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THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA MARKETING AND TECHNOLOGY READINESS TO INCREASE PURCHASE INTENTION THROUGH SOCIAL MEDIA BRAND ENGAGEMENT MEDIATION ON X INSTANT MORTAR BRAND

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Abstract. *The Covid-19 has disrupted several businesses marketing strategies. This also has an effect on the building materials industry, they have to adapting its marketing to the B2C market via social media. Social Media Marketing can increase a customer's interest in making purchase, according to the findings of prior study and theory; yet, the company's data reveals various outcomes. There was a strong response to the social media marketing campaign, however the number of sales was not related to the number of sales the company made. Consequently, this study will assess the impact of Social Media Marketing on Purchase Intention as mediated by Social Media Brand Engagement, and considering the Technology Readiness. 150 Instagram followers of Mortar Instant X were surveyed using a quantitative way to acquire data for this study. According to the findings, Social Media Marketing has a positive direct and indirect influence (mediated by Social Media Brand Engagement) on Purchase Intention. Meanwhile, Technology Readiness has a positive direct and indirect effect (mediated by Social Media Brand Engagement) on Purchase Intention. It is anticipated that Instant Mortar X and the construction materials industry would use the findings of this study to develop and implement social media marketing strategies.*

Keywords: *Social Media Marketing, Technology Readiness, Purchase Intention, Social Media Brand Engagement, Building Materials Industry.*

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Introduction

The Covid-19 phenomena that occurred in 2020 produced a technical disruption that compelled all businesses to optimize their use of digital media, particularly social media as a marketing channel, to support their operations. Companies have a wonderful possibility to improve brand awareness and sales through social media; consequently, social media has become a popular promotional platform. This transformation also affects how construction materials industry brands communicate and market their products. Considering that the majority of markets in the building

materials business continue to promote their products through traditional means such as building shops, banners, and other offline channels. However, as a result of this disruption and the consideration of the affordability of a larger audience, many companies in the building materials industry have adopted a social media marketing approach. This is also backed by the fact that the number of construction workers (foreman and construction workers) in Indonesia will reach 8.3 million by 2020 (Gunawan, 2020, paragraph 4) Internet connectivity will make Indonesia simpler to access. In addition, the introduction of new markets for building materials provides additional support for this conclusion. This implicitly indicates a change in behaviour, especially during the epidemic, when many were hesitant to leave their homes and purchase building materials directly (Arifin, 2021, para.1). Various brands of construction supplies also recognize and capitalize on this potential to expand their online presence. Beginning with the usage of social media marketing, websites and e-commerce will be utilized to increase sales and retain the brand's viability during the pandemic. Several competitive brands also engage in B2C marketing through social media activities. Nonetheless, after analysing and comparing data between the Mortar Instant X brand and other instant mortar brands, it was discovered that the Mortar Instant X brand had a greater number of Instagram followers and engagement rates than its competitors, but the number of transactions that Brand Instant Mortar X received on online sales, in particular Sales on the marketplace, were lower than other brands. In contrast, a number of studies, including one by Nguyen and Duong (2020, p.24660), demonstrate that the Social Media Marketing approach has a favourable impact on customer involvement and Purchase Intention.

In addition, based on the results of interviews with multiple customers, particularly builders who purchase Instant Mortar Brand products, it is known that these builders do not have social media or email accounts, making it difficult for them to interact with and obtain information about Brand Instant Mortar X on social media. In this context, construction workers are the largest purchasers of Brand Instant Mortar, so it is essential for businesses to target this demographic. Brands must plan measures to raise buying interest by increasing the effectiveness or performance of Social Media Marketing, as well as paying attention to the technological change readiness of consumers and customers (builders and homeowners). This study must be conducted to assist brands in growing their usage of other social media to contact and communicate with customers.

Because there are differences between the results in the field and the research conducted previously by Nguyen and Duong (2020, p.24660) and the importance of the results of this research for input to brands in developing social media marketing strategies in the future, this research was conducted with the objective of determining the effectiveness of Instagram as one of the Social Media Marketing media, the level of customer technology readiness, the level of engagement and also the level of Purchase Intention.

Through this study, new variables that support and influence (the Technology Readiness variable) as well as research objects that explicitly lead to the construction sector are discovered. In addition, this research was undertaken due to the discrepancy between the findings that have a favourable effect on the field's results.

