The Influence of Content Marketing toward the Customer Engagement of Tokopedia Users in Yogyakarta

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Article Info	Abstract
	The purpose of this research is to find out (1) the perception of Tokopedia users about content marketing by Tokopedia, (2) the perception of Tokopedia users about customer engagement with Tokopedia, (3) the positive influence of content marketing toward customer engagement of Tokopedia users. The population of this research was the Tokopedia users in Yogyakarta City and Sleman Regency. Respondents in this research were 158 people taken by purposive sampling technique. The data analysis technique in this study is Regression Analysis using the SPSS 21 software. The results of this research indicated that (1) Tokopedia users had a good perception of content marketing by Tokopedia, (2) Tokopedia users had a good perception of customer engagement with Tokopedia, (3) content marketing had a positive influence toward customer engagement of Tokopedia users.
Keywords	
Content Marketing	
Customer Engagement	
	Keywords: Content Marketing, Customer Engagement

Introduction

As we already know that marketing has become vital for every company to explore its business and survive in increasingly complex business competition. With marketing, the company can create communication and convey the value that the company wants to convey to customers. This will facilitate the company to interact and manage relationships with customers in ways that can benefit the company. Along with the times, technology also continues to grow. The presence of the internet indicates that in the future the world will no longer be limited. Anyone can interact anytime and from anywhere.

According to a survey of the Indonesian Internet Service Providers Association in 2017, the trend of internet users in Indonesia is increasing from year to year, from 63 million users in 2012 to 110.2 million users and reaching 143.3 million users in 2017 or other words reaching 54.68 % of the Indonesian people in 2017. On one side of the survey the Indonesian Central Statistics Agency in 2017 showed that equitable internet access in Indonesia in 2017 was already quite high where households that have internet access in 21 provinces in Indonesia are already above 50%, even there are 3 provinces in Indonesia which already have an equal distribution percentage above 70%, including DKI Jakarta at 85.70%, Riau Islands at 73.33% and Special Region of Yogyakarta at 71.71%. This gives rise to new opportunities for every company to use the internet as a broad marketing medium. It internet is known as digital marketing.

The growing role of technology and the internet has caused traditional marketing methods to become less effective as human mobility is now beginning to move into digital trends. This is indicated by the number of companies currently conducting promotions through digital marketing. But nowadays digital marketing is not only used by marketers to compete to promote the products or services that companies have but also compete to distribute the content created by companies. This is because companies must provide something unique, interesting, and educative to their customers. Because if the company only presents direct promotions about the details of their products continuously, this method is considered less attractive to consumers because consumers are getting bored with the exposure of advertisements and promotions that are commonly done by many companies. This is what finally led to the term content marketing.

Content marketing is interesting to discuss because it is not only one part of digital marketing, but it involves the art of how to create and distribute relevant content about a brand, which aims to attract consumers by providing

content that is appropriate to the character of a brand but is still relevant to what consumers want. Digital marketers expect content marketing to influence consumers to buy or use services consistently because traditional advertisements about products and promotion of services alone are no longer attractive to today's consumers. On the other hand, the cost to display content marketing is cheaper compared to advertising in various media, so that it makes many digital marketers from various brands in Indonesia believe that content marketing is one of the interesting opportunities to be explored in digital marketing.

GetCraft research in 2017 "Most Exciting Growth Opportunities in Indonesia Digital Marketing in 2017" shows that the opportunity for content marketing growth in Indonesia in 2017 is the second-highest in the digital marketing space. Nearly 60% of digital marketers surveyed consider content marketing to be one of the most likely strategies to attract the attention of consumers. But even though content marketing can serve many goals, engagement from customers remains one of the main targets in the company developing the content strategy.

GetCraft research in 2017 on "Content Marketing: Brands" Main Goal ", shows that the most prioritized content marketing goal is customer engagement with a percentage of almost 60%. This shows that digital marketers are now aware that relevant content helps companies to influence the behavior of their customers through useful information wherever the customer is in the process of buying. Using content to increase customer engagement can be started by understanding customer needs and what information they need which is then conveyed through content that is broad-minded. Therefore companies need to create content to engage the audience they want by knowing what they want, so the company can make a strong bond with customers. Customer engagement is the goal of most digital marketers today. This was demonstrated in a 2014 study by McKinsey & Company entitled "The Digital Tipping Point", stating that business executives value customer engagement as a key 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 of technology and the internet, customer engagement strategies are becoming increasingly important for digital marketers. Customer engagement is believed to be the basis for building a top brand which then impacts on the strength of a large brand and ultimately leads to sustainable sales. This is what is then widely applied to companies engaged in the digital field, as was done by one of Indonesia's e-commerce giants, Tokopedia. It was founded in 2009 which is now included in the "Top 5 e-commerce in Indonesia" due to the engagement of its users. Data obtained from iPrice Insight shows that the strength of engagement on Tokopedia became viral and continued to strengthen in the first quarter of 2017, the number of Tokopedia visitors per month was 46,534,000 visitors with social media followers, namely Twitter with 121,000 followers, Instagram with 214,000 followers and Facebook 2,633. 000 This increased quite high in the second quarter of 2018 where the number of Tokopedia visitors per month was 111,484,000 visitors with followers on social media, namely Twitter as many as 170,100 followers, Instagram 708,400 followers, and Facebook 5,591,100.

