The Effect of Digital Marketing Activities on Intention to Buy at Shopee (Study on Generation X and Y)

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ABSTRACT

This study aims to examine the effect of digital marketing activities on purchase intentions at Shopee. The sampling method used in this study was purposive sampling with a total sample of 96 people, and the data collection method was a questionnaire. Hypothesis testing using multiple linear regression analysis. The data was processed with the help of the SPSS 24 program. This study shows that content and social media marketing significantly positively affect purchase intentions. Meanwhile, electronic promotion has no significant effect on purchase intention. In addition, content marketing, electronic promotion and social media marketing simultaneously influence purchase intentions.

Keywords: *Digital marketing activities, Intention to buy, Social media marketing, Content marketing, Electronic promotion*

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kegiatan pemasaran digital terhadap niat beli di Shopee. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling dengan jumlah sampel sebanyak 96 orang dan metode pengumpulan data melalui kuesioner. Pengujian hipotesis menggunakan analisis regresi linier berganda. Data diolah dengan bantuan program SPSS 24. Hasil penelitian ini menunjukkan bahwa secara parsial pemasaran konten dan pemasaran media sosial berpengaruh positif signifikan terhadap niat beli. Sedangkan promosi elektronik tidak berpengaruh signifikan terhadap niat beli. Selain itu, pemasaran konten, promosi elektronik dan pemasaran media sosial secara simultan berpengaruh terhadap niat beli.

Kata Kunci: *Aktivitas pemasaran digital, Intensi untuk membeli, Pemasaran media sosial, Pemasaran konten, Promosi elektronik*

INTRODUCTION

Digital marketing plays an important role in a business in today's digital era. Digital marketing can help businesses to reach more audiences than conventional methods. In addition, digital marketing is also considered more efficient and measurable. Through digital platforms, marketers can use digital marketing to build, improve and maintain business reputation online. Digital marketing is currently one of the largest and best markets to connect with audiences through the internet, digital technology and social media platforms to build brands, increase sales and drive more traffic to products and services (Bala & Verma, 2018; Sosanuy et al., 2021). Digital marketing can be in the form of social media, websites, search engine marketing, web banners, social networking, viral

marketing, email marketing, affiliate marketing, content marketing and electronic promotion. Digital marketing can be used as a strategy to attract consumer buying interest (Suryopratomo, 2022).

Marketers can create and distribute engaging content marketing to drive audience buying interest. Content marketing can be in the form of video, audio, writing and so on. Content marketing that is created and distributed should adjust the target market that has been determined. The company can be successful if its content marketing can make people interested in listening - and ultimately encourage consumers to take actions that benefit the company. In addition, business people can also influence consumer buying interest by conducting online marketing activities through the help of the internet, known as electronic promotion. The advantage is that business people are able to get a wider market share and more efficient costs than conventional promotions. As for consumers, they will find it easier to get more complete information about a product. This electronic promotion activity can be done with websites and social media such as Facebook, WhatsApp, Instagram, YouTube, Line, Path and other mobile advertisements.

According to Zhong et al., 2018 states that Intention to buy / Purchase intention is the desire of consumers to buy a product or service in the future. Purchase intention arises when someone has obtained sufficient information about the desired product. High purchase intention is created by the company's excellence in managing social media marketing. Kotler et al. (2008) state that purchase intention is something that arises in consumers after receiving stimuli from the products they see. Purchasing decision-making is a complex process, buying interest is generally influenced by many factors such as consumer behavior, consumer perceptions of the product itself, or the lifestyle of the consumer itself. Purchase interest is the main key for consumers to find out and judge a product.

Marketplace is an internet-based online media (web-based) where business activities and transactions between buyers and sellers are conducted (Nasir, 2017). Buyers can freely choose products/sellers according to the desired criteria. Therefore, companies continue to strive for marketing activities through the marketplace. One of the advantages of the marketplace is that it makes it easier for consumers and sellers/producers to carry out online product buying and selling transaction activities (Opiida, 2014). As for sellers/producers, they can offer a variety of products in the marketplace. The most popular marketplace in Indonesia today is Shopee. The company originated in Singapore and began expanding into the Southeast Asian market in 2015, including Indonesia. Shopee is the leading online shopping platform in Southeast Asia and Taiwan. This platform connects buyers and sellers in one community. Shopee offers an online shopping experience with a wide selection of products to meet the needs of its consumers.