Literature Review

2.1 Theory of Planned Behaviour

The Theory of Planned Behavior (TPB) seeks to predict and comprehend motivating factors on behavior that are not under the individual's control or choice. This idea is predicated on the premise that people are rational entities who make systematic use of all available information (Achmat, 2020). The Theory of Planned Behavior explains that human behavior is guided by three types of considerations: beliefs about the potential consequences of actions (behavioural beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the existence of factors that can facilitate or inhibit behavioural performance (control beliefs). Within each collective, behavioral ideas generate either positive or negative attitudes about behavior. Normative beliefs pertain to societal pressures or subjective norms that are perceived. There is a correlation between control beliefs and perceived or behavioral control self-efficacy. Perceived

behavioral control mitigates the influence of subjective norms on attitudes and intentions to behave. In general, the stronger a person's intention to engage in a particular behavior, the more favorable his or her attitudes, subjective norms, and perception of control. When an individual has sufficient control over his activities, he is expected to carry out his intention. Consequently, intent is thought to be a direct drive to act. As long as perceived behavioural control is accurate, it can serve as a stand-in for actual control and aid in predicting problematic behavior (Ajzen, 2019).

2.2 Marketing Management

Based on the American Marketing Association's definition (Woodall & Hiller, 2022), "Marketing is a 'activity,' a 'set of institutions,' and a 'set of processes,' whereas for the CIM it is a 'management process.'" A significant aspect of marketing is forward-looking, customer-centric, and focused on the future. This perspective requires the marketer to view the organization, current resources, activities, and processes from the perspective of the customer. The objective is to create, deliver, and assess market offers (goods, services, or both) in a way that is acceptable to target customers and meets their expectations. Marketing enables firms to accomplish growth through communicating with customers, measuring satisfaction levels, and implementing programs to boost customer contentment. (Czinkoza, Kotabe, et al, 2021, p.6).

2.3 Social Media Marketing

Due to the development of the internet, social networking sites now dominate communication media (Nguyen, et al., 2020, p. 24655); therefore, this is an opportunity for businesses to utilize social media to expand their market geographically (Gao, et al., 2018), support Brand evaluation (Naylor, et al., 2012), and build closer connections with the audience (Rapp, et al., 2013). Numerous social networks, including Facebook, Instagram, YouTube, Linked In, Snapchat, Twitter, Pinterest, WhatsApp, TikTok, and others, are widely utilized throughout the world (We Are Social, 2021).

According to Li et al. (2020), Social Media Marketing Strategy is an integrated pattern of organizational actions based on a thorough evaluation of client motivation. Utilizing social media brands and implementing intentional engagement activities can transform social media engagement (network) and engagement (influence) into strategic instruments for achieving targeted marketing outcomes.

Five concepts comprise Social Media Marketing: entertainment, interaction, trendiness, customisation, and word of mouth. Where, according to Kim and Ko (2012), Social Media Marketing has a significant impact on brand equity, buying intent, and other aspects. In addition, Chen and Lin (2019) have researched the impact of social media marketing on social identity and consumer satisfaction indirectly in different contexts. Moreover, social identity and consumer happiness influence deliberate consistency, involvement, and purchase intention.

2.4 Purchase Intention

According to Wells, Valacich, and Hess (2011) in Nguyen, et al. (2020), purchase intention is the stage at which a consumer has made a decision and is willing to purchase a product or service in terms of marketing, sales, and advertising. According to Dodds et al (1991) as cited in Wibowo et al (2020), purchase intention is the desire of a buyer to purchase a thing. Schiffman and Kanuk (2009) claimed in a book that the desire to buy is the likelihood of a client acquiring a certain product in addition to other, stronger opportunities to make a purchase. In the course of purchasing a product, consumers will seek relevant information based on their beliefs and the surrounding environment. If the necessary information has been provided, the customer will evaluate, consider, and compare before deciding to purchase.

2.5 Technology Readiness

According to Oliveira and Martins (2010) and Porter (2009), which of the following constitutes technological ready or Technology? Readiness includes professional capabilities, users,

e-business, the availability of cutting-edge technology, enterprise technology absorption capabilities, foreign direct investment, internet users, and broadband.

