The Effect of Social Media Marketing on Consumer Engagement and Electronic Word-of-Mouth

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ABSTRACT: This study aims to analyze the role of consumer engagement in mediating the influence of social media marketing on electronic word of mouth. Data was collected by distributing questionnaires with a total of 14 statement items. The number of samples studied was 230 respondents, the sample was taken using a purposive sampling technique, namely determining the sample selected based on predetermined criteria. Respondent criteria in this study were individuals who actively use social media and follow a brand on social media. The data analysis tool used is the Structural Equation Model (SEM).

The results of the study found that social media marketing had a positive effect on consumer engagement and electronic word of mouth, consumer engagement had a positive effect on electronic word of mouth and consumer engagement played a role in mediating the influence of social media marketing on electronic word of mouth.

KEYWORDS: social media, Social media marketing, Consumer engagement and Electronic word of mouth.

INTRODUCTION

In today's digital era, social media is growing very rapidly and has a big impact on marketing. Social media is also a tool to reach a wider audience for marketers because it is considered more efficient, right on target, does not cost a lot and information on social media is also real time. The use of social media in Indonesia is growing very rapidly. Based on data from Hootsuite (We are Social, 2022) until February 2022 it is known that there are 191.4 million active social media users in Indonesia or 68.9 percent of the 277.7 million internet users in Indonesia. The increase in the use of social media today certainly affects consumer lifestyles in shopping, consumers prefer to study the items they will buy online. So companies must be able to make the best use of social media to promote the products they sell, strengthen their brand by communicating directly with their consumers, this is considered more effective because through social media there is two-way communication between sellers and consumers. Social media is an interactive communication technology in a network that provides facilities for its users to create, share and exchange various information or other forms of expression, where each user can personalize information according to their interests through various account selection features to follow. Then, with the interactive nature of social media, information is not shared only in one direction, but provides an opportunity for users to actively reply to messages or directly comment on the information being shared. This provides great opportunities for marketers to promote their products while building relationships with customers (Obar & Wildman, 2015).

Marketing through social media is considered very important because companies can engage directly with consumers, companies can also use social media to communicate directly with consumers, increase consumer knowledge about the products offered, and services provided, companies can create interesting content on social media. , so that it can build brand awareness in the minds of consumers which ultimately allows companies to sell more products. This communication can also build strong bonds between consumers and brands and create consumer involvement and electronic word of mouth with the brand (Choedon et al., 2020).

When consumers feel satisfied or loyal to a brand and want to share their satisfaction or loyalty when interacting with others on social media, it can be said that these individuals have a strong emotional bond for a product, brand or company, in other words, consumer engagement requires affective commitment as well as calculative commitment or trust and commitment between seller and customer.

Social Media Marketing can be used as part of a business strategy to build a community, increase consumer engagement and engage in continuous interaction with customers. Social Media Marketing content allows users to share information, comment, like and follow product updates. Social Media is used as a marketing tool to achieve strategic marketing objectives and communicate its products in order to maintain and develop each of the company's businesses. The existence of social media is used as a medium for exchanging information and knowledge about a product, it is hoped that the information posted on social media can influence social media users to use products that are informed through social media.

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When consumers like to use social media, social media content is interesting and satisfied with brand marketing on social media, it can increase consumers' emotional attachment to the product and when emotional ties increase, consumers will tend to say positive things, recommend and encourage friends or relatives to buy the product.

This study aims to analyze the effect of social media marketing has a positive effect on consumer engagement, the positive effect of social media marketing on electronic word of mouth, the positive effect of consumer engagement on electronic word of mouth and to analyze consumer engagement has a positive effect in mediating social media marketing on electronic word of mouth.

LITERATURE REVIEW

Social media marketing is a form of online promotion by utilizing the cultural background of the social community on social networks to inform and establish good relations with potential customers in order to achieve goals. Social media marketing is used to build brands, products and services by marketers, where when companies carry out social media marketing activities for their brands, individuals become very active on social media platforms and generate new ideas (Badgaiyan & Verma, 2012). The interaction between consumers and brands can also help brands in developing their new products, where when consumers are active in sharing ideas and input related to products on social media, it can help companies find out what products consumers really want from companies, so companies can develop new products based on input from consumers through interactions on social media.

Social Media marketing in a meaningful way can help increase consumer engagement and facilitate two-way interactions between companies and customers. High use of social media marketing can increase awareness of brand value which can increase understanding of the brand and increase consumer engagement. The more consumers are interested in a product, the more likely they are to buy it (Kim & Ko, 2012).