According to iPrice, in the second quarter of 2022, Shopee had an average of 131.3 million website visitors per month (Ahdiat, 2022). When compared to the previous year, the number of visitors to this site has increased significantly. Although the number of Shopee visitors is still below Tokopedia visitors, it reached 158.3 million. This research is based on the research of Napawut et al. (2022), who examined the relationship between phenomena that can be explained in Thailand but cannot be explained in other countries. Then, the study suggested re-examining by expanding the sample to other countries or conducting research on other platforms besides Shoppee. Therefore, researchers are interested in re-examining purchase intention/Intention To Buy on the Shopee Platform by involving Digital Marketing variables such as Content Marketing, Electronic Promotion and Social Media. This research was conducted in Indonesia so that the relationship between phenomena can be explained there.

LITERATURE REVIEW
Digital Marketing
Digital Marketing is defined as a set of internet-based techniques used to persuade users to buy products or services (Avery et al., 2012; Suparno et al., 2023). Digital marketing can also refer to the use of digital media to promote brands in a timely, personal

and relevant manner (Kok et al., 2021). Digital marketing can include various strategies, such as Search Engine Marketing (SEM), Influencer/Affiliate Marketing, Content Marketing, Email Marketing, Social Media Marketing, Viral Marketing, Mobile Marketing, Radio Advertising, and TV Advertising.

In today's digital era, digital marketing is a very effective marketing strategy because it can reach a wider market at a lower cost compared to traditional marketing methods. In addition, digital marketing also allows companies to target more specific markets and obtain more accurate data in evaluating their marketing strategies.

Intention to Buy

The concept of Intention to purchase (NPM) is an important dimension in consumer psychology that reflects the tendency or desire of customers to purchase products or services within a certain period of time. Naseri (2021) describes that NPM involves motivational factors and stimuli that encourage consumers to plan or consider a purchase. Several studies, such as those conducted by Abou Ali et al. (2020) and Nuanchaona et al. (2021), confirm that customer intention to buy is strongly influenced by various factors. These factors can involve psychological, social, economic, and marketing aspects that work together to shape consumer purchasing decisions. Therefore, a deep understanding of the dynamics of NPM can help companies design more effective marketing strategies that focus on responding to the factors that motivate consumers in directing their Intention to make a purchase.

Social Media Marketing

Social media is a social structure formed from nodes (which are generally individuals or organizations) that are bound by one or more specific types of relationships, such as values, visions, ideas, friends, offspring, and others (Kindarto, 2010).

Basically, social media is the latest development of new internet-based web technologies, which makes it easy for everyone to communicate, participate, share and form a network online so that they can disseminate their own content (Zarrella, 2010). A blog post, tweet, or YouTube video can be reproduced and viewed live by millions of people for free (Zarrella, 2010). Social media has many forms, among which the most popular are microblogging (Twitter), Facebook, Instagram, and blogs.

The services provided by each social networking website are different. This is a characteristic and also an advantage of each social networking website. Generally, the services available on social networks are chat, email, messaging, video and/or photo sharing, discussion forums, blogs, and others (Kindarto, 2010).

The rapid development of social media is now because everyone seems to be able to have their own media. If owning traditional media such as television, radio, or newspapers requires large capital and a lot of labor, then it is different with social media. A social media user can access using social media with an internet network even with slow access, without large costs, without expensive tools and done alone without employees. Social media users can freely edit, add, and modify text, images, videos, graphics, and various other content models. Thus, the framework in this study is as shown in Figure 1 as follows:
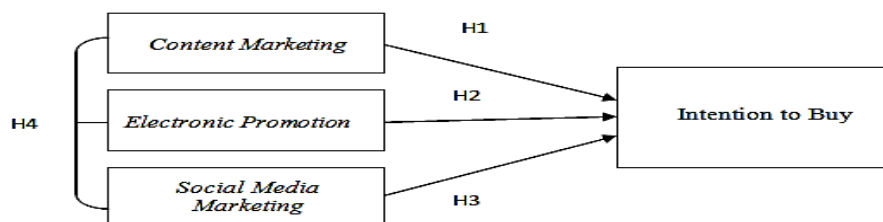

