


## The Role of Social Media Engagement Mediation in The Influence of Social Media Marketing Activity on Purchase Decisions

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Article Info	ABSTRACT
<p><b>Keywords:</b> Social Media, Mediation, Purchase Decisions</p>	<p>This study examines the role of social media engagement mediation on the influence of social media marketing activities on purchasing decisions at My Fodee Shop. The results of the study show that social media marketing activities have a positive and significant effect on purchase decisions. In addition, in the variable Social Media Marketing Activity, there is a stronger positive and significant influence on purchasing decisions through the mediation of Social Media Engagement.</p>
<p>This is an open access article under the <a href="#">CC BY</a> license</p> 	<p><b>Corresponding Author:</b> Anes Sintya Rahmانيyati E-mail anessintyarahma@gmail.com</p>

### INTRODUCTION

In an effort to build online engagement among consumer groups, marketing practitioners invest heavily in social media. According to the We Are Social report, Instagram ranks fourth most popular in the world as of April 2023. the number of global Instagram users reached 1.63 billion as of April 2023. This number has increased by 12.2% compared to the previous year. In Indonesia alone, there are 106 million Instagram users as of April 2023, making Indonesia the country with the fourth most Instagram users in the world (katadata.co.id).

In the latest data from NapoleonCat, Instagram users in Indonesia reached 90,183,200 users. In early 2024, Instagram ads in Indonesia are recorded to reach around 100.9 million audiences. This number makes Indonesia the country with the 4th widest reach of Instagram ads globally. As many as 56.3% of MSMEs sold through social media such as Instagram, Facebook, and TikTok in the past year, according to INDEF research. The number is more than those who trade in e-commerce 47.64% (katadata.co.id).

The advent of social media has changed the way marketers interact with customers, allowing customers to engage directly in the organization in both personal and real-time interactions (Harrigan, Soutar, Choudhury, & Lowe, 2015). The business environment is becoming more dynamic and interactive, with customers seeking to engage with the organization's offerings and activities (Vivek, Beatty, Morgan, & practice, 2012).

Despite these numbers, social media content aimed at consumers continues to grow as digital shopping increases. However, these marketing efforts will fail unless marketers understand how to effectively engineer their content to facilitate customer engagement (Ho, Zakaria, & Foo, 2024). This research aims to provide a broader understanding of how to increase consumer engagement through social media content. To provide guidance for managers in developing social media content, this study investigated the different effects of informational, entertaining, remunerative, and relational content on social media engagement behavior (SMEB).

## **1. Gap Research**

A study shows that SMMA, such as interaction, entertainment, customization, trends, and word-of-mouth (WOM), have a positive and significant impact on purchasing decisions (Kumar, Hsieh, & Logistics, 2024). Another study found that Social Media Marketing Activity did not have a positive and significant impact on purchase decisions (Oscarius Yudhi Ari Wijaya et al., 2021).

The gap between the differences in research results related to the magnitude of the SMMA influence ratio will be filled in this study. Therefore, this study wants to find out the influence of SMMA on purchase decisions in My Fodee mediated by Social Media Engagement.

## **2. Literature Review**

### **Social Media Marketing Activity**

Social media is defined as an online application program, platform, or media that facilitates interaction, collaboration, or content sharing (Richter & Koch, 2007). Social media plays a role when marketing a company builds an individual relationship with customers and gives companies the opportunity to access customers (Kelly, Kerr, & Drennan, 2010).

The components of social media have also been discussed in various studies with various authors and settings. (Kim & Ko, 2012) classifies the characteristics of SMMA into entertainment, interaction, trends, customization, and word-of-mouth (WOM). (Ibrahim, Aljarah, & Ababneh, 2020) defines SMMA as "a promotional and relational communication tool that complements the implementation of an organization's marketing strategy by offering better interactivity through online relationships between organizations and consumers". (Koay, Ong, Khoo, Yeoh, & logistics, 2020) defines SMMA as "how consumers perceive the involvement of a company or brand in various social media marketing activities".

### **Social Media Engagement**

The emergence of social media platforms is triggering a paradigm shift in online consumer behavior, changing the way consumers interact with each other and with brands. In particular, the interactive nature of social media has transformed consumers from passive observers of content to active participants who are now actually creating large amounts of content through their online conversations, interactions, and behaviors (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013).

Social media affects the extent to which customers engage with the organization, and the level of customer engagement affects and is influenced by the organization's approach to customer relationship management (Malthouse et al., 2013). As a result, organizations are challenged to tailor their relationship marketing strategies by incorporating the role of social media and focusing on building customer engagement. Thus, this research directly contributes to the theory and practice in the fastest-growing field of marketing spending.