Social media marketing provides facilities for companies to communicate easily and quickly with consumers. When consumers socialize on social media, people share opinions about products and their experiences, thereby increasing electronic word of mouth in various forms, including subjective statements, objective statements, and various knowledge. Satisfied consumers who have long-term relationships with companies do more electronic word of mouth communication, as well as interesting content from social media marketing that can cause positive electronic word of mouth effects (Hanks & Line, 2018).

Consumer engagement on social media has become a major research focus in marketing and management. In an interactive and dynamic business environment, businesses strategically strive to promote consumer engagement because it can improve company performance. Consumer Engagement is a process of involving customers to interact with them in a dialogue and experience to optimally support customers that influence their purchasing decisions and can increase the company's competitive advantage. consumer interest in a brand, company or product and can extend to the cognitive and emotional experiences of users. Consumer engagement on social media involves a variety of activities ranging from passive consumption of content to active participation in discussions and interactions with other consumers. Research finds that consumer engagement has a significant moderate impact on a company's brand image. Consumer engagement through social media brand pages encourage consumers to voluntarily collaborate with other consumers and provide feedback and ideas that contribute to brand improvement and innovation, which in turn adds value to the company. Consumer engagement on social media is where consumers are motivated to engage in brand-related activities, such as reading or commenting on brand posts, watching product-related videos, or uploading photos of brand usage (Albayrak & Ceylan, 2021). Users who like to express personal identity on social media tend to interact with others and even actively produce content to identify themselves. Braojos-Gomez et al., (2015) found that a strong need for self-expression drives uploading activities. Consumer engagement can increase consumer brand loyalty, increase their contribution to collaborative product development processes, enhance their co-creation experience, and generate extraordinary profits for companies.

Consumer engagement is an interactive concept that occurs in customer/brand or company interactions, in this interaction, consumer engagement reflects an investment in customer resources. Depending on the investment amount, the results vary greatly. For example, if highly engaged customers put the thought, time, and effort into brand interactions they simply indicate low customer value (also referred to as not or not engaged). Logically, interaction is defined as "reciprocal or reciprocal action or influence". Consumer engagement is usually seen as a multi-dimensional concept that includes cognitive, emotional, and behavioral aspects. Cognitive engagement here is the level of brand-related thinking and mental elaboration during interactions. Emotional commitment (labeled affection) indicates the level of positive sentiment regarding a customer's brand, while behavioral engagement (activation) refers to the level of energy, effort, and time customers spend on their brand interactions.

Consumer engagement represents a very context specific variable. Thus, (Hollebeek et al., 2019) defines consumer engagement to differentiate "across contextual contingencies". In particular, consumer engagement reflects the unique context of the individual, including temporal, relational, spatial, individual, and other situational factors (Chandler & Lusch, 2015).

According to Sashi (2012) consumer engagement focuses on satisfying customers by providing superior value than competitors to build trust and commitment in long-term relationships. Engaged customers become partners who collaborate with sellers in a value-adding process to better meet their needs as well as the needs of other customers. Social media interactivity greatly facilitates the process of building lasting intimate relationships of trust and commitment between sellers and buyers. Active customer interaction with customers by building emotional bonds in relational exchanges with them.

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Electronic word of mouth activities between individuals depends on product reviews, comments, and individual complaints after the use of other individuals and is a critical situation through online platforms. When consumers buy a product in online media, then provide reviews, comments or complaints about the product they purchased in the comment's column, then these consumer reviews, comments or complaints serve as the basis for other individuals to decide to buy or not buy the product from. During the collaborative information exchange process, customer engagement must be considered because of the importance of interactions with company representatives and other customers (Wagner & Majchrzak, 2006). In addition, because the interaction of individuals with companies is at a high level, they tend to spread a positive image of the brand. Several studies have also shown that consumer engagement influences feedback on various online platforms and proves that consumer engagement has a positive effect on product or brand recommendations to others. Research conducted by Yan et al., (2016), agrees that the availability of electronic word of mouth in social media marketing and its use helps in increasing customer engagement with positive brand knowledge.
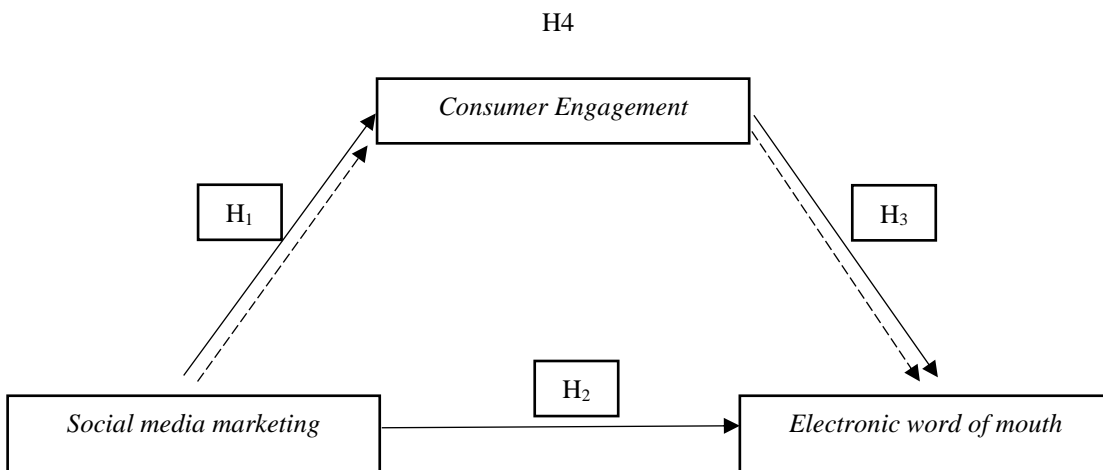

