

INFLUENCE SOCIAL MEDIA MARKETING, CONTENT MARKETING AND EVENT MARKETING TOWARDS PURCHASE INTENTION MEDIATED BY CUSTOMER ENGAGEMENT

Muhammad Dharma Nusantara, Ratlan Pardede

Universitas Bunda Mulia, Indonesia

Email : me.dharmanusantara@gmail.com, ratlan39@gmail.com

KEYWORDS

B2B E-commerce Platform,
Purchase Intention, Social
Media Marketing

ABSTRACT

The Fast Moving Consumer Good (FMCG) industry, one of Indonesia's main industries which is closely related to the retail sector, and makes a significant contribution to the national economy, especially food and beverages, experienced an increase of 3.6% in the first quarter of 2022. Transformation of the e-commerce business model Currently, it is not only limited to the B2C (business-to-customer) e-commerce business model, but the B2B (business-to-business) e-commerce business model has spread in Indonesia, making it easier for retail businesses to meet their stock needs for goods for sale. In this study, AMOS version 24 was used to process data from 250 respondents and the quota sampling method from five regions and the criteria for respondents using B2B e-commerce applications. The research focuses on looking at the impact of marketing via social media, marketing content and marketing events on customer interests which mediate purchasing intentions. The results showed that marketing via social media and customer presence had a positive and significant effect on purchase intentions, then marketing events had a positive and significant effect on customers. Meanwhile, marketing content and marketing events have no effect on purchase intentions, marketing via social media and marketing content also do not have a positive and significant effect on customers. Meanwhile, the mediating effect of customers is unable to provide a positive and significant influence on marketing via social media and marketing content on the purchase intention of stall or grocery store owners using B2B e-commerce applications.

Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)



1. Introduction

The retail economic sector in Indonesia experienced a decline in growth. Launching from the dataindonesia.id website according to (Rizaty, 2022), the number of retail in Indonesia decreased by 11.85%, where in 2021 there were 3.61 million retail units but in 2020 there were 1 million retail units.

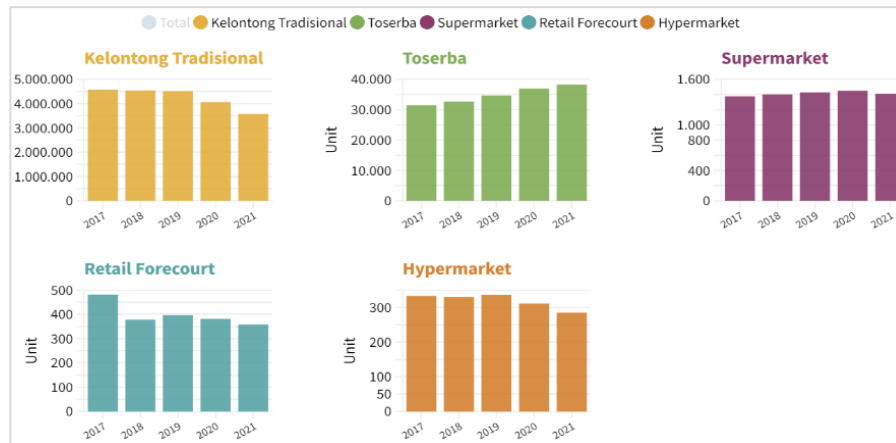


Figure 1 Number of Retailers in Indonesia by Type (2017-2021)

Source: Euromonitor (2022)

When viewed from the graph above, the traditional type of grocery is the type with the largest population. With a decrease in the number of 12%, from 2020 of 4.06 million units to 3.57 million units in 2021.

One sector in the industry that is closely related to the retail economy is the FMCG (*Fast Moving Consumer Good*) sector, which is one of the industries that is able to survive in situations of uncertainty and change due to the COVID-19 pandemic. In the first quarter of 2022, the FMCG sector, especially food and beverages, increased by 3.6%, in line with economic activity that began to reopen by the Government. Launching from the Ekon.go.id website according to (Limanseto, 2022), global economic growth in 2022 by The International Monetary Fund (IMF)-which decreased from 3.6% to 3.2%, but on the other hand, economic conditions in Indonesia actually improved which was marked by economic growth in Q2-2022 growing 5.4%-(y-o-y) higher than the Q1-2022 achievement of 5.01% (y-o-y). In terms expenditure, economic growth from household consumption grew solidly by 5.51% and export performance grew by 19.74%. Meanwhile, from the sectoral side, warehousing transportation became the highest growth sector of 21.27% triggered by the recovery of public mobility.

In line with the improvement of the Indonesian economic sector, technological advances, especially the internet, are able to affect every area of life, including trade which has undergone a transformation in terms of buying and selling transactions, known as *e-commerce* (Pardede, 2016). According to Laudon (Pardede, 2016), defining that *e-commerce* is the process of buying and selling products electronically by consumers from and Company to Company using computer networks. According to (Pardede, 2016), *e-commerce* is divided into 6 (six) groups, namely:

1. Business-to-Business-(B2B)

E-commerce model where one Company sells products or services to another Company.

