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The Effect Of Social Network Marketing On Intention To Choose By Mediating Consumer Engagement

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ABSTRACT

Social media is a new phenomenon in the development of information technology. The role of social media which previously only served as entertainment has now turned into a marketing tool that is widely used by both macro and micro businesses. This study aims to examine the effect of Social Network Marketing on Intention to Choose and Consumer Engagement, and Consumer Engagement to mediate the relationship between Social Network Marketing and Intention to Choose. This study used 220 student respondents using social media in Yogyakarta. The analysis tool used is the Structural Equation Model using the AMOS application. The results of this study indicate that Social Network Marketing has a positive and significant effect on Intention to Choose. Social Network Marketing has a positive and significant effect on Consumer Engagement. Consumer Engagement has a positive and significant effect on Intention to Choose. Consumer Engagement mediates the relationship between Social Network Marketing and Intention to Choose.

Keywords: Social Network Marketing, Consumer Engagement, Intention to Choose.

INTRODUCTION

In this era of digitalization 4.0, everyone uses internet to do anything. Nowadays, there are 5.11 billion mobile phone users and in the last year there has been an increase of 100 million (2 percent) for mobile phone usage. Internet usage is 39 billion and in January 2019 internet usage increased by 366 million (9 percent) compared to January 2018. In 2019 there were 3.48 billion uses of social media, thus the world's total use of social media increased by 288 million (9 percent) since last year. The number of social media usage worldwide has grown to nearly 3.5 billion at the start of 2019, with 288 million new users in the last 12 months pushing the global penetration rate to 45 percent. Currently, Indonesia is ranked third after China and India for the use of social media in Southeast Asia with 84 million users (Wearesocial, 2019).

According to Phillips & Noble (2007) since the emergence of social media, it has a direct impact on the marketing efficiency on through traditional mass media, meaning that it leads to be less effectiveness. Furtheremore, Shafique, Anwar, & Bushra, (2010) said that recently social media has become the main tool for interacting each other. Then, (Hussain, 2012; Husnain, at al., 2017) also stated that social media is now used to capture the daily life activities of individual or society and it is also used as a means of communication regarding work, interests/hobbies and interactions. Most of the previous research focused on the impact of social media networks on education and training (Nawaz, et, al., 2015; Arif and Kanwal, 2016; Hussain, 2012) but current research started to focus and penetrate on the trade sector.

Using social media as a marketing communication tool is not like using the other platform in the internet and technology, it shouldemploys communication tactics and strategies (Wigstrom and Wigmo, 2010). The field of marketing has changed rapidly.Therefore it creates bonds between marketers and other consumers, this evolution has generated new potentials and opportunities in trade and commerce in such a way as to change the way consumers respond to purchases as exposure to various brands of products and services becomes possible. accessed. (Shaw, 2012).

According to Barefoot and Szabo, (2010) social media marketing is defined as the use of social media channels to promote a company or its products. Marketing activities take the form of online with various types such as email, endorsements and advertising online. Consumers can be both marketers and advertisers. In addition, consumers can also provide comments or online reviews negative or positive of products, services and reputation that are displayed by companies through advertisements or social media (Roberts and Kraynak, 2008).

Consumer involvement is one of the most substantial things in the world of marketing, this is also supported by research conducted by (Dessart, Veloutsou and Thomas, 2015), especially research on social media. Marketing communications and media advertising have undergone a major transformation over the last decade as new technologies have made companies more convenient to contact customers (Hongcaru and Eiamkanchanalai, 2009). In addition (Brodie, et al., 2013; Hapsari, Cleme, & Dean, 2017; Sprott, Czellar, & Spangenberg, 2009) also states that consumer involvement can impact trust, loyalty, trust and even consumer commitment for that companies need to consider and really pay attention to how consumers are involved in their company, especially consumers who are exposed to social media advertisements. Solis (2010) states that social media has a tremendous impact on sales online.

Moreover, the bond between seller and buyer can easily be formed through consumer involvement. As a bond, both parties i.e. value creation experiences for both can be nurtured. In addition, social media can connect between sellers and consumers, both old and new consumers, problem solving is also possible when the interaction has been built, the seller can easily accommodate all input from consumers and realize any product, service as expected by consumers (Toor, et al., 2017).