Figure 1. Research Scheme

METHODS OF RESEARCH

The research design used in this study is hypothesis testing, which examines the effect of social media marketing on consumer engagement and electronic word of mouth, the effect of consumer engagement on electronic word of mouth and the role of consumer engagement in mediating the influence of social media marketing on electronic word of mouth. Data was collected by distributing questionnaires with a total of 14 statement items. The number of samples studied was 230 respondents, the sample was taken using a purposive sampling technique, which is a sampling technique where the sample is selected based on predetermined criteria. Respondent criteria in this study were individuals who actively use social media and follow a brand on social media.

The research instrument used was a questionnaire that had been completed by the respondents, then an instrument test was carried out to find out whether each statement item was valid in measuring variables and the respondents' answers were consistent (reliable). Table 1 is the result of the instrument test and it is concluded that all statement items are valid and reliable.

Table 1. Validity and Reliability Test

Statement Item	Factor Loading	Cronbach Alpha	Result
Social Media Marketing		0,895	Reliable
1. I like to use social media to increase their knowledge about products, services and brands.	0,827		Valid
2. I am satisfied with brand marketing on the social media that I follow Brand marketing on social media is very interesting	0,848		Valid
3. Brand marketing on social media is very interesting	0,870		Valid
4. Using social media to brand it interesting	0,853		Valid
5. The brand content I follow on social media is interesting	0,816		Valid
Electronic word of mouth		0,931	Reliable
1. I say positive things about the brands I follow on social media.	0,871		Valid
2. I encourage my friends and relatives to view and purchase the products or brands I follow on social media	0,922		Valid
3. I recommend brands that I follow on social media	0,927		Valid

4.	I like the products or brands posted or recommended by my friends and relatives on social media	0,919	Valid
Consumer Engagement		0,862	Reliable
1.	I often go to the website pages of brands I follow on social media	0,788	Valid
2.	I often read the posts of brands I follow on social media.	0,816	Valid
3.	I often click the "like" option on the posts of brands I follow on social media.	0,880	Valid
4.	I go to the website of the brand I am interested in for information (e.g. new products)	0,712	Valid
5.	My trust in the brand increases when I follow their social media.	0,825	Valid

The analytical method used in this study is the Structural Equation Model (SEM) and the data is processed using AMOS software. The goodness of fits model test was carried out to determine the suitability of the data that has been collected with the model used. Based on the results of the feasibility test of the model in Table 2, it can be concluded that the model is good fit with CFI measurements. Therefore, the model can be used to test the theoretical hypothesis.

Table 2. Goodness of fit test results

Type Measurement		Measurement	Cut off	Value	Conclusion
Absolute	Fit	Probability	$\geq 0,05$	0.000	Poor Fit
Measure		RMSEA	≤ 0.10	0.113	Poor Fit
		GFI	≥ 0.90	0.848	Marginal Fit
Incremental	Fit	NFI	≥ 0.90	0.887	Marginal Fit
Measure		TLI	≥ 0.90	0.893	Marginal Fit
		RFI	≥ 0.90	0.861	Marginal FIT
		CFI	≥ 0.90	0.913	Good Fit
		AGFI	≥ 0.90	0.784	Marginal Fit
Parsimonius	Fit	CMIN/DF	Lower limit : 1 Upper limit : 2.0;3.0;4.0	3.926	Good Fit
Measure					

