

How Social Media Marketing Consumption, Curation, Creation, And Collaboration Affecting Consumer Buying Interest

Ulfa Yuhanidza Hafsari, Anita Silvianita

School of Communication and Business Telkom University

ulfayuhanidza@student.telkomuniversity.ac.id, anitasilvianita@telkomuniversity.ac.id

Abstract

This research aims to analyze how Social Media Marketing Consumption, Curation, Creation, and Collaboration can increase Buying Interest from Elzatta Hijab consumers through social media. Probability sampling method with the type of simple random sampling, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and SPSS (25). The results of this analysis indicate a positive and significant relationship between Social Media Marketing Curation and Collaboration on Purchase Intention, and the other two variables Consumption and Creation do not significantly affect the Purchase Interest variable. Consumption and Creation variables need to be increased or improved in order to increase Purchase Interest.

Keywords: Social Media Marketing, Consumption, Curation, Creation, Collaboration, Buying Interest

1. Introduction

Social Media nowadays is a place to disseminate various information and a place to connect with many people everywhere. Reality shows that knowing the needs and wants of consumers is not easy. Internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5 percent or 27 million people when compared to January 2020. The current population of Indonesia is 274.9 million people. Social media users in Indonesia in early 2021 reached 170 million people. This number increased by 6.3 percent, or 10 million people compared to 2020. The number of social media users in Indonesia was equivalent to 61.8% of the total population in January 2021.

Elzatta, one of the Muslim fashion brands, has seriously started working on digital marketing strategies since last year. Actually, the digital marketing strategy has been started for 2-3 years ago, it's just that at that time it wasn't serious. Then, the return of the second generation, which is now involved in building this brand, decided to build a special team to strengthen the brand in digital channels further. This includes collaborating with marketplaces, one of which is Shopee in selling their products by building a virtual store there. For the past year we have focused again with a special team to manage digital marketing strategies in an integrated manner, and Elzatta Hijab started a collaboration with Shopee in April 2019. For the first time seriously, Elzatta said a special event with several influencers at Eastern Apulance, South Jakarta, in conjunction with the launch of the seasonal "Gayatri" collection, a collection of batik hijabs that elevates the cultural richness of the archipelago. Several well-known influencers who attended this event were Citra Kirana, Chacha Frederica, Annisa Azizah, Nina Septiani, Natasha Rizky, Ryana Dea and Host Ben Kasyafani as well as dozens of other influencers.

Reporting from the Elzatta Hijab website to make it easier for customers to get Elzatta collections without having to go to the store, since 2015, Elzatta has provided online purchasing services at www.elzatta.com. On this site, customers can find Elzatta collections in a variety of models, colors, sizes and the best prices. In 2018, elzatta.com comes with a better system and display, making it easier for customers. In the midst of a pandemic like this, many stores are making various efforts to survive during the pandemic. At present, many stores are turning to online stores, such as using E-Commerce and activating the website store at the store, it is also caused by pandemic conditions that limit everyone's movement (Sari et al., 2021). And during a pandemic like this, so that Elzatta Hijab continues to run through its marketing on Instagram social media.

On the other side of Elzatta's strategy to rise from the pandemic, Elzatta is also actively using social media for sales. With the development of technology and the current era of globalization on social media which has created various types and business opportunities through all forms of buying and selling transactions using electronics and the internet

(Hasbi et al., 2021). Currently, the use of the Internet is widespread to do any business. Many goods and services are traded without having to come to the store / offline place, but all transactions will run simply through e-commerce services, which are now widely available (Moeliono et al., 2020).

This is what makes researchers interested and interested in conducting case studies regarding social media marketing Elzatta Hijab. The reason why the author chose and set this title is the marketing strategy that Elzatta Hijab has as a very important role for business development. Because with a marketing strategy in business companies will be able to develop, earn profits and can increase products to the maximum. Elzatta is one of the Muslim fashion companies known by the public, selling quality products at prices that match the quality. With the marketing strategy on Elzatta Hijab's Instagram social media, the author raises research that is closely related to marketing, supported by sufficient references to allow this research to be completed according to plan.

Changes also occurred in Elzatta Hijab consumers who made many buying and selling transactions through the Online Shop. Through social media Instagram, the promotion continues to be developed to run sales online. Here is the Instagram social media display for Elzatta Hijab.

Therefore, the influence of social media marketing has a major effect on consumer buying interest (Dewi et al., 2021). With all types of campaigns on Instagram, many people will know about the online shop and the products it sells, its advantages, and new things or anything that is updated in the online shop. This makes the Online Shop much better known by the public and becomes interested in just viewing or buying products that the online shop sells. With the right marketing, for example, you can use Instagram as well as possible, take advantage of the features that Instagram has, use influencers or celebrities to promote campaigns from the online shop through Instagram features such as Instagram Stories, Feeds, or IG TV. With a large number of followers and the ability to promote products well, many people will see the product and are interested in buying it. Of course, the advantages and differences with other online shops will be an added value for the store.

According to Pradana (2021), buying interest is something that relates to consumers in their plans to buy a product and how many units of product are needed in a certain period. Therefore, buying interest is closely related to the occurrence of consumer purchasing decisions on a product. If humans have a sense of buying interest in a product, then the possibility of a purchase decision on the product will be higher.

