

The Effect of Social Media Users Behavior on Customer Engagement

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Abstract— The increasing use of the internet has an impact on the use of social media. Society spends more time on social media to get the information, get a pleasure and shopping. The company able to develop marketing activities to interact and engage customers in their daily activities through social media. This study aimed to determine the effect of perceived ease of use, perceived usefulness, perceived enjoyment, perceived connectedness, social media image to increase customer engagement. Data were analyzed using SEM analysis. The results showed perceived ease of use and perceived usefulness do not affect customer engagement, while perceived enjoyment, perceived connectedness, and social media image has significant influence on customer engagement. Furthermore, attitudes toward social media has a significant influence on customer engagement (f test).

Keywords: *perceived ease of use, perceived usefulness, perceived enjoyment, perceived connectedness, social media image, customer engagement*

I. INTRODUCTION

The business development in the digital era requires companies utilize digital media to innovate and reach consumers more broadly. Digital media is media that is accessible through digital technology (electronic devices) such as computers, cellular phones, smart phones, and other digital means [1]. Internet, social media, electronic billboards, as digital technology-based media campaign [2]. Digital technology is an online channels such as web, email, databases, wireless and digital television [3].

Digital marketing is the promotion of products or services using digital channels [1], [2]. Digital marketing is a type of marketing to the target market is scalable, interactive, and how to retain customers [4]–[6]. Digital marketing also aimed other stakeholders [7]. Digital marketing as e-marketing and online advertising [1]. Digital marketing can be said is an attempt to put a product or service using digital channels to reach the target markets, and other stakeholders as well as maintain it.

Digital media advertising is a form of marketing strategy chosen by many companies. Digital advertising is growing since 1994 [8]. Online shopping is increasing due to the increased use of the Internet as a shopping medium customer products [1]. Customers easily access product information prior to making a purchase decision and have access to the communication with the seller. On the other hand, research mentions 70% of customers do not perform a search in many places because of the high cost of travel in the shop [9]. Other researchers have found that with online purchases

significantly reduced search costs and rising demand in various categories of products [10].

Rapid technological developments accompanied also with the development of the medium itself. Social media is one of the media that is selected and used customers are looking for information to shopping. Hootsuite research was released in January 2019 social media users in Indonesia reached 150 million or approximately 56% of the total population [11]. The amount is up 20% from the previous survey. Meanwhile, users of mobile social media (gadgets) to reach 130 million or about 48% of the population.

The products that customers need much sought through social media such as: Kaskus, Tumblr, YouTube, BBM, Line, Whatsapp, Instagram, Path, Twitter, and Facebook. Social media to bring the advantages of each. Seeing this phenomenon, the company seeks to accommodate the needs of customers to use social media as a medium of shopping. The success of social media happens not only be seen from the number of users, but also look at the sustainability of activities undertaken on the use of social media, it is expected until the transactions.

Potential for the company to develop marketing activities to interact and engage customers in their daily activities can be accomplished through social media. Fresh content, frequent updates and incentives for participation as well as creative strategy is the key to customer engagement [12]. The content is driving customer engagement significantly more than building relationships [13]. Other words to create value for the enterprise customer must provide a form of social media, interactive, fun, as a media liaison, and give satisfaction in the use of social media stretcher, or other factors that affect customers using social media. The intensity of the use of social media are constantly certainly customers are expected to have a positive attitude to cause engagement to the company.

The use of social media companies are expected to give a good impact on customer engagement. Customer engagement occurs when the use of social media continues and creates a positive attitude towards the company's social media. The customer a positive attitude towards social media measure from influence of ease of use, perceived usefulness, perceived enjoyment, perceived connectedness until social media image [14]. Therefore, this study looked at factors influencing customer attitudes towards the use of social media in customer engagement. Does attitude affect the level of use of social media, the more users develop a positive attitude towards social media, the higher the level of use towards social media. On the relationship the customer's attitude towards social media and usage levels will affect the

customer engagement. The increasing use of digital media is impacting companies to create digital-based marketing. This is a challenge for companies to determine marketing that has the potential to be used in the digital era now.

Social media is one of the media that are widely used by individuals in their daily activities including searching and buying. For it to be seen the factors that affect customer attitudes towards the use of social media to achieve customer engagement.

The research problem is to measure customer attitudes on the use of Social Media on Customer Engagement.

II. LITERATURE REVIEW

A. *Social Media*

Increase of Internet users have an impact on the use of social media. Society spend more time on social media for information, seeking the pleasure to shop. Social media is regarded as the most important digital marketing communications in the era of technology. This medium has the ability to create, exchange ideas, information, and share images of products or services of the company.