RESULTS AND DISCUSSION

Table 3 shows the results of testing the first hypothesis regarding Social Media Marketing having a positive effect on Consumer Engagement. It can be concluded that the hypothesis is supported (estimated value 0.749 and p-value 0.000 <0.05). The second hypothesis regarding social media marketing has a positive effect on electronic word of mouth, it is concluded that the hypothesis is supported (estimated value 0.355 and p-value 0.000 <0.05). The third hypothesis regarding consumer engagement has a positive effect on electronic word of mouth, and it is concluded that the hypothesis is supported (estimated value 0.582 and p-value 0.000 <0.05). The fourth hypothesis regarding the role of consumer engagement in mediating the influence of social media marketing on electronic word of mouth, it is concluded that the hypothesis is supported (estimated value 0.417 and p-value 0.070 <0.05)

Table 3. Hypothesis Testing

	Hypothesis	Estimate	P-value	Result
H_1	Social Media Marketing has a positive effect on consumer engagement	0,749	0,000	Supported
H_2	Social media marketing has a positive effect on electronic word of mouth	0,355	0,000	Supported
H_3	Consumer engagement has a positive effect on electronic word of mouth	0,582	0,000	Supported
H_4	Consumer engagement has a positive effect in mediating social media marketing on electronic word of mouth	0,417	0,070	Supported

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The positive influence of social media marketing on consumer engagement shows that the more respondents like to use social media to increase their knowledge about products, services and brands and are satisfied with brand marketing on social media, the more respondents will open website pages and read posts by brands they follow. on social media. The more interesting brand marketing content on social media, the more often respondents will click on the like option on brand posts and increase trust in the brand.

The positive influence of social media marketing on electronic word of mouth shows that the more respondents like to use social media to increase their knowledge about products, services and brands and are satisfied with brand marketing on social media, the respondents will say positive things and will recommend to friends and relatives to view and buy products or brands that are followed on social media. The more interesting the brand marketing content on social media, the more respondents will like the product or brand posted or recommended by friends and relatives on social media.

The positive effect of consumer engagement on electronic word of mouth shows that the more respondents frequently open website pages and read brand posts they follow on social media, the more respondents will say positive things and will recommend friends and relatives to see and buy products or brands that are followed on social media. The more often respondents click the like option on brand posts on social media and the more they believe in the brand, the more respondents will like the product or brand posted or recommended by friends and relatives on social media.

Consumer engagement plays a role in mediating the positive influence of social media marketing on electronic word of mouth. This shows that the influence of social media marketing on electronic word of mouth will be stronger when it is mediated by consumer engagement. The more respondents like to use social media to increase their knowledge about products, services and brands and are satisfied with brand marketing on social media, the respondents will say positive things and will recommend friends and relatives to see and buy products or brands that are followed on social media. social media. However, this influence will be stronger when consumers frequently open website pages and click the like option on brand posts they follow on social media.

CONCLUSION

The results of this study found that social media marketing has a positive effect on both consumer engagement and electronic word of mouth. The more they like to use social media and are satisfied with brand marketing on social media, the more often they will open website pages and read brand posts they follow on social media. The more interesting the brand marketing content on social media, the more trust will increase in the brand. The more satisfied the respondents are with brand marketing on social media, the more positive things the respondents will say and will recommend them to friends and relatives.

Consumer engagement has a positive effect on electronic word of mouth. The more often they open website pages and read brand posts they follow on social media, the respondents will say positive things and will recommend them to friends and relatives. The more interesting the brand marketing content on social media, the more respondents will like the product or brand posted or recommended by friends and relatives on social media. The more often respondents click the like option on brand posts on social media, the more they encourage friends and relatives to view and buy products on social media.

The results of this study also found that consumer engagement plays a role in mediating the influence of social media marketing on electronic word of mouth. The effect of social media marketing on electronic word of mouth is getting stronger if consumers frequently open website pages, click the like option on brand posts they follow on social media and open the website page of the brand they are interested in to get information (for example, new products).

LIMITATIONS AND ADVICE

This research only examines products or brands in general, not focusing on one brand or one particular type of product. Therefore, it is suggested that for further research, research can be carried out on just one type of product, such as clothing, cosmetics, aviation services, and so on. In addition, this research only discusses the variables of social media marketing, word of mouth, and consumer engagement, therefore it is suggested to add other variables, such as consumer motivation and brand awareness which can mediate the influence of social media marketing on electronic word of mouth.

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