

# The Influence of Mobile Marketing and Content Marketing on Shopee User Customer Engagement in Sukabumi City

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## ABSTRACT

This study aims to analyze and explain mobile marketing and content marketing in influencing customer engagement. The research method used in this study is associative with a quantitative approach. The sample in the study was 100 Shopee user consumers. The research data was obtained by distributing questionnaires directly to consumer respondents using Shopee in Sukabumi City using Google Forms. The analytical tool used in this study is multiple linear regression. The results of this study showed that mobile marketing variables have a positive influence on customer engagement, content marketing variables have a positive influence on customer engagement, and there is a positive influence of mobile marketing and content marketing variables on customer engagement, with an influence of 50% while 50% is influenced by other variables that are not studied. The contribution of this research is to expand marketing management literature on mobile marketing, content marketing, and customer engagement in the context of marketing.

**Keywords:** Mobile Marketing, Content Marketing, Customer Engagement, Shopee

## INTRODUCTION

As we already know marketing has become common for every company to explore its business and survive in increasingly complex business competition. With marketing, companies can create communication and convey what the company wants to convey to its customers (Marino & Lo Presti, 2019). This will make it easier for companies to better interact and manage relationships with their customers in a way that can benefit their company. The presence of the internet identifies that in the future the world is no longer limited, anyone can interact without meeting face to face (Bandaragoda et al., 2020). The presence of the Industrial Revolution 4.0 indicates that technological progress continues to grow. According to a survey by the Indonesian Internet Service Providers Association in 2022, the trend of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%. Meanwhile, the internet penetration rate in Indonesia reached 73.7% of the total population at the beginning of 2022, which is 277.7 million people.

The development of the role of technology and the internet causes traditional marketing methods to be not as effective as they used to be because human mobility is now starting to move into digital trends (Kotler, Hermawan Kartajaya, 2020). This is characterized by the number of companies that promote through digital marketing (Breckova & Karas, 2020). But at this time digital marketing is not only used by marketers to compete to promote products or services owned by the company, but also compete to distribute content created by the company (Jamil et al., 2022). This is because the company must provide something interesting, unique, and educational to its consumers (Hollebeek & Macky, 2019). If companies only present direct promotions about the details of their products continuously, that method is considered less attractive to consumers, because consumers are getting tired of advertising exposure and promotions that are quite common for many companies (Kurniawan et al., 2022). This eventually gave rise to the term mobile marketing and content marketing.

Mobile marketing and content marketing are interesting to discuss because they are not only one part of digital marketing, but they involve the art of how to create and distribute content that is quite relevant to a brand and aims to captivate consumers by providing content that is by the character of a brand but still relevant to what

consumers want (Yang et al., 2022). Digital marketing expects mobile marketing and content marketing to influence consumers to buy or use services consistently, because traditional advertising about products and service promotions alone is not attractive enough for today's consumers (Khairani & Fachira, 2021). On the other hand, the cost of mobile marketing and content marketing is cheaper when compared to advertising in various media, so this makes many digital marketers from various brands in Indonesia believe that mobile marketing and content marketing is one of the interesting opportunities to explore in digital marketing (Masrianto et al., 2022).

GetCraf's 2017 research "*Most Exciting Growth Opportunities in Indonesia's Digital Marketing in 2017*" shows that *mobile* and *content marketing growth opportunities in Indonesia in 2017* are the second and third highest in the digital marketing space. Almost 50% and 60% of digital marketing surveyed consider mobile marketing and content marketing to be one of the very likely strategies and attract the attention of consumers. But even though *mobile marketing* and *content marketing* can serve many goals, *engagement* from customers remains one of the main goals in developing a company content strategy. *GetCraft's 2017 research on "Content Marketing: Brands' Main Goal"*, showed that *the most prioritized* content marketing goal is *customer engagement* with a percentage of almost 60%. This shows today's digital marketers realize that relevant content helps companies influence the behavior of their customers through useful information wherever those customers are in the process of their purchase actions (Diky Rifaldi & Gaffar, 2022). To use content to increase customer engagement can be started by understanding customer needs and what information they need which is then conveyed through insightful content. Therefore, companies need to create content to engage the audience that the company wants by knowing what they want so that the company can create a strong bond with customers (Mehmood Qureshi & Rashid, 2023). *Customer engagement* is what most digital marketers are aiming for today.

