The Mediating Role Of Social Media Engagement And Brand Love In The Influence Of Social Media Marketing Activites On Purchasing Decisions

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Abstract. This study looks at how consumer involvement is affected by social media marketing initiatives, brand love, and purchase descisions at Kedai My Fodee. The study using a quantitative approach and survey technique, data was collected from 246 respondents who have made purchases at my fodee shop at least once. Social media marketing has a favorable and large impact on engagement and brand love, but not directly on purchase decisions, according to the results of data analysis utilizing the SEM approach with SmartPLS. However, both engagement and brand love significantly influence purchase behavior. This implies that social media marketing influences purchasing decisions in a subtle but significant way through increased engagement and fostering brand love.

Keywords: social media marketing activity, social media engagement, brand love

1   Introduction

As of January 2024, there were 5.35 billion individual internet users worldwide. This figure represents 66.2% of the world's population, or 8.08 billion people. Individual internet users worldwide accounted for 5.25 billion in January 2024, up 97 million or 1.8% year-over-year (yo-yo) over the same period the previous year (databoks.katadata.co.id, 2024).[36]. With 212.35 million internet users, or 76.5% of the country's total population, Indonesia is expected to be the third-largest internet user in Asia by 2022 (databoks.katadata.co.id, 2022).[35]

Social media use in Indonesia is directly correlated with technological improvement, particularly with regard to internet usage. In January 2024, there were 139 million active social media accounts, which accounted for 49% of the people in the sample region and 9% of the global population. With a 90% penetration rate, WhatsApp has the greatest usage rate among internet users between the ages of 16 and 64. According to Yap, Instagram has the largest user base (85%), followed by Facebook (81%), and TikTok (73%). Twitter holds a 30% market share, followed by Facebook (20%), Instagram (15%), and Pinterest (10%). In 2024, databoks.katadata.co.id. [36]

Manufacturers are now interested in due to the increasing number of social media users, businesses are using social media to promote their goods. Social media marketing has become increasingly important in today's marketing strategy. Social media marketing (SMM) operations have a significant influence on consumer behavior across a range of industries, including the

food and beverage industry, luxury goods, fashion retail, and hospitality. [1]. Numerous conclusions from studies on social media marketing initiatives can assist businesses with their marketing, particularly on social media.

Word-of-mouth communication has evolved due to social networking. [2], and social media marketing (SMM) refers to the tactics used to interact with customers on social networking sites (SNS). Regular posting and the production of engaging, user-generated content are important SMM practices [3]. For example, in order to draw clients, restaurants use social media to promote their food and atmosphere [4]. In the meanwhile, patrons use these platforms to share their dining experiences and locate restaurant information [5]. Because SMM is more affordable than traditional mass media marketing [7] and has a wider customer base [6], restaurateurs are using it.

1.2   Gap Research

Based on earlier studies, it has been shown that five types of social media activity—entertainment, personalization, trend-setting, engagement, and word-of-mouth—have a positive impact on clients' views toward making purchases. [8]. This is consistent with earlier research that demonstrates how luxury businesses use SMMA (Social Media Marketing Activities) on social media platforms to interact with customers by providing a variety of free material and social networking opportunities, as well as by enabling tailored information searches. These activities give users a chance to engage with one another, which might have an impact on word-of-mouth and the spread of knowledge about fashion trends and qualities. [9].

According to a different study on the Malaysian real estate market, consumer purchase intention is greatly and favorably impacted by entertainment, interaction, personalization, and word-of-mouth (WOM). Nonetheless, trends have a minor but beneficial effect [10].

This study will close the disparity in research findings on the size of the SMMA influence ratio in terms of trends. Therefore, this study aims to ascertain how SMMA influences My Fodee purchase decisions, which are mediated by brand love and social media engagement.

2   Literature Review

2.1 Social Media Marketing Activities

Social networks have therefore become an essential instrument for business operations since their use presents chances to boost a company's potential and competitiveness through innovative and successful strategies. As a result, social media has become widely accepted as an essential 21st-century business strategy.[11]. Social networking has completely changed the marketing landscape by converting conventional one-way mass communication methods into dynamic, two-way dialogues with additional value. Social media has become a vital strategic tool in today's digital world, helping businesses communicate with their target audience, establish lasting connections, and connect with them. [12].