Figure 1. Theoretical Framework

The hypothesis in this study is as follows, namely:

H1: There is a significant effect of content marketing on the Intention to Buy at Shopee.
H2: There is a significant effect of electronic promotion on the Intention to Buy at Shopee.
H3: There is a significant influence of social media marketing on the Intention to Buy at Shopee.
H4: There is a significant effect of content marketing, electronic promotion and social media marketing simultaneously on the Intention to Buy at Shopee.

RESEARCH METHOD

The type of research used in this study is quantitative research. Quantitative research is a method that aims to convert raw data sets into a form that is easy to understand, in the form of concise information, where the results of the research and its analysis are described in a scientific paper where, from the analysis, a conclusion will be formed. This research uses an explanatory research approach. This research was conducted to explore a relatively new phenomenon or symptom. The data collection technique uses the survey method. Research data was collected by sending questionnaires to respondents. The survey is a measurement process used to collect data using a questionnaire (Cooper and Schindler, 2006). When viewed from the time dimension, this research is classified as a cross-sectional study because it is carried out only once at a time (Cooper and Schindler, 2006).

Population is a generalization area consisting of objects and subjects that have the quantity and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2012). Meanwhile, the sample is part of the population consisting of several members of the population. The population in this study are all Shopee users in Indonesia. While the research sample is Shopee users, especially Generation X and Z. This study used a sample of 96 which were selected based on purposive sampling techniques. Determination of certain criteria is intended to provide maximum information. The criteria for this sample are consumers whose age belongs to generations X and Y and have made purchases at Shopee e-commerce more than once in the last 1 month.

The data collection technique in this study used a questionnaire with a survey method. Survey is a measurement process used to collect data using a questionnaire (Cooper and Schindler, 2006). Furthermore, a questionnaire is a data collection method that is carried out by giving a set of questions or written statements to respondents to answer. The reason researchers use questionnaires is because questionnaires are more efficient if researchers know exactly the variables to be measured and know well what to expect from respondents. In addition, questionnaires can also be used if the number of respondents is large enough and spread over a wide area. Furthermore, the measurement of variables in this study uses a Likert scale. Likert scale is one way of determining the score by giving questions to respondents and choosing one of the existing answers. Variable testing that will be examined in each answer will be given a score (Sekaran, 2006).

This research uses two main types of data, namely primary data and secondary data. Primary data was obtained through questionnaires distributed directly to respondents as well as online using Google Form. The questionnaire was designed by relying on a Likert scale to measure respondents' responses and perceptions of variables relevant to the research. Meanwhile, secondary data was collected through the internet. This process involved collecting information from various pre-existing sources, including articles, research reports, and other published data relevant to the context of the study. The combination of primary and secondary data is expected to provide a comprehensive picture of the aspects that are the focus of this research.

In this research framework, there are three independent variables, which are referred to as independent variables. These variables are Content Marketing (X1), Electronic Promotion (X2), and Social Media Marketing (X3). Content Marketing (X1) refers to a marketing strategy that focuses on creating and distributing valuable content to attract and retain the attention of target audiences. Electronic Promotion (X2) refers to promotional efforts carried out electronically, such as through email, text messages, or digital advertising media. Meanwhile, Social Media Marketing (X3) includes marketing

activities conducted through social media platforms to increase brand presence and interaction with consumers. On the other hand, the dependent variable in this study is Intention to Buy (Y), which indicates the extent to which consumers' intention or desire to make a purchase in response to the marketing strategy is carried out. Analysis of the relationship between the independent and dependent variables is expected to provide insight into the extent of the influence of marketing strategies, such as Content Marketing, Electronic Promotion, and Social Media Marketing, on consumer intention to make a purchase.

Data analysis is carried out with the aim of generating results that are used in solving problems. These results are obtained by processing the data that has been obtained. The data analysis in this study used multiple linear regression analysis methods. The reason is that the independent variables studied are more than one variable. Data analysis was carried out using SPSS 24 software.

