

The Effect of Social Media Marketing and Its Indicators on Customer Engagement on Magang Update (Study on followers of the Instagram account @magangupdate on Jabodetabek)

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Abstract

Advances in technology and the internet have improved the standard of living of people in Indonesia and around the world. The purpose of this research is to see how the Instagram Magang Update account utilizes social media marketing. Data for this study was collected between July and November 2021, and includes both quantitative and qualitative data. Respondents in Jabodetabek who follow the Instagram Magang Update social media account are given an online questionnaire to fill out. Descriptive statistical data analysis and Partial Least Square SEM were used in this study. According to the findings of the SEM-PLS research, social media marketing has a direct positive and significant influence on customer engagement. This shows that the more effective social media marketing, the higher the level of customer engagement on the Instagram Magang Update account.

Keywords

Social media marketing;
Customer engagement;
Instagram; Partial Least
Square SEM



I. Introduction

Advances in technology and the internet have improved the standard of living of people in Indonesia and around the world. Indonesia's internet users are expected to reach 175.4 million by early 2020, according to the results of a survey conducted by We Are Social (Kemp, 2020), Java 55 percent of the population, Sumatra 21%, Sulawesi 9%, Maluku 10%, Papua 10%, Kalimantan 9%, Bali and Nusa Tenggara 5%. (APJII, 2019). Merchants use social media to market and promote their products or services to many people.



Figure 1. Distribution of Internet Users in Indonesia by Region 2018

Source: Association of Indonesian Internet Service Providers (APJII) 2019

Social media, according to Carr (2015), is an internet platform that allows customers to communicate indirectly, express themselves, and is carried out or approved by peers. Mediocre or limited audience that fights in real time or is rewarded at different times,

respects who is who, what messages or information the target user creates, and engages in conversation with others. According to Ardani and Saputra (2020), the use of the internet and good marketing tactics can give consumers positive prospects, influencing online companies.

All types of businesses can sell themselves by presenting various opinions and interesting information to users, thanks to the ease of access to information and the growing number of social media users. One of them is looking for job information on social media. Gen Y and Gen Z, the target generation for effective social media marketing, are starting to think about living independently, especially in banks, and not depending on others when they enter the labor market or early adulthood. Job seekers can find out about job vacancies and possible training by using the social media platform Instagram. According to Maverick Indonesia's research results, Instagram is the best social media platform for Level Y and Z looking for information (PT Maverick Solusi Communication, 2020). In this study, the researchers used the Innovation System as an example, a business portal that provides students and job seekers with relevant information about jobs and the workplace.

In many situations, social media can help a company or brand develop personal information that can be used as a communication tool. Users can submit personal and professional information, upload images, and request friends, while brands can connect with customers and create marketing goods (Smith et al., 2012). Companies and brands increase traffic by combining content such as news, photos and videos to tell a story to customers. The nature and terminology of these relationships may differ depending on where they are located.

According to Kotler and Keller (2016), marketing is a means to find and fulfill human needs, as well as a valuable tool. To reach their target consumers, businesses can use one of three marketing strategies, namely; (1) Communication channels, orders can be received and traded from selected suppliers through communication channels such as newspapers, magazines, radio, television, letters, telephone, cell phones, billboards, advertisements, and the Internet; (2) Communication channels, which assist in displaying, marketing, and providing products and services to consumers and users. In this channel, which can be accessed directly via the Internet, mail, telephone, or mobile phone, buyers, sellers, suppliers and buyers operate as intermediaries; and (3) Service channels, Service channels The Company may use service channels such as warehouses, shipping companies, banks, and insurance organizations to assist transactions with customers. Marketers are very susceptible to design problems in determining optimal communication, distribution and service channels (Kotler & Keller, 2016).

Social media marketing functions as a marketing channel by providing content designed to stimulate and motivate readers to develop positive thoughts and share them through social media (Ali Jarad, 2014). According to Tuten and Solomon (2020), social media marketing is the creation, delivery, and communication of content using social media platforms, channels and tools. stakeholders in the organization When a company's marketing activities aim to establish individual relationships with customers and provide opportunities for companies to reach customers, social media plays a role (Kelly et al., 2010).

