

THE EFFECT OF SOCIAL MEDIA MARKETING, SOCIAL MEDIA COMMUNITY, CUSTOMER ENGAGEMENT AND PERMISSION MARKETING IN DEVELOPING ATTITUDE AND PURCHASE INTENTION AFTER PANDEMIC SLOWING DOWN IN INDONESIA

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ABSTRACT

The pandemic actually from other side of view led the society to be more familiar with internet. Business people needed to promote their products and persuaded consumers to buy by means of using internet. While the quantity of ads presented in social media increased, consumers then were in difficulty to make a choice. The aim of the study was to investigate the effect of social media marketing, social media community, customer engagement and permission marketing on customers' attitude and purchase intention when a lot of various product ads, whether coming from existing subscribers or new social media adopters, flooded the social media. A sample consisted of 123 respondents was withdrawn through judgment and convenience technique. Data submitted by questionnaires, employing Likert scale, ranging from 1= completely disagree to 5= completely agree, and distributed through Google Form. An Amos 22.0 and SPSS 21.0 were exercised to analyze data. The finding showed that social media marketing, social media community and permission marketing did not have effect on attitude. On the contrary, customer engagement did have. In addition, attitude and permission marketing affected purchase intention significantly.

Keywords: social media, customer engagement, permission marketing, attitude, purchase intention

1. INTRODUCTION

Pandemic has been a disaster everywhere in the world. The death shades everybody, since there is no medicine has been found up to now. It is understandable that people are very afraid of being contaminated. Everybody suspects to others. They are very worried of others who come close bring the disease. Some countries have a particular opinion that from their point of view the way to fight the disease is to lock down. People are likely forbidden at all to move out from home. They have to stay at home.

Probably it is good to restrain the spread of the virus. The people movement is likely under serious control. If someone has been contaminated, it leads to track the movement, who interacts with him/her and others who might have the effect. However, it likely leads to decrease business activities. People are reluctant to physically come to stores. Selling and buying activities are likely not bustling. Seemingly, it leads to some big retailers such as JC Penney, Neiman Marcus, Guitar Center, Tailored Brands, Ascena Retail, GNC, J Crew Group, Brook Brothers, Stein Mart and Pier 1 Imports close down.

Indonesia which is not like other countries doesn't apply a locked down system. Besides muffling the viruses, economy is also taken into account. So, Indonesia operates such condition which is called 'large scaled social restriction' (PSBB) (Tempo, July 23th, 2021). The PSBB is not totally employed in the whole country, only areas which have high

case of infection and death, and have epidemic relation with other areas within or beyond the country. Contrasting with a locked down system, the PSBB still allows particular people to interact and move, but restricted. Schools, colleges and universities are suggested not to operate. Malls and other shopping places should close. Offices and other work places are recommended to work from home (WFH). Only particular offices may still operate which under condition as follows: those who deal with defense and security, public orderliness, foods, oil & gas, health services, economics, finances, communications, industries, export and import, and logistic distributions. However, in general people will be better off if they stay at home. Some big retails in Indonesia are closed as well such as Giant, Matahari, ACE Hardware and Centro.

Business people are likely impelled to overcome their difficulties by employing internet marketing. They now might offer their merchandises without waiting customers come to store, but bring up them directly to customers wherever they are through internet. Indonesia Coordinator Minister of Economy states that on the period of May 14 to June 9, 2020, 301.115 SMEs in Indonesia have operated digital marketing (Alika, 2020). It refers to the enhancement of digital marketing use of about 15-20%. It leads to increase the performance of some business sectors such as e-grocery which jumps up to 400%, cosmetics up to 80% and fashion up to 40%.

The government's policy which is not totally prohibited the people interaction, likely lead to the amazing performance of Indonesia's growth on 2021. Central Bureau of the Republic of Indonesia (BPS) announces that the economic growth at the second quarter was 7.7%. The Indonesia's growth exceeded India (1.65%), South Korea (5.69%) and Japan (-1.6%). It should be taken into account that the growth was driven by household's consumption, investment and retail activities (BPS, 2021).