### **Purchase Decision**

The purchase decision involves a series of choices formed by the consumer before making a purchase that begins when he or she has the desire to meet a need. Consumers must make decisions regarding where to buy, desired brand, model, purchase amount, purchase time, amount of money to spend, and payment method (Hanaysha, 2018). Normally, consumers will look for relevant information related to a particular consumption from their past experience before looking for external sources of information (Clark & Wright, 2007).

## **METHOD**

### **Data Collection Methods**

This study focuses on the social media users who follow the My Fodee Instagram account. With approximately 8,400 followers, this audience consists of both customers and enthusiasts who engage actively with the account. To gather primary data directly from this group, a survey was conducted using a questionnaire distributed online via Google Forms.

The target sample size for this survey was 300 respondents. As an incentive to participate, respondents were offered free drinks upon meeting the survey requirements. The survey yielded valid responses from 246 participants, which were subsequently used for data analysis.

### **Data Processing and Analysis**

The collected data from Google Forms was initially exported to Microsoft Excel for preliminary organization. For detailed analysis, the data was processed using SEM PLS software. This analysis aimed to assess various measurement models to derive meaningful insights from the survey results.

## **5 Research Results**

### **Outer Model (Measurement Model)**

The measurement model was evaluated through two primary tests: convergent validity and reliability.

#### **1. Convergent Validity**

Convergent validity assesses the extent to which indicators of a variable converge or correlate with each other. According to established guidelines (Ulum, Ghazali, & Chariri, 2008), convergent validity is considered satisfactory if the outer loading values are above 0.7 and the Average Variance Extracted (AVE) is at least 0.5.

From the data presented in Table 1, it is evident that all the indicators for Social Media Marketing Activity (SMMA), Social Media Engagement (SME), and Purchase Decision (PD) variables have outer loading values above 0.7 and AVE values above 0.5. This confirms that the indicators are valid measures of their respective variables.

#### **2. Reliability Test**

Reliability was assessed using two metrics: Composite Reliability (Cr) and Cronbach's Alpha. Composite Reliability measures the reliability of the variables, with values above 0.7 generally indicating acceptable reliability. Cronbach's Alpha reflects the internal consistency of the indicators, where values greater than 0.7 signify good reliability.

In conclusion, the reliability tests supported the validity of the measurement models, confirming that the data collected is both valid and reliable for further analysis.

## **RESULTS AND DISCUSSION**

### **Outer Model (Measurement Model)**

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

### 1. Convergent Validity

This measurement is considered to be met if the outer loading is above 0.7 and the AVE value is at least 0.5 (Ulum, Ghozali, & Chariri, 2008). The results of the convergent validity test on the research model can be seen in Table 1.

Table 1. Convergent Validity Tes

Indicator	<i>Outer loading</i>	AVE	Result
SMMA1	0.895	0.784	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	0.757	Valid
SME2	0.948		
SME3	0.916		
SME4	0.835		
PD1	0.824	0.712	Valid
PD2	0.909		
PD3	0.940		

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PD4                      0.930

Source: Output data from SmartPLS version 4.0 (Processed)

From these results, it can be stated that the indicators that measure the variables of Social Media Marketing Activity, Social Media Engagement, and Purchase Decision have a value above 0.7 in the convergence validity test, and also have an AVE value above 0.5, so it can be considered valid.

## 2. Reliability Test

Composite Reliability (Cr) is a variable reliability measure that measures reliability values above 0.7 although it is not an absolute standard. Cronbach's Alpha is a value that reflects the reliability of all indicators, with a range of values measured between zero and one. If the value is greater than 0.7, then it can be said to be reliable.

Table 3. Composite reliability & Cronbach's alpha

Variable	Composite reliability	Croncach' alpha	Information
SMMA	0.935	0.949	
SMEs	0.926	0.892	Reliable
PD	0.935	0.907	

Source: Output data from SmartPLS version 4.0 (Processed)

In the Reliability Test, it can be shown that the indicators of all variables get a value above 0.7 and get a value above 0.7, so that it can be declared reliable.

### Inner Model (Measurement Model)

An inner model is a model used to project a causal relationship between variables that cannot be directly measured and hidden variables.

