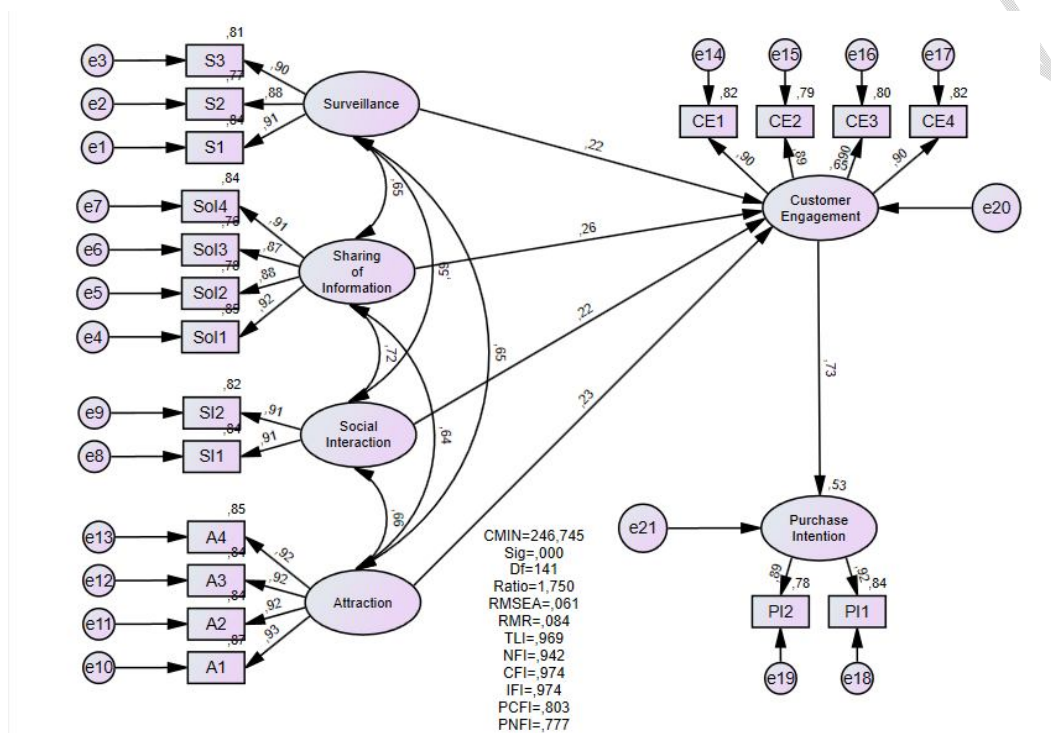


Fig.1 Model network

Table 4. Hypothesis Testing

			Estimate	S.E.	C.R.	P	Label	Description
Customer Engagement	<---	Social Interaction	0,22	0,08	2,74	0,006		Accepted
Customer Engagement	<---	Sharing_of_Information	0,272	0,084	3,257	0,001		Accepted
Customer Engagement	<---	Surveillance	0,229	0,075	3,058	0,002		Accepted
Customer Engagement	<---	Attraction	0,22	0,069	3,197	0,001		Accepted
Purchase Intention	<---	Customer Engagement	0,633	0,055	11,52	***		Accepted

Based on the results of AMOS processing shown in table 4, the t-count value of the effect of Social Interaction on Customer Engagement is 2.74. The p-value is 0.006, the t-count value of the effect of Sharing Information on Customer Engagement is 3.257, and the p-value is the value of 0.001. The t-count value of the effect of Surveillance on Customer Engagement

is 3.058, and the p-value is 0.002. The t-count value of the effect of Attraction on Customer Engagement is 3.197, and the p-value is 0.001. The t-count value of the effect of Customer Engagement on Purchase Intention is 11.52, and the p-value is 0.001, marked with three stars. These results indicate that the t-count values for the Social Interaction, Sharing of Information, Surveillance, and Attraction variables on Customer Engagement and the effect of Customer Engagement on Purchase Intention are more significant than the t-table value of 1.96. Likewise, the p-value obtained shows a value smaller than 0.05 ( $\alpha = 0.05$ ). Based on these results, it can be stated that the variables Social Interaction, Sharing of Information, Surveillance, and Attraction have a significant influence on Customer Engagement, and Customer Engagement has a significant influence on Purchase Intention.

Furthermore, the indirect impact of the mediating variable is presented in Table 5, which contains the results of the Sobel test.

