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Original Research Article
**Social Media Marketing Activities (SMMAs) as
Stimulus on Purchase Intention with Customer
Engagement as Mediator on @avoskinbeauty
TikTok’s Account**

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 used a questionnaire comprising 205 respondents through purposive sampling.

Place and Duration of Study: This study was taken place at Pontianak, West Kalimantan with Social Media TikTok as a background study and was conducted between July 2022 and December 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: 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 illustrates 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

24 others. Many social media have been created and can be easily used to make
25 communication easier. According to we are Social, which was released in February 2022,
26 the number of social media users in Indonesia has reached 191.4 million users, which
27 represents 68.9% of the population in Indonesia. It shows that more than half of Indonesian
28 people use social media on the internet. In addition to communicating, social media is also
29 widely used by business people to carry out marketing activities through social media or
30 usually referred to as Social Media Marketing Activities (SMMAs). Social media has become
31 inseparable in today's marketing landscape (Liu et al., 2018; Keller & Fay, 2012). The more
32 creative promotional activity, the stronger the marketing appeal to consumer purchase
33 intentions (Pieter et al, 2021). It happens because social media can be a forum that
34 connects business actors and potential customers. Social Media Marketing Activities tend to
35 increase and can be a trend in the business world, especially on skincare brand (Shafa,
36 2022). Based on previous research, Social media have now become an essential
37 component of everyday life as a communication channel, in which customers share their
38 own habits, preferences, views, likes, and experiences and communicate with others (Guha
39 et al, 2021).

40

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

51

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

68

69 Surveillance is always related to the current situation, where many people carry out activities
70 to find the answers they want (Yoong & Lian, 2017). Surveillance is carried out because of
71 the desire of social media users to seek information. Sharing information through social
72 media platforms can also increase customer engagement between businesses and potential
73 customers (Osatuyi, 2013). Avoskin beauty, as a business actor, will provide information to
74 attract the attention of potential customers, such as product advantages, previous user
75 testimonials, and other information. Social Interaction has become a habit that is always
76 noticed by everyone, whether done directly or indirectly. Social Interaction occurs when

77 communicating and encourages Interaction with other people (Whiting & Williams, 2013).
78 Social media is also an option for social Interaction. Attraction in social media can be seen
79 from the initial appearance of the content posted. When the content has attracted attention in
80 front, it will make people see it until the end of the posted content. Attraction on a Social
81 Media page refers to a standard feature on a brand's posting (De Vries et al., 2012).
82 Customer Engagement arises because of a person's psychological process that forms a
83 loyalty to a product or brand that attracts attention, is newly discovered, and is based on a
84 mechanism that allows for the emergence of an intention to buy the product (Bowden, 2009).
85 Purchase Intention emerges as a result of potential consumers' social media experience.
86 Purchase Intention refers to someone who intends to purchase specific products or services
87 (Ajzen & Fishbein, 1980). With the availability of social media platforms such as TikTok, it is
88 possible to investigate how effective the Avoskin Beauty brand's social media marketing is at
89 increasing feelings of Purchase Intention compared to traditional marketing through
90 Customer Engagement.

91
92 Several previous studies have investigated that SMMAs significantly affect Customer
93 Engagement which is also positively correlated with Purchase Intention in the hotel industry
94 (Yoong & Lian, 2017). Some research that SMMAs are directly significant to Purchase
95 Intention, but this effect becomes greater if it is mediated by Customer Engagement in the
96 probiotic chicken business (Shofiya & Fachira, 2021). Another study also said that SMMAs
97 had a positive relationship with Purchase Intention at cosmetic companies in Korea
98 (Choedon & Lee, 2020). However, the research that several researchers have conducted
99 needs to be specifically explained regarding the platform used to carry out the SMMAs'
100 strategy to influence Customer Engagement which can give a strong feeling of Purchase
101 Intention. This research raises questions regarding social media platforms relevant to
102 conducting SMMAs strategies.

103
104 Therefore, this research was conducted to see the effect of Social Media Marketing Activities
105 (SMMAs) as a stimulus to Purchase Intention mediated by Customer Engagement on the
106 TikTok account @avoskinbeauty. This research is expected to provide information related to
107 SMMAs, which is carried out to stimulate increased Customer Engagement and Purchase
108 Intention for Avoskin Beauty products who want to market their products through the TikTok
109 platform. Also, this research can see how relevant the TikTok platform is used as a forum for
110 implementing Social Media Marketing Activities (SMMAs) for the Avoskin Beauty brand.