In the meantime, according to Parasuraman (2000) in Panday & Wibowo (2019), technological readiness is a person's propensity to use new technology to achieve goals in their personal and professional lives. This propensity can be measured through four character dimensions: optimism, innovativeness, inconvenience, and insecurity. Optimism is an optimistic outlook and confidence that technology may enhance one's control, flexibility, and productivity. In the meantime, innovation is defined as the tendency to become technological pioneers and leaders. On the other side, discomfort is described as the impression of a loss of control over technology and the inability to cope with technology's presence. Insecurity refers to a feeling of mistrust and scepticism over the functionality of technology. Taylor, Celuch, and Goodwin (2002); Thominathan and Ramayah (2013), cited in Susanto and Pratiwi (2019), p.722.

2.6 Social Media Brand Engagement

Hollebeek (2014) defined customer Brand engagement as cognitively, emotionally, and positively valenced consumer brand-related activities that occur during or are associated with certain consumer/brand interactions. In the meantime, according to Gomes et al. (2019), Social Media Brand Engagement is a proactive and engaged engagement between the consumer and social media platforms that belong to the Brand, along with a passion for and absorption in social media platforms Brand.

According to So, et al. (2014), a multidimensional approach to brand involvement comprises five cognitive, affective, and behavioural activities: identification (level of consumer ownership of the brand), enthusiasm (consumer excitement and interest in the brand), attention (level of consumer focus and relationship with the brand), absorption (consumer concentration, immersion, and preoccupation with the brand), and interaction (consumer concentration, immersion, and preoccupation with the brand) (consumer participation with the brand).

H1: Social Media Marketing has a positive influence on Social Media Brand Engagement

Experts in the field acknowledge that the advantages of online social networks are not limited to attracting clients, but also improve the current product and branding of enterprises (Forbes, 2015). In their research, M. Gomez et al. (2019) found that social media facilitates Brand Engagement, defined as the level of contact and relationship between customers and brands. Harris and Rae (2009), cited in Nguyen et al. (2020), argue that in the future, Social Media Marketing will play a significant role in increasing customer interaction and marketing. M. Gomez, et al. (2019) have done research and produced results demonstrating that Social Media Marketing (which is described by Social Media Brand Communication and Social Media Brand Involvement) has a favorable impact on Social Media Brand Engagement.

H2: Social Media Marketing has a positive influence on Purchase Intention

In prior research conducted by Pjero and Kercini (2015) on social networking sites and their impact on customer behaviour, the findings indicate that internet-based information about services and products has a beneficial effect on consumer purchase intentions. In addition, Nguyen et al. (2020) have conducted research on the effects of Social Media Marketing on Purchase Intention in Vietnamese society, demonstrating a favourable effect.

H3: Technology Readiness has a positive influence on Social Media Brand Engagement

The urge for rapid social engagement through the portability of digital gadgets is now ingrained in the community, particularly among the so-called digital natives generation. A person who is comfortable with digital technology (has a high level of technology readiness) will find it challenging to communicate with individuals (including brands) who are unfamiliar with digital

technology media (Panjaitan, et al, 2021). Therefore, the greater a customer's readiness to utilize technology, the more interactions they will have.

H4: Technology Readiness has a positive influence on Purchase Intention

According to research conducted by Goutam et al. (2022), Technology Readiness has a significant impact on Purchase Intention. This is achievable because clients who feel confident using modern technologies to buy online are more likely to make purchases. If online buyers are confident in their ability to use online technology, they exhibit positive purchase intentions and develop brand loyalty.

H5: Social Media Brand Engagement has a positive influence on Purchase Intention

According to Barhemmati and Ahmad (2015), the relationship between the client and the company is key to the growth of the company's potential in attaining marketing objectives. If consumers have a great shopping experience, their likelihood of intending to acquire products and services will increase (Nguyen et al, 2020). Hollebeek (2011) also stated in his research that the concept of brand engagement in this study refers to "consumers," particularly at the level of cognitive, emotional, and behavioural activity in brand interactions, and is regarded as crucial for influencing consumer behaviour (Bowden, 2009), such as self-Brand connection, Purchase Intention, and Brand loyalty (Harrigan, et al., 2017; Lecki, et al., 2016).