Content that contains unique and powerful messages that are relevant to one's life, will encourage people to share it with others without thinking because it is facilitated by the advancement of the internet (Artvanka & Hidayat, 2021). It's this emotional response to the message that will eventually trigger someone's reaction to sharing the content they see (Prasetya & Susilo, 2022). This is because human psychology wants to share experiences that move their emotions by communicating them to others. Indeed, every human being has a different attitude in disseminating content, and not all audiences of content are the same. But when content can reach the most influential audience in the intended audience group, then the content has a high probability of going viral (Chandra Litmanen & Purnama Sari, 2021).

Data from the Indonesian Internet Service Providers Association in 2017 on services accessed by Internet users in Indonesia shows that 89.35% of Internet users in Indonesia use messaging platforms and 87.13% use social media platforms. The ease and speed of marketing itself are due to the rapid development of social media platforms and message-sharing platforms on the internet which causes people to be able to communicate with anyone and anywhere, and from here there is a lot of interaction between one person and another on the internet. Data obtained from *Iprice Insight* shows that the strength of *engagement* on Shopee continues to strengthen in the second quarter of 2022 under Tokopedia. The number of Shopee visitors per month is 131,296,667 visitors with social media followers, namely Twitter as many as 842,900 followers, Instagram as many as 8,727,774 followers, Facebook as many as 25,778,184 followers.

A 2014 study by McKinsey & Company titled "*The Digital Tipping Point*", states that business executives rate *customer engagement* as a top strategic priority for all business initiatives. This further shows that customer engagement is one of the main strategies for any business. Because of the greater role in technology and the internet world. So *the customer engagement strategy* is believed to be increasingly important for digital marketing. *Customer engagement* is believed to be the basis for building a top brand image and then have an impact on great brand strength, and ultimately lead to sustainable sales (Juliana et al., 2021). This is then widely applied to companies engaged in the digital field. As done by one of Indonesia's *e-commerce*, Shopee. An e-commerce company that was established in 2015 and is now included in the "*Top 5 e-commerce in Indonesia*" due to the engagement of its users.

*Mobile marketing* and *content marketing* allow Shopee to interact and establish more intensive communication with its users more effectively and efficiently. On the other hand, the cost of displaying *mobile marketing and content marketing is cheaper when compared to advertising in various media, because mobile and content marketing* only requires a digital platform that is already owned by Shopee to distribute the content that the company has created (Khotimah & Jalari, 2021). Content that contains strong, interesting, and relevant

messages about the life of the Shopee audience can encourage the audience to share it with many people as their emotional response, especially if the content reaches the most influential audience in the intended audience group so that it will make it easier for Shopee to do its marketing to achieve *engagement* with a larger audience so that the purpose of *mobile marketing* and *content marketing* to create *customer engagement* can be done well as seen from the data on the number of Shopee users who continue to increase (Arissaputra et al., 2022). This is finally interesting to examine whether there is an influence of *mobile marketing* and *content marketing* on *customer engagement* of Shopee users.

Research on mobile marketing and content marketing on customer engagement has differences (research gap) for each researcher. Research from (Mathew & Soliman, 2021; Trivedi, 2022) states that there is a positive influence between digital and mobile marketing on customer engagement, while the results of research from (Marino & Lo Presti, 2019) state no influence. From the description and the existence of research gaps, this study aims to analyze and explain mobile marketing and content marketing in influencing customer engagement.