RESULTS

The questionnaire was distributed online using Google form and directly to consumers whose age belongs to generation X and Y and have made purchases at Shopee more than once in the last 1 month. The previous questionnaire distribution received a response of 96 questionnaires.

This test is to test whether the observations are normally distributed or not. The normality test uses Kolmogorov Smirnov. Normality test results can be seen in Table 1.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters a,b	Mean	,0000000
	Std. Deviation	1,51713618
Most Extreme Differences	Absolute	,082
	Positive	,059
	Negative	-,082
Kolmogorov-Smirnov Z		799
Asymp. Sig. (2-tailed)		546

Based on Table 1, it can be seen that the asymp.sig value is 0.546> 0.05 so it can be concluded that the data is normally distributed. An important assumption of the classical linear regression model is that the *disturbance* that appears in the regression is homoscedasticity, that is, all disturbances have the same variance. Heteroscedasticity test results can be seen in Table 2.

Table 2. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	910	782		1,164	247
	Content Marketing	,007	,051	.024	.139	889
	Electronic Promotion	-033	.073	-074	-,456	650
	Social Media Marketing	,008	,017	,067	.441	660

Based on Table 2, it can be seen that the probability value is greater than 5%, thus the variables proposed in the study do not occur heteroscedasticity. How to detect the presence or absence of heteroscedasticity in a model can be seen in the scatterplot image. According to Santoso (2001: 210) in Amiriyah (2014) states that if the distribution of points is above and below zero on the Y axis and does not form a clear pattern, then there

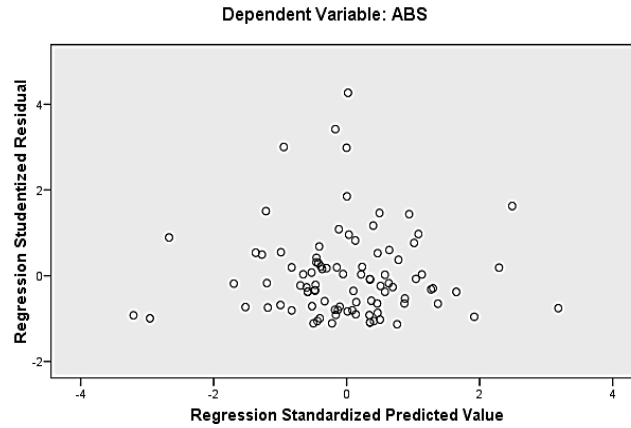is no heteroscedasticity. Figure 1 is presented a Scatterplot image.

Figure 1. Scatterplot

Based on Figure 1, it shows that the distribution of points is above and below zero on the Y axis and does not form a clear pattern, so it can be concluded that heteroscedasticity does not occur. The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between independent variables. To determine the presence or absence of multicollinearity, it can be seen from the Variance Inflation Factor (VIF) and tolerance (α) values.

Table 3. Multicollinearities Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,469	1,198		,392	,696		
	Conten Marketing	,278	,079	428	3,539	,001	,351	2,846
	Electronic Promotion	,128	,111	,128	1,148	,254	,415	2,411
	Social Media Marketing	,061	,026	,242	2,312	,023	,471	2,125

a. Dependent Variable: Customers Intentions

Based on Table 3, it can be seen that the tolerance value> 0.10 or VIF value < 10, so there is no multicollinearity. A summary of the results of the multiple linear regression analysis that has been carried out is as follows:

Table 4. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	,469	1,198		,392	,696		
	Content Marketing	,278	,079	428	3,539	,001	351	2,846
	Electronic Promotion	,128	,111	,128	1,148	,254	415	2,411
	Social Media Marketing	,061	,026	,242	2,312	,023	471:	2,125

a. Dependent Variable: Customers Intentions

Table 5. ANOVA Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	243,172	3	81,057	34,104	,000
	Residuals	218,662	92	2,377		
	Total	461,833	95			

a. Predictors: (Constant), Social Media Marketing, Electronic Promotion, Content Marketing
a. Dependent Variable: Customers Intentions