Among other things, promotion of a brand, company, product, or service [13]. Unlike e-commerce and traditional marketing, social media marketing doesn't involve a significant financial outlay [14]. One technique for electronic word-of-mouth is social media marketing. [15].

2.2 Social Media Engagement

Around 2005, customer engagement became a hot topic for academic debate in marketing, and it has since grown into a burgeoning field of study [16]. Due to the ancillary advantages, which include reduced transaction costs, improved word-of-mouth advertising, and increased sales, this line of research focuses on the level of engagement and involvement between customers and firms. [17], predictors of customer loyalty [18], provides a promising method for predicting and explaining important consumer behaviors, [19], customer retention [20], or "co-creation" of value through interactions with the company by highly engaged consumers (Chang et al., 2021).

For instance, studies [21] and [22] have shown that customer involvement (in the context of SM) manifests as motivational, behavioral, and cognitive behaviors. "The degree to which an individual customer's motivations, brand-related, and context-dependent states of mind are expressed through levels of activation, identification, and absorption in brand interactions" is the what is meant by "customer engagement". [22].

2.3 Brand Love
The degree of positive emotional attachment that customers feel to a particular brand is known as brand love [23]. Customers' sentiments and emotional reactions to the brands they come into contact with are influenced by brand personality [24]. According to research on brand love, elements such as romance, customer happiness, good brand connotations, consumer identification with the brand, and consumer delight are important in generating positive brand attitudes and encouraging positive word-of-mouth advertising [25].

2.4 Purchase Decision
Beginning with the identification of a need, the buying process consists of a number of decisions made during the full process of completing a purchase. Consumers usually consider a variety of aspects, including the purchasing location, preferred brand or model, quantity, time, budget, and payment method [26]. However, before looking at other sources, consumers first rely on their own and their friends' experiences when making decisions to satisfy a certain consumption-related demand.

3 Hypothesis and Research Model
3.1 SMMA On Social Media Engagement
Customer engagement on the Instagram platform is impacted by the social media marketing strategies used by luxury businesses. Examples of luxury businesses interacting, trending, sharing, and customizing on social media have been reported in numerous articles [27, 28].

H1. SMMA has a positive and significant influence on Social Media Engagement.

3.2 SMMA On Brand Love
According to earlier studies, SMMA and brand love are related [29–31], and these marketing initiatives may increase customer brand love. They suggest that when customers have a favorable opinion of SMMA, they are more likely to like a brand.
H2 : SMMA has a positive and significant influence on Brand Love

3.3 SMMA On Purchase Decision

According to [32] and [8], SMMA, including engagement, entertainment, customization, trends, and word-of-mouth (WOM), significantly and favorably influence judgments about what to buy. SMMA has a positive and significant influence on purchasing decisions.

3.4 Social Media Engagement On Purchase Decision

Social media interactions give users the opportunity to build communities and share knowledge, both of which significantly influence their purchase choices. [33]

H_4 : Social Media Engagement has a positive and significant influence on Purcahse Decision

3.5 Brand Love On Purchase Decision

Purchase decisions and brand love are consistently shown to be significantly positively correlated by research. Customers are more likely to select a brand when making a purchase if they develop a close emotional connection with it.

