

# ANALYSIS OF THE INFLUENCE OF MOBILE MARKETING AND SOCIAL MEDIA MARKETING ON PURCHASE INTENTION WITH CUSTOMER ENGAGEMENT AS AN INTERVENING VARIABLE IN THE PROPERTY INDUSTRY

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## ABSTRACT

This study is entitled "Analysis of the Effect of Mobile Marketing and Social Media Marketing on Purchase Intention with Customer Engagement as an intervening variable in the Property Industry". The two variables that will be studied in this study Mobile Marketing and Social Media Marketing are used as independent variables. The Purchase Intention variable as the dependent variable and the Customer Engagement variable as the intervening variable. The purpose of this study is to obtain an overview of Mobile Marketing and Social Media Marketing and analyze the relationship of these two variables to Purchase Intention. The empirical study was conducted on internet users in the Jabodetabek area with internet use focused on finding information related to property. The research methods used are survey methods and data collection methods through questionnaires. This study used a sample of 100 respondents. The data analysis method uses SEM (Structural Equation Model) from AMOS 22.0 statistical software. The results of this study show that mobile marketing and social media marketing have a positive impact on customer engagement. From this study it was also found that mobile marketing and social media marketing have no effect on purchase intention. The final conclusion of the study, mobile marketing and social media marketing have a positive impact on the property industry. The presence of both is able to reach a wider market so it needs to be maximized in use.

**Keywords:** *Customer Engagement, Digital Marketing, Property Industry, Mobile Marketing, Purchase Intention*

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## INTRODUCTION

The development of the internet has experienced rapid growth in various countries, including Indonesia. The results of research conducted by a research company that examines internet use provide research results that of the 10,440 samples studied during Q2-Q3 of 2021, 49% have used the internet. From these internet users, they spend an average of 4 hours 58 minutes daily accessing the internet via mobile phone. When referring to the research object that the researchers took, the average daily use in accessing social media took 3 hours 19 minutes (GWI, 2023).

The use of the internet and social media plays a role in marketing various products including property. Property has become a basic human need that everyone wants to have. Assets in the form of property are used for investment other than as basic human needs. The Covid-19 pandemic which began in March 2020 led to the implementation of PSBB (Large-Scale Social Restrictions) to prevent the spread of the Covid-19 virus. The coronavirus disease (Covid-19) pandemic has had an impact on a number of industries, including the property sector. This is in line with the Covid-19 pandemic which has indeed had a major impact on the state of the property industry (Patriella, 2020). However, there is still a great demand and need for property, especially residential properties (Sunarsip, 2021).

The presence of mobile marketing and social media is an opportunity for property industry players, especially as a solution to the COVID-19 pandemic that has occurred. Based on this description, researchers conducted a study entitled "Analysis of the Influence of Mobile Marketing and Social Media Marketing on Purchase Intention with Customer Engagement as an intervening variable in the Property Industry".

## **METHOD**

This research method uses three variables, namely dependent variables (purchase intention), independent (mobile marketing and social media marketing) and intervening (customer engagement). The type of data is quantitative research, data sources are primary data sourced from collecting questionnaire results with a Likert scale with a 5-point scale, and secondary data is derived from literature reviews in the form of journals and books related to the topic studied. The population studied in this study is internet users who actively use mobile marketing and social media in terms of searching for information related to property products. Research area in Jabodetabek area. Sample selection using the purposive sampling method with the aim of obtaining a representative sample in accordance with the specified criteria. The number of respondents selected was 100 respondents as the minimum requirement in running the AMOS SEM application. This research analysis technique is descriptive statistics, data normality test, research instrument test, Goodness of Fit test and hypothesis test. The hypothesis testing model used in this study uses direct influence hypothesis test.

## **RESULTS AND DISCUSSION**

Of the 100 respondents who were the subjects of the study, 53 respondents were female and 47 respondents were male. The highest result based on each criterion was the age range of respondents, aged 31-40 years (52%). Respondents based on education level are S1 (54%). Respondents by occupation are private employees (49%). Respondents based on the duration of internet use >5 hours (50%). Respondents based on the dominant activity when accessing the internet are social media activities (38%). The results of the questionnaire distribution found that the type of social media that is often used is Instagram (53%) followed by Youtube (21%). Researchers also classified respondents based on the type of occupancy, namely houses (65%) and apartments/hotels/condotels (32%).