## Literature Review:

### Mobile Marketing

Mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers on *smartphones*, tablets, and other mobile devices through websites, email, SMS, social media MMS, and applications (Hou et al., 2017). Digital marketing is the use of electronic technology, especially in the form of information technology to carry out all business processes including buying and selling products, services, and information, increasing demand, and serving customers with a digital touch (Lamberton & Stephen, 2016). Digital marketing is electronic marketing (e-marketing). Digital marketing is the application of digital technology that forms online channels to the market (*Website, E-mail, database, digital TV, and various latest innovations* (Hilmiana & Kirana, 2021). Including blogs, podcast feeds, and social networks) aims to contribute marketing activities, to profit build and develop relationships with customers (Fadhilah & Pratiwi, 2021). *Digital Marketing* is a form of modern marketing as well as a new hope and breakthrough for companies and is expected to provide positive results for companies. Digital marketing allows advertisers to communicate directly with potential consumers without being hindered by time and geographical location (Sasongko et al., 2020). One of the best ways to overcome and minimize clutter and communicate directly with customers is with digital marketing (Setiawan et al., 2022). Digital is changing the way humans speak, communicate, act, and make decisions. Digital marketing is defined by marketing activities including branding using online-based media (Kraujalienė & Kromalcas, 2022).

Marketing online either through websites, online advertising, email opt-ins, interactive kiosks, interactive TV, or mobile (Chaffey & Smith, 2013). It makes a closer relationship with customers, understands them, and nurtures interaction with them. Mobile Marketing or E-Commerce is the sale or purchase of goods and services, between companies, households, individuals, governments, communities, or other organizations, which is carried out through computers on network media (Ahmadi & Hermawan, 2013). Mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers on smartphones, tablets, and other mobile devices, through websites, email, SMS and MMS, social media, and apps (Panda, 2020). So it can be concluded that digital marketing is one of the promotional activities and market search through online digital media by utilizing various means such as social networks (Depaoli et al., 2020). This is because cyberspace is not only able to connect people with devices but also people with other people around the world (Ghezzi & Cavallo, 2020).

### Content Marketing

Content marketing is “A marketing approach that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group to create conversations about the content” (Kotler and Keller, 2020). *Content marketing*. Content marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and

understood target audience to drive profitable customer action (Li et al., 2022). Content marketing is defined as the marketing and business process of creating and distributing valuable and engaging content to invite, acquire, and engage a clear target audience to drive profitable customer action (Joshi & Kinange, 2021).

Content marketing is expressed as the art of communicating with the public without selling anything directly (branded content is part of the scope of content marketing) (Ginan et al., 2023). *Content marketing* is also referred to as "non-interruption" marketing because it is not expected to disrupt the customer's public space (Mathew & Soliman, 2021). After all, content marketing is not advertising or door-to-door marketing through certain telecommunication channels, but a marketing method that relies more on content that companies create, collect based on relevant information (curation), and distribute to customers. Content marketing uses a variety of media formats such as text, video, photos, audio, presentations, e-books, and infographics to tell a brand or company story (Yonathan & Bernarto, 2022). Content marketing can be read or viewed on various devices such as computers, tablets, smartphones, and others. Content marketing is distributed through company websites, third parties, and social media platforms that will produce measurable results through the use of calls to action or promotional codes (Smith & Harvidsson, 2017).

### **Customer Engagement**

Customer engagement is defined as a psychological state that occurs based on an interactive, creative customer experience with an agent or a vital object (e.g., a brand) in a meaningful service relationship (Dwiviolita & Zuliarni, 2023). Customer engagement is the intensity of individual participation and connection with offers made by the company or company activities, either customers or companies that start first (Arora et al., 2021). Customer engagement in another sense is defined as a mechanism for adding customer value to the company, either through direct or indirect contributions (Gosain et al., 2019). Customer engagement focuses on satisfying customers by providing superior value to competitors to build trust and commitment with customers for long-term relationships (Lim & Rasul, 2022). Customers who have been tied to the company will become partners who collaborate with the company in the process of adding value to better satisfy the needs of these customers and other customer needs. Social media interactivity greatly facilitates the process of building a long-lasting intimate relationship between the company and the customer with trust and commitment to each other (Diky Rifaldi & Gaffar, 2022).