2. Business-to-Consumer-(B2C)

E-commerce model where one company sells a product or service directly to consumers.

3. Consumer-to-Consumer (C2C)

E-commerce model where consumers make transactions to buy and sell products or services to other consumers.

4. Consumer-to-Business-(C2B)

This e-commerce model is different from B2C, the C2B e-commerce model is a system where someone sells products or services to the Company.

5. Business-to-Government-(B2G)

The e-commerce model is similar to B2B, but the business actors are Companies and Governments.

6. Consumer-to-Government-(C2G)

The e-commerce model works like C2B, but transactions are carried out by individuals and government agencies, and generally transactions in the form of services.

The B2C (business-to-customer) marketing model developed with digital e-commerce platforms such as Shopee, Tokopedia, Lazada, Blibli and Bukalapak has developed rapidly. Launching from the Katadata.co.id website according to (Rudiantara, 2023), it is estimated that transactions of all types of e-commerce can reach IDR 600 trillion to IDR 700 trillion. This can be seen from the highest number of visitors from 5 e-commerce in Indonesia in the first quarter of 2023

In the January-March 2023 period, the Shopee site achieved an average visit of 157.9 million visits or throughout March 2023 it rose by around 10% (m-o-m) from the previous month, visits to the Tokopedia site rose 6% (m-o-m), the Lazada site increased 13% (m-o-m) and the Blibli site grew 5% (m-o-m). However, the Bukalapak website in March 2023 is still the same as the previous month where 18.1 million visits were recorded.

The high number of visits, which is a trend of people's buying interest with B2C e-commerce platforms, is a great opportunity for the B2B e-commerce marketing model to grow positively. Launching from the Bisnis.com page, according to (Yudhistira, 2019), projects the growth of business-to-business (B2B) e-commerce transaction value in Indonesia in 2023 will grow up to 25% compared to the realization in 2022. It was recorded that the value of B2B e-commerce transactions in 2022 reached US \$ 17.07 billion and is expected to increase to US \$ 21.3 billion in 2023, which is the main driver of increasing transactions which are basic needs such as food products, beverages and cosmetic products that are affordable to all levels of society. The presence of B2B e-commerce platforms provides business solutions for sellers of daily necessities products or fast moving consumer goods (FMCG) such as stalls or grocery stores or small and medium enterprises (SMEs). This has triggered an increasing number of B2B e-commerce platforms to be present, such as AYO Toko by SRC (Sampoerna Retail Community) launched since 2019 by PT SRC Indonesia Sembilan, Warung Pintar launched since 2018, AKSESMU from PT Sumber Trijaya Lestari (Alfa Group) launched in 2022 and GrabKios by Kudo from GRAB Indonesia since 2019.

In maintaining business, increasing and expanding customer networks, B2B *e-commerce platforms* also continue to intensively carry out marketing activities through social media such as *the* Instagram *social media* platform. It can be seen based on data taken by researchers on July 16, 2023 on the Instagram social media platform, from the Instagram account @srcindonesia from the AYO Toko by SRC platform has been released since August 2018 *has had* more than 42,000 followers with 925 posts, then the @aksesmu.id Instagram account from the AKSESMU platform released since September 2021 has had followers or followers more than 10,000 with 519 *posts*, then the @warungpintar_id Instagram account from the Warung Pintar platform has been released since December 2017 has more than 31,000 followers with 1,275 posts and the @grabkios

Instagram account from the GrabKios by Kudo platform has been released since August 2018 has had followers or followers A total of 53,000 with 1,593 posts. Not only Instagram, TikTok, Youtube and Facebook social media channels are also part of the marketing strategy, by building *content marketing* that contains customer activities, marketing campaigns, product information needed by customers and also providing educational information to develop customer knowledge. *Live streaming* carried out on *social media*, is a form of marketing events that are part of the marketing strategy in building *customer engagement*, it is hoped that customers will continue to build *purchase intention* by using *these platforms*.

