THE INFLUENCE OF CONTENT MARKETING AND SOCIAL MEDIA MARKETING TOWARD ONLINE SHOP CUSTOMER LOYALITY AT TOKOPEDIA CUSTOMER IN SAM RATULANGI UNIVERSITY

PENGARUH PEMASARAN KONTEN DAN PEMASARAN MEDIA SOSIAL TERHADAP LOYALITAS KONSUMEN TOKO DARING PADA KONSUMEN TOKOPEDIA DI UNIVERSITAS SAM RATULANGI

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Abstract: The purpose of this study was to examine the effect of content marketing and social media marketing on consumer loyalty online shop Tokopedia. This research is quantitative, especially research in the field of marketing management by conducting data surveys in the form of primary data. Data collection is done online using Google Form. The population in this study is the generation of students at the University of Sam Ratulangi Manado. Sampling by purposive sampling, with a total sample of 100 respondents. Data analysis was in the form of validity and reliability tests, research instrument testing, hypothesis testing and multiple linear regression analysis with the SPSS program. The results showed that simultaneously content marketing and social media marketing had a positive and significant effect on consumer loyalty. Likewise, individually, content marketing and social media marketing have a positive and significant effect on increasing consumer loyalty for Tokopedia's online shop, especially for students at Sam Ratulangi University, Manado. The Tokopedia online store startup company needs to pay attention to the factors that have an impact on increasing consumer loyalty, in this case, content marketing and also social media marketing.

Keywords: Content marketing, social media marketing, consumer loyalty, online shop

Abstrak: *Tujuan penelitian ini adalah untuk mengkaji pengaruh pemasaran content dan pemasaran media sosial terhadap loyalitas konsumen online shop Tokopedia Penelitian ini merupakan kuantitatif khususnya penelitian di bidang manajemen pemasaran dengan melakukan survei data berupa data primer. Pengambilan data dilakukan secara daring menggunakan Google Form. Populasi dalam penelitian ini adalah generasi mahasiswa di Universitas Sam Ratulangi Manado. Pengambilan sampel secara purposif sampling, dengan jumlah sampel sebanyak 100 responden. Analisis data berupa uji validitas dan reliabilitas, uji instrumen penelitian, uji hipotesis dan analisis regresi linear berganda dengan program SPSS. Hasil penelitian menunjukkan bahwa secara simultan content marketing dan social media marketing berpengaruh positif dan signifikan terhadap loyalitas konsumen. Begitu juga secara invididual content marketing dan social media marketing berpengaruh postif dan signifkan meningkatkan loyalitas konsumen online shop Tokopedia khususnya pada mahasiswa di Universitas Sam Ratulangi Manado. Perusahaan startup toko online Tokopedia perlu memperhatikan faktor-faktor yang berdampak pada peningkatan loyalitas konsumen dalam hal ini adalah content marketing dan juga social media marketing.*

Kata Kunci*: Pemasaran konten, pemasaran media sosial, loyalitas konsumen, toko daring*

INTRODUCTION

Research Background

Online shopping or E-Commerce is a transaction process carried out through media or intermediaries in the form of online buying and selling sites or social networks that provide goods or services that are traded. Now online shopping has become a habit for some people, due to the convenience provided, many people think that online shopping is a means to find needed items such as daily necessities, hobbies, and so on. Online shopping can also be interpreted as consumer desires to spend money to get something they want in an online store. This process can be done by ordering the desired goods through vendors or manufacturers and resellers using the internet. Next, make payments by transferring via bank, e-bank, or COD (Cash on Delivery).

From the results of previous research, online shopping behavior in Indonesia is very diverse. The behavior of each consumer in deciding to buy a product becomes a special study for each company before releasing its products to the market. The development of the digital era is increasingly inevitable that every company must follow to adjust its marketing strategy by entering the online system to sell its products. Online shopping has become a habit for some people because of the convenience it provides, many people think that online shopping is one of the means to find the items they need. The research method used is to compare the results of research and journals that examine online shopping in Indonesia. Then, the existing theories of consumer behavior can be analyzed so that it can be concluded that the considerations of consumers shopping online at an online shop. The findings from previous studies show that there are many factors that influence it. The results of the study from several previous studies, can be a reference and consideration for online shops in Indonesia in attracting and maintaining.