The economic growth allows to such interpretation that although the pandemic has been terrifying, but it has a positive effect as well, that is, making Indonesia decreases in internet illiteracy. Business people today are very common to use internet to offer, persuade, develop and actively interact with social community and let them be their customers. People likely are also familiar with social community, interacting to each other, responding about some products offered at social media, talking about particular product, creating their wants, delivering their idea, etc. Some particular people who are supposed as experts of particular product might be assumed as influencers. Business community also employs permission marketing to develop brand image and persuades customers.

This study aims to examine the effect of social media marketing, social media community, customer engagement and permission marketing in developing customer's attitude and purchase intention, while a lot of various product ads, whether they are from current subscribers or new social media adopters, inundate the social media. Some studies might be similar, *i.e.* Kaushik (2012) explores and compares marketing before the social media and marketing after the introduction of social media. Erkan (2016) investigates about information and purchase intention. Duffett (2017) learns about social media

marketing communications and purchase. Toor, Husnain and Hussain (2017) examine about social network marketing and purchase intention. Yoong & Lian (2019) examine about social interaction, customer engagement and purchase intentions. Jinang *et.al.* (2019) scrutinize about social media marketing communications and attitude.

Hasan & Sohail (2020) investigate about brand trust, brand community, brand awareness and interaction and purchase intention. Kalpesh. (2020) analyses about social media platform and consumers' attitudes. Manzoor *et al.* (2020) explore about social media and purchase intentions. Nguyen. Nguyen & Duong (2020) consider about social media marketing, consumer engagement and purchase. Andriani *et.al.* (2021) research about e-wom, needs of information, information usefulness and purchase intention. Gödekmerdan Önder & Çakıroğlu (2021) probe about social media marketing, consumer engagement and purchase intention. Leong, Loi and Woon. (2022) revise about information, attitudes towards information and purchase intention. Ananda & Wisudawati (2022) grind about social media marketing, content marketing, brand image and consumer buying interest. Adam & Ali (2022) cram about consumer awareness, knowledge about the brand and intention to purchase,

DuFrene *et al.* (2005) investigate about attitude, trust and intention to purchase. Haq (2009) observes about advertising message and attitude. Öztürk (2016) analyses about permission marketing, consumer's attitude and intention to purchase. Sekarintias & Kusumawati (2017) revise about permission email marketing and purchase intention. Harum, Kusumawati & Mawardi (2021) review about permission email marketing, purchase intention and purchase decision. Some other studies are about the relation between social media marketing and attitude (Gensler *et al.*, 2013; Kumar *et al.*, 2013; Malthouse *et al.*, 2013; Tham *et al.*, 2013; Labrecque, 2014; Lukka and James, 2014; Liu *et al.*, 2015).

However, even though this study looks like similar with some studies before, it is apparently different in three ways. Firstly, the independent variable social media community is not exercised beforehand by researchers. Secondly, this study employs the four independent variables, *i.e.* social media marketing, social media community, customer engagement and permission email marketing simultaneously in detecting their effect to attitude toward product and purchase intention. Thirdly, the study is carried out after pandemic slowing down in Indonesia when enormous ads particularly from small and medium enterprises (SME) inundate on social media.

2. LITERATURE REVIEW

Digital Marketing. It is defined as follows: "Achieving marketing objectives through applying digital technologies and media." (Chaffey & Ellis-Chadwick, 2016). It has similar meaning to e-marketing which has been defined as the management and execution of marketing using digital media such as the web, email, digital TV, social media and mobile

media in conjunction with digital data customers' behavior, location and personal qualities (Chaffey, Hemphill & Edmundson-Bird, 2019).

Why should digital marketing be used? Because customers' behavior has been changing, since the internet technology and smartphone are in surface (Agung, 2021). Kotler, Kartajaya & Setiawan (2017) say that as the interaction progresses and customers demand closer relationships with companies, digital marketing rises in importance.

Marketers who would like to reach their digital audience could exercise this way ((Chaffey, Hemphill & Edmundson-Bird, 2019). Firstly, owned, earned and paid media options. The term owned media refers to the media that owned by the brand. It includes company's website, blogs, email list, mobile apps or their presence at Facebook, LinkedIn, and Twitter. The earned media denotes whether to publicity generated through public relation, also word of mouth, conversations in social networks, blogs and other communities. The paid media includes bought media where there is investment to pay for visitors, reach or conversions through search, display advertising networks or affiliate marketing.