Magang Update is a business account on Instagram that provides information related to internships and job vacancies needed by students and job seekers. Reporting from the Magang Update page (<https://magangupdate.id/>), not only internship information is presented, but also shares some tips that are certainly very useful for internship seekers. Magang Update also provides job application preparation services for those who are just

starting to look for work. In this case, Magang Update requires customer engagement to ensure that the uploads and services provided are appropriate and meet the needs of their followers.

According to Shojaee and Azman (2013), customer engagement is a form of customer involvement with the brand as a mixture of intellectual and emotional interaction that characterizes contextual mindsets and brand linkages. When a brand shares an image, video or updates its status, followers think and talk about it quickly so that the brand can engage customers easily and quickly. Therefore, research on the effect of social media marketing on customer engagement on the Instagram Magang Update account is needed to identify the application of social media marketing that has been carried out by Instagram Magang Update and assess its effect on customer engagement on the Instagram Magang Update account to maintain and improve the services provided by the Magang Update.

II. Research Method

The competitiveness of enterprises has increased as Internet technology advances, enabling organizations to innovate to stay competitive. In the digital era of globalization, consumers are getting smarter in choosing products because they can access and gain knowledge about products quickly and easily. This allows companies to stay competitive by enabling them to innovate. One of these efforts is to increase promotion on various media platforms.

The number of respondents was determined by the slovin method, from 249,000 followers, with a tolerance limit of 10% or 0.1, 100 respondents in Jabodetabek who followed the social media account Instagram Magang Update were selected. Respondents were given an online questionnaire to fill out. Data for this study was collected between July and November 2021, and includes both quantitative and qualitative data. The non-probability sampling technique was used in conjunction with the objective sampling method for the sample in this investigation.

Descriptive statistical data analysis and Partial Least Square SEM were used in this study. Structure Equation Modeling (SEM) is an analytical tool that combines factor analysis approaches, structural models, and path analysis (Sugiyono, 2018). The validity and reliability of the tools associated with confirmatory factor analysis were tested, the relational model between the variables connected with the route analysis was confirmed, and the research model was used in SEM (Structure Equation Modeling).

III. Results and Discussion

The Magang Update Instagram account is a business account that provides information about the workplace. Information Magang Update's Instagram is constantly updated with useful information for its users. Magang Update Instagram Account requires true and authentic content to properly build trust with account visitors and retain followers on Instagram.

The characteristics of consumers in this study were categorized into several characteristics, namely gender, domicile, age and last education of 100 consumers who met the criteria, namely following social media Instagram Magang Update, at least having done one form of engagement and domiciled in Greater Jakarta. The results of this descriptive identification can be seen in Table 1.

Table 1. Consumer Characteristics

Characteristics	Information	Percentage (%)
Gender	Man	33
	Women	67
Domicile	Bekasi	24
	Bogor	31
	Depok	21
	Jakarta	15
	Tangerang	9
Age (Years)	17-21	46
	22-25	53
	26-30	1
Last/current education	D3	23
	S1	53
	SMA/SMK/Equivalent	24

Source: Primary data is processed (2021)

Based on Table 1, it can be seen that this study was dominated by women with a percentage of 67% of the total number of consumers. This study found that the age group of 22-25 years dominated with 53 people or about 53%, while for addresses, up to 31 people or around 31% lived in Bogor and according to the latest data. Level 1 or bachelor's degrees account for 53% of all education (about 53 percent). The data can be used to identify the dominant consumer characteristics in this study. This happens because the majority of customers in this study are final year students, fresh graduates, or members of Generation Z. According to Bencsik et al. (2016), Generation Z, often referred to as iGeneration or Internet Generation, is the generation born between 1995 and 2010. This is also in line with the results of a poll conducted in 2021 by We Are Social and Hotsuite. Social media marketing users are people who are technology literate, or in this case Gen Y and Gen Z.