Social media are widely accessible to the public is Facebook, Instagram, Twitter and many more. Company use media sosial as a channel to provide information about products sold, conduct promotional activities, as well as build a community with an interest equal to the product of the company. Some companies use social media as a marketing channel for the products because many people have social media and access it.

B. *Attitude Toward Social Media*

Activities undertaken by the community can affect the attitudes of the community towards social media. Customers who have a more positive attitude towards social media will create content with start posting, writing product reviews, post videos and images related to the brand, which indicates a higher level of engagement. Thus, whether the social media users will switch from being a light users become heavy users of social media is certainly influenced how users look at social media sites and whether the user has a positive attitude towards social media.

To see attitude brought about by the use of social media, can be measured:

- Perceived ease of use – PEU

Ease of use to digital media requires clear and simple services, complete navigation and a smooth interactive method [15]. Social media design has the main goal of smooth interaction [16]. The extent to which an innovation is easily understood or used can be considered as a perception of ease of use [17]. The use of social media can increase the use of social media . Perceived ease of use is a term that represents the extent to which innovation is considered not difficult to understand, learn or operate. Understanding technology can solve the adaptation of services/ innovative products by customers, this is considered as ease of use. The perceived ease of use is the extent to which customers consider new products or services better than their replacements.

So it can be concluded that ease of use is related to the ease of customers in using social media, adapting it and providing the convenience of its use to evaluate its benefits easily.

- Perceived Usefulness – PU

According to Davis (1989) and Shin (2010), perceived usefulness is an individual's expectation of the use of technology in improving the work performance of users [14]. The perceived benefit in the context of social media is "being able to be used profitably". In other words, PU is the level of social media usage that meets the needs of users when using social media. The needs of Social Media users are different for each person; some use Social Media as a way to connect with large numbers of people, find old friends, search for products, sell products until just for fun and others.

Companies that have marketing media such as social media, of course, strive to provide these media by completing their applications based on the needs of their users and of course can provide added value to the marketing media they have. Social media owned by companies must have interactive content that contains information in the form of text, images, links, and videos about the company's products so that customers can get great benefits when accessing social media owned by the company.

For this reason, customers' engagement to social media will have a positive impact if the customer benefits from the use of social media.

- Perceived Enjoyment – PE

The perception of the benefits of entertainment/ pleasure as intrinsic motivation that emphasizes the use process and reflects the fun and enjoyment associated with the use of the system used in accessing social media [18]. Enjoyment is the main factor that drives users to use new technology. The effect of pleasure and pleasure obtained by individuals influences the use of social media [19]. Enjoyment are considered positive attitudes towards social media and repeating access to social media.

- Perceived Connectedness – PC

The use of social media is growing because of the availability of effective tools and features that meet the needs of users of social media to connect to people and help them to share information [15]. Ease of use of applications in social media is the most important factor to generate customer engagement using social media applications [20].

- Social Media Image – SMI

The image formed by social media is reflected in the choice of people to use the social media. The theory of critical mass indicates that a number of users have been interested in social media platforms, they should be spread to all social media communities [21].

Social media use is considered to have a good image because of the level of credible, trustworthy, or unreliability

of social media itself. Social media is considered credible, reliable and trustworthy expected to have a more critical mass and this is an indicator of a good image of social media.

C. Customer Engagement

The interactive nature of social media between individuals and companies, between sellers and customers and involving customers in creating content, can create value to serve customers better [22]. Customer engagement focuses on satisfying customers by providing superior value compared to competitors so they can build trust and commitment to long-term relationships. The customers involved become partners who collaborate with sellers in the added value process aimed at satisfying their own needs as well as those of other customers. Social media interactivity facilitates the process of building long-term relationships through trust and commitment between sellers and buyers. Customer engagement will be built through the emotional ties of both parties.

The process of building customer engagement is a cycle of customer involvement. The idea of a customer engagement cycle consists of the stages of awareness, consideration, investigation, purchase, and retention, in the buying process that customers use to decide on specific products to use and buy. The stages of the customer engagement cycle are connection, interaction, satisfaction, retention, commitment, advocacy, and engagement [22].

III. METHOD

The study population is the general public who use social media in determining attitudes on social media being used so that they can determine the attractiveness of social media. The sample selection is specifically related to the specific conditions that must be met by the respondents, where respondents were users of social media.

This study uses primary data by distributing questionnaires. The research location in Palembang, the determination of the total sample of 200 respondent. The sampling method with the use of Non-Probability Sampling, that every member of the population does not have the same chance to be selected as a sample. The sample selection using purposive sampling selected according to the needs of research.