Research that carries the theme of consumer interest has previously been carried out in many developed countries (Fournier and Lee, 2009; Ngai, Taoa, and Moon, 2015; Husnain et al., 2017). Research conducted by Raharjo, et al (2018) shows that the influence of Social Network Marketing on Intention to Choose shows positive things, this also has an impact on the desire of consumers to make transactions. Another research theme related to social media was also carried out by Nawaz

et al., (2015). The results reveal that decision making taken by consumers can be influenced by the results of reviews or comments from previous consumers, such as information on product quality and form of service. Then Arif and Kanwal (2016) examined the interest of students in adopting social media. The results show that students use social media far more than public institutions, the type of social media that is often used is Facebook. However, these studies still have shortcomings because this study has not been able to reveal the extent to which social media can influence purchasing behavior. In addition, previous research is rarely conducted in the education sector, therefore this study aims to examine the influence of Social Network Marketing on Intention to Choose mediated by Consumer Engagement.

LITERATURE REVIEW

Social Network Marketing Social

Media is defined as an internet-based service that allows users to interact and exchange information online. Social media is classified into several forms including online, namely blogs, wikis and tumblr, besides that in the form of social networks such as Facebook, Twitter, Instagram (Dewing, 2012).

Social Network Marketing is defined as a consumer assessment of brand or product promotion activities through social networks online (Weinberg, 2009 cited by Yazdanparast, et al. 2016). Babin (2011) social media promotion is a communication function of companies that are responsible for informing and persuading or inviting buyers. The main purpose of promotion is to inform, influence, and persuade, as well as remind target customers about the company and its marketing mix (Tjiptono, 2008).

Consumer Engagement Consumer

Engagement refers to the level of physical, cognitive, and emotional presence of customers in relationships with organizational services (Patterson, et al, 2006). Meanwhile, according to Mollen & Wilson (2010) involvement requires a consumption entity, an active relationship with a brand, a sense of satisfaction, experience, and instrumental values of products and services. Brand relationship is a relationship that consumers, think, feel, and have with a company's product or brand (Fournier, 1998; Veloutsou, 2007). According to Kotler and Armstrong (2008: 16), consumer satisfaction is the consumer's perception of the perceived performance of the product relative to buyer expectations. If the product's performance does not meet expectations, the customer is disappointed, and if the product's performance is in line with expectations, the customer is satisfied.

Sedley & Perks, (2008) states that consumer involvement should be considered by marketers with the aim of balancing with competitors and can be one of the competitive advantages. This consumer involvement is also one of the considerations for how the business will run in the future (Sedley and Perks, 2008).

Intention to Choose

According to Cangara (2017) interest is defined as a form of attention, desire or liking for something desired. According to Effendy (2003) interest is a form of feedback from attention that leads to the desire to take the action expected by consumers. Interest is also defined as a form of psychological symptom caused by feeling happy and then showing attention to the object. From

this understanding, that interest is the concentration of attention or a reaction to an object such as a certain object or a certain situation that has been preceded by a feeling of pleasure towards the object (Solomon, 2011).

Overall, interest is defined as a person's tendency to something that attracts attention, causing a feeling of liking or disliking an object. One of them decided to continue his education at a higher level at the college that he was interested in. This interest in choosing cannot be measured for its time frame, because it could be that external stimuli or past experiences can also determine attitudes.

HYPOTHESIS DEVELOPMENT

Relationship between Social Network Marketing and Intention to Choose

Kotler and Keller (2018) state that competitiveness in the world is currently running very tight, especially among business places where consumers are focused both virtually and physically. Marketers are required to develop various methods in order to maintain customer loyalty, meaning that it is necessary to combine traditional media with social media. According to Baird & Parasnis, (2011) marketing with social media can attract consumer attention quickly and can increase purchase intention.