H5 : Brand Love has a positive and significant influence on Purchase Decision

3.6 Research Model

Through an extensive review of relevant literature, an empirical research model has been developed, as illustrated in the figure below:
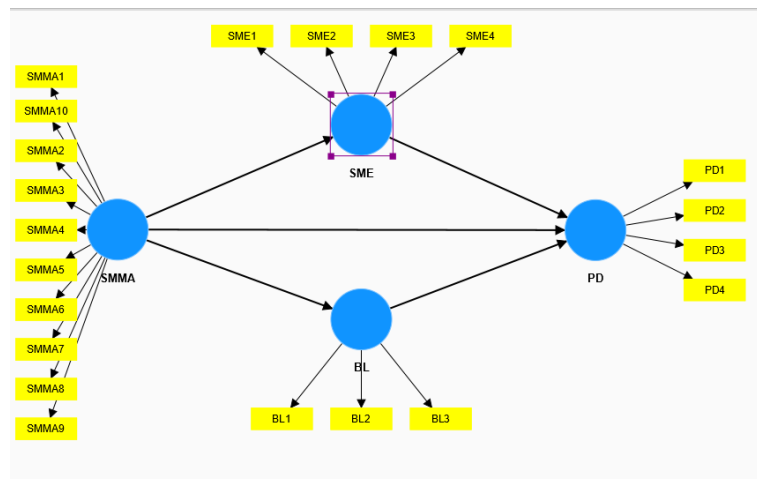

Fig 1. Research Model

This model illustrates that Social Media Engagement and Brand Love have an influence on Purchasing Decisions. The impact will affect Social Media Marketing Activities on the product's Purchasing Decision.

4 Research Methodology

4.1 Research Object

The object of this research is social media users who follow My Fodee's Instagram account. My Fodee's Instagram account has around 8,400 followers consisting of My Fodee customers and lovers who actively share and communicate on My Fodee's account.

4.2 Data Collect Method

Primary data was utilized in this study, and survey data was gathered from the participants. Data was gathered from a selected group of 300 individuals using self-developed questionnaires that included a series of closed-ended questions. A Google Forms online questionnaire was used as the data gathering instrument for two days, and those who finished the survey received complimentary drinks. Following the data validation procedure, 246 replies were judged appropriate for analysis.

4.3 Data Analysis

For additional analysis, the data collected via Google Forms was entered into Microsoft Excel. Then, using Structural Equation Modeling – PLS (SEM-PLS) software, the Partial Least Squares estimation method was used to carry out the required tests and produce the required results.

5 Result

5.1 *Outer Model* (Measurement Model)

In this model there are two measurement models, namely the test:

1. *Convergent Validity*

Convergent validityis determined when the outer loading value is greater than 0.7. Reliability is defined as Cronbach's Alpha being greater than 0.6 and the Average Variance Extracted (AVE) being greater than 0.5, according the findings of Ulum, Ghozali, and Chariri (2008) [34]. Table 1 below displays the results of the study model's convergent validity test. The purpose of this test is to show how well the created tool assesses the intended construct.

Table 1. Convergent Validity Test

Indicator	*Outer loading*	AVE	Result
SMMA1	0.895	0.723	Valid
SMMA2	0.903		
SMMA3	0.881		
SMMA4	0.857		
SMMA5	0.855		
SMMA6	0.801		
SMMA7	0.825		
SMMA8	0.862		
SMMA9	0.780		
SMMA10	0.835		
SME1	0.868	0.797	Valid
SME2	0.948		
SME3	0.916		
SME4	0.835		
BL1	0.956	0.930	Valid
BL2	0.973		
BL3	0.964		
PD1	0.824	0.813	Valid
PD2	0.909		
PD3	0.940		
PD4	0.930		

Overall, According to the findings, all of the suggested indicators that gauge the variables of Brand Love, Purchase Decision, Social Media Marketing Activity, and Social Media Engagement had AVE values greater than 0.5 and convergent validity assessments greater than 0.7. This, we can conclude that further cross-cultural examination of our brand association pairings is appropriate. 5. Consequently, it may be concluded that these indications are important and trustworthy for the present investigation.

2. Reliability Test

Composite Reliability (CR) is a distinct kind of dependability with values greater than 0 that gauges construct reliability.Seven is often seen as dependable, though this is not a hard-and-fast rule. Internal consistency reliability coefficients, which range from 0 to 1 for various signals or items, are referred to as Cronbach's Alpha. Not specified In general, a reliability score of at least 7 is sufficient.

Table 2. Composite reliability & Cronbach's alpha

Variabel	Composite reliability	Croncach' alpha	Keterangan
SMMA	0.963	0.957	
SME	0.940	0.914	
BL	0.962	0.975	Reliabel
PD	0.923	0.946	

It can be deemed reliable if the Reliability Test demonstrates that all of the variables' indicators obtain values over 0.7.