**Table 5. Hypothesis Testing**  
*Sobel Test - Significance of Mediation*

	<b>Sobel Test Statistic</b>	<b>Two-tailed Probability</b>
Social Interaction --> Customer Engagement --> Purchase Intention	2.67	0.007
Sharing of Information --> Customer Engagement --> Purchase Intention	3.11	0.001
Surveillance --> Customer Engagement --> Purchase Intention	2.95	0.003
Attraction --> Customer Engagement --> Purchase Intention	2.95	0.003

Based on the results of the Sobel test in Table 5, the Sobel Social Interaction test statistical value was 2.67, and the p-value was 0.007. Then the value of the Sobel Sharing of Information test statistic is 3.11, and the p-value is 0.001. There is a Sobel Surveillance test statistic value of 2.95 and a p-value of 0.003 and a Sobel Attraction test statistic value of 2.95 and a p-value of 0.003. These results indicate that the value of the Sobel test statistic is greater than the t-table (1.96). Likewise, the p-value obtained is less than 0.05 ( $\alpha = 0.05$ ). It shows a significant indirect effect of Social Interaction, Information Sharing, Surveillance, and Attraction on Purchase Intention through Customer Engagement.

#### **4. CONCLUSION**

Surveillance activities carried out by followers of the TikTok social media account @avoskinbeauty, such as listening to the content and finding out the information provided by tracking. Following the Tiktok social media account, @avoskinbeauty will trigger followers' feelings of purchase intention for the products offered by Avoskin Beauty. This study found a significant relationship between Surveillance activities and Purchase Intention, directly or indirectly, through Customer Engagement. Thus, Surveillance can be one of the variables considered in marketing activities through Social Media.

The sharing of information activity between followers of the TikTok social media account @avoskinbeauty and the TikTok social media account @avoskinbeauty is also one of the activities that can support the social media marketing process. By frequently viewing posts shared by the Tiktok social media account @avoskinbeauty, understanding the contents of the promotional information is shared, and quickly accessing the information that the TikTok social media account @avoskinbeauty wants to convey. Sharing of Information will create a feeling of intention to buy the products offered by Avoskin Beauty. This study shows a significant relationship to Purchase Intention, directly or indirectly mediated by Customer Engagement.

Social Interaction will encourage TikTok Social Media users, especially followers of the @avoskinbeauty account, to communicate and interact with the @avoskinbeauty account. The interactions between followers and the @avoskinbeauty account will build trust in the products offered by the @avoskinbeauty account so that it will trigger purchase intentions from account followers for Avoskin Beauty products. This study emphasizes a significant relationship directly to Purchase Intention and indirectly mediated by Customer Engagement. Previous research also shows a strong and significant relationship between Social Interaction and Customer Engagement because it is considered effective in encouraging someone's purchase intention for a product (Yoong & Lian, 2019).

Providing Attraction to followers of the TikTok social media account @avoskinbeauty also provides a positive experience and triggers the emergence of purchase intentions for the products offered by Avoskin Beauty. The attractions include providing an overview of product benefits, creating attractive product visuals, and posting video content that attracts the attention of the @avoskinbeauty account followers. This research proves a significant relationship directly to Purchase Intention and indirectly mediated Customer Engagement.

The results of this study illustrate that marketing through social media, primarily through the TikTok platform, can be a favorable consideration for business people who want to market their products to attract broad market attention. The SMMAs studied have a substantial effect on giving the interest to have the intention to buy the products offered. It can be a consideration for prospective business people and interested stakeholders to create a sustainable business with relevant opportunities in the present.

For business people who want to try marketing activities through social media, several strategies are implemented so that marketing activities can run according to the business goals to be achieved. The surveillance process provides an overview of the habits of social media users when searching for products. The process of sharing information provides a pleasant experience to social media users as potential consumers of business people. The process of social interaction creates communication built between potential customers and business people and providing traction triggers potential consumers to be more interested in the products offered. Thus, this process can build a feeling of purchase intention from potential consumers for the products offered by business people.

For interested stakeholders, marketing activities through social media can create new strategic opportunities to improve the economy in today's digital era and can target markets effectively and efficiently. In addition, marketing activities through social media are also a new challenge to increase market opportunities, both on a small to large scale.

For researchers, the results of this study are expected to be additional literacy and reference materials for developing the latest and more comprehensive research studies to help increase insight into conducting marketing activities through social media.

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