Dehghani & Tumer (2015) found that Facebook can significantly influence brand image by offering feedback between consumers, then the personalization and interactivity of both. Research by Pjero & Kercini (2015) and Husnain et al., (2017) examined the relationship between social media marketing and consumer behavior. The results of his research indicate that consumer behavior is significantly influenced by positive and negative comments from comments by other users. The same thing is also shown from the research results of Bilal, Ahmed, & Shehzad (2014) and Husnain et al., (2017) where other consumers have a sufficient role in influencing consumer behavior to decide to buy or not. Social media collect information about various companies, brands, products, and services and most social media users choose to use Facebook, Twitter, and Instagram to do those things. This phenomenon occurs due to marketing carried out through social media. Based on the research findings above, the hypothesis is formulated as follows:

H1: Social Network Marketing has a positive effect on Intention to Choose.

The Relationship Between Social Network Marketing and Consumer Engagement

Consumer engagement is an interesting concept in conducting research, where touchpoints to consumers are from a particular concern when companies are promoting or marketing their products or services (Lea, 2012). Companies are also advised to maximize the role of social media as a marketing tool as well as to commercialize their products or brands (Forbes, 2015). This is in line with Harris & Rae (2009) and Husnain et al., (2017) who state that social media can help promote brands and strengthen business and become a promising promotional tool in the future. Social media sites offer additional uses of value to companies in terms of interacting with customers through new and innovative methods, resulting in relationships that are not parallel communication, and if someone makes a question via social media, the company responds quickly (Husnainet al. ., 2017). Based on this argument, the hypothesis is formulated as follows:

H2: Social Network Marketing has a positive effect on Consumer Engagement.

Relationship between Consumer Engagement and Intention to Choose

Motivational factors are a part that affects intention and influences behavior. Furthermore, intention can also be assumed as the ability or effort of an individual in realizing real behavior from plans or what consumers are thinking about (Ajzen, 1991). Indicators for determining intention, in theory, include consideration for behavior is how much the individualscan perform, and how much effort is made by the individual to perform the behavior. Furthermore, Ajzen (1991) states that the high level of probability is in line with the high intention that someone has. Barhemmati & Ahmad (2015) and Husnain et al., (2017) found an emotional relationship between buyers and companies (namely by engaging consumers) to offer a very large prospect relationship to achieve the company's marketing goals. Consumer engagement has become a major concern for companies online. In Toor's research, Toor, Husnain and Hussain (2017) there is a significant effect of customer involvement on purchase intentions in the context of social network marketing in Pakistan. They see that the interaction, communication, and knowledge sharing between consumers about products and services has increased customer engagement which leads to consumer purchase intentions. Conceptually, highly engaged consumers tend to persuade family members and friends to become consumers (Husnain, et al., 2017). Based on this argument, the hypothesis is formulated as follows:

H3: Consumer Engagement has a positive effect on Intention to Choose.

Consumer Engagement, Mediating Relationships Between Social Network Marketing and Intention to Choose.

Purchasing decisions made by consumers are a form of the high emotional relationship between sellers and consumers, for this reason, consumer attachment is one focus that needs attention. Based on the process of increasing consumer engagement, the likelihood of selling also increases because the consumers involved are not only satisfied or dedicated but are expressively bonded emotionally to the company's brand (Sorenson, 2014). The involvement of consumers on social media networking sites is strongly supported by emotional attachments that are directed at increasing consumer purchasing behavior. Consumer involvement leads to increased consumer loyalty which can promote the company's brands and products to other consumers in cyberspace (Asperen, et al., 2017; Husnain et al., 2017) as a result of interactions between consumers, so the following hypothesis is:

H4: Consumer Engagement mediates the relationship between Social Network Marketing and Intention to Choose.