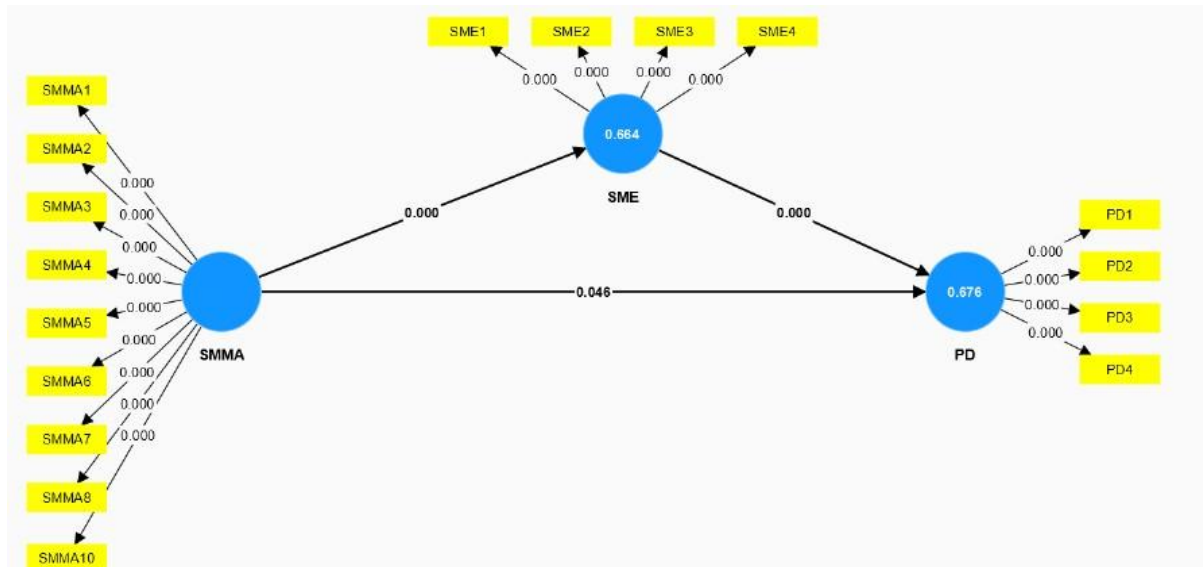


Figure 1. Structural Model

### R-square

R-square is a test used to show the extent of the influence of independent variables on dependent variables. When the R-square reaches 0.67, it is considered to have a strong influence, considered moderate when it reaches 0.33, and considered weak when it reaches 0.19.

Table 4. R-square

Variable	R-square	R-square adjusted
PD	0.676	0.672
SMEs	0.664	0.662

Source: Output data from SmartPLS version 4.0 (Processed)

From the data table, the R-square value for Social Media Engagement is 0.664 while the Adjusted R-square value is 0.662. It shows that Social Media Marketing Activity has an influence of 66.4% on Social Media Engagement, which can be said to have a weak influence. While the remaining 33.6% can be explained by other variables and indicators that are not explained in this study.

In addition, the R-square value for Purchase Decision is 0.676 while the Adjusted R-square value is 0.672. It shows that all exogenous constructs together have an influence of 67.6% on Y, which can be

said to have a strong influence. While the remaining 32.4% can be explained by other variables and indicators that are not explained in this study.

### Mediation Test

In the context of mediation, there are three scenarios, first, Non-mediation occurs when the relationship between the independent variable and the dependent variable is positive, while the relationship between the mediating variable is negative. Second, full mediation occurs when the relationship between the independent variable and the dependent variable is negative, while the relationship between the mediation variable is positive. Third, partial mediation occurs when the independent and dependent variables have positive values, and the relationship between the mediation variables is also positive.

The test results using the bootstrapping method with SmartPLS 4.0 can be interpreted based on the P value, where if the P value on the indirect special effect > 0.05, it indicates a negative influence, while if the P value < 0.05, it indicates a positive influence.

Table 5. Path Coeffien

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P value
SME -> PD	0.575	0.568	0.116	4.972	0.000
SMMA -> PD	0.283	0.296	0.142	1.993	0.046
SMMA -> SME	0.815	0.814	0.040	20.503	0.000

6 Source: Output data from SmartPLS version 4.0 (Processed)

7 Table 6. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P value
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SMMA -> SME -> PD	0.468	0.461	0.092	5.103	0.000
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Source: Output data from SmartPLS version 4.0 (Processed)

Based on tables 5 and 6 attached, the conclusion is:

The influence of Social Media Marketing Activity on Purchase Decisions is mediated by Social Media Engagement.

From table 5, it can be seen that Path Coefficient Social Media Marketing Activity has a positive relationship with Purchase Decision because P value = 0.046 > 0.05. In addition, in table 6 Specific Indirect Effects of Social Media Marketing Activity on Purchase Decision mediated by Social Media Engagement has a positive relationship because P value = 0.000 < 0.05. Based on the P value, Social Media Marketing Activity has a positive impact, but when using Social Media Engagement mediation, the positive impact is even stronger. therefore, it can be categorized as Full Mediation.