Based on Simultaneous Regression, the F-count value is 34.104 with a probability (p) = 0.000. Based on the provisions of the F test where the probability value (p) ≤ 0.05, it can be said that Content Marketing, Electronic Promotion and Social Media Marketing simultaneously have a significant positive effect on Intention To Buy. Based on the partial regression test results, the analysis of the Content Marketing variable shows a t-count value of 3.539 with a regression coefficient (beta) of 0.428, and a probability (p) of 0.001. The results of data processing show that the probability value (p) is lower than the significance limit of 0.05, so it can be concluded that Content Marketing has a significant positive effect on Intention To Buy. In other words, the existence of a Content Marketing strategy can positively influence consumer purchase intentions. This finding provides an indication that quality and relevant marketing content can strengthen consumers' desire to make a purchase, supporting the importance of content marketing strategies in increasing Intention To Buy in the context of this study.

The partial regression test results for the Electronic Promotion variable show a t-count value of 1.148 with a regression coefficient (beta) of 0.128 and a probability (p) of 0.254. Based on data analysis, it is known that the probability value (p) is greater than the significance limit of 0.05. Therefore, it can be concluded that Electronic Promotion does not have a significant influence on Intention To Buy. This finding indicates that, in the context of this study, promotional efforts made electronically, such as through email, text messages, or digital advertising media, do not significantly influence consumers' desire to make a purchase. This reinforces the importance of understanding consumer context and preferences in designing promotional strategies that can effectively influence Intention To Buy.

Analysis of the partial regression test results for the Social Media Marketing variable shows a t-count value of 2.312 with a regression coefficient (beta) of 2.242 and a probability (p) of 0.023. By considering the probability value which is less than the significance limit of 0.05, it can be concluded that Social Media Marketing has a significant positive effect on Intention To Buy. This finding indicates that marketing strategies carried out through social media platforms have a strong positive impact on consumer purchase intentions. Therefore, the existence and effectiveness of marketing campaigns that utilize social media are critical factors in increasing Intention To Buy. These results can provide valuable guidance for companies in evaluating and improving their marketing strategies, with a focus on utilizing the positive potential of Social Media Marketing in influencing consumer purchasing decisions.

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	,726	527,	, 511	1,542	2,083

a. Predictors: (Constant), Social Media Marketing, Electronic Promotion, Content Marketing
a. Dependent Variable: Customers Intentions

Based on Table 6, it can be seen that the magnitude of the effect of Content Marketing, Electronic Promotion and Social Media Marketing simultaneously on Intention To Buy is indicated by the Adjusted R Square value of 0.527. This means that the independent variables in this study affect Intention To Buy by 53%. The rest is influenced by research that is not done in this study by 47%.

DISCUSSION
The Effect of Content Marketing on Intention to Buy

The results of this study indicate that content marketing has an effect on Intention to buy. This is evidenced by the t value of 3.539 with a probability of 0.001 where this figure is significant because the p value is ≤ 0.05. So it can be concluded that content marketing has a significant positive effect on Intention To Buy at Shopee. The results of the multiple linear regression test conducted accept the first hypothesis which states that content marketing has a significant positive effect on Intention to buy at Shopee.

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 with the aim of driving profitable customer actions (Pulizzi, 2009). Content marketing can be in the form of text, video, audio and so on both online and offline. Content marketing aims to create content that can reach the target market (Bala & Verma, 2018; Weerinnghee, 2019). When companies upload marketing content that is better than before, it will have an impact on consumer buying interest (Mahendra, 2020).

Marketers can create and distribute attractive marketing content to influence consumer buying interest. This needs to be done considering the increasingly fierce competition in the digital era. Every company tries to attract consumer buying interest by creating marketing content. Therefore, to deal with this competition, marketers need to create interesting content so that consumers are interested and encourage consumers to make purchases.

The Effect of Electronic Promotion on Intention to Buy

The results of this study indicate that Electronic Promotion has no significant positive effect on Intention To Buy. This is evidenced by the t value of 1.148 with a probability of 0.254 where this figure is not significant because $p \geq 0.05$ so it can be concluded that Electronic Promotion has no significant positive effect on Intention To Buy. The results of the multiple linear regression test conducted reject the second hypothesis which states that Electronic Promotion has a significant positive effect on Intention To Buy at Shopee.