Content marketing allows Tokopedia to interact and establish more intensive communication with its users more effectively and efficiently. On the other hand, the cost to display content marketing is cheaper compared to advertising on various media, because content marketing only requires a digital platform that Tokopedia already has to distribute content that the company has created to create Customer Engagement.

Formulation of the Problem

Tokopedia is one of the companies engaged in e-commerce that was founded in 2009. Currently, a lot of e-commerce will become competitors and will be a challenge for Tokopedia to continue to grow and maintain its position as "Top 5 e-commerce in Indonesia". Customer engagement is the most important thing for Tokopedia to maintain engagement with users and one of the main factors affecting customer engagement is content marketing.

Based on the above research background, the questions in this study are: 1) How is Tokopedia users perception about content marketing by Tokopedia? (2) How is Tokopedia users perception about customer engagement with Tokopedia, (3) Is there a positive influence of content marketing toward customer engagement of Tokopedia users?.

Theory and Hypothesis Studies

Content marketing is a marketing approach that involves the creation, process of collecting relevant information (curation), distribution, and reinforcement of content that is interesting, relevant, and useful to clearly define sequential audience groups to create conversations about the content (Kotler, Kartajaya, Setiawan, 2017: 121).

Content marketing becomes important for companies in creating engagement with their audiences because in order to be able to engage with customers consistently, sometimes marketers need to create content that may not contribute directly to the company's brand equity or increase the company's sales figures, but the content is very valuable to customers (Kotler et al., 2017: 124). Content marketing captures more customer attention and aims to help customers more than the company itself. Potential customers are far more likely to consume them, and more likely to learn them. Later with customers studying content will lead to a change in thinking, which then leads to a movement that is likely to generate sales without the company asking for it (Maczuga, Sikorska, Jaruga, Zielinski, Boncio, Cardoni, Paoni, Aritjunjan, Muscat, Kerler, Poschaiko, 2014: 17).

In carrying out content marketing the company must be careful. It is said that companies spend a lot of time compiling and promoting content for customers (Karr, 2016: 9). Therefore there is a dimension that companies must evaluate when producing content (Karr, 2016: 9).

1. Cognition Reader
Hearings from creators are always diverse in the way they digest content, so diversity in the content created includes visual, sound and kinesthetic interactions needed to reach all readers.

2. Sharing Motivation
Sharing information is very important in the social world to expand the reach of the company to a wider and relevant audience. There is a specific reason why a content audience will share the content they read or see. Content sharing hearings to increase self-worth for others, create online identities, involve themselves in their communities, expand their networks, and bring awareness to certain events.

3. Persuasion
This refers to how companies persuade their content audience to move from one choice to the next in their process of becoming a customer.

4. Decision Making
Each individual is affected differently from various "supporting criteria" when making a decision. Trust, facts, emotions, and efficiency all play a role, with a combination in them. Therefore, having balanced content by paying attention to the "supporting criteria" is the best practice in every piece of content produced by the company.

5. Factors
When writing content, companies often don't think about other factors that influence third people outside the content discussed by their audience. Every decision a company makes is not only personally evaluated by the audience but there is the influence of friends, family, and social environment.

Customer engagement is defined as a psychological state that occurs based on interactive customer experiences, creative experiences with vital agents or objects (for example, brands) in a meaningful service relationship (Brodie, Hollebeek, Juric, Ilic, 2011: 260). Customer engagement focuses on satisfying customers by providing superior value to the company when compared to competitors to build trust and commitment with customers for long-term relationships. 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 long-lasting intimate relationships between companies and customers with trust and commitment to each other (Sashi, 2012: 260). In an article quoted on the Forbes website titled "Customer Engagement Is Everything In Business" written by Micah Solomon (2015) it is said that customer engagement is the path to all the good things desired by business, including customer loyalty, purchases made by customers, customer-based benefits, and making customers as corporate ambassadors. When the company can make a special relationship with the customer, the company will be able to attract customers closer to the company.