According to (Schiffman, Kanuk, & Wisenblit, 2010), *marketing* is the activity of a group of groups in institutions in the process of creating, communicating and sending offers that provide value to customers, clients, partners and society. One of the strategies in marketing is *the marketing mix* or *marketing mix*, where (Kotler & Keller, 2016) Defines that the *marketing mix* is a set of marketing tools that a company uses to pursue its business goals. The *marketing mix* or commonly known as *4P mix* marketing consists of *product*, *price*, *place*, *promotion*, *now has three additional elements, namely people, process, and physical evidence* (physical evidence). Meanwhile, in delivering marketing strategies to be accepted by the market, marketing communication is needed. According to Smith & (Zook et al., 2020), where marketing communication today is more than just communicating and promoting, but now it must be able to influence customer experience to add value to the overall customer experience (*customer experience*). Within the scope of this research variable, *social media marketing*, *content marketing* and *event marketing* are part of promotional activities, where promotion is one element in the *marketing mix*. According to (Kotler & Armstrong, 2018), *social media marketing* can provide an interesting opportunity to expand customer engagement and get people talking about the brand so that it becomes an easy place to do marketing in *real-time*. According to (Belch & Belch, 2018) stated that *event marketing* is one of the promotions carried out by the Company, where the brand owned by a Company is associated with an activity with a special theme and has the aim that a product can be promoted and consumers feel the experience when participating in the activity. According to (Smith & Zook, 2019), *content marketing* is content that contains information that will be of value to customers. All forms of marketing activities in the end goal build *purchase intention*, which eventually customers decide to buy. According to (Priansa, 2017), *purchase intention* is a personal intention to buy a choice of selected brands for themselves after completing the evaluation. Not until consumers finally buy products or services, the Company needs to build long-term relationships with consumers in order to continue to use the products or services offered, in other words it is expected that customers become loyal and build *customer engagement* which is one form of the Company's strategy to create resources that have sustainable competitive advantages in improving and maintaining business. According to (Buttle & Maklan, 2019), *customer engagement* is a relationship between customers and brands, where customers decide how much they want to engage, but companies can drive high levels of engagement, so customers can be more connected to the brand or organization.

Based on the background, as well as findings based on phenomena that exist in the range of 2021 to 2023 (semester 1), then there is a relationship based on theory, *social media marketing*, *content marketing* and *event marketing* indicate an influence on the creation of *sustainable purchase intention* from shop/stall merchants using *e-commerce platforms* B2B mediated by *customer engagement*.

As a benchmark for the importance of this study, researchers made observations on previous research, such as research conducted by (McClure & Seock, 2020), stating that *social media* has a positive and *significant* effect on *purchase intention* mediated by *customer engagement*. Research conducted by (Liu, Wang, & Lee, 2020), (Sundström, Alm, Larsson, & Dahlin, 2021) and (Gligora

Udovič, Žutinić, & Kulaš, 2019) stated that *social media marketing* has a positive and significant influence on *customer engagement*. Yet another study by (Sundström et al., 2021) states that *social media marketing* has no effect on *customer engagement*. (Pertiwi, 2020) stated that *content marketing, social media marketing and event marketing have a positive and significant effect on customer engagement*. There are differences from the research conducted by (Carlson, 2018) states that *content marketing* has no influence on *customer engagement*.

Therefore, researchers raised a study entitled "The Effect of *Social Media Marketing, Content Marketing and Event Marketing on Purchase Intention Mediated by Customer Engagement*" (Empirical Study: Stalls or Grocery Store Owners Using B2B E-Commerce Applications).

2. Materials and Methods

According to (Sekaran & Bougie, 2017), research design is a blueprint or plan to collect data, analyze data, measure data made to answer empirical questions carried out by researchers. In addition, according to (Sugiyono, 2019) quantitative research methods are research methods that are based on positive philosophies and are used to survey certain populations or samples.

This research design uses quantitative research with correlational methods where this research examines the topic of purchase intention. This research is entitled "The Effect of Social Media Marketing, Content Marketing and Event Marketing on Purchase Intention Mediated by Customer Engagement" (Empirical Study: Warung or Grocery Store Owners Using B2B E-Commerce Applications). The scope of time used in this study is cross-sectional. This is because data must be collected once in a daily / weekly / monthly period to answer research statements.

Data sources in this study, namely primary and subordinate data sources. The main data source is obtained by collecting data from respondents using online questionnaires to stall or store merchants who use B2B e-commerce platforms in ordering goods or buying business needs, located in the Jakarta, Bogor, Depok, Tangerang and Bekasi (JABODETABEK) areas and subordinate data sources obtained from literature studies. Researchers want to explore topics related to purchase intention from stall or shop traders.

The population in this study is stall or shop traders in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas. The population criteria for this study are stall or grocery store owners who use B2B e-commerce platforms with registered and active account status. With the business has been running for more than a month. The age groups of stall or grocery store owners are under 18 years old, 19-25 years old, 26-45 years old, 46-60 years old and over 60 years old. As for educational criteria, in this study it was not limited. And finally, the owner of a stall or grocery store is a user of one or more social media such as What' app, TikTok, Facebook, Instagram, Youtube and Twitter.

Because the population studied is large, researchers may not be able to collect data from all populations due to limitations in manpower, resources, space, and time. Therefore, researchers must use a representative and validated sample for use in the population. Samples are limited due to time and cost constraints in conducting research. According to (Hair, Risher, Sarstedt, & Ringle, 2019), the minimum sample size is 100-200 samples. The minimum number of respondents is the number of indicators multiplied by 5-10 times. The sample size used in this research was 250 respondents, because this research used a sample size of 10 times the number of indicators of 25 indicators.