### Hypothesis Test

In hypothesis testing, it can be seen that the T statistic and the P value are acceptable, if the P value < 0.05. To find out, you can see the Path Coefficient obtained through the Bootstrapping technique in the SmartPLS version 4.0 program.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SME -> PD	Coeffisien = 0.575
	P value = 0.000
	T statistics = 4.972
	T-table = 1,650
	T statistics > T-table
SMMA -> PD	Coeffisien = 0.283
	P value = 0.049

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	T statistics = 1.993
	T-table = 1,650
	T statistics > T-table
SMMA -> SME	Coefficacyien = 0.815
	P value = 0.000
	T statistics = 20.503
	T-table = 1,650
	T statistics > T-table

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Influence of Social Media Engagement on Purchase Decisions

Indicating that the coefficient value (0.575) and T statistically (4953) > T-table (1650) and P value (0.000) < 0.05, then H0 is rejected and H1 is accepted. This shows that there is a positive and significant impact between Social Media Engagement and Social Media Marketing Activity. .

Hypothesis 2: The Influence of Social Media Marketing Activity on Purchase Decisions

Indicating that the coefficient value (0.283) and the statistical T (1.933)>T table (1.650) and the P value is 0.049 < 0.05, then H0 is rejected and H1 is accepted. This shows that there is a positive and significant impact between Social Media Marketing Activity on Purchase Decisions.

Hypothesis 3: The Effect of Social Media Marketing Activity on Social Media Engagement

Indicating that the coefficient value (0.815) and the statistical T (20.503)>T table (1.650) and the P Value 0.000 < 0.05, then H0 is rejected and H1 is accepted. This shows that there is a positive and significant impact between Social Media Marketing Activity and Social Media Engagement.

## 6 Discussion

Theory The implications of this study are previous research (Oscarius Yudhi Ari Wijaya et al., 2021) shows that Social Media Marketing Activity does not have a positive and significant impact on purchase decisions is not proven. This research is in line with a study (Kumar et al., 2024) which shows

that SMMA, such as interaction, entertainment, customization, trends, and word-of-mouth (WOM), have a positive and significant impact on purchasing decisions.

Customer engagement on social media is becoming increasingly important and must be done by companies to improve the performance of social media marketing activities. This can be seen in the results of the study that combining social media engagement with social media marketing activities has a stronger positive effect that directly contributes to a higher Social Media Engagement score having a positive and significant impact on Purchase Decisions. In other words, with high social media engagement, the company will create good social media marketing activities that make customers make purchase decisions and will have a good impact on the company.

## CONCLUSION

This study explores the relationships between Social Media Marketing Activity (SMMA), Social Media Engagement (SME), and Purchase Decision (PD) among followers of the My Fodee Instagram account. By analyzing data from 246 respondents, the research applied various statistical methods to assess the validity and reliability of the measurement models, evaluate the structural relationships among variables, and examine mediation effects.

The investigation revealed that all indicators for SMMA, SME, and PD met the criteria for convergent validity. Specifically, the outer loadings were above 0.7 and the Average Variance Extracted (AVE) values exceeded 0.5, demonstrating that the measurement models were robust. Furthermore, reliability analysis showed that both Composite Reliability (Cr) and Cronbach's Alpha values for each variable were well above the 0.7 threshold, indicating strong reliability across the measurement scales.

The structural model analysis highlighted a significant influence of SMMA and SME on PD. SMMA was found to explain 67.6% of the variance in PD, indicating a strong impact, while SME accounted for 66.4% of the variance in PD, suggesting a moderate effect. These findings suggest that while social media marketing activities and engagement play crucial roles in shaping purchase decisions, other factors also contribute to the remaining unexplained variance.

The mediation analysis demonstrated that Social Media Engagement fully mediates the relationship between Social Media Marketing Activity and Purchase Decision. This means that the positive effect of SMMA on PD is significantly enhanced when mediated by SME, as confirmed by the bootstrapping method.

Hypothesis testing further supported the positive impacts observed. It was confirmed that Social Media Engagement significantly influences Purchase Decisions, Social Media Marketing Activity

positively affects Purchase Decisions, and Social Media Marketing Activity has a significant positive effect on Social Media Engagement.

Overall, the study's findings align with recent research suggesting that effective Social Media Marketing Activities can significantly influence Purchase Decisions through enhanced Social Media Engagement. The results underscore the importance of robust social media marketing strategies and high levels of engagement in driving consumer purchase behavior. Businesses are encouraged to focus on strengthening their social media engagement efforts to maximize the benefits of their marketing activities. By improving customer interactions and positively influencing purchase decisions, companies can enhance their overall performance and success.

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