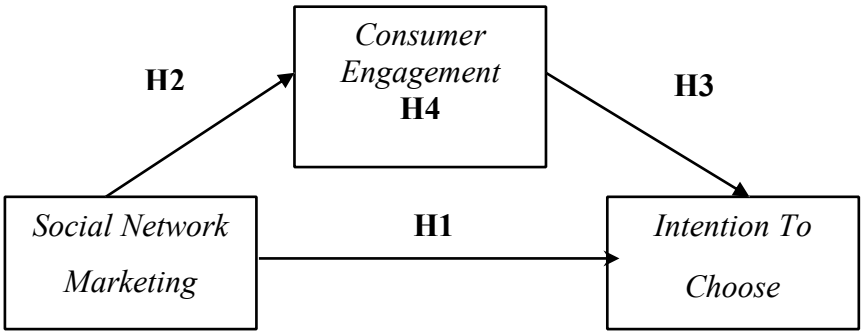

Figure 1: Research Model

RESEARCH METHODOLOGY

This research is a quantitative study with the data source used is primary data. This study uses a 5 Likert scale with the provisions of the score 1 strongly disagree, then 2 disagree, 3 are neutral, then 4 agree and finally, 5 strongly agree. Furthermore, the population used in this study were all students using social media in Yogyakarta. In this study, the researchers took a sample of 220 undergraduate students who have social media and want to continue their studies at postgraduate level colleges. This research also uses a confirmatory analysis test and the analysis used in this research is descriptive analysis with theanalysis method which Structural Equation Model (SEM) can be shown as a combination of factor analysis, regression analysis, and analysis path. Then test the suitability of the model with the following standards.

FINDING DISCUSSION

Respondents Description

The number of respondents in this study consisted of 95 male respondents and 125 female respondents with a total of 220 respondents. While respondents according to the age of 220 respondents, the largest number were respondents with an age range between 21 to 25 years, namely 72.2%, while those aged less than 21 were 25% and ages between 25 to 30 were 1.8% then those over 30 were 0.05%.

This study took a sample of students in Yogyakarta, especially students at the Indonesian Islamic University as much as 51.4%, then for the Muhammadiyah University of Yogyakarta as much as 22.7%, while the State Islamic University Sunan Kalijaga was 4.5% and the National Development University was 21.4%. Finally, the classification of respondents according to the use of social media, where respondents use more than five social media. The data above shows that 17.8% of respondents use more than five social media, then 32.7% use four social media, 35% use three social media, 5% use two social media, and 9 respondents or 9.5% only use one social media.

Model Suitability Test Analysis Goodness of Fit (GOF)

This study uses the AMOS application withanalysis tools Structural Equation Model (SEM) including model fit test and hypothesis testing. Furthermore, this study also conducted a model suitability test, which was seen through various criteria including the Goodness of Fit. By evaluating whether the data used meets the assumptions in the SEM analysis. If the model has been met, the data can be tested. Some of the important measurements in evaluating the criteria Goodness-of-Fit along with the cut-of value are as follows:

Table 1: Goodnes of Fit Final Model

Criteria for	Critical Value	Model Results	Conclusion
X^2- Chi-square is	(≤ 162.016)	157.938	Good
Probability	≥ 0,05	0,077	Good
RMSEA	≤ 0,08	0,029	Good
GFI	≥ 0,90	0,931	Good
AGFI	≥ 0,90	0,902	Good
TLI	≥ 0,90	0,982	Good
CFI	≥ 0,90	0.986	Good
CMIN / DF	≤ 2	1,179	Good

Source: Data, 2020

The table above shows that the value of Chi Square processing is 157,938 and the value probability is greater than 0.05, namely 0.077. The probability value meets the recommended standard value so that the model is suitable to be used as a tool to confirm the observed data. Then the RMSEA value of 0.029 is smaller than 0.08, so it is said to be good. Furthermore, the AGFI value is 0.902 above 0.90, the TLI value is 0.982 above the recommended value, namely 0.90, finally, the CFI value is 0.986 above the recommended value which is 0.90. Based on these results, the model can be said to be marginally feasible.