Secondly, utilizing six digital media channels *i.e.* search marketing, digital public relation, digital partnership, interactive advertising, opt-in email marketing, and social media marketing. Search marketing refers to placing messages on a search engine to encourage clickthrough to a website when the user types a specific keyword phrase. Two techniques which are very important are pay-per-click (PPC) and search engine optimization (SEO).

Digital public relation denotes to maximizing favorable mentions and interactions with a company's brands, products or websites using third party sites such as social networks or blogs that are likely to be visited by target audience. It also includes responding to negative mentions and conducting public relations via a site through a press center or blog. It is closely related to social media marketing. Digital partnership is clearing and managing long-term arrangements to promote the digital services on third-parties websites or through email communications.

Interactive advertising signifies the use of digital ads such as banners and rich media ads to achieve brand awareness and encourage clickthrough to a target site. It covers activities such as site-specific media buys, ad networks, contra deals, sponsorship, and behavioral targeting. Opt-in email marketing means renting email lists or placing ads in thirty-party e-newsletters or the use of an in-house list for customer activation and retention. Social media marketing involves encouraging customer communication on a company's own site or social presence such as Facebook or Twitter, or in specialist publisher sites, blogs and forums.

Social Media Marketing. It is elucidated as monitoring and facilitating customer-customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site, social networks and other third-party sites (Chaffey, Hemphill & Edmundson-Bird, 2019).

The utilization of social media is a major trend in digital business, such as Facebook, Twitter, LinkedIn, WhatsApp etc. It could be assisted by viral marketing particularly on word-of-mouth communication (Smith & Caffey, 2005).

Community. It can be defined as: "A customer-to-customer interaction delivered via small groups, web-based discussion forums of chat." (Chaffey, Hemphill & Edmundson-Bird, 2019). Those who are in internet called netizens (Kotler, Kartajaya & Setiawan, 2017). Principally they are classified into two groups, firstly, social connectors. Netizens love to connect, they talk to one another and participate in online conversations. Secondly, netizens are also expressive evangelists. As their true identities are not known, they might be very aggressive in giving opinions. Possibly in form of cyberbullies, trolls, and haters on the internet. On the contrary, it might be also brand lovers. They actually are storytellers of the brand who testify about the advantage of using the brand.

A company suggested employing particular customers who are loyal to the company to be loyal advocates. They deliver responds to any negative comment of the brand. Customers likely believe what they say since peer customers are more credible from their point of view (Kotler, Kartajaya & Setiawan, 2017).

Customer Engagement. It is "...the level of involvement, interaction, intimacy, and influence an individual has with a brand over time." (Haven, 2007). When a company's content gets many *like*, *comments* and *share* from viewers, the content belongs to high engagement rate. Conversely, the content categorizes low engagement rate if *like*, *comments* and *share* are few (Agung, 2021). A content which potentially increase engagement rate is as follows: the content is beneficial to viewers; the content is about the company's daily business activities; the content talks about giving motivation, inspiration, humorous; the content is about testimony (Agung, 2021).

Other tool that very beneficial in enhancing the engagement is gamification (Kotler, Kartajaya & Setiawan, 2017). Gamification is the use of game principles in non-game contexts. Frequently, it is in form of loyalty programs and customer communities. At least, two reasons supported why gamification is employed to increase customer engagement. Firstly, it takes advantage of human desires to achieve higher goals and to be recognized for their achievements. Customers are motivated by rewards and self-actualization. It leads likely to be addictive in achieving higher results and let them to be more engaged and have more interactions with the company.

Secondly, there is a strong accountability in gamification. Rewards are given when customers complete certain transactions, such as buying more products or referring friends. Thirdly, gamification is a bright way to collect customer data, both transactional and non-transactional, that are useful for customization and personalization.

Permission Marketing. It denotes to a term that customers agree to be involved in organization's marketing activities, usually as the result of an incentive (Godin, 1999). It might be likely similar with the practice of opt-in email marketing in Chaffey, Hemphill & Edmundson-Bird (2019), which is the way in communicating the retention offers either

through regular email communication such as newsletter or higher impact irregular email communication such as detail of a product. It may include regular newsletter type, event-related, email sequence. From the point of view of recipients, it might be in form of cold email campaign, co-branded email, and third party e-newsletter. The term opt-in itself means that a customer proactively agrees or consents to receive further communication. Those who are targeted usually viewers who indirectly give response to buy. Agung (2021) insists not to let them go, they must be captured again through opt-in email. The company sends them opt-in form asking data, such as name and e-mail address. The company will reimburse it by giving incentives.