Methods

This study employs a quantitative research approach with an emphasis on the relationship between Social Media Marketing (X1), Technology Readiness (X2), Social Media Brand Engagement (M), and Purchase Intention (Y). A total of 130 Instagram followers of Brand Mortar Instant X constituted the research population. This study employs a probability sample technique with the criterion that participants must follow Instagram Brand Mortar Instant X and have a role in deciding which building materials to purchase. Using Instagram direct messages, questionnaires were distributed via the Google Form to collect data (Figure 1).

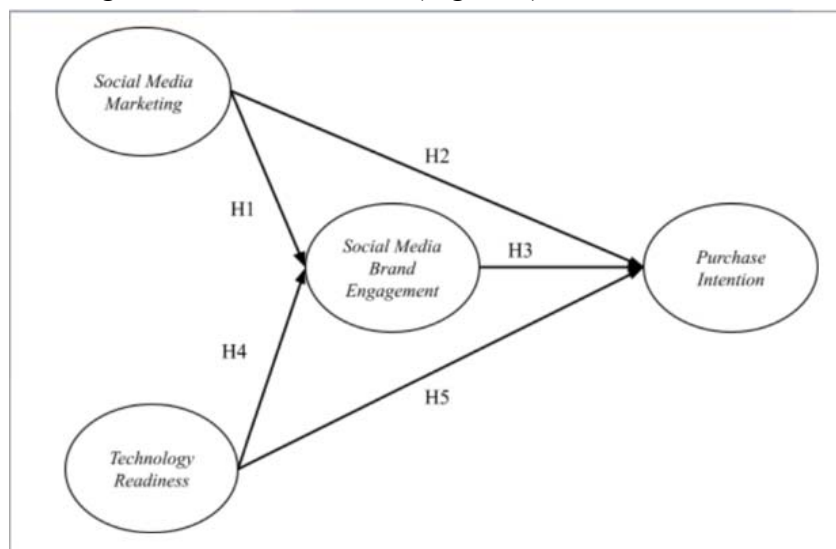


Figure 1. Research Model

Source: Modification from Borrero, et al (2014), M. Gomez, et al (2019), Sanjaya (2020)

Results

4.1. Outer Model Test

Convergent Validity, Discriminant Validity, Composite Reliability, Cronbach's Alpha, and Average Variance Extracted are measured for the Outer Model test (AVE). This test is meant to demonstrate the relationship between each indicator variable and each latent variable (Hair, et al., 2013).

Table 1						
Outer Model Test Results						
Variable	Indicator	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha	Desc
Social Media Marketing	SMM.1	0,844	0,722	0,928	0,904	RELIABLE & VALID
	SMM.2	0,831				
	SMM.3	0,869				
	SMM.4	0,833				
	SMM.5	0,871				
Technology Readiness	TR.1	0,835	0,680	0,950	0,941	RELIABLE & VALID
	TR.2	0,825				
	TR.3	0,750				
	TR.4	0,833				
	TR.5	0,803				
	TR.6	0,844				
	TR.7	0,858				
	TR.8	0,810				
	TR.9	0,857				
Social Media Brand Engagement	SMBE.1	0,792	0,745	0,959	0,951	RELIABLE & VALID
	SMBE.2	0,860				
	SMBE.3	0,916				
	SMBE.4	0,911				
	SMBE.5	0,894				
	SMBE.6	0,897				
	SMBE.7	0,856				
	SMBE.8	0,764				
Purchase Intention	PI.1	0,912	0,772	0,931	0,901	RELIABLE & VALID
	PI.2	0,914				
	PI.3	0,785				
	PI.4	0,897				

Source: Processed by Researchers, 2022

According to Table 1, all indicators for the Social Media Marketing, Social Media Brand Engagement, Technology Readiness, and Purchase Intention variables have a loading factor larger than 0.70 and an AVE greater than 0.5. (Hair, et al., 2013). This demonstrates that the indicator is a valid measure of the concept. Moreover, the Composite Reliability and Cronbach's Alpha values of the four variables were greater than 0.70, hence it can be inferred that all variables in this study were trustworthy (Fidelity, 2020).

4.2. Inner Model Test

Following the testing of the Outer Model, the Inner Model is tested. The test is evaluated based on the R-square value for the dependent construct, the t-statistical value of the test for the path coefficient, and the VIF value for testing multicollinearity (Hussein, 2015; Hair, et al., 2013).