Electronic Promotion is an online marketing activity with the help of the internet. This electronic marketing activity can be done through social media such as Facebook, Instagram, TikTok or YouTube. Electronic promotion cannot influence consumer buying interest if marketers are unable to create unique promotions. This is because competition in the marketing world is getting tighter. Every company is competing to do electronic promotion in various media to get customers. Therefore, marketers must create something different to attract consumers' buying interest.

The Effect of Social Media Marketing on Intention to Buy

The results of this study indicate that Social Media Marketing has a significant positive effect on Intention To Buy. This is evidenced by the t value of 2.312 with a probability of 0.023 where this figure is significant because $p < 0.05$ so it can be concluded that Social Media Marketing has a significant positive effect on Intention To Buy. The results of the multiple linear regression test accept the third hypothesis that social media marketing has a significant positive effect on Intention To Buy at Shopee.

Social media marketing activities carried out by companies can cause stimuli to consumers. These stimuli will be processed within a person before a purchase decision is made. Stimuli that are carried out continuously can create interest in buying. Furthermore, buying interest will create a motivation that continues to be recorded in a person's mind and becomes a very strong desire, which in the end when a consumer has to meet his needs, he will actualize what is in his mind (Soebagyo & Subagio).

The effect of Content Marketing, Electronic Promotion and Social Media Marketing simultaneously on Intention to Buy

The results of this study indicate that Content Marketing, Electronic Promotion and Social Media Marketing simultaneously have a significant positive effect on Intention To Buy. This is evidenced by the calculated F value of 34,104 with a probability of 0.000, where this figure is significant because $p < 0.05$, so it can be concluded that Content Marketing, Electronic Promotion and Social Media Marketing simultaneously have a significant positive effect on Intention To Buy. The results of the multiple linear regression test conducted accept the fourth hypothesis which states that Content Marketing, Electronic Promotion and Social Media Marketing simultaneously have a significant positive effect on Intention To Buy at Shopee.

Digital marketing has a huge opportunity to reach a wider range of consumers. Companies can carry out marketing activities through social media and electronic marketing or create unique marketing content to influence consumer purchase intentions. These marketing activities are expected to attract consumers and generate purchase intentions.

CONCLUSIONS

This study produces several important conclusions related to the influence of marketing strategies on Intention to Buy. First, Content Marketing is proven to positively affect the Intention to Buy, with a t-count value of 3.539 and a probability of 0.001, which shows statistical significance ($p < 0.05$). Second, it cannot be concluded that electronic promotion has a positive influence on intention to buy because the t-count value is 1.148 with a probability of 0.254, which is higher than the significance limit ($p \geq 0.05$). Third, Social Media Marketing is proven to have a significant positive effect on Intention to Buy, with a t-count value of 2.312 and a probability of 0.023 ($p < 0.05$). Finally, simultaneously, Content Marketing, Electronic Promotion, and Social Media Marketing together have a positive effect on Intention to Buy, with an F-count value of 34,104 and a probability of 0.000, showing statistical significance ($p < 0.05$). This conclusion provides valuable insights for marketing practitioners in designing more effective strategies to increase consumer purchase intentions.

Based on the research results and conclusions expressed, there are a number of suggestions and recommendations that can be conveyed. First, it is recommended that companies utilize these findings as a guide to increase consumer buying interest through the implementation of digital marketing activities. By focusing efforts on Content Marketing and Social Media Marketing strategies that are proven to have a significant positive influence on Intention to Buy, companies can design more effective and targeted marketing campaigns. Digital marketing activities, such as high-quality content and promotion through social media, can be a key instrument in strengthening the bond between brands and consumers, stimulating purchase intention, and expanding market share.

Second, for future studies interested in further exploring the factors that influence Intention to Buy, researchers are advised to consider expanding the independent variables or including moderating or intervening variables. This step can provide a deeper understanding of the complex dynamics behind consumer purchase intentions. For example, moderating variables can help identify certain conditions under which the influence of Content Marketing, Electronic Promotion, and Social Media Marketing becomes more or less significant. Thus, future research can further contribute to the theoretical and practical understanding in the context of digital marketing.

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