Godin (1999) says the incentives given resemble stages as follows (1) offering the prospect an incentive to volunteer, (2) using the attention offered by the prospect to offer a curriculum over time, teaching the consumer about the product or service, (3) reinforcing the incentive to guarantee that the prospect maintain the permission, (4) offering additional incentives to get even more permission from the consumer, (5) over time, using the permission to change consumer behavior towards profit.

Attitude and Intention to Buy. Attitude is: "... a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object." (Schiffman & Kanuk, 2008). Intention is: "...a proposition connecting self and future action." (Peter & Olson, 2002). Ajzen (1988) proclaims that attitude is one of good predictors of intention. His statement then has been compiled in theory of planned behavior (Ajzen, 1991).

3. FORMULATING HYPOTHESES

The relation between social media marketing and permission marketing with attitude and purchase intention. In essence social media marketing and permission marketing are purported to persuade netizens or viewers to buy companies' products. Contents should be designed as attractive as possible which lets the products be fascinating. Human beings likely are fond of anything which let them be happy. They like beauty. They like anything beneficial particularly which meets their needs. As a result, it is inevitable, that ads at social media and persuasion beneficial at permission marketing shape their good attitude. In addition, the permission marketing supposedly has an effect on purchase intention too.

Some studies support the idea of the relation between social media marketing and attitude (Gensler *et al.*, 2013; Kumar *et al.*, 2013; Malthouse *et al.*, 2013; Tham *et al.*, 2013; Labrecque, 2014; Lukka and James, 2014; Liu *et al.*, 2015; Duffett, 2017). Some other studies also confirm about the effect of permission marketing on consumer's attitude and purchase intention (Haq, 2009; Öztürk, 2016; Sekarintias & Kusumawati (2017); Harum, Kusumawati & Mawardi, 2021). Also, Reimers, Chao & Gorman (2016) say that permission marketing affects purchase intention. Therefore, some hypotheses could be formed as follows:

H1: Social media has an effect on attitude

H2: Permission marketing has an effect on attitude

H3: Permission marketing has an effect on purchase intention

The relation of community, customer engagement, attitude, and purchase intention.

Peer-to-peer conversation among customers is the most effective form of media. Customers trust their peers more than ever, the best source of influence is the army of customers turned advocates (Kotler, Kartajaya & Setiawan, 2017). Gödekmerdan & Çakıroğlu (2021) affirm that online engagement affects purchase intention. Nguyen, Nguyen & Duong (2020) also confirm the effect of consumer engagement on purchase intention. Some other findings also say so (Toor, Husnain & Hussain, 2017; Yoong & Lian, 2019). Ajzen (1988, 1991) says that before a person get to behave, he/she will be determined by attitude first. DuFrene (2005) and Santosa (2021) also find that intention is firstly predicted by attitude. So, it might be hypothesized that customer engagement has an effect on attitude. So next hypothesis is as follows:

H4: Customer engagement has an effect on attitude.

Meanwhile, Jinang *et.al.* (2019) encourage that social marketing communication has an effect on attitude. In addition, Hasan & Sohail (2020) say that community interaction influence purchase intention. Further, DuFrene (2005) and Santosa (2021) assert that attitude has an effect on purchase intention. Therefore it might be hypothesized that community has an effect on attitude and attitude has an effect on purchase intention. The next hypotheses are as follows:

H5: Community has an effect on attitude

H6: Attitude has an effect on purchase intention

4. METHODS

The study is conducted by analyzing data, which collected by questionnaires and distributed through google form. The questionnaire employs Likert scale ranging from 1= completely not agree to 5= completely agree. The sample consists of 123 respondents and withdrawn by applying convenience and judgment technique (Cooper & Schindler 2008). The instrument is tested by exercising confirmatory factor analyze and Cronbach's alpha. Data are analyzed by the use of AMOS 22.0 and SPSS 21.0.

5. RESULTS

5.1 Test of Validity

The criterion of validity is based on 0.5 as threshold (Ghozali, 2008). If there is any that less than 0.5 which is still more than 0,4 according to Ferdinand (2006) it still belongs to be valid as well. Table 1 show that loading factors of all indicators are more than 0.5. So, all indicators are valid.