Inner Model (**Measurement Model**)

The structural model utilized here is the inner model that explain the observable variable by establishing causal linkages between the latent variable or constructs that are not obvious or direct.
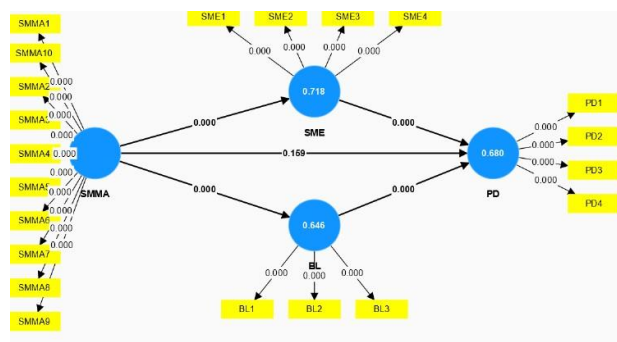

Fig 2. Structural Model

5.2   R-square

R-square measures how the independent and dependent variables are related. At 0.67, the R-square is strong; at 0, it is moderate; and at 0.19, it is weak..

Table 3. R-square

Variabel	R-square	R-square adjusted
SME	0.718	0.717
BL	0.646	0.644
PD	0.680	0.676

Source: Output data from SmartPLS version 4.0 (Processed)

The analysis reveals the following key findings:

Social Media Engagement Model, Social media marketing as demonstrated by the model's high with an R-squared value of 0.718 (adjusted R-squared: 0.717), activity significantly influences social media engagement, accounting for 71.8% of the variation. This indicates a significant impact, with additional factors not covered in the study accounting for the remaining 28.2%

Brand Love Model, The model shows that 64.6% of the variation in brand love can be explained by social media marketing activity, according to an R-square of 0.646 (adjusted R-square: 0.644). Other factors and indications that were not taken into account in this study are responsible for the remaining 35.4%.

Purchase Decision Model, The cumulative effect of all exogenous factors on the purchase choice accounts for 68% of the variance, according to the model, which has an adjusted R-square of 0.676 and an R-square of 0.680. Other factors and indications that were not examined in this study may be the cause of the remaining 32%.

In conclusion, According to the report, social media marketing is crucial for building brand loyalty, boosting social media engagement, and ultimately influencing consumer decisions to buy. The strong R-square values in all three models demonstrate the substantial impact of social media marketing activity on these crucial outcomes, even though other factors not covered in the study also contribute to the remaining variance.

5.3 Mediation Test

There are three basic options based on the mediation case. First, when there is a strong interaction There is no mediation between the independent and dependent variables, and there is no appreciable change in this connection when the mediating variable is included. Second, full mediation is indicated when the mediating variable is included and the relationship between the independent and dependent variables no longer holds significance. Third, when the mediating variable is considered, the effect is lessened but the correlation between the independent and dependent variables is still substantial. This is referred to as partial mediation. The P value can be used to evaluate the test results when using SmartPLS 4.0 and the bootstrapping approach. If the indirect special effects P value is less than 0.05, it indicates a positive effect; if it is greater than 0.05, it indicates a negative influence.

Table 4. Path Coeffien

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value

SMMA -> SME	0.847	0.846	0.031	27.693	0.000
SMMA -> BL	0.804	0.803	0.060	13.317	0.000
SMMA -> PD	0.134	0.156	0.095	1.409	0.159
SME -> PD	0.300	0.301	0.084	3.560	0.000
BL -> PD	0.438	0.418	0.100	4.372	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Table 5. Specific Indirect Effects

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> SME -> PD	0.254	0.255	0.072	3.549	0.000
SMMA -> BL -> PD	0.352	0.333	0.072	4.871	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Tables 4 and 5 indicate that social media engagement mediates the effect impact social media advertising on the choice to buy.

Table 4 shows that there is a non-significantly negative correlation (p = 0.159) between social media marketing activity and purchase decisions. However, Table 5 demonstrates that social media involvement mediates the significant positive indirect influence of social media marketing activity on purchase decisions (p < 0.05). This suggests that social media participation acts as a complete mediator between social media marketing initiatives and purchasing decisions.