3. Result and Discussion

The survey data used in this study is the main data in the form of *Google Forms* questionnaires distributed *online*. There were 300 respondents in the survey collected, but 25 respondents did not meet the specified criteria, while 25 other respondents were used as backup if invalid survey results were found in data processing. For 25 respondents who did not meet the

criteria, because respondents had never *used B2B e-commerce applications to order goods for business stock, did not use social media and followed social media from the B2B e-commerce applications used*. A total of 250 sample respondents were then processed with AMOS version 24 data processing. This chapter will present the results of the analysis in the form of respondent profiles, along with indicators in research, instrumental test results which include validity and reliability test results, *goodness of fit test results*, hypothesis test results and discussion.

Profil Respond

Table 1 Data Profil Response

Demographics		Frequency	Percentage
Stall/Shop Location	Jakarta (including East Jakarta, West Jakarta, South Jakarta, North Jakarta and Central Jakarta)	50	20%
	Bogor (including Bogor City/Regency)	50	20%
	Depok	50	20%
	Bekasi (including Bekasi City/Regency)	50	20%
	Tangerang (including Tangerang Regency, Tangerang City and South Tangerang)	50	20%
Length of Business	Less than 1 Year	10	4%
	1-2 Year	32	13%
	3-4 Year	100	40%
	More than 5 Years	108	43%
Gender of Stall/Shop Owner	Man	160	64%
	Woman	90	36%
Age of Stall/Shop Owner	Less than 18 Years Old	1	0.4%
	19-25 Years	34	14%
	26-45 Years	106	42%
	46-60 Years	106	42%
	Over 60 Years	3	1.2%
Warung/Shop Owner Education	Elementary School	9	4%
	Junior High School Equivalent	25	10%
	SMA/SMK/STM/Equivalent SMA	91	36%
	D1/D3 (Diploma)	65	26%
	S1 (Undergraduate)	59	24%
	S2/S3	1	0.4%

Source: processed by researchers, 2023

Respondent profile is information that shares respondent information consisting of the location of the stall/shop, length of business, gender of the stall/shop owner, age of the stall/shop owner and the last education of the stall/shop owner. To explain more details about the profile of respondents in this research can be obtained from Table 1. As shown in Table 1, data from 250 respondents were obtained in this survey. A total of 250 respondents were taken from 5 regions, namely; Jakarta has 50 stalls/shops, Bogor has 50 stalls/shops, Depok has 50 stalls/shops, Bekasi has 50 stalls/shops and Tangerang has 50 stalls/shops.

In this survey, most have been running their business (stalls/shops) for more than 5 years as many as 108 stalls/shops (43%) and 3-4 years as many as 100 stalls/shops (40%). As for those whose business is still under 2 years, as many as 1-2 years as many as 32 stalls/shops (13%) and

less than 1 year as many as 10 stalls/shops (4%). Of the 250 respondents, 160 respondents were male (64%) and 90 respondents were female (36%), with groups; 3 respondents aged over 60 years (1.2%), as many as 106 respondents aged 46-60 years (42%), as many as 106 respondents aged 26-45 years (42%), as many as 34 respondents aged 19-25 years (14%) and as many as 1 respondent aged less than 18 years. And finally, when viewed from the level of education of stall/shop owners, it can be seen that the majority of SMA/SMK/STM/Equivalent High School education as many as 91 respondents (36%), followed by D1/D3 (Diploma) education as many as 65 respondents (26%), then S1 (Bachelor) as many as 59 respondents (24%), Junior High School / Junior High School Equivalent as many as 25 respondents (10%) and elementary school as many as 9 respondents (4%), and there is 1 respondent with S2 education (0.4%).

All of these respondents use social media, although not all use the same social media. The following can be seen in the graphic image (graphic image 4.1) of social media used by 250 respondents.

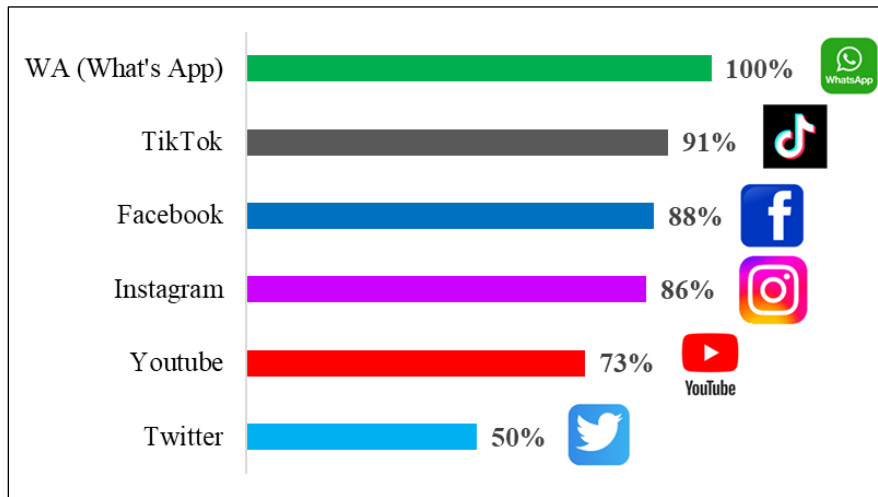


Figure 1 Social media used by 250 respondents

Source: processed by Researcher, 2023

It can be seen that in running a stall/store business, all respondents or as many as 250 respondents actively use *what's app social media (100%)*, then as many as 227 respondents also use TikTok (91%), then as many as 219 respondents use Facebook (88%), as many as 215 respondents use Instagram (86%), as many as 182 respondents use Youtube (73%) and Twitter A total of 124 respondents (50%).