The following table shows consumer behavior which includes the frequency of internet use, the frequency of use of social media, and the most frequently used social media, and the most frequently used social media to seek information related to internships. Consumer behavior in this study can be seen in table 2 below:

Table 2. Consumer behavior

Characteristics	Information	Percentage (%)
Intensity of internet usage per day (Hours)	More than 6	93
	4-6	7
Intensity of social media use per day (Hours)	More than 6	74
	4-6	26
The most used social media	Facebook	9
	Instagram	60
	Twitter	20
	Youtube	11

The most widely used social media to find internship information	Facebook	9
	Instagram	78
	LinkedIn	9
	Twitter	4

Source: Primary data is processed (2021)

The majority of study participants believed that 93 percent of them spent more than 6 hours per day online. In terms of daily use of social media, 74% of respondents spend at least 6 hours daily on the network. This is confirmed by statistics from Statista (2020), which reveal that social media users in Indonesia mainly consist of people aged 18 to 34 years. When viewed from the intensity of social media use, 60% of respondents said that they use Instagram the most. They also prefer Instagram, of which 79 percent is used to search for internship-related materials. Based on the results of the Meverick Indonesia poll, Instagram is the most popular social media platform for young people to get news. In the survey, 89 percent of 371 people aged 18 to 32 said Instagram was one of their favorite sites to get information on social media.

4.1 Structural Model Analysis (Inner Model)

The inner model is a structural model test that determines whether the survey data can support the proposed theory or concept, and therefore whether the proposed theory or concept is acceptable (Hair et al., 2011). According to experts Ghozali and Latan (2014), the inner model aims to predict the relationship between latent variables. This measurement is carried out in SEM-PLS by looking at the R-Square and Path Coefficient values, which are used to see whether the independent latent variable has a positive or negative effect on the dependent latent variable. If the R-Square value is 0.75, 0.50, or 0.25, Ghozali and Latan 2015 experts conclude that the model is strong, moderate, or weak.

Table 3. R-Square Value	
Variable Laten	R-Square
CE	0.819
MA	1.000

Source: Primary data is processed (2021)

Based on Table 3, the R-square value is 0.821, and the marketing activity variable can explain 82.1 percent of changes in the customer engagement variable, the remaining 17.9% by other variables not included in the model, and the rest of the other changes by other variables. variables not included in the model.

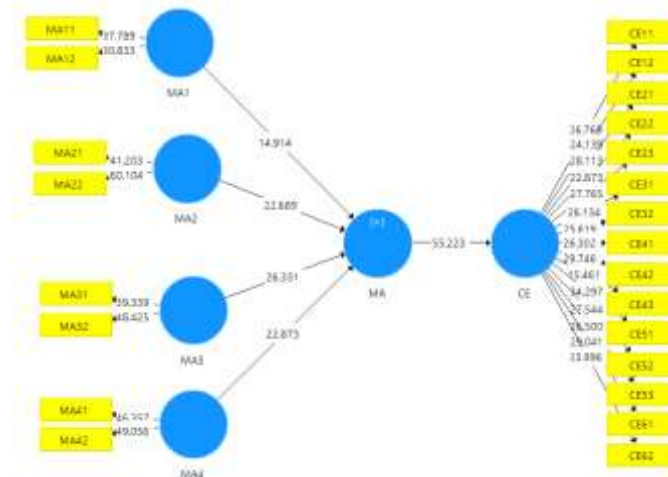


Figure 2. Bootstrapping Results

This research model shows social media marketing (MA) variables that affect customer engagement (CE) variables, where social media marketing variables can be assessed from the indicators context (MA1), communication (MA2), collaboration (MA3), and connection (MA4). The value of the original sample is useful for revealing the nature of the correlation between variables expressed as positive or negative numbers, while the value of t-statistics is useful for revealing the effect of the hypothesis on the relationship between exogenous and endogenous variables. The hypothesis that T-statistics > T Table = 5% (1.96) is acceptable because the significance value used in this study is 1.96 (significance = 5%). Table 4 shows the findings of the path coefficient value (path coefficient).