There are various problems faced in maintaining consumer loyalty on online store startup platforms. Some are already known and some still need to be studied again. One of the problems in maintaining consumer loyalty in online stores is the number of competing online store startup platforms and even newcomers. The main competitors from Tokopedia are both similar and those that focus on niche consumers. Similar competitors include: Shopee, BliBli, JD.id, Lazzada, and Bukalapak, while competitors that focus on certain segments and products are Zalora (fashion), Shopee Food (food), Traveloka (travel and tourism). Another problem is that the limited attention span of consumers is even directed by various offers from massive competitors from various social media channels, making consumers less loyal and diverted to other competitors. For this reason, it is necessary to focus on online stores creating content marketing and social media marketing in order to maintain the loyalty of their consumers, in this case the loyalty of Tokopedia consumers.

Research Objectives

The objectives of this research are to determine and analyze:
1. To identify the influence of content marketing and social media marketing on Customer's loyalty at university students Tokopedia customers in Sam Ratulangi University Manado.
2. To identify the influence of content marketing on Customer's loyalty partially at university students Tokopedia customers in Sam Ratulangi University Manado.
3. To identify the influence of social media marketing on Customer's loyalty partially at university students Tokopedia customers in Sam Ratulangi University Manado

THEORITICAL FRAMEWORK

Digital Marketing

According to Chaffey et al. (2012), digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives. This means that Digital Marketing is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to each individual's needs. According to Purwana, Rahmi, and Aditya (2017), basically digital marketing is a marketing activity that uses digital media using the internet that utilizes media in the form of web, social media, e-mail, database, mobile/wireless and digital TV in order to increase target consumers and to know the profile, behavior, product value, and loyalty of customers or target consumers to achieve marketing goals. From the explanation above it can be concluded that digital marketing is marketing of products and

services using the internet by utilizing the web, social media, e-mail, database, mobile/wireless and digital tv to increase marketing and target consumers.

Content Marketing

Content marketing is the management of text, multimedia, sound and video content aimed at engaging customers and prospects in meeting business goals published through print and digital media including platforms, web and mobile intended with various forms of web presence such as publisher sites, blogs, media social and comparison sites (Chaffey et al., 2012). Content marketing is a marketing strategy approach that focuses on creating and distributing valuable, relevant and valuable content consistent. According to Pulizzi (2013), content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the aim of driving profitable customer action.

Social Media Marketing

According to McMahon (2019), social media is content containing information, created by people who utilize publishing technology, is very accessible and intended to facilitate communication, influence and interaction with others and with the general public developed and used as a product marketing tool to promote the brand and brand of a company. Richter and Koch (2007) state that social media is an online application, tool and media intended to facilitate interaction, collaboration and sharing of material. Another definition of social media is a group of internet-based applications built on the ideological and technological foundations of web 2.0, which enable the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). Meanwhile, according to Kotler (2019), social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa.

Customer Loyalty

This loyalty arises without coercion, but arises from self-awareness due to past experiences. Customer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases (Tjiptono and Chandra, 2011). Rahmayanti (2015) defines loyalty as the percentage of people who have bought in a certain time frame and made repeat purchases since the first purchase. Meanwhile, according to Barnes (2005), customers in business will define loyalty in a variety of different ways. Often the length of time a customer has been in business with the company and repeated purchases are used as a measure of loyalty. In this case, loyalty is equated or even defined as a percentage of total spending in product or service categories.

Online Buying Behavior

Online shopping behavior refers to the process of purchasing products and services over the internet. So online purchases have become an alternative to buying goods or services. Online sales are growing both in terms of service, effectiveness, security, and popularity. In this day and age shopping online is not a new thing. Consumers don't need to spend a lot of energy when shopping online, just by looking at the website they can directly make a purchase transaction. According to Liang and Lai (2002), online buying behavior is the process of buying products or services through the internet. The online buying process has different steps like physical buying behavior. The peculiarity of the buying process through the internet is when potential consumers use the internet and search for information related to the goods or services they need. Marketers (producers) who understand consumer behavior will be able to predict how consumers tend to react to the information they receive, so marketers (producers) can develop appropriate marketing strategies (Sumarwan, 2014). Therefore, online businesses must have and carry out the right strategy in order to make internet users who have not made online purchases interested in making online purchases and can retain the customers they already have.

Previous Research

Ajina (2019) investigated the multi-dimensional relationships among content marketing, loyalty, trust and customer engagement in the private hospital sector using primary data collected through a questionnaire from 400 randomly selected respondents. A simple random sampling technique is utilized to select the patients or their family members visiting the private hospital to have their perception regarding hypothesized variables. The findings indicate that content marketing has a positive impact on the factors like customer engagement, trust and loyalty. In comparison, content marketing is found more effective in persuading the loyalty of the customers

in comparison of trust and loyalty. Further, the customers' trust towards a brand has a strong positive relationship with the loyalty. Moreover, the positive effect of customer engagement on the trust has also been found.