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113 **2. MATERIAL AND METHODS**

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115 **2.1. Measurements**

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

125

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

127

128 **2.1.1 Surveillance**

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130 When Avoskin Beauty posts information on TikTok social media, it can provide knowledge to
131 potential customers regarding the products offered. Thus, curiosity arises from potential
132 consumers to find more information related to these products to fulfill their curiosity. Thus, it
133 can be seen that Surveillance activities can add valuable knowledge to potential customers
134 and provide motivation through the information conveyed (De Vries et al., 2012). Information
135 absorbed by potential customers gives rise to Customer Engagement resulting from the
136 absorption of this information. Therefore, the following hypotheses will be tested and
137 investigated in the following ways:

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

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141 **2.1.2 Sharing of Information**

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

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

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153 **2.1.3 Social Interaction**

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

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

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169 **2.1.4 Attraction**

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

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

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184 **2.1.5 Customer Engagement**

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

195

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

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199 **2.2. Sampling and Data Collection**

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

206

207 **2.3. Data Analysis**

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209 This study will use Structural Equation Modeling (SEM) with the AMOS 26 statistical tool to
210 analyze and evaluate the measurement model and structural model of the research
211 construct that is built. The fit test model will be assessed based on the goodness of fit index
212 parameters such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation
213 (RMSEA), root means squared residual (RMR), goodness of fit index (GFI), Tucker Lewis
214 Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI).
215 Content validity is indicated by showing how good the content of the test is a sample of a
216 class situation or subject matter about which the conclusions should be the withdrawn
217 manual must justify the claims represented by the test content assumed universe of tasks,
218 conditions, or processes (Sireci, 1998), and the reliability construct will rely on the tabulated
219 results of construct reliability (CR) and average variance extracted (AVE) values.
220 Furthermore, the SEM analysis is a structural model analysis to assess the research
221 hypothesis that has been built and whether it is accepted or rejected. SEM analysis will
222 display the t-value for each coefficient. The hypothesis can be said to have a causal
223 relationship if the t-count value \geq t table (1.96) with a significant level of α (usually $\alpha = 0.05$).

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225 **3. RESULTS AND DISCUSSION**

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227 **3.1. Respondent Characteristics**

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

231

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
	The income per month (for those who are already working)	Less than IDR 2 million	11
	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

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Based on **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 about tracking content posted by the @avoskinbeauty account on TikTok Social Media	0,878		
	I love to follow the 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	0,882		

	on TikTok Social Media			
	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 account on TikTok Social Media	0,915		
<i>Social Interaction</i>	Followers can freely interact with the @avoskinbeauty account on TikTok Social Media	0,915	0,885	0,830
	A follower can easily interact with other @avoskinbeauty followers who are on TikTok's Social Media	0,908		
<i>Attraction</i>	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'm interested in video content created by the @avoskinbeauty account on TikTok Social Media	0,924		
<i>Customer Engagement</i>	I can identify the products offered by the @avoskinbeauty account on TikTok's 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		

245

246 Table 2 is the result of testing the validity and reliability of the overall model. The
 247 standardized loading factor (SLF) value of all indicator variables in the full model is above
 248 0.50. It means that all indicators are declared valid and believed to be able to measure the
 249 construct of the entire model being built. The results of the reliability test present relevant
 250 results. All instruments are declared reliable and can measure the constructs of the full
 251 model built consistently. It is shown from the variance extracted (AVE) value of all instrument
 252 indicators, which obtains a value of ≥ 0.50 , and the value of construct reliability (CR) which
 253 obtains a value of ≥ 0.70 .

254 **Table 3. The Goodness of Fit Index**

The Goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤ 3.00	2,467
RMSEA	$\leq 0,08$	0,061
IFI	$\geq 0,90$	0,974
TLI	≥ 0.90	0,969
NFI	$\geq 0,90$	0,942
CFI	$\geq 0,90$	0,974