Descriptive Statistics

The results of descriptive statistics in this study can be shown by the results of the average evaluation of the number of indicators. According to Black (2013), *mean* is the value of a group of numbers calculated by adding and dividing by the number of numbers. The *customer engagement variable gets the highest mean value of 3.76*. This was followed by variable *purchase intelligence 3.70*, *content marketing 3.68*, *event marketing 3.64*, and *social media marketing 3.56*.

Descriptive Statistics of Purchase Intention Variables

Table 2 Descriptive Statistics of Purchase Intention Variables

Code	Statement	Mean	SD
PI01	I have always wanted to use the App.	3,70	0,87
PI02	I have or want to use the application to buy goods for stock in stores/stalls.	3,72	0,81

PI03	I use the application to find product information, product prices, promos given for stock in stores/stalls.	3,61	0,81
PI04	I find it easy to make transactions in running a business (shop / stall) with the application.	3,64	0,78
PI05	I feel that I get many benefits and advantages by using the Application.	3,71	0,87
PI06	I would like to recommend to relatives, friends or family who have other places of business to use the Application because of the many benefits obtained.	3,81	0,97
Mean		3,70	0,07

Source: processed by Researcher, 2023

In this study, the purchase intention variable has 6 indicators with a mean value of 3.70 and a standard deviation of 0.07. Table 2 shows that all indicators of the purchase intention variable each have a value among good which proves that respondents agree with the purchase intention of the stall/grocery store owner using a B2B e-commerce application.

Descriptive Statistics of Social Media Marketing Variables

Table 3 Descriptive Statistics of Social Media Marketing Variables

Code	Statement	Mean	SD
SMM1	I like to follow the social media of the application, because the comments submitted are always replied / responded.	3,56	0,84
SMM2	I love following social media from the App, because it can add a network of friends or new customers.	3,51	0,82
SMM3	I love following the social media of the App, because I can join a wider community.	3,50	0,77
SMM4	I like to follow the activities on social media from the Application.	3,57	0,75
SMM5	I always get the appropriate and latest information from the social media of the Application.	3,66	0,77
Mean		3,56	0,06

Source: processed by Researcher, 2023

In this study, the social media marketing variable has 5 indicators with a mean value of 3.56 and a standard deviation of 0.06. Table 3 shows that all indicators of social media marketing variables each have a value between good and good which proves that respondents agree that social media marketing is important enough to show the purchase intention of stall/grocery store owners using B2B e-commerce applications.

Statistik deskriptif variabel content marketing

Table 4 Descriptive Statistics of Content Marketing Variables

Code	Statement	Mean	SD
COM1	I always get new knowledge, even feel motivated to increase profits after I see content or ads from the App.	3,77	0,96
COM2	I always follow the social media of the application, because the content posted or displayed always provides information needed for the business, such as "product promotion", "product price" and "gifts".	3,74	1,03

Code	Statement	Mean	SD
COM3	I feel compelled to follow content posted or served because it's interesting.	3,57	1,10
COM4	I want to share content or advertisements from the Application to family, relatives and friends, by placing content or advertisements on WA status or reposting on my social media to attract people to shop at my store/stall.	3,63	1,03
Code	Statement	Mean	SD
COM5	I always make the contents of the contents of the application as a reference to buy my business needs (shop / stall).	3,69	1,04
Mean		3,68	0,08

Source: processed by Researcher, 2023

In this study, the content marketing variable has 5 indicators with a mean value of 3.68 and a standard deviation of 0.08. Table 4 shows that all indicators of each content marketing variable have good value results that prove that respondents agree that content marketing is important in showing the purchase intention of stall/grocery store owners using B2B e-commerce applications.

Descriptive Statistics of Event Marketing Variables

Table 5 Descriptive Statistics of Event Marketing Variables

Kode	Statement	Mean	SD
EVM1	I was amused by the performers' performance from the live streaming event held by the App.	3,76	1,02
EVM2	I feel happy with the prizes given from the live streaming event held by the Application.	3,67	1,03
EVM3	I felt carried away with the interesting and creative event concept of the event held by the Application.	3,68	1,04
EVM4	I got a new experience because I was able to interact and engage with the community in events held by the Application.	3,67	1,01
EVM5	I want to take part in the events held by the App again.	3,40	1,11
Mean		3,64	0,14

Source: processed by Researcher, 2023

In this study, *the event marketing* variable has 5 indicators with a mean value of 3.64 and a standard deviation of 0.14. Table 4 shows that all indicators of *each event marketing variable* have good value results that prove that respondents agree that event marketing is important in showing the purchase intention of stall/grocery store owners using B2B e-commerce applications.