Jawaid and Rajadurai (2021) studied the effect of Social Media Marketing on Customer Loyalty among University students. This research is based on the evidence from the Fashion Industry, as today Fashion Industry is considered as a high value-added business with guaranteed high profit per unit with loyal customers. The age group of University students from 18 to 26 years old plays a major role for marketers as they are the biggest users of Social Media. Therefore, analysing University students' loyalty towards social media platforms such as Facebook, Instagram, and YouTube is important for marketers to take into consideration in improving their marketing strategies. For this research, 218 Questionnaires were distributed among the University students in Kuala Lumpur Malaysia to collect their information about their Loyalty towards Social Media platforms. SPSS software is used to run the Descriptive test, Reliability test, Pearson Correlation test, and Regression test. The findings from the Pearson Correlation test showed that there is a significant and positive relationship between independent variables i.e. Facebook, Instagram, YouTube and dependent variable Customer Loyalty. The model was perfect with R^2 equal to 55.2%.

Augustine, Rewindinar, and Marta (2021) examined H&M's use of Twitter as a social networking platform for building consumer loyalty. This study used a netnographic approach to examine H&M's marketing strategy for building consumer loyalty through the use of social media, specifically Twitter. The netnography approach is an ethnographic method that combines the use of internet with ethnography. The data for this analysis was gathered by reprocessing H&M post data obtained via Twitter. The findings in this research conclude that games and interaction will undoubtedly be required to capture customers' interest and generate their loyalty.

Conceptual Framework
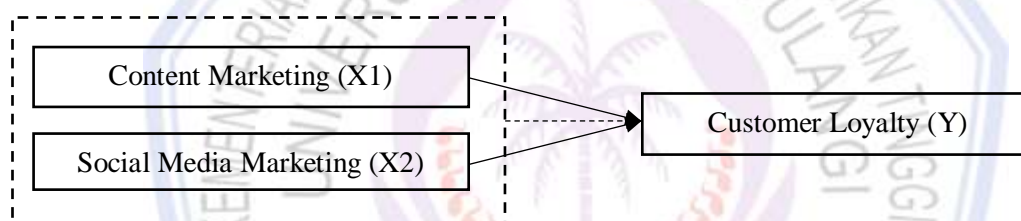
Figure 1. Conceptual Framework
Source: Data Processed, 2021

Research Hypothesis

Based on the background and research problem, so the hypothesis can be formulated, as follows:
H1: Content marketing, and social media marketing have simultaneous influence on customer loyalty.
H2: Content marketing has partial influence on customer loyalty.
H3: Social media marketing has partial influence on customer loyalty.

RESEARCH METHOD

Research Approach

This research is causal research with quantitative approach. According to Aaker and Kumar (2015), causal research is a method that investigates of research into cause and effect relationship. This research is conducted to analyze the effect of content marketing and social media marketing on consumers loyalty in online shop industries. This research will be conducted at Sam Ratulangi Univeristy, North Sulawesi.

Population, Sample, and Sampling Technique

This research used population as the data sources to make an appropriate result of data. Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sekaran and Bougie, 2010). The populations in this research are all the university students in Sam Ratulangi University. Sample is part of the number and characteristic of the population (Sugiyono, 2018). This research will use purposive sampling method. The samples of this research

are 100 respondents of Sam Ratulangi University. Respondents criteria are: (1) active student at Sam Ratulangi University; (2) have had transactions at the Tokopedia online shop.

Source of Data

All the data gathered in this research come from two sources of data, which are primary data to make an appropriate result. Primary data is collected by distributed the questionnaires to the respondents. In this research, the questionnaires are distributed via online with Google Form to respondents.

Data Analysis Technique

Data analysis using multiple linear regression analysis with IBM SPSS version 23 computer software.

RESULT AND DISCUSSION

Results

The samples consist of 100 respondents. The data were collected by questionnaire. The majority of respondents are female (69%), aged between 21-25 years old (38%), from FEB or Economy and Business Faculty (47%), 3-4 years study (44%), and have less than 1 million rupiah monthly income per month. Majority of respondents related to internet and online shop, more than 5 hours (79%), number of hours using online social media daily more than 5 hours (56%), products that are of the purchased in online stores is woman/man clothes/bags/shoes (26%), and frequent visit Tokopedia per week every day (36%).