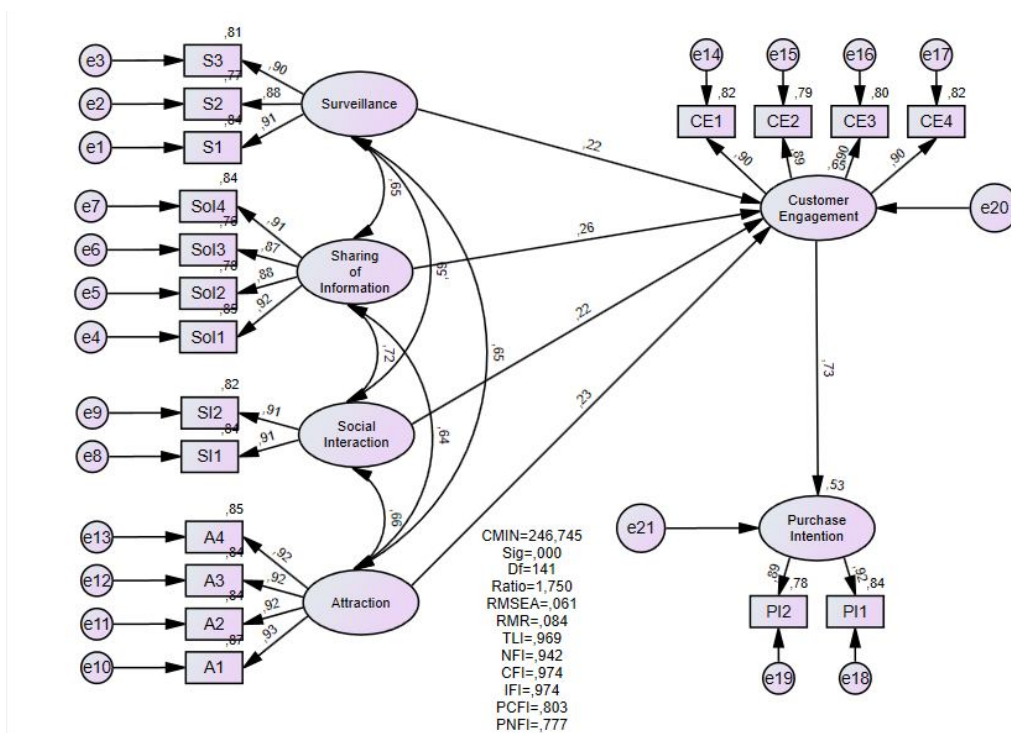
255

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

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262 **3.2.1. Hypotheses Testing**

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Fig 1 : Hypotheses Testing

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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

267

268 Based on the results of AMOS processing shown in table 4, the t-count value of the effect of
 269 Social Interaction on Customer Engagement is 2.74. The p-value is 0.006, the t-count value
 270 of the effect of Sharing Information on Customer Engagement is 3.257, and the p-value is
 271 the value of 0.001. The t-count value of the effect of Surveillance on Customer Engagement
 272 is 3.058, and the p-value is 0.002. The t-count value of the effect of Attraction on Customer
 273 Engagement is 3.197, and the p-value is 0.001. The t-count value of the effect of Customer
 274 Engagement on Purchase Intention is 11.52, and the p-value is 0.001, marked with three
 275 stars. These results indicate that the t-count values for the Social Interaction, Sharing of
 276 Information, Surveillance, and Attraction variables on Customer Engagement and the effect
 277 of Customer Engagement on Purchase Intention are more significant than the t-table value
 278 of 1.96. Likewise, the p-value obtained shows a value smaller than 0.05 ($\alpha = 0.05$). Based on
 279 these results, it can be stated that the variables Social Interaction, Sharing of Information,
 280 Surveillance, and Attraction have a significant influence on Customer Engagement, and
 281 Customer Engagement has a significant influence on Purchase Intention.

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

284

Table 5. Hypothesis Testing

Sobel Test - Significance of Mediation

	Sobel Test Statistic	Two-tailed Probability
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

287

288 Based on the results of the Sobel test in Table 5, the Sobel Social Interaction test statistical
 289 value was 2.67, and the p-value was 0.007. Then the value of the Sobel Sharing of
 290 Information test statistic is 3.11, and the p-value is 0.001. There is a Sobel Surveillance test
 291 statistic value of 2.95 and a p-value of 0.003 and a Sobel Attraction test statistic value of
 292 2.95 and a p-value of 0.003. These results indicate that the value of the Sobel test statistic is
 293 greater than the t-table (1.96). Likewise, the p-value obtained is less than 0.05 ($\alpha = 0.05$). It
 294 shows a significant indirect effect of Social Interaction, Information Sharing, Surveillance,
 295 and Attraction on Purchase Intention through Customer Engagement.

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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 access 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 on Avoskin Beauty's account, 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.

This research can be a recommendation for readers with different purposes.. 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

349 products offered. Thus, this process can build a feeling of purchase intention from potential
350 consumers for the products offered by business people. This provides an advantage for
351 TikTok social media because this research can help the platform to expand the user network
352 more, especially business people who will look at TikTok as a place to carry out marketing
353 activities that can increase the sales of these businesses.

354
355 For interested stakeholders, marketing activities through social media can create new
356 strategic opportunities to improve the economy in today's digital era and can target markets
357 effectively and efficiently. In addition, marketing activities through social media are also a
358 new challenge to increase market opportunities, both on a small to large scale.

359
360 For researchers, the results of this study are expected to be additional literacy and reference
361 materials for developing the latest and more comprehensive research studies to help
362 increase insight into conducting marketing activities through social media.

363

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365

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369

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