Statistics Descriptif Variable Customer Engagement

Table 6 Statistics Descriptif Variable Customer Engagement

Code	Statement	Mean	SD
CEG1	I always remember the application, when I want to shop for shop / stall needs.	3,70	1,05
CEG2	I always want to follow and participate in social media activities and events organized by the App.	3,78	1,11
CEG3	I always use the Application to meet business needs and run my business.	3,78	1,07
CEG4	I feel satisfied with using the App, as it meets all my expectations.	3,78	1,07

Code	Statement	Mean	SD
	<i>Mean</i>	3,76	0,04

Source: processed by Researcher, 2023

In this study, *the customer engagement* variable has 4 indicators with a mean value of 3.76 and a standard deviation of 0.04. Table 6 shows that all indicators of *customer engagement variables each have good value results that prove that respondents agree that customer engagement is important in showing the purchase intention of stall/grocery store owners using B2B e-commerce applications.*

Pengaruh Social Media Marketing terhadap Purchase Intention.

The first hypothesis in this study shows that the hypothesis is accepted. The accepted hypothesis can be influenced B2B application companies intensively carry out promotions and campaigns on social media TikTok, Instagram and Facebook. Based on Figure 4.1, it shows that 91% of respondents are Tiktok users, 86% Instagram users and 88% Facebook users. All respondents of the three social media users are also followers of social media from B2B applications. In addition, the majority of respondents are aged 26-45 years (42%) and all are active users of the three social media. This is in line with research quoted from the Statista.com website (2023), where vulnerable ages 25-44 are the age group of the majority of active social media users in Indonesia. From the results of the hypothesis test, a CR value of 5.657 and a p-value close to 0.000 prove that social media marketing has an effect on purchase intention. The results of the hypothesis test are in line with research conducted by (Moslehpour, Ismail, Purba, & Wong, 2021), (McClure & Seock, 2020), (Sohn & Kim, 2020), (Alalwan, 2018) which states that social media marketing has a positive and significant effect on purchase intention.

Pengaruh Content Marketing terhadap Purchase Intention.

The second hypothesis in this study shows that the hypothesis was rejected. The rejected hypothesis can be caused by content marketing that is posted or aired less able to answer the expectations of respondents. For respondents, price updates and promotions are the main things to look forward to. The majority of education from respondents at the SA/SMK/STM/Equivalent to SMA level was 91 respondents (36%) and D1/D3 (Diploma) as many as 65 respondents (26%), most provided feedback on surveys to improve promotional information and prices, so that purchase intent using B2B e-commerce applications continued to increase. From the results of the hypothesis test, a CR value of -1.741 and a p-value of 0.082 prove that content marketing has no effect on purchase intention. The results of this hypothesis test are not in line with previous research conducted by (Brewer & Sebby, 2021), (Cho, Yang, & Chu, 2017) and (Poturak & Softic, 2019) and (Dabbous & Barakat, 2020) which stated that content marketing has a positive and significant effect on purchase intention.

The Effect of Event Marketing on Purchase Intention.

The third hypothesis in this study shows that the hypothesis is rejected. The rejected hypothesis can be caused by the lack of offline events organized by B2B e-commerce application companies during the endemic period after the end of the COVID-19 PPKM period. As for the live steaming event held, it does not fully increase purchase intent by using the application. Based on the Dataindonesia.id website (2022), the majority of women do more online shopping (53%) than men (47%). If you look at the results of the rejected hypothesis, it can be related to the feedback provided, where in this study the number of male respondents was 160 respondents (64%) and women were 90 respondents (36%), the number is still below the Dtaindonesia.id website 2022. From the results of the hypothesis test, a CR value of -0.189 and a p-value of 0.850 prove that event marketing has no effect on purchase intention. The results of this hypothesis test are not in line with previous research conducted by (Shang, Jin, & Qiu, 2020), (Meng, Duan, Zhao, Lü, & Chen,

2021) and (Lee et al., 2018) who stated that event marketing has a positive and significant effect on purchase intention.

Pengaruh Social Media Marketing terhadap Customer Engagement.

The fourth hypothesis in this study shows that the hypothesis is rejected. The rejected hypothesis is the impact of admins on social media who are less active in responding to comments from respondents. Although followers of an account give "Like" every post or impression, it cannot be a form of interest respondents (like) an activity carried out on social media. From the results of the hypothesis test, a CR value of -3.223 was found which did not qualify, even though the qualified p-value was 0.001, thus proving that social media marketing has no effect on customer engagement. The results of the hypothesis test are in line with research conducted by Limandono J. A.; Dharmayanti D. (2017) stated that stating that social media marketing does not affect customer engagement, but is different from other pelitian conducted by (Pertiwi, 2020) which states that social media marketing has a positive and significant effect on customer engagement.