The researcher identified (Brodie et al, 2013: 111) that there was a trigger for customer engagement that led to sub-processes consisting of:
1. Learning
Characterize the intrinsic acquisition of cognitive competencies applied by consumers in purchasing and consumption decision making.

2. Sharing
Share relevant information, knowledge and personal experiences through an active contribution process.

3. Advocating
Advocacy is an expression of consumer involvement, which occurs when consumers actively recommend brands, products/services, organizations, and/or ways to use certain products or brands.

4. Socializing
Socialization shows two-way, non-functional interactions through which consumers acquire and/or develop community attitudes, norms and/or languages.

5. Co-Developing
Co-developing as the process by which consumers contribute to the organization and/or organizational performance by assisting the development of new products, services, brands or brand meanings.

From the definitions of content marketing and customer engagement, the conceptual framework of this study is presented as follows:
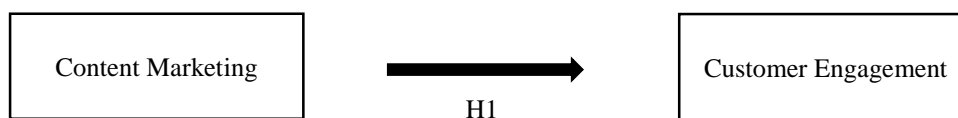

Figure 1. Conceptual Framework

The hypothesis of the study is formulated as:
H1: Content marketing had a positive influence toward customer engagement of Tokopedia users.

Method

Population, Sample, and Sampling Method

A population that used in this research is Tokopedia users in Yogyakarta City and Sleman Regency and a sample that used was Tokopedia users in Yogyakarta City and Sleman Regency, aged 16-40 years who had seen/read/watched content from Tokopedia on various online platforms. A sampling technique that used in this study is non-probability sampling, namely purposive sampling, using the following characteristics: it has an age range of 16-40 years and has seen/read/watched content from Tokopedia on various online platforms.

Data Collection and Data Analytics Techniques

In this study, the data collection techniques used were by distributing 4 scale-questionnaires. Questionnaires are pre-formulated lists of written questions in which respondents will record their answers, usually in clearly defined alternatives (Sekaran & Bougie, 2017: 170). The questionnaire in this study was divided into 3 parts namely the first part is a part of the identity of respondents. The second part contains the techniques and procedures for filling out the questionnaire. The third part is the contents of the questionnaire regarding content marketing and customer engagement.

The data was analyze using regression analysis.

Results and Discussion

Based on the gender, this study consisted of 84 male respondents and 74 female respondents. The researcher believes that the majority of respondents are male because the pattern of shopping behavior in the digital age is starting to shift and shopping activities are no longer synonymous with female consumers. Nowadays male consumers tend to do more shopping activities through e-commerce. So there is a possibility that Tokopedia users are dominated by male users rather than female users. The statement was supported by Katadata Insight Center research entitled "Indonesia E-commerce Mapping 2018" which showed that the number of people accessing e-commerce in Indonesia is more dominated by men and compared to women.

Based on the age, this study consisted of 33 respondents aged 16-20 years, 72 respondents aged 21-30 years and 53 respondents aged 31-40 years. The author believes that the majority of respondents are in the age range of 21

to 30 years due to the highest demographic of e-commerce users according to Katadata Research Research Center entitled "Indonesia E-commerce Mapping 2018" is generation Y (millennial) and profile of respondents with an age range of 21 to 30 year into generation Y (millennial).

Based on the job, this study consisted of 80 students, 32 self-employed workers, 34 employees work, and 12 respondents with other works. The researcher thinks that respondents are dominated by students because of the location of the research conducted in Yogyakarta which is known as a student city so that from the work profiles of many Tokopedia users who are still in education or continuing advanced education.

Based on the average viewing/reading/watching content from Tokopedia in 1 week shows this study consisted of 63 respondents with an average of 1-3 times, 46 respondents with an average of 4-6 times and 49 respondents with an average ≥ 7 times.