Table 2	
R-Square Value	
	R-Square
Purchase Intention	0,531
Social Media Brand Engagement	0,451

Source: Processed by Researchers, 2022

The results of the R2 variable Purchase Intention are 0.531, while the R2 variable Social Media Brand Engagement is 0.451. Therefore, it can be concluded that Social Media Marketing and Technology Readiness have a weak influence of 45.1%, whereas the influence of Social Media Marketing, Technology Readiness, and Social Media Brand Engagement is moderate at 53.1%

Variable	Purchase Intention	Social Media Brand Engagement
Social Media Brand Engagement	1,820	-
Social Media Marketing	1,830	1,383
Technology Readiness	1,508	1,383

Source: Processed by Researchers, 2022

The purpose of the multicollinearity test is to determine whether or not the relationship between indicators is multicollinear. If the VIF value is greater than 5, the indicator exhibits multicollinearity (Hussein, 2015). According to the above table, there is no multicollinearity since all VIF values are less than 5.

	Purchase Intention	Social Media Brand Engagement
Purchase Intention	-	-
Social Media Brand Engagement	0,207	-
Social Media Marketing	0,077	0,323
Technology Readiness	0,042	0,090

Source: Processed by Researchers, 2022

Because the F-square value is between 0,02 and 0,15, the effect of Social Media Marketing on Purchase Intention, Technology Readiness on Purchase Intention, and Technology Readiness on Social Media Brand Engagement is minimal. On the other side, the influence of Social Media Brand Engagement on Purchase Intention is moderate, as its F-square value falls between 0,30 and 0,15. With an F-square value of 0,30, the influence of Social Media Marketing on Social Media Brand Engagement may be described as substantial (Hair, et al., 2013).

	T-Value (>1,645)	P-Value (≤0,05)	Conclusion (Accepted/Rejected)
SMBE → PI	4,255	0,000	Accepted
SMM → PI	2,850	0,002	Accepted
SMM → SMBE	5,846	0,000	Accepted
TR → PI	1,916	0,028	Accepted
TR → SMBE	2,725	0,003	Accepted

Source: Processed by Researchers, 2022

	T-Value (>1,645)	P-Value (≤0,05)	Conclusion (Accepted/Rejected)
SMM → SMBE → PI	3,456	0,000	Accepted
TR → SMBE → PI	2,450	0,007	Accepted

Source: Processed by Researchers, 2022

According to Table 5 and 6, the Social Media Marketing variable and the Purchase Intention variable have a complementary type of partial mediation because the influence of Social Media

Marketing on Purchase Intention is significant and the influence of Social Media Marketing on Purchase Intention via mediation Social Media Brand Engagement is also positive and significant.

Meanwhile, the Technology Readiness variable to the Purchase Intention variable also has a complementary type of partial mediation because the relationship between Technology Readiness and Purchase Intention is positive and significant, and Technology Readiness can also positively and significantly influence the Purchase Intention variable via the Social Media Brand Engagement variable (Pungkas, 2022).

Conclusion

After testing and analysing each variable relevant to the hypothesis, it is determined that all hypotheses are valid. Thus, the following can be concluded:

1. Positively and significantly, Social Media Marketing influences Social Media Brand Engagement.
2. Social Media Marketing has a favourable and substantial effect on Purchase Intention.
3. Social Media Brand Engagement has a favourable and significant effect on Purchase Intention.
4. Positively and significantly, Technology Readiness impacts Social Media Brand Engagement.
5. Technology Readiness effects Purchase Intention in a major and beneficial way.

Despite the fact that the number of respondents in this study is less than 200, the research object concentrates on a single company in the construction materials industry and explicitly examines marketing techniques in the B2C market without taking into account the respondents' occupations. Based on these constraints, the researcher makes the following recommendations for future research:

1. Conduct research with a bigger number of respondents and a greater focus on the target market, such as research aimed at homeowners, construction workers, interior designers, and others, in order to generate data that can represent a brand in the building materials business.
2. Conduct research from a variety of industry viewpoints in order to generate fresh perspectives on current factors from other sectors.
3. This study focuses on a particular brand of instant mortar; however, future research can substitute the product with another Brand so that the results are representative of the construction materials market.
4. So that more research can evaluate the B2B-focused marketing approach in the building materials business.
5. Test and evaluate the impact of Purchase Intention using alternative test variables.

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