Table 4 also demonstrates a non-significant relationship (p = 0.159) between purchase decision and social media marketing activity. However, as Brand Love (p = 0.000 < 0.05) mediates the high positive indirect impact of social media marketing on decisions about purchases, Complete mediation is shown in Table 5. This implies that Brand Love fully mediates the influence of social media marketing activity on purchase decisions during the consumer persuasion process.

5.4   Hypothesis Test
In hypothesis P value, T statistics, and testing are visible. The hypothesis can be accepted if the P value is less than 0.05. Examine the Path Coefficient provided by SmartPLS version 4.0 to learn more program obtained using the Bootstrapping technique.

Table 6. Hypothesis Test Results

Hypothesis	Analysis
SMMA -> SME	Coeffisien = 0.847
	P value = 0.000
	T statistcs = 27.693
	T-tabel = 1.645
	T statistics > T-tabel
SMMA -> BL	Coeffisien = 0.804
	P value = 0.000
	T statistcs = 13.317
	T-tabel = 1.645
	T statistics > T-tabel
SMMA -> PD	Coeffisien = 0.134
	P value = 0.159
	T statistcs = 1.409
	T-tabel = 1.645
	T statistics < T-tabel
SME -> PD	Coeffisien = 0.300
	P value = 0.000
	T statistcs = 3.560
	T-tabel = 1.645
	T statistics > T-tabel
BL -> PD	Coeffisien = 0.438
	P value = 0.000
	T statistcs = 4.372
	T-tabel = 1.645
	T statistics > T-tabel

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: Social Media Marketing Activity Impacts on Engagement

The results indicate a significant positive connection between Social Media Marketing Activity and Engagement, as indicated by the coefficient value of 0.847, T-statistic of 27.693, and p-value of 0.000 ($p < 0.05$). This accepts Ha1 of a positive effect and rejects the null hypothesis (H0) of no effect.

Hypothesis 2: Social Media Marketing Activity Impacts on Brand Love

Brand love and social media marketing activities are positively correlated in a statistically meaningful way. The coefficient value of 0.804, T-statistic of 13.317, and p-value of 0.000 ($p < 0.05$) all reject the null hypothesis (H0) that there is no effect all strongly support the alternative hypothesis (Ha2) of a positive influence.

Hypothesis 3: Social Media Marketing Activity on Purchase Decision

With a p-value over 0.05, a T-statistic of 1.409, and a coefficient of 0.134, the hypothesis test reveals an insignificant relationship between SMM Activity and Consumer Purchase Decision. This implies that the evidence supporting the substantial influence of such interactions is lacking.

Hypothesis 4: Social Media Engagement and Purchase Decision Between Social Media Engagement and

Purchase Decision

The coefficient is 0.300, the T-statistic is 3.560, and the p-value is less than 0.05. Social media engagement and purchase decisions are positively correlated. This implies that the chance of making a purchase rises with increased social media engagement.6.

6 Conclusion

6.1 Theoritical Implication

The study's findings, which show that SMMA (Social Media Marketing Activity) significantly influences consumer purchase decisions, are inconsistent with earlier research [8] [9]. Nonetheless, our study does not demonstrate a substantial influence of trend-related SMMA, which is similar to other studies that focus on the Malaysian real estate market [10]. However, the findings demonstrate that SMMA significantly and favorably influences purchasing decisions through brand loyalty and social media participation.

6.2 Managerial Implication

The ideas of customer involvement and brand love have grown in importance for companies to prioritize when it comes to optimizing SMMA (Social Media Marketing Activity). The results of the study show that integrating social media engagement with social media marketing campaigns has a significant positive effect and improves scores on the Social Media Engagement Index of Social Media Impact (SMI), which has a positive and direct relationship with purchasing decisions. In a similar vein, combining brand love with social media marketing initiatives also benefits the brand by raising its Brand Love scores, which in turn influences purchase decisions in a favorable way. Thus, businesses may develop strong and successful social media marketing messages that influence customer views and encourage buying behavior by utilizing the ideas of social media engagement and brand love.

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