Descriptive Analysis of Content Marketing Variable

The average answers from respondents on each dimension of content marketing is in the "good" category. The highest score is in the sharing motivation dimension with a score of 3.28 with the statement "Content from Tokopedia is able to show Tokopedia brand identity", while the lowest category is in the persuasion dimension with a score of 2.65 with the statement "You may not necessarily get the contents as published by Tokopedia on other brands "which means that the respondents consider Tokopedia has been able to show their brand identity through published content even though the content can still be obtained by respondents in other brands. For the average of each content marketing indicator included in the category above the average are indicators of the dimensions of reader cognition and sharing motivation because they have more values than the average of each dimension ie 3.12 and 3.11 with an average dimension score of 2.95 or 73,7%. It means that Tokopedia users has a good perception of content marketing by Tokopedia.

Tabel 1. Descriptive Analysis of Content Marketing.

Item	Dimensi	Pernyataan	Rata-rata Indikator	Rata-rata Dimensi	Kategori
1	*Reader Cognition*	Konten-konten dari Tokopedia interaktif	3,11	3,12	Baik
2		Konten-konten dari Tokopedia mudah dipahami	3,21		Baik
3		Konten-konten dari Tokopedia mudah diingat	3,04		Baik
4	*Sharing Motivation*	Konten-konten dari Tokopedia bernilai dan mengedukasi	2,91	3,11	Baik
5		Konten-konten dari Tokopedia mampu menunjukkan identitas merek Tokopedia	3,28		Sangat Baik
6		Konten-konten dari Tokopedia dapat membangun dan menjaga komunikasi dengan baik	3,13		Baik
7		Konten-konten dari Tokopedia mampu	3,05		Baik

Item	Dimensi	Pernyataan	Rata-rata Indikator	Rata-rata Dimensi	Kategori
		memenuhi kebutuhan			
8		Konten-konten dari Tokopedia informatif.	3,19		Baik
9		Anda menyukai konten-konten dari Tokopedia	3,07		Baik
10		Konten-konten dari Tokopedia mampu memberikan pengaruh timbal balik	2,89		Baik
11		Konten-konten dari Tokopedia dapat dipercaya kebenarannya	2,98		Baik
12	*Persuasion*	Anda belum tentu bisa mendapatkan konten-konten seperti yang dipublikasikan Tokopedia pada merek lain	2,65	2,94	Baik
13		Konten-konten dari Tokopedia konsisten	2,96		Baik
14		Konten-konten dari Tokopedia relevan	3,09		Baik
15		Konten-konten dari Tokopedia memotivasi anda	2,78		Baik
16	*Decision Making*	Konten-konten dari Tokopedia mendorong anda mengambil keputusan.	2,78	2,78	Baik
17		Konten-konten dari Tokopedia mengandung nilai-nilai kehidupan	2,70		Baik
18	*Life Factors*	Konten-konten dari Tokopedia bermanfaat bagi kehidupan anda	2,91	2,80	Baik
RATA-RATA			**2,98**	**2,95**	**Baik**

Descriptive Analysis of Customer Engagement Variable

That the average response from respondents on each dimension of customer engagement is in the "good" category. The highest score is in the advocating dimension with a score of 3.16 with the statement "You recommend the Tokopedia brand", while the lowest category is in the learning dimension with a score of 2.75 with the statement "You feel your problem is solved thanks to the contents of Tokopedia" which means that most respondents

recommend the Tokopedia brand even though the contents of Tokopedia have not been able to help solve the problem that some respondents have. For the average of each content marketing indicator included in the category above the average are indicators of sharing and advocating dimensions because they have more values than the average of each dimension ie 3.04 and 3.16 with an average score of dimensions 2.99 or 74,7%. It means that Tokopedia users has a good perception of customer engagement with Tokopedia.

Tabel 2. Descriptive Analysis of Customer Engagement

Item	Dimensi	Pernyataan	Rata-rata Indikator	Rata-rata Dimensi	Kategori
1		Anda merasa permasalahan Anda terpecahkan berkat konten-konten dari Tokopedia	2,75		Baik
2		Keinginan Anda terpenuhi melalui konten-konten dari Tokopedia	3,01		Baik
3	*Learning*	Anda sering melakukan pencarian informasi tentang Tokopedia melalui berbagai sumber	2,88	2,89	Baik
4		Anda bersedia memberikan komentar mengenai Tokopedia	2,91		Baik
5		Anda berbagi informasi yang anda dapatkan mengenai Tokopedia	3,00		Baik
6	*Sharing*	Anda berbagi apa yang anda ketahui mengenai Tokopedia	3,00	3,04	Baik
7		Anda berbagi pengalaman yang anda dapatkan mengenai Tokopedia	3,11		Baik
8		Anda merekomendasikan merek Tokopedia	3,16		Baik
9	*Advocating*	Anda merekomendasikan produk / layanan yang ada pada Tokopedia	3,15	3,16	Baik
10	*Socializing*	Melalui konten-konten Tokopedia Anda mampu berinteraksi dengan sesama	2,85	2,97	Baik