Researchers tested the research indicators of each variable based on the existing theory seen in Table 1 below:

**Table 1. Research Indicators**

<b>Contract</b>	<b>Indicators</b>	<b>Measuring Instruments</b>	<b>Source</b>
Mobile Marketing (X1)	MM1	I often use property search apps when searching for property products. (example: OLX, rumah.com, rumah123.com etc)	Mobile App. (Ghose & Pil Han, 2014)
	MM2	I often do product property searches through search engines. (example: Google, Microsoft Bing, etc.)	Mobile Keyword Search. (Wang, Zuo, Yang, & Wu, 2019)

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	MM3	I often receive property product offers via sms or whatsapp.	Sms Marketing. (Barwise & Strong, 2002)
	MM4	I often see developer banners or product properties in my mobile browser.	Mobile Display Banner. (Bart, Stephen, & Sarvary, 2014)
	MM5	I often visit property developer websites via smartphone or tablet.	Mobile Microblogging. (Ghose, Goldfarb, & Han, 2013)
	MM6	I often receive marketing emails via smartphone or tablet.	E-mail Marketing. (Hartemo, 2016)
Social Media Marketing (X2)	SMM1	I often see property developer content on <i>social media</i> .	(Tuten & Solomon, 2017)
	SMM2	I often see various types of property developer products on <i>social media</i> .	
	SMM3	<i>Social media</i> property developers often invite prospective buyers to conduct location surveys.	
	SMM4	<i>Social media</i> property developers often provide information related to promos in the form of discounts and other promotions.	
	SMM5	<i>Property developers' social media</i> often provides information related to events held by developers.	
Customer Engagement (X3)	CE1	I often follow news related to developers or property products.	(Bergkvist & Larsen, 2010)
	CE2	I often talk about brand developers or property products to others.	
	CE3	I often visit sites or <i>social media</i> from property developers.	
	CE4	I'm interested in buying <i>merch</i> from a property developer.	
Purchase Intention (Y1)	PI1	I intend to become a buyer of property developer products.	(Laksamana, 2018)

PI2	My desire to become a buyer of property developer products is very high.
PI3	I will likely be a buyer of property developer products.
PI4	I have high intentions to become a buyer of property developer products.
PI5	Once I was at a property exhibition, I planned to buy property products from property developers.

### Data Normality Test Results

In the multivariate normality test, a multivariate value was obtained in Table 2 of 2.356, so that multivariate is known that the data is normally distributed.

**Table 2. Normality Test Results**

Variable	Min	.max	skew	c.r.	kurtosis	c.r.
PI5	1,801	4,789	0,126	0,361	-0,635	-0,907
PI4	1,79	4,643	-0,037	-0,105	-0,509	-0,727
PI3	2,051	5,154	-0,156	-0,446	-0,489	-0,699
PI2	1,788	4,491	0,137	0,392	-0,888	-1,269
PI1	1,863	4,64	0,082	0,233	-0,733	-1,048
CE4	1	4,177	-0,053	-0,152	-0,134	-0,191
CE3	1	4,52	-0,01	-0,03	-0,515	-0,735
CE2	1	4,559	-0,161	-0,459	-0,255	-0,364
CE1	1	4,346	-0,083	-0,238	-0,583	-0,832
SMM5	1,922	4,743	-0,142	-0,405	-0,64	-0,915
SMM4	1,753	4,763	-0,14	-0,4	-0,823	-1,175
SMM3	1,793	4,518	-0,153	-0,438	-0,911	-1,301
SMM2	1,533	4,518	-0,105	-0,299	-0,744	-1,063
SMM1	1,533	4,499	-0,149	-0,426	-0,767	-1,096
MM6	1,894	4,309	0,088	0,25	-1,02	-1,458
MM5	1	4,331	-0,074	-0,212	-0,823	-1,176
MM4	1,79	4,709	0,061	0,174	-0,995	-1,421
MM3	1	4,325	0,028	0,08	-0,68	-0,971
MM2	1,986	4,141	-0,647	-1,848	-1,092	-1,56
MM1	2,051	4,447	-0,665	-1,901	-0,877	-1,253
Multivariate					19,966	<b>2,356</b>

**Research Instrument Test Results**

From Table 3 it is known that all statement items have an estimate value of > 0.50, therefore all statement items are valid (Haryono, 2016).