### **Hypothesis Development**

#### **Mobile Marketing to Customer Engagement**

Mobile Marketing and Content marketing are one of important aspects for Shopee to win the digital marketing competition. This is because when Tokopedia can create content consistently from time to time with content that is interesting, easy to understand, relevant to the lives of its users, and can involve its users, it will encourage the creation of engagement between Shopee and its users (Chiang et al., 2018). This influence will be stronger if the content can be distributed properly by Shopee through parties who understand market conditions, have good connections in the social community, and understand the products or services owned by Shopee that can keep the message content of the content easy to understand, emotionally interesting, persuasive, and relevant to the environment around its users so that the content becomes Viral. When these contents can exploit existing social networks and generate an exponential increase in Shopee's brand awareness, it will strengthen the engagement that has been established between Shopee and its users. Previous research (Smith & Harvidsson, 2017) states that content produced by third parties will build more brand perception because the content is more trustworthy, targeted, and differentiated so that the content becomes more engaging for consumers to engage with.

***H<sub>1</sub>: There is a Positive Influence of Mobile Marketing on Customer Engagement***

#### **Content Marketing to Customer Engagement**

Current marketing trends have shifted to the digital era so traditional marketing strategies alone are not enough to keep brands competitive in competition and create *engagement* with customers. Therefore, *mobile marketing* and *content marketing* are one of the important strategies in the digital marketing era (Prasetya & Susilo, 2022). That is when Shopee creates content consistently from time to time with content that is interesting,

easy to understand, and relevant to the lives of its users and can involve its users in the content distributed so that Shopee can create *engagement* with its users (Trivedi, 2022).

**H2: There is a Positive Influence of Content Marketing on Customer Engagement**

**METHOD**

The object of this research is mobile marketing, content marketing, and customer engagement. The research method used in this study is quantitative research, which is based on the philosophy of positivism and is used to evaluate certain populations or samples. Research instruments are used for data collection, and quantitative methods from statistics are used for data analysis to test predetermined hypotheses (Sugiyono, 2018). Through digital marketing variables and content marketing, this study explains how teacher performance variables affect and are influenced by these variables. Since the data to be used to test the influence of factors are expressed in numbers, a quantitative approach is used (Ghozali, 2016). Primary data or data collected directly from respondents through interviews and questionnaires were used in this study. The primary data of this study came from questionnaires sent to respondents who were consumers of Shopee users. The sample was taken using *a non-probability sampling* technique, by distributing questionnaires directly to 100 Shopee user consumers in Sukabumi City. The fundamental premise of this approach is that respondents are people who understand about themselves and the information they provide is accurate and trustworthy. In this study, the questionnaire approach was applied through the delivery of surveys directly to respondents by researchers using *Google Forms*. Because of the alternative answers given on a Likert scale of 1–5 (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree), the questionnaire used has a closed list of questions. To complete the analysis of this study, secondary data in the form of required data documents have been collected. In analyzing the data and testing the hypotheses proposed, this study used multiple linear regression analysis. Customer Engagement (Y) is the dependent variable in this study, while the independent variables are Mobile Marketing (X1), and Content Marketing (X2). The following equation represents the multiple regression model created in this study:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

**RESEARCH RESULTS AND DISCUSSION**

**Characteristics of Respondents**

Respondents in this study amounted to 100 people who were consumers of Shopee users in Sukabumi City. The characteristics of these respondents are based on gender, where there are fewer male respondents than female respondents. The age of respondents ranged from 18 years to >45 years, and the types of work respondents were students, self-employed, employees, and others.

**Table 1. Characteristics of Respondents**

Information	Frequency	Percentage %
<b>1. Gender</b>		
Man	33	33%
Woman	67	67%
<b>2. Age</b>		
18 – 25	46	46%
26 – 35	37	37%
36 – 45	13	13%
> 45	4	4%
<b>3. Type of Work</b>		
Students	18	18%
Self-employed	17	17%

Official	32	32%
Other	33	33%
<b>Sum</b>	<b>306</b>	<b>100%</b>

**Classical Assumption Test**

**1) Normality Test**

This normality test aims to test whether, in a regression model, confounding or residual variables have a normal distribution. If the significance value in this test is greater than 5 percent or  $> 0.05$ , then the residual is normally distributed (Ghozali, 2016). The results of the regression model normality test obtained a *Test Statistics* value of 0.580 with a significance level of  $0.200 > 0.05$ . This means that it can be concluded that the data are normally distributed in the regression model.