The main analytical techniques used by researchers in this study is the structural equation modeling, which will examine the relationship and influence between variables. The conceptual framework is illustrated as below:

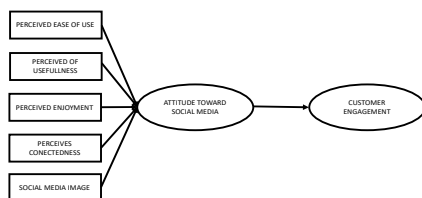


Fig. 1. Conceptual Framework

IV. RESULTS AND DISCUSSION

A. Results

This description is to find out about the respondent's behavior and responses to the questions contained in the questionnaire. The following picture is presented in the table below:

TABLE I. RESPONDENT CHARACTERISTICS

Device	Time	Social media	Reasons	Ads on social Media
99.5% = Smartphone	42.8% = >4 hours	71.1 % = facebook 99 % =Instagram 43.3 % = twitter 82.6 % = youtube	33.8% = socialize with friends	58.2% = normal

^a Source: SPSS output.

Based on the the data above, respondents liked Accessing social media through smartphones. Respondents most like accessing Instagram as their preferred social media. Respondents social media access more than 4 hours per day to socialize. Wearesocial research in, the average Indonesian people access social media every day 3 hours 23 minutes [23]. Advertisements contained in social media are reasonable so companies take advantage of opportunities to advertise. Respondents consider that social media advertising is normal.

TABLE II. SEM Analysis

	Estimate	S.E.	C.R.	P	Label
Att_to_Socmed <-- E_of_Use	.185	.138	1.338	.181	Insign.
Att_to_Socmed <-- Usefulness	.015	.166	.093	.926	Insign.
Att_to_Socmed <-- Enjoyment	-.330	.144	-2.287	.022	Sign.
Att_to_Socmed <-- Connectiveness	.366	.155	2.370	.018	Sign.
Att_to_Socmed <-- Socmed_Image	.664	.111	6.002	***	Sign.
Cust_Engagement <-- Att_to_Socmed	1.198	.129	9.259	***	Sign.

^b Source: SEM output.

- 1) Perceived ease of use does not significantly affect customer engagement. It can be seen from the value of P> 0.05 equal to 0.181. Perceived ease of use is associated with ease of use of social media. If the complexity is greater than the benefits of using social media, consumers will not use social media as a medium used to search for information or shopping. Unclear information is one of the things that contributes to unfriendly social media use. The barriers that social media users get reduce perceptions of the ease of use of social media and result in consumers not wanting to be tied to the use of social media in search of company information.
- 2) The perceived usefulness do not significantly affect customer engagement. This can be seen from the value of P> 0.05 which is equal to 0.926. The perceived benefits is the belief that social media will increase an individual's performance. In other words, social media should provide benefits to a person. In this study are considered social media does not reflect the substantial benefits for consumers, so companies should contribute more, in order to take advantage of social media and create engagement with consumers.

- 3) Perceived of enjoyment significantly influences customer engagement. It can be seen from the value of $P < 0.05$ equal to 0.022. Consumers consider the use of social media is a enjoyment thing because it is considered interesting. As it is known, social media makes various interesting information to provide entertainment.
- 4) Perceived of connectedness significantly influences customer engagement. It can be seen from the value of $P < 0.05$ equal to 0.018. Social media is considered by consumers as a tool to connect with people and share experiences. Besides that, an attractive feature makes users connected with social media.
- 5) Social media image significantly influences customer engagement. This can be seen from the value of $P < 0.05$ which is equal to 0,000. The image of social media is credible and can be trusted by respondents to increase their engagement to social media.
- 6) Significantly attitude toward social media customer engagement influences. This can be seen from the value of $P < 0.05$ was the which is equal to 0.000. Consumers assume that attitude is built positively has an impact on the greater engagement to the use of social media.

B. Discussion

This research was conducted to see attitudes towards social media on customer engagement. Social Media as part of the media used by companies to provide information about the company's products. Perceived enjoyment, the perceived connectedness, and the image of social media have an influence on customer engagement. Overall the customer's attitude toward social media has a significant effect on customer engagement.

The important implications for making social media can be used easily, useful and fun for users, should have attractive design and provide the type of detailed information, so that customers will develop positive attitudes of social media owned enterprises [14]. Furthermore, social media users are interested in social media platforms because the feeling of being connected with all the different communities and friendships they develop in social media. Social media image as other important things to help achieve customer engagement.

V. CONCLUSION

Social Media is one that is used by individuals in daily activities, including buying products. Customer attitudes arising through perceived ease of use, perceived uselessness, perceived enjoyment, perceived connectedness, and social media image are expected to achieve customer engagement.

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