Table 4. Path Coefficient Value

Pengaruh	Original Sample	T-Statistics	P-Value	Hypothesis
Marketing Activity → Customer Engagement	0.906	55.524	0.000	H11 Received

Source: Primary data is processed (2021)

Based on the results of the path coefficient analysis bootstrapping test, it can be concluded that there is a positive relationship of 0.906 between social media marketing and consumer engagement. Hypothesis 11 can be accepted if the T-statistic is greater than 1.96, then the T-statistic value is also 55.524, showing a significant result. Overall, marketing activities can be interpreted as having a positive and quite large impact on customer engagement. A good impact means that customers will be more involved with Magang Update if the Instagram Magang Update account provides context, communication, collaboration, and connection. The findings of this study are supported by previous research by Mohamed et al., (2016), which showed that social media marketing is strongly related to customer engagement. From the results of the study, it is known that the customer engagement that is formed is due to good management of the Instagram Magang Update account, starting from consideration of messages through the content to be delivered (context), good message communication so that information can be received well (communication), maintaining interaction with followers (collaboration), and how to maintain existing relationships (connection).

Table 5. Specific Indirect Effect Value

Effect	Original Sample	T-Statistics	P-Value	Hypothesis
<i>Context → Marketing Activity → Customer Engagement</i>	0.252	16.296	0.000	H12 Received
<i>Communications → Marketing Activity → Customer Engagement</i>	0.251	21.871	0.000	H13 Received
<i>Collaboration → Marketing Activity → Customer Engagement</i>	0.282	26.365	0.000	H14 Received
<i>Connection → Marketing Activity → Customer Engagement</i>	0.270	22.001	0.000	H15 Received

Source : Primary data is processed (2021)

In this research model, it turns out that the influence between context, communication, collaboration, and connection on customer engagement is found in the specific indirect effect value where this value sees the indirect effect between context, communication, collaboration, and connection variables on customer engagement as shown in the table. 5.

According to the findings of the SEM-PLS research, social media marketing has a direct positive and significant influence on customer engagement. This shows that the more effective social media marketing, the higher the customer engagement on the Instagram Magang Update account. The four indicators of context, communications, collaboration, and connection all have a positive and quite large indirect influence on customer engagement. This shows that the better the context, communications, collaboration, and connection on the Instagram Magang Update account, the higher the customer engagement.

Based on the results of the SEM-PLS analysis, the connection indicator has the most positive and significant effect on customer engagement on the Instagram Magang Update account among the four social media marketing indicators because the T-statistic value is greater than the T-statistic value of other social media marketing indicators with a T-statistic value of statistical value 21,369. The significant influence by the connection indicator shows that the Magang Update Instagram account has established a good relationship by allowing its followers to exchange opinions or information.

IV. Conclusion

The research that has been carried out can be concluded that from the results of the descriptive analysis the majority of respondents' characteristics in this study are women aged 22-25 years who live in Bogor, and currently have a bachelor's degree. The respondents use the internet to open social media for more than 6 hours, and Instagram is the social media that is often used. Instaram is also used by respondents to find internship information. Based on the results of descriptive analysis, the application of social media marketing by Instagram Magang Update is considered quite good in its application.

The results of the SEM-PLS analysis show that social media marketing directly has a positive and significant effect on customer engagement. This shows that the better social

media marketing, the more customer engagement on the Instagram Magang Update account. The indicators of context, communication, collaboration, and connection show that these four indicators have a positive and indirect significance on customer engagement. This shows that the better the context, communication, collaboration, and connection, the higher the customer engagement on the Instagram Magang Update account.

The results of the SEM-PLS analysis can be seen that of the four social media marketing indicators, the indicator that has the most positive and significant impact on customer engagement on the Instagram Magang Update account is the connection indicator because it has a t-statistic value greater than other social media marketing indicators with the t-statistic value is 21,369. The results of this specific connection indicator value show that the Magang Update Instagram account can maintain the relationships that have been established with consumers, one of which is continuous and reciprocal communication that is built with their followers so that followers feel closer and cared for by Magang Update.

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