Table 1. Multiple Linear Regression Data Analysis

Model	Unstandardized Coefficients (B)	Std. Error (SE)	t_{count}	Sig. t
Constant	2.394	1.174	2.040	
Content Marketing	0.396	0.096	4.120	0.000
Social Meda Marketing	0.602	0.130	4.642	0.000
R Square	= 0.734		t_{table}	= 1.984
Multiple R (r)	= 0.857		F_{count}	= 134.158
Adj. R Square	= 0.729		F_{table}	= 2.699
N (Respondents)	= 100		Sig. F	= 0.000

Source: Data Proceseed, 2021

The multiple linear regression model is used to determine the effect of several independent variables on a dependent variable. The computation was done by using SPSS 23.0 software. The computerized calculation ensures the accuracy of the analysis. The result in the table above, can be expressed operates as follow:

$$Y = 2.394 + 0.396X_1 + 0.602X_2 + e$$

Where:
Y   = Customer Loyalty
X_1 = Content Marketing
X_2 = Social Media Marketing
e   = Error

The results of the multiple regression equation above provide the understanding that:
1. The constant a of 2.394 gives an understanding that if the variables of content marketing, and social media marketing are equal to zero (0) then the amount of customer intention is 2.394 units.
2. For the content marketing variable (X1) the regression coefficient is positive, this can be interpreted if the content marketing increases, then the customer loyalty will increase by 0.396 with the assumption that other variables are constant or constant.
3. For the social media marketing variable (X2) the regression coefficient is positive, this can be interpreted if the social media marketing increases, then the customer loyalty will increase by 0.602 with the assumption that other variables are constant or constant.

4. The coefficient correlation (R) that shown on Table 1, means there is very strong relationship between the two independent variables with dependent variable. It is because value of R is 0.857 which is proved that the relationship among variable independents and dependent is very strong. In other word, content marketing and social media marketing as independent variable and customer loyalty as dependent variable have a positive relationship.

5. The coefficient of determination (R^2) measures how far a model explain the variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R^2) according to the table 4.8 is 0.734, which means that the linear relationship in this model is able to explain 73.4% variations in customer loyalty. And the rest 26.6% are caused by other factors not discussed in this research.

Hypothesis Testing

This research intended to determine the influence of work environment and employee motivation as independent variables on customer loyalty as the dependent variable simultaneously and partially. F-test is used to determine the simultaneous effect, while T-test is used to determine the partial effect of each independent variable to dependent variable.

F-Test

F-test is any statistical test intended to determine whether the independent variables simultaneously influence the dependent variable. This test is done by comparing the F_{count} with F_{table}. If $F_{count} \geq F_{table}$ at confidence level of 95% (α=0.05), it means that the independent variables significantly and simultaneously affect the dependent variable. Thus the alternative hypothesis (H_a) is accepted and the original hypothesis (H_0) is rejected. However, if $F_{count} < F_{table}$ at confidence level of 95% (α=0.05), it means that the independent variables significantly and simultaneously do not affect the dependent variable. Thus the original hypothesis (H_0) is accepted and the alternatives hypothesis (H_a) is rejected. From the F-test, by using the significant value of 0.05 (α = 0.05), so the calculated is ($F_{count} = 47.103 > F_{table} = 3.090$). Since the F_{count} is greater than F_{table}, H_0 is rejected and H_a is accepted. It means that the independent variables significantly affect the dependent variable simultaneously.

T-Test

T-test is any statistical test intended to determine the partial effect of each independent variable (X) to dependent variable (Y). If $t_{count} \geq t_{table}$ as confidence level of 95% (α=0.05), (H_a) is accepted and (H_0) is rejected. It means that the independent variable significantly affects the dependent variable. If $t_{count} < t_{table}$ as confidence level of 95% (α=0.05), (H_a) is rejected and (H_0) is accepted. It means that the independent variable significantly does not affect the dependent variable.

1. Attitude (X1) to Customers Loyalty (Y)
   If $t_{count} \geq t_{table}$ then H_0 is rejected and H_a is accepted, and if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the t_{count} of Content Marketing (X_1) is 4.120. Comparing ($t_{count} = 4.120 > t_{table} = 1.984$) with the significant level of 0.05. Since the t_{count} is greater than t_{table}, H_0 is rejected and H_a is accepted. Therefore, content marketing has a significant effect to customers loyalty.

2. Social Media Marketing (X2) to Customers Loyalty (Y)
   If $t_{count} \geq t_{table}$ then H_0 is rejected and H_a is accepted, and if $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected. In Table 4.8 the t_{count} of Content Marketing (X_1) is 4.642. Comparing ($t_{count} = 4.642 > t_{table} = 1.984$) with the significant level of 0.05. Since the t_{count} is greater than t_{table}, H_0 is rejected and H_a is accepted. Therefore, content marketing has a significant effect to customers loyalty.