Table 1. The Validity of Ab, PI, SMM, SMC, CE and PM

Variables	Item	Loading Factor	Criterion
Ab	b	0.943	Valid
	ev	0.947	Valid

P1	PI1	0.737	Valid
	PI2	0.817	Valid
	PI3	0.720	Valid
	PI4	0.748	Valid
SMM	SMM1	0.683	Valid
	SMM2	0.673	Valid
	SMM3	0.766	Valid
	SMM4	0.694	Valid
	SMM5	0.693	Valid
	SMM6	0.762	Valid
SMC	SMC1	0.775	Valid
	SMC2	0.798	Valid
	SMC3	0.771	Valid
	SMC4	0.844	Valid
	SMC5	0.788	valid
CE	CE1	0.800	Valid
	CE2	0.838	Valid
	CE3	0.784	Valid
	CE4	0.717	Valid
	CE5	0.733	Valid
	CE6	0.805	Valid
PM	PM1	0.711	Valid
	PM2	0.797	Valid
	PM3	0.826	Valid
	PM4	0.847	Valid
	PM5	0.717	Valid

Source: SPSS output

5.2 Test of Reliability

Based on 0.6 as threshold (Ghozali, 2008), all variables have Cronbach's alpha more than 0.6. It denotes that all variables are reliable.

Table 2. The Reliability of SMM, SMC, CE, PM Ab, and PI

Variable	Cronbach's alpha	Justification
SMM	0.808	Reliable
SMC	0.847	Reliable
CE	0.871	Reliable
PM	0.836	Reliable
Ab	0.912	Reliable
PM	0.798	Reliable

Source: data analyses

5.3 Structural Equation Modeling

A structural equation modeling withdrawn likely has denoted a goodness of fit model. All indicators that show a goodness model (p, cmin/df, GFI, AGFI, TLI, RMSEA) meet the criteria (Table 3, Fig 1).

Table 3. Indicators of Goodness of Fit Model in Use

Indicators	Scores	Threshold	Justification
Chi-sq/p	3.307/0.653	29.588/0.001	Meet the criteria
cmin/df	0.661	≤ 5	Meet the criteria
GFI	0.903	High	Meet the criteria
AGFI	0.952	≥ 0.9	Meet the criteria
TLI	1.010	≥ 0.9	Meet the criteria
RMSEA	0.000	≤ 0.08	Meet the criteria