The test results based on the research model can be described as follows:

Table 2: Hypothesis Testing

Criteria	Critical Value	Model Results	Conclusion
X^2- Chi-square is	expected to be small (≤ 162.016)	157.938	Good
Probability	≥ 0.05	0.077	Good
RMSEA	≤ 0.08	0.029	Good
GFI	≥ 0.90	0.931	Good
AGFI	≥ 0.90	0.902	Good
TLI	≥ 0.90	0.982	Good
CFI	≥ 0.90	0.986	Good
CMIN / DF	≤ 2	1.179	Good

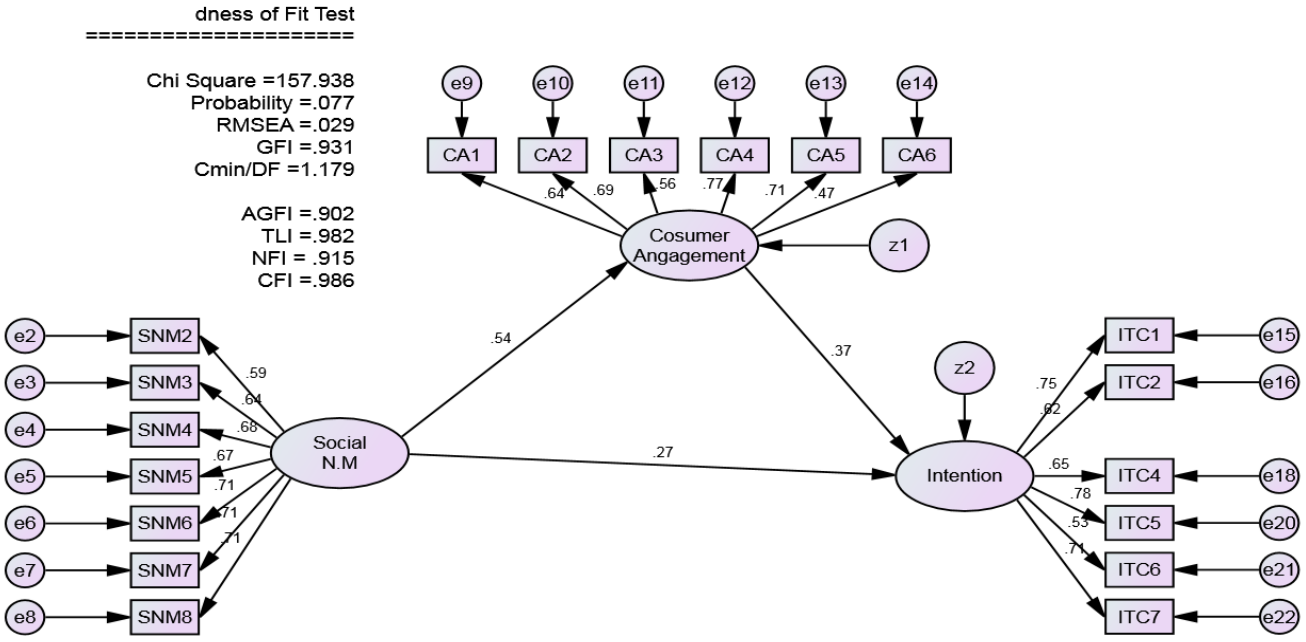

Figure 2: Test Results Based on Research Model
source: Primary data processed in 2020

Based on analysis statistics using the AMOS program version 22 obtained the results of hypothesis testing which is a test of the causality of each research variable as presented in the following table:

Table 3: Direct Influence Between Variables

Relationship Between Variables			Estimate	SE	CR	P	Information
Consumer Engagement	<---	Social_Network Marketing	0.542	0.090	5,984	0.000	Received
Intention	<---	Cosumer Engagement	0.368	0.107	3,733	0.000	Received
Intention	<---	Social Network Marketing	0.268	0.100	2,928	0.003	Accepted

Source: Olah data for year, 2020

Table 4: Indirect Effect (Mediation) Between Variables

Model		Path Coefficient
Direct Influence	SNM x CA	0.542
	CA xICT	0.368
Indirect Effect of	SNM xCAx ICT	0.542 x 0.368 = 0.199
	Z count Sobel	3.180
	P-value	0.0007