**Table 3. Validity Test Results**

			Estimate
MM3	<---	MM	0,772
MM4	<---	MM	0,79
MM5	<---	MM	0,72
MM6	<---	MM	0,799
SMM1	<---	BC	0,817
SMM2	<---	BC	0,846
SMM3	<---	BC	0,869
SMM4	<---	BC	0,916
SMM5	<---	BC	0,869
CE1	<---	CE	0,922
CE2	<---	CE	0,918
CE3	<---	CE	0,891
PI1	<---	PI	0,882
PI2	<---	PI	0,906
PI3	<---	PI	1
PI4	<---	PI	1
PI5	<---	PI	0,756

After calculation, it is known in Table 4 that the CR values of all variables are above 0.70, indicating that the variable is reliable (Dachlan, 2014).

**Table 4. Reliability Test Results**

Variable	Value	Standard	Information
MM	0,85	CR>0.70	Reliable
SMM	0,94		Reliable
CE	0,94		Reliable
PI	0,96		Reliable

**Goodness of Fit Test Results**

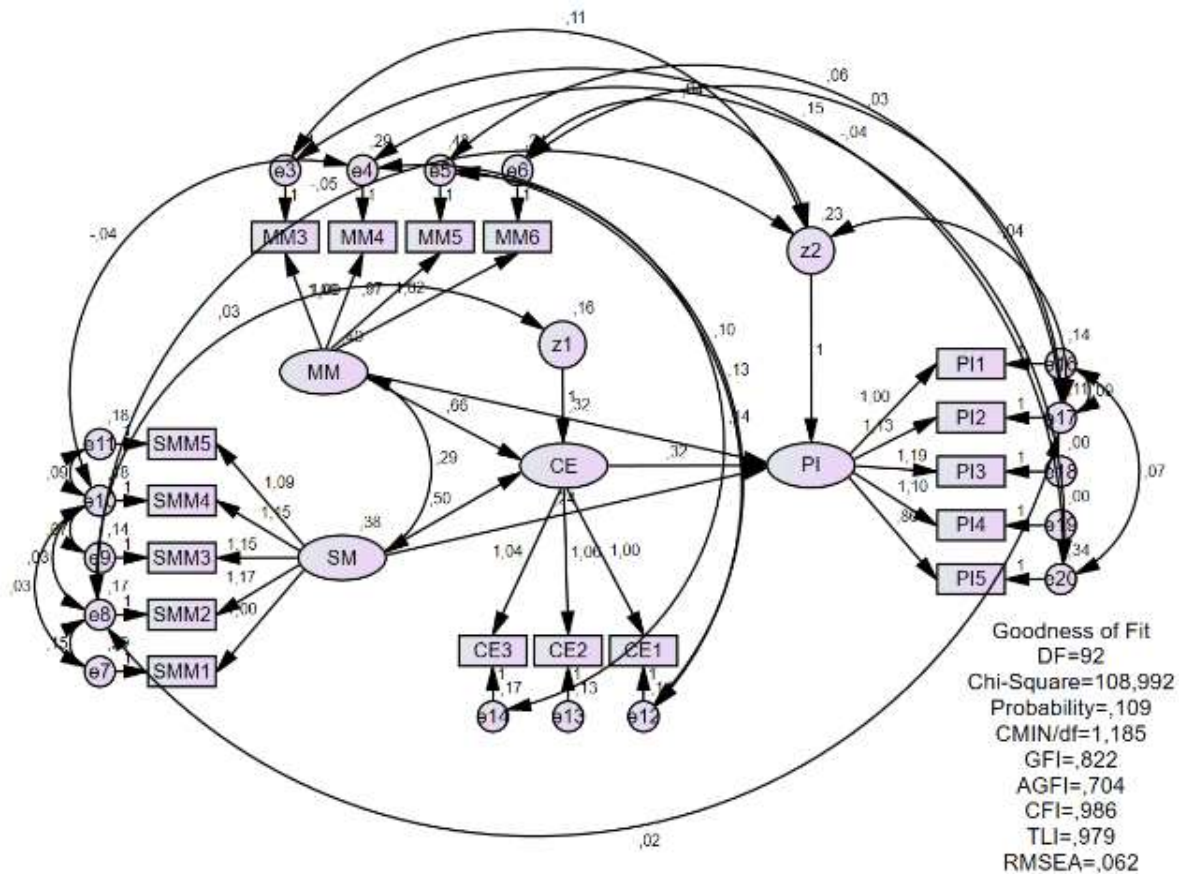
Based on table 5, it can be concluded that the model in the study is fit, especially the probability value of chi square  $\geq 0.05$  (Haryono, 2016).