Discussion
Content Marketing and Social Media Marketing to Customer Loyalty

Based on the research model that was built, namely the relationship between two independent variables including content marketing, and social media marketing where the two variables predict the dependent variable, namely customer loyalty with a study in Tokopedia customers. This study proves the relationship between research models, which is positive and significant influence between content marketing and simultaneous social media marketing on customer loyalty. These results show that together there is an effect of these two variables on customer loyalty at Tokopedia customers. This research model mainly examines customer loyalty in startup online shop platform with a study on Tokopedia, one of the biggest online shop retail startup in Indonesia.

Customer loyalty is important to study in marketing to understand consumer behavior related to the loyalty. In this study, the loyalty of customers at an online shop platform is influenced by content marketing and social media marketing together. The importance of these two variables in the research model shows that these two variables are the main predictor variables in this study. The online store startup platform is the most advanced and developing venture in the industry 4.0 era and today's digital era. For this reason, existing consumers need to be studied to understand consumer behavior in this field. Consumer loyalty is important to understand in online business considering that consumer attachment to an online business is often not easy because of the choices of other big players and newcomers who disrupt this online store platform industry.

Content Marketing to Customer Loyalty
        The results of the multiple linear regression analysis showed that content marketing had a significant positive effect on customer loyalty. These results have an impact on the object of research, which is the consumers of Tokopedia in Sam Ratulangi University. This result means that if the content marketing of the object of research is increased, the customer loyalty of the object of this research, namely the consumers of Tokopedia in Sam Ratulangi University, will also increase. Content marketing is the second variable that influences customer loyalty in this research model. The implication of this study shows that content marketing from consumers impact increasing customer loyalty in Tokopedia online shop platform. The management of Tokopedia needs to focus on content marketing through various channel, especially by creating massive online contents about their business. In the online shop platform business, content marketing are one of the crucial factors that cause consumers loyalty. The better the content marketing of an online shop platform, the stronger the consumer's loyalty to buy in online shop platform. This result is in line with Ajina (2019) that found content marketing has a positive impact on customer loyalty.

Social Media Marketing to Customer Loyalty
        The results of the multiple linear regression analysis showed that social media marketing had a significant positive effect on customer loyalty. These results have an impact on the object of research, which is the consumers of Tokopedia in Sam Ratulangi University. This result means that if the social media marketing of the object of research is increased, the customer loyalty of the object of this research, namely the consumers of Tokopedia in Sam Ratulangi University, will also increase. Social media marketing is the dominant variable that influences customer loyalty in this research model. The implication of this study shows that social media marketing from consumers impact increasing customer loyalty in Tokopedia online shop platform. The management of Tokopedia needs to focus on social media marketing through such as Instagram, Facebook, Youtube, TikTok. In the online shop platform business, social media marketing are one of the crucial factors that cause consumers loyalty. The better the social media marketing of an online shop platform, the stronger the consumer's loyalty to buy in online shop platform. This result is in accordance with the previous research of Jawaid and Rajadurai (2021) that there is a significant and positive relationship between independent variables i.e. Facebook, Instagram, YouTube and dependent variable Customer Loyalty.

CONCLUSION AND RECOMMENDATION

Conclusion
        Based on the analysis and discussion, several conclusion can be formulated:
1. Content marketing, and social media marketing variables simultaneously have a positive and significant effect on customers' loyalty on Tokopedia Customer. Thus the hypothesis stating content marketing and social media marketing has a positive and significant effect on customers' loyalty is accepted or proven.
2. Content marketing partially has a positive and significant effect on customers' loyalty on Tokopedia Customer. Thus, the hypothesis which states that content marketing has a positive and significant effect on customers' loyalty on Tokopedia Customer accepted or proven. In this study, content marketing is the second variable that influences customers' loyalty in this research model.
3. Social media marketing marketing partially has a positive and significant effect on customers' loyalty on Tokopedia Customer. Thus, the hypothesis which states that content marketing has a positive and significant effect on customers' loyalty on Tokopedia Customer accepted or proven. In this study, content marketing is the most dominant variable affecting customers' intention towards sustainable behavior in this research model.

Recommendation

Recommendations of this research are:

1. Based on the conclusions, a recommendation can be proposed. Tokopedia need to consider that content marketing and social media marketing influenced the customers' loyalty on Tokopedia Customers in Sam Ratulangi University.
2. Tokopedia should improve and increase the content marketing and social media marketing so the customers can retain the loyalty.
3. Tokopedia should pay more attention to social media marketing because the social media marketing will affect the customers' loyalty most dominant.

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