Item	Dimensi	Pernyataan	Rata-rata Indikator	Rata-rata Dimensi	Kategori
		pengguna Tokopedia			
11		Perhatian Anda terhadap merek Tokopedia berkembang	3,01		Baik
12		Sikap Anda terhadap merek Tokopedia berkembang	3,01		Baik
13		Sudut pandang Anda terhadap merek Tokopedia berkembang	3,03		Baik
14		Anda bersedia berkontribusi meningkatkan kinerja merek Tokopedia	2,89		Baik
15	*Co-Developing*	Anda bersedia berkontribuso mengembangkan produk / layanan yang dimiliki Tokopedia	2,89	2,89	Baik
RATA-RATA			**2,98**	**2,99**	**Baik**

Regression Analysis

Regression analysis was carried out to determine the influence strength of the independent variable toward dependent variable.

Table 1. Regression Analytics Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,192	2,976		2,752	0,007
	Content Marketing	0,416	0,063	0,484	6,651	0,000

a. Dependent Variable: Customer Engagement

Based on the regression table above it is known that the content marketing variable (X) has a t count greater than t table (6.651> 1.975) so that H0 is rejected and Ha is accepted. This shows that content marketing (X) has a positive influece on customer engagement (Y). The equation analysis regression is formulated as:

$$Y = 8,192 + 0,484X$$

The results of hypothesis testing found in the table 3. It can be concluded that content marketing has a positive influence on customer engagement when viewed from the significance result (sig.) Of 0,000 and the calculated t value is smaller than t table (6,651> 1,975). Therefore, it can be stated that by doing content marketing, Tokopedia can create better customer engagement. This is in accordance with previous research by Limandono (2016) states that interesting and useful content displayed by the company will increase engagement with its customers.

This shows that the more content marketing is done by Tokopedia, the higher level of customer engagement. This is following previous research by Smith & Harvidsson (2017) states that content produced by third parties will

build more brand perception because the content is more reliable, targeted and differentiated so that the content becomes more attractive for consumers to engage.

Conclusion

Based on the results of calculations and analyses that have been carried out and explained, the conclusions generated in this study are as follows:
1. Tokopedia users had a good perception of content marketing by Tokopedia that have average dimension score 2,99 or 74,7%.
2. Tokopedia users had a good perception of customer engagement with Tokopedia that have average dimension score 2,95 or 73,7%.
3. Content marketing has a positive influence toward customer engagement of Tokopedia users with 48.4% influence.

The overall conclusion shows that Tokopedia users have a good perception of content marketing and customer engagement from Tokopedia and content marketing has a positive influence toward customer engagement of Tokopedia users.

Recommendations

Based on the discussion and conclusions in this study, there are a number of suggestions from researchers towards those who benefit from this research, as follows:

Suggestions from researchers related to content marketing in the future Tokopedia is expected to be able to maintain marketing strategies through content marketing because it has an average that is included in the good category. But Tokopedia still needs to pay attention to the dimensions of content marketing in producing content to be published. If viewed from each statement that becomes an indicator of measurement, Tokopedia needs to evaluate the contents that users can get from other brands as measured in the 12th statement by creating exclusive content from Tokopedia that may not be able to be used by users. get on other brands. That is because the indicator has a lower average score of 2.65 or 66,3% when compared to the average score on other indicators. On the other side, Tokopedia needs to maintain and develop content that can show Tokopedia brand identity, because the indicators measured in this 5th item statement are in the very good category with the highest average score of 3.28 or 82,0%. This shows that this indicator can be the main indicator of Tokopedia in launching a content marketing strategy.

Content marketing strategies need to be developed by Tokopedia because both of these strategies have a positive influence on customer engagement, one of its impacts is in terms of encouraging Tokopedia users to recommend the Tokopedia brand. Then the evaluation conducted on the content marketing strategy is expected to also be able to play a role in increasing customer engagement for Tokopedia users, one of which is in helping solve the problems experienced by Tokopedia users, especially Tokopedia users in Yogyakarta.

Acknowledgements or Notes

Due to the variable elements of customer engagement variables that cannot be explained, both by content marketing variables and viral marketing variables, the next researcher is expected to develop this research can find and add other variables that can affect customer management. For example, event marketing variables as in the research of Limandono (2016).

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