**Table 5. Goodness of Fit Test Results**

Goodness of Fit Indices	Result	Cut-off Values	Information
Chi Square (df=92, $\alpha=0.005$ )	108,992	$\leq 115,39$ (Chi Square Table)	Good Fit
Probability	0,109	$\geq 0.05$	Good Fit
CMIN/DF	1,185	$\leq 5.00$	Good Fit
GFI	0,822	$\geq 0.90$	Marginal Fit
AGFI	0,704	$\geq 0.90$	Not Fit
CFI	0,986	$\geq 0.90$	Good Fit
TLI	0,979	$\geq 0.90$	Good Fit
RMSEA	0,062	$\leq 0.08$	Good Fit

**Hypothesis Test Results**

After some initial testing, the researcher proposed the following research model:



Hypothesis testing is acceptable if the critical ratio criterion is more than 2.58 at a significance level of 0.01 or more than 1.96 for a significance of 0.05. The results of the hypothesis test are shown in Table 6 below:

**Table 6. Hypothesis Test Results**

			<b>C.R.</b>	<b>P</b>	<b>Information</b>
MM	→	CE	3,255	0,001	H1 accepted
SMM	→	CE	2,570	0,010	H2 accepted
MM	→	PI	1,500	0,134	H3 rejected
SMM	→	PI	1,341	0,180	H4 rejected
CE	→	PI	2,001	0,045	H5 accepted

The results showed that mobile marketing has a positive effect on customer engagement. This study supports the research (Kurniawan, Kurniawati, & Junaedi, 2022). Social media marketing also has a positive effect on customer engagement. This research (Nawaz & Kaldeen, 2020) supports research where social media marketing has a positive influence on customer engagement. This study also shows that social mobile marketing has no effect on purchase intention at a signification level of 0.05. This study does not support the study (Muntajah, 2022) and (Wahyutyasto & Wibowo, 2017). This result is different from previous studies due to differences in research context. The purchase stage in the property industry requires quite complex considerations, namely location, price, shape / model of buildings, development around the property area, occupancy levels, facilities and property access (Panagian School, 2022). This is the reason why mobile marketing has no effect on purchase intention.

From the hypothesis test, it is known that social media marketing has no effect on purchase intentio. The study does not support research in the context of online businesses such as IKEA and Amazon (Alwan & Alshurideh, 2022), digital business advertising (Sharma, Fadahunsi, Abbas, & Pathak, 2021), nor the banking industry (Laksamana, 2018). Social media marketing cannot directly be the main tool in generating sales transactions in the property industry. Marketing instruments in social media marketing do not present a CTA (call to action) such as online transactions in the consumer goods industry. The form of CTA in consumer goods is often found in the form of a purchase basket, while in the property industry in the form of a marketer's phone number link or a redirect link on the landing page of the property developer's web page. Links directed by social media require advanced processes and stages in order for purchase transactions to occur.

Another result is that customer engagement has a positive effect on purchase intention. This study supports the research (Addo, Fang, Asare, & Kulbo, 2021). The results of the study highlight the positive impact of engagement indicators on social media, such as likes, comments, duration of visits on the web or social media or the number of user shares on the benefits of purchase and non-transactional transactions. The same results also apply to the property industry, when social media users and mobile devices with high intensity interact with property developer content or information, the chances of purchase intention become higher.

## **CONCLUSION**

In the property industry, the role of mobile marketing and social media influences the engagement obtained by property developers. This engagement is an indicator of the success

of digital marketing strategies that lead to the emergence of purchase intention. If you look at the rejection of the hypothesis between mobile marketing and social media marketing towards purchase intention, this shows the real condition in the field that property sales transactions require a long process that must be passed such as the location survey process, negotiations, property loan application processes and even comparison processes with other developers.

Proposed Managerial Implications: First, minimal implementation of email marketing becomes a task for company managers to take advantage of this condition. Effective email marketing supports sales transactions because it is more personal. Second, some developers can give free merchandise to customers, in the form of pens, umbrellas and clocks by adding the logo or name of the property developer as a way to increase potential customer engagement. Third, carry out strategies to increase brand awareness such as creating company jingles and increasing publications through social media both by creating content and covering developer activities. Fourth, maximizing property marketplace functions such as rumah.com, rumah123.com, olx.co.id become a strategic place for company managers in marketing property products. Fifth, create and improve the quality of the company's webpage as an online address because it serves as an indicator of the credibility of a property developer.

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