Pengaruh Content Marketing terhadap Customer Engagement.

The fifth hypothesis in this study shows that the hypothesis is rejected. The rejected hypothesis can be caused by a number of factors, including there is still not much content that has an impact on the sales of stalls or shops owned by respondents. From the results of the hypothesis test, a CR value of 0.228 and a p-value of 0.820 prove that content marketing has no effect on customer engagement. The results of the hypothesis test are in line with research conducted by (Sundström et al., 2021) which states that content marketing does not really affect customer engagement, but other research by (Pertiwi, 2020), (Limandono, 2017) states different things that content marketing has a positive and significant effect on customer engagement.

4. Conclusion

Social media marketing has a positive and significant effect on purchase intention. This research proves marketing through social media is effective in increasing purchase intent from stall or grocery store owners using B2B e-commerce applications.

Content marketing does not have a positive and significant effect on purchase intention. This research proves the weakness of content marketing that is built less effectively to build purchase intent from stall or grocery store owners using B2B e-commerce applications. One factor is the lack of relevant information presented for stall or grocery store owners to run their business.

Event marketing does not have a positive and significant effect on purchase intention. This research proves marketing events are not very effective for building purchase intent from stall or grocery store owners using B2B e-commerce applications. Events held by stall or grocery store owners do not contribute to the improvement of their business.

Social media marketing does not have a positive and significant effect on customer engagement. This research proves the role of marketing through social media is not effective in building engagement from stall or grocery store owners with B2B e-commerce application companies. Lack of response to comments given by customers is one of the factors. So that it does not make customers dependent on using B2B e-commerce applications in running their business.

Content marketing does not have a positive and significant effect on customer engagement. This research proves that marketing content that is built is not effective in creating engagement from stall or grocery store owners with B2B e-commerce application companies. The lack of content that can be a solution to challenges in business is one of the factors that make customers feel bound and dependent to use B2B e-commerce applications in running their business.

Event marketing has a positive and significant effect on customer engagement. This research proves that the role of marketing events is very effective in building customer engagement. From

marketing events, it can build "brand awareness", which after the owner of a stall or grocery store is "aware" of the product, the intention to use B2B e-commerce applications arises.

Customer engagement has a positive and significant effect on purchase intention. This research proves customer engagement is effective in building purchase intent from stall or grocery store owners using B2B e-commerce applications.

Social media marketing does not have a positive and significant effect on purchase intention mediated by customer engagement. This research proves the mediating role of customer engagement among marketing through social media to purchase intent, not effective for building purchase intention from stall or grocery store owners using B2B e-commerce applications. The lack of response to comments from customers and the assumption that social media is only limited to entertainment media and not being important in the solution of running a business, is a factor.

Content marketing does not have a positive and significant effect on purchase intention mediated by customer engagement. This research proves the mediating role of customer engagement among marketing content to purchase intent, not effective for building purchase intention from stall or grocery store owners using B2B e-commerce applications. This is because customers focus on the relevance of the information presented by B2B e-commerce application companies, considered not in accordance with the needs or solutions in running their business.

Event marketing has a positive and significant effect on purchase intention mediated by customer engagement. This research proves the mediating role of customer engagement between marketing events to purchase intent, very effective for building purchase intent from stall or grocery store owners using B2B e-commerce applications.

5. References

- Alalwan, Ali Abdallah. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International journal of information management*, 42, 65–77.
- Belch, George E., & Belch, Michael A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. mcgraw-hill.
- Brewer, Prawannarat, & Sebby, Angela G. (2021). The effect of online restaurant menus on consumers' purchase intentions during the COVID-19 pandemic. *International Journal of Hospitality Management*, 94, 102777.
- Buttle, Francis, & Maklan, Stan. (2019). *Customer relationship management: concepts and technologies*. Routledge.
- Carlson, Bruce M. (2018). *Human embryology and developmental biology*. Elsevier Health Sciences.
- Cho, Yung Tsu, Yang, Che Wen, & Chu, Chia Yu. (2017). Drug reaction with eosinophilia and systemic symptoms (DRESS): an interplay among drugs, viruses, and immune system. *International Journal of Molecular Sciences*, 18(6), 1243.
- Dabbous, Amal, & Barakat, Karine Aoun. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services*, 53, 101966.
- Gligora Udovič, Marija, Žutinić, Petar, & Kulaš, Antonija. (2019). A new benthic diatom species discovered and described from Crveno jezero (Imotski, Croatia). *Glasnik Hrvatskog botaničkog društva*, 7(1), 32–33.
- Hair, Joseph F., Risher, Jeffrey J., Sarstedt, Marko, & Ringle, Christian M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2–24.
- Kotler, Philip, & Armstrong, Gary M. (2018). *Marketing Mix: Selected Chapters From: Principles of Marketing, Philip Kotler and Gary Armstrong*. Pearson.
- Kotler, Philip, & Keller, Kevin Lane. (2016). *Marketing Mangement*. In *Pearson Edition Limited*.