**Table 2. One Sample Kolgomorov-Smirnov Test**

	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	,200 <sup>c,d</sup>

**2) Multicollinearity Test**

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. Multicollinearity testing according to Ghozali can be observed through the tolerance value must be  $>0.1$  and *Variable Inflation Factor* (VIF) with  $VIF < 10$  conditions, it can be said that multicollinearity does not occur (Ghozali, 2016). The results of the Multicollinearity Test show that there is no Multicollinearity problem in the regression model. This statement is shown by the results of the values above the multicollinearity test table which shows that the Tolerance value  $>0.1$  and (VIF) *variance inflation factor* obtained from each predictor is less than 10, it is concluded that there is no multicollinearity. It can be seen in the table below:

**Table 3. Multicollinearity Test**

Variable	Tolerance	VIF	Information
Mobile Marketing ( $X_1$ )	0,625	1,601	Multicollinearity-Free
Content Marketing ( $X_2$ )	0,625	1,601	

(Source: Data processing results, 2023)

**3) Heteroskedasticity Test**

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of *variance* from the residual of one observation to another (Ghozali, 2016). The heteroscedasticity test can be performed using the *Glejser test* by progressing the absolute residual value to the dependent variable (Ghozali, 2016). If the probability value (*sig*)  $> 0.05$ , heteroscedasticity does not occur (Ghozali, 2016). In the Scatterplot Chart below, it is clear that there is no particular pattern because the scatter points are irregular above and below the 0 axis on the Y axis.