Source: Data processing, 2020

Based on the table above, it can be concluded that the results of the study obtained the standard regression coefficient of 0.54 with a p-value of 0.000 less than 0.05. This Sig means that the effect is positive. It can be concluded that Social Network Marketing has a positive effect on Intention to Choose. So the first hypothesis of this study is accepted. Based on the research results, the standard regression coefficient was 0.36 with a p-value of 0.000 less than 0.05. This Sig means that the effect is positive. It can be concluded that Social Network Marketing has a positive effect on Consumer Engagement. Therefore, the second hypothesis is accepted. Based on the research results, the standard regression coefficient is 0.268 with a p-value of 0.003 less than 0.05. This Sig means that the effect is positive. So it can be concluded that Consumer Engagement has a positive effect on Intention to Choose. Therefore, the third hypothesis is accepted. Based on the research results, the standard regression coefficient is 0.19 with a p-value of 0.007 less than 0.05. This Sig means that the effect is positive. It can be concluded that Consumer Engagement able to mediate the Relationship Between Relationship Social Network Marketing Of Intention to Choose. So the fourth hypothesis of this study is accepted.

Based on the results of the study, several important points need to be considered where the higher and more frequently carried out Social Network Marketing is, it will increase Intention to Choose someone's towards the university. This is supported by research by Dehghani & Tumer (2015) which found that Facebook can significantly influence brand image and brand equity by offering interactivity, personalization, and feedback. This process in turn can affect consumer purchase intentions. Research by Pjero & Kercini (2015) and Husnain et al., (2017) focuses on social media and its influence on consumer behavior in observing information on products and services offered in cyberspace, so that it has a positive impact on consumer purchase intentions so that consumers can be influenced by eWOM (e-word of mouth) by other users.

This study also confirms that Social Network Marketing has an important role to play in informing products and brands to consumers. This is supported by the research of Harris and Rae, 2009;

Husnain et al., 2017) which states that social networking sites can be used as a form of product or brand promotion, besides that social media marketing is also one of the promising marketing media in the future. Social networking sites can also increase active interaction between companies and consumers, social media facilitates questions that consumers can ask and companies can quickly respond to these questions, in addition to improving the quality of the company, this service also makes it easier for companies to improve service quality and improve consumer trust (Husnain et al., 2017).

The third point of this research shows that the higher the involvement of consumers, the higher their interest in choosing and inviting other people to determine attitudes and make purchases. This is supported by the research of Husnain et al., (2017) where the results of their research state that consumer involvement will form an emotional relationship between sellers and buyers, consumer involvement is also said to be one of the things that need to be considered in promotion online. In Toor's research, Toor, Husnain and Hussain (2017), there is a significant effect of customer involvement on purchase intentions in the context of social network marketing in Pakistan. They see that the interaction, communication, and knowledge sharing between consumers about products and services has increased customer engagement which leads to consumer purchase intentions.

Finally, this study confirms that the higher and the frequency of consumer involvement in marketing a product in a social media network, the more a person will intend to choose that product. Some research on this is supported by research results (Asperen, et al., 2017; Husnain et al., 2017) which states that consumer involvement has a positive impact on consumer behavior to make purchases, this is based on the emotional level of consumers when viewing accounts user. Companies can maximize social media as a means of marketing, by involving consumers, one of them.

CONCLUSION

This study aims to examine the effect of Social Network Marketing on Intention to Choose and Consumer Engagement, and Consumer Engagement to mediate the relationship between Social Network Marketing and Intention to Choose. Research results can be explained that first, Social Network Marketing has a positive and significant effect on Intention to Choose. Both Social Network Marketing have a positive and significant effect on Consumer Engagement. The three Consumers Engagement have a positive and significant effect on Intention to Choose. Finally, Consumer Engagement mediates the relationship between Social Network Marketing and Intention to Choose.

LIMITATIONS AND SUGGESTIONS

There are the limitations or weaknesses of the research which are expected to provide opportunities for improvement in future research. This study was only tested on consumers in the province of Yogyakarta. Considering some of the limitations contained in this study, the authors hope that this research can be further improved to provide better and more accurate results. This research model was tested with the help of primary data collected from a small geographic area. This limitation limits the generalizability of the study results in a wider geographic area. Therefore, the authors recommend future research in order to conduct national research. Further recommendations, future research can examine the impact of socio-demographic variables (such

as age, gender, income, educational background, etc.) as a moderator in the relationship between the related variables.

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