- Lee, Seungae, Koo, Jahyun, Kang, Seung Kyun, Park, Gayoung, Lee, Yung Jong, Chen, Yu Yu, Lim, Seon Ah, Lee, Kyung Mi, & Rogers, John A. (2018). Metal microparticle–Polymer composites as printable, bio/ecoresorbable conductive inks. *Materials Today*, 21(3), 207–215.
- Limandono, Johan Ardi. (2017). Pengaruh content marketing dan event marketing terhadap customer engagement dengan sosial media marketing sebagai variabel moderasi di Pakuwon City. *Jurnal Strategi Pemasaran*, 5(1), 11.
- Limanseto, Haryo. (2022). Perkembangan UMKM sebagai critical engine perekonomian nasional terus mendapatkan dukungan pemerintah. *From ekon. go. id website: <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>*.
- Liu, Lu, Wang, En Ze, & Lee, Chien Chiang. (2020). Impact of the COVID-19 pandemic on the crude oil and stock markets in the US: A time-varying analysis. *Energy Research Letters*, 1(1), 13154.
- McClure, Clair, & Seock, Yoo Kyoung. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of retailing and consumer services*, 53, 101975.
- Meng, Lu Monroe, Duan, Shen, Zhao, Yijun, Lü, Kevin, & Chen, Siyun. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63, 102733.
- Moslehpour, Massoud, Ismail, Taufiq, Purba, Bey, & Wong, Wing Keung. (2021). What makes GO-JEK go in Indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103.
- Pardede, Marulak. (2016). Grand Design Reformasi Penelitian Hukum Kementerian Hukum dan Hak Asasi Manusia Negara Republik Indonesia. *Jurnal Penelitian Hukum De Jure*, 16(2), 125–145.
- Pertiwi, Putri Dinda. (2020). Pengaruh content marketing, social media marketing, dan event marketing terhadap customer loyalty dengan variabel mediasi customer engagement (Studi pada pengunjung ON OFF Festival 2019). *Jurnal Ilmiah Mahasiswa FEB*, 8(2).
- Poturak, Mersid, & Softic, Sumeja. (2019). Influence of social media content on consumer purchase intention: Mediation effect of brand equity. *Eurasian Journal of Business and Economics*, 12(23), 17–43.
- Priansa, Donni Juni. (2017). *Perilaku konsumen dalam persaingan bisnis kontemporer*.
- Rizaty, Monavia Ayu. (2022). Pengguna Instagram Indonesia terbesar keempat di dunia. *DataIndonesia. id*.
- Rudiantara, Febry. (2023). *Interaksi sosial masyarakat ahli kitab dengan Muslim perspektif Wahbah Az-Zuhaili dalam tafsir Al-Munir*. UIN Sunan Gunung Djati Bandung.
- Schiffman, Leon G., Kanuk, Leslie Lazar, & Wisenblit, J. (2010). Consumer behavior, global edition. *Pearson Higher Education, London*, 12(2), 113–120.
- Sekaran, Uma, & Bougie, Roger. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan Keahlian Edisi 6 Buku 2*.
- Shang, Qian, Jin, Jia, & Qiu, Junping. (2020). Utilitarian or hedonic: Event-related potential evidence of purchase intention bias during online shopping festivals. *Neuroscience Letters*, 715, 134665.
- Smith, Paul Russell, & Zook, Ze. (2019). *Marketing communications: Integrating online and offline, customer engagement and digital technologies*. Kogan Page Publishers.
- Sohn, Jeong Woong, & Kim, Jin Ki. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, 63, 101365.
- Sugiyono. (2019). *Statistika untuk Penelitian*. Bandung: CV Alfabeta.
- Sundström, Malin, Alm, Klas Håkan, Larsson, Niklas, & Dahlin, Oskar. (2021). B2B social media content: engagement on LinkedIn. *Journal of business & industrial marketing*, 36(3), 454–468.

- Yudhistira, Bima. (2019). *Realisasi Produksi Dan Premi Pemanen Divisi II PT. Dwi Mitra Adhiusaha Kotawaringin Timur Kalimantan Tengah*. Politeknik Negeri Jember.
- Zook, Justin M., Hansen, Nancy F., Olson, Nathan D., Chapman, Lesley, Mullikin, James C., Xiao, Chunlin, Sherry, Stephen, Koren, Sergey, Phillippy, Adam M., & Boutros, Paul C. (2020). A robust benchmark for detection of germline large deletions and insertions. *Nature biotechnology*, 38(11), 1347–1355.