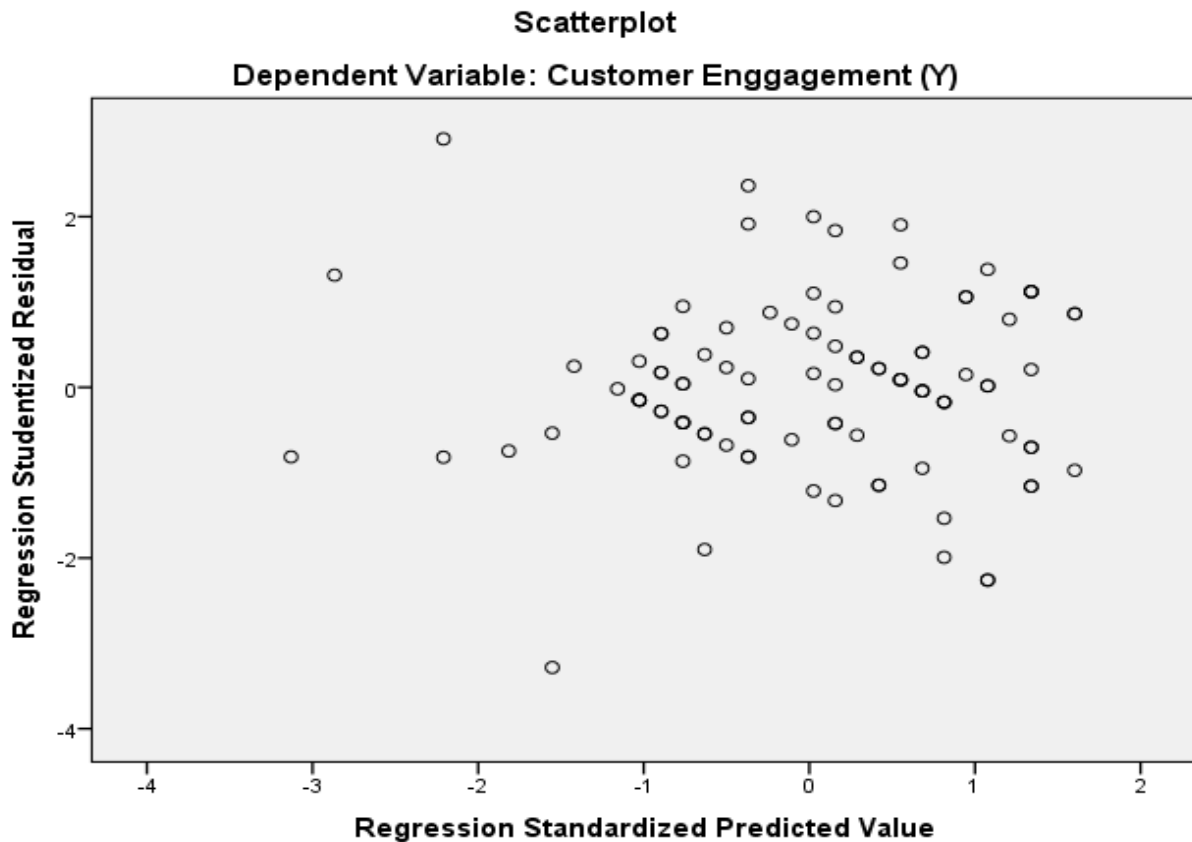


Figure 2. Scatterplot Chart

**Multiple Linear Regression Analysis Results**

The results of the multiple regression test developed in this study are notated in the following equation:

$$Y = 2.192 + 0.290 X_1 + 0,290 X_2 + e$$

Mobile marketing and content marketing variables have a significant influence on consumer engagement, where the p-value of mobile marketing is  $0.000 < 0.05$ , and the p-value of content marketing is  $0.000 < 0.05$ . And the variable that has a dominant influence is content marketing (X1), which is 0.403 or 40.3%. Test F sig value.  $0.000 < 0.05$  that is, there is an influence of the independent variable on the dependent variable and the R Square test obtained a value of 0.500 means that the variation of the free variable can explain consumer engagement by 50%, while 50% is influenced by other variables.

Table 4. Multiple Regression Test Results

Research Variables	B	Beta	t	Sig.
Mobile Marketing (X <sub>1</sub> )	0,290	0,385	4,241	0,000
Content Marketing (X <sub>2</sub> )	0,290	0,403	4,435	0,000
R Square = 0,500	F <sub>count</sub> = 48,582			
Adjusted R <sup>2</sup> = 0,490	Probabilitas F = 0,000			

**Discussion**

**Mobile Marketing to Consumer Engagement**

Mobile marketing variables have a positive effect on consumer engagement based on the results of statistical research tests with sig values. =  $0.000 < 0.05$  and a coefficient value of 0.290. These results support research from (Agung Esfandari, 2019; Khalufi et al., 2019; Kurniawan et al., 2022), which states that mobile

marketing influences consumer engagement.

Mobile marketing is a marketing strategy that uses mobile devices, such as smartphones and tablets, to interact with target consumers. Today's consumers increasingly rely on their mobile devices to communicate, search for information, shop, and participate in online activities. Therefore, mobile marketing is very important in building strong consumer engagement and of course, mobile marketing can be used to increase consumer engagement. With the right strategy, mobile marketing can be a powerful tool to increase consumer engagement and build stronger long-term relationships.

### Content Marketing to Consumer Satisfaction

Content marketing variables affect consumer engagement, according to statistical test results where the *p-value* is  $0.000 < 0.05$  and the coefficient value is 0.290. These results support research from (Alalwan et al., 2017; and Ashari & Sitorus, 2023), who state that there is an influence between content marketing and consumer engagement.

Content marketing is a marketing approach that focuses on creating, distributing, and sharing valuable, relevant, and engaging content for the target audience. The main goal of content marketing is to build strong engagement with consumers through the delivery of useful and inspiring information. With the right content marketing approach, you will be able to build deeper and meaningful relationships with consumers. By providing added value to consumers through relevant and inspiring content, it will be able to encourage continuous interaction and build loyalty in consumers.

## CONCLUSIONS

The results of the statistical test analysis show that mobile marketing and content marketing affect Shopee's consumer engagement in Sukabumi City. The influence of mobile marketing and content marketing is 50% on consumer engagement, while 50% is influenced by other variables that are not studied. The results of this study are expected to be a reference for future researchers, and it is recommended that future research develop this research more broadly and in-depth. This can be done by increasing the population or research sample. In interpreting research findings, more in-depth and continuous research is needed to find stronger evidence regarding the relationship between each research variable. The next researcher can do this by adding variables or combinations with new variables that can affect customer engagement. Given the magnitude of the contribution and proportion of other independent variables to the dependent variable in this study.

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