Source: data analyses

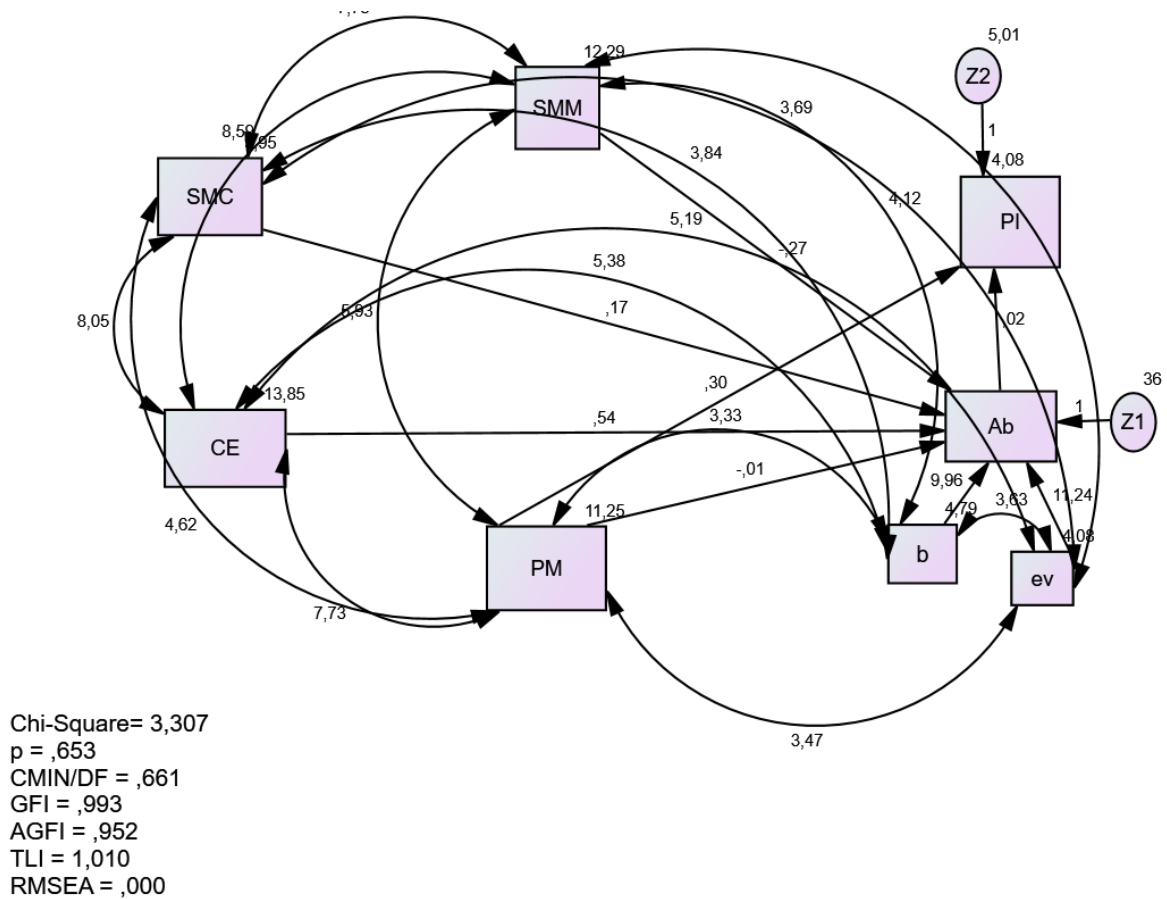


Figure 1. The Model in Use

5.4 Test of Hypotheses

Among 4 independent variables which post as predictors of Ab, only CE that has an effect on Ab ($p = 0.035$). Others (SMM, SMC and PM) do not have. It means that only H4 which is supported by the empirical data. While H1, H2 and H5 are not. On the other hand, PM although does not significantly affect Ab but it has an effect on PI ($p = 0.000$). In addition, as expected, Ab significantly influences PI ($p = 0.004$) (Table 4).

Table 4. Regression Weight among Variables

			Estimate	S.E.	C.R.	P	Label
Ab	<---	SMM	-0.267	0.236	-1.131	0.258	par_1
Ab	<---	SMC	0.166	0.268	0.619	0.536	par_8
Ab	<---	CE	0.543	0.257	2.111	0.035	par_9
Ab	<---	PM	-0.014	0.211	-0.068	0.946	par_10
Ab	<---	b	9.960	0.449	22.191	***	par_12
Ab	<---	ev	11.240	0.513	21.923	***	par_13
PI	<---	Ab	0.020	0.007	2.880	0.004	par_11
PI	<---	PM	0.267	0.078	3.430	***	par_26

Source: Amos output

6. DISCUSSION

The insignificant effects of social media marketing and social media community on consumers' attitude indicate that the efficacy of advertisement in social media should be questioned. The internet illiteracy among business people inevitably leads enormous advertisements inundate the social media. If the ads are not unique and fail to arouse viewers' interest, they likely have no effect to viewers. From other side of view the failure of permission marketing to form favorable consumers' attitude might be interpreted that the main purpose of permission marketing actually strengthen company image and product image and persuade them to buy. The idea might give reason why permission marketing has a significant effect on purchase intention.

Meanwhile, the significant effect of customer engagement on consumers' attitude might be understood. When customers involve longer in the company's web, they might get more knowledge whether about particular product or the company itself. It might likely lead to favorable perception which in turn is able to form favorable attitude as well. The significant effect of customer's attitude is expected. The finding absolutely follows the theory of planned behavior (Ajzen, 1991).

7. CONCLUSION

The flood of ads in social media likely contaminates netizenz perception. They look like do not have something good that make them impressed. Every ad tends similar. Nothing interesting. If so, there is a challenge arising for every business people, how to make an ad to be more exciting? After pandemic in Indonesia might be illustrated as a step

forward in digital marketing. Business people should learn more ways how the social media marketing can lead consumers to have favorable attitude which in turn affects purchase intention.

In addition, business people supposedly should be more active in social media community. It is suggested to rapidly manage the community, and utilize particular customers to be loyal advocates. The absence of them might be an answer why the community has no effect in forming favorable attitude.

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