2. Literature Review

Social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the web (Dawood & Shamout, 2016). Such as blogging, microblogging, and social networking.

Consumption

Consumption in the context of social media is the process of retrieving, reading, viewing, or listening to the content of the company's website. Consumption is the first step to start other online activities (Hasbi et al., 2020).

Curation

Curation is the act of sorting, determining and viewing or in other words describing the contents of the company's website. Curation can make site content more useful for others (Pradana & Novitasari, 2017).

Creation

Creation is the next stage after curation, where this creation is the step that determines the number of responses to an event. In this stage the company lets consumers choose what they like and don't like by offering tools, assistance, examples, and other facilities (Oktafani & Suryawardani, 2019).

Collaboration

Collaboration is the result of consumption, curation and creation, giving rise to large individual activities. If someone has seen a video, then given a rating, and then uploaded something, this process can build a chain that provides value to the company. But collaboration is the end point where consumers and companies engage in reciprocal relationships that can later produce positive input for the company (Kartawinata et al., 2021).

Buying Interest

Buying Interest is how likely consumers are to buy a brand and service or how likely consumers are to move from one brand to another. If the benefits are greater than the sacrifice to get it, the impulse to buy is higher.

Theoretical Framework

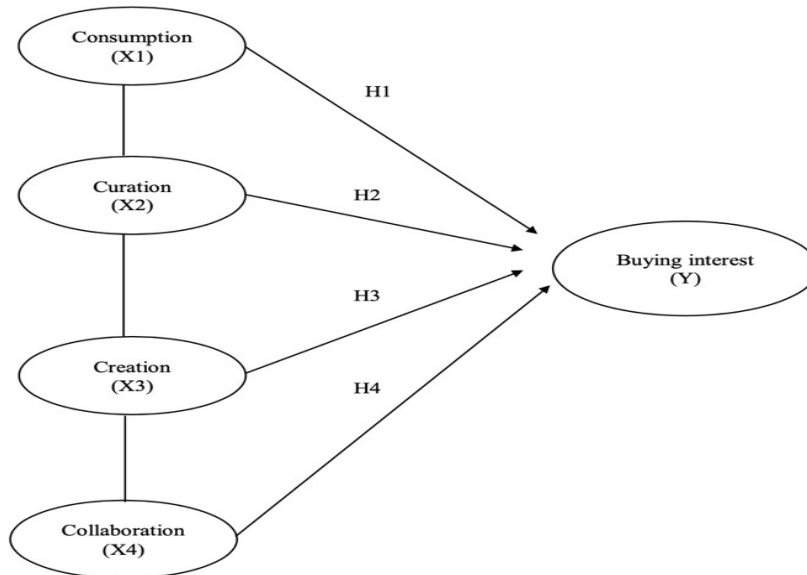


Figure 1. Research Framework

3. Methodology

The approach used in this research is the Quantitative method. Quantitative research produces data in the form of numbers and is generally analyzed using descriptive or inferential statistics. That is, the numbers obtained are processed and sought to find out their effect on the formulation of the research problem that has been determined. In this study, a descriptive method was used to find out how social media marketing activities and buying partners were used to determine the effect of social media marketing activities on consumer buying interest through Instagram social media on the Elzatta Hijab object.

4. Result and Discussion

Descriptive Analysis

Descriptive Analysis is a statistic used to analyze data by describing or describing the data that has been collected without the intention of drawing general conclusions or generalizations. The results of descriptive analysis in this study are Consumption 81.6% with very good predicate, Curation 68.8% with good predicate, Creation 77.6% with good predicate, Collaboration 80.1% with good predicate, and Buying Interest 80.5 % with good category.

Analysis Results

Table 1. T test analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.256	.081		3.146	.002		
	X1	-.177	.037	-.237	-4.829	.000	.153	6.547
	X2	.280	.097	.307	2.875	.005	.032	30.900
	X3	-.059	.124	-.063	-.475	.636	.021	47.792
	X4	.910	.089	.929	10.280	.000	.045	22.189

a. Dependent Variable: Y

1. Variable Consumption (X1) has a value of tcount (-4.829) > ttable (-1.985) and a significance level of
2. <0.05, then H0 is rejected. Therefore, it can be concluded that for hypothesis 1, there is a significant effect of the Consumption variable (X1) on Purchase Interest (Y).
3. Variable Curation (X2) has a value of tcount (2.875) < ttable (1.985) and a significance level of 0.000
4. <0.05, then H0 is rejected. Therefore, it can be concluded that for hypothesis 2, there is a significant effect of Social Media Marketing Curation (X2) on Purchase Interest (Y).
5. Variable Creation (X3) has a value of tcount (-0.0475) < ttable (-1.985) and a significance level of
6. <0.05, then H0 is rejected. Therefore, it can be concluded that for hypothesis 3, there is no significant effect of Social Media Marketing Creation (X3) on Purchase Interest (Y).
7. The Collaboration Variable (X4) has a value of tcount (10.280) > ttable (1.985) and a significance level of 0.000 <0.05, then H0 is rejected. Therefore, it can be concluded that for hypothesis 4, there is a significant effect of Social Media Marketing Collaboration (X4) on Purchase Interest (Y). (Table 1)

Table 2. F test analysis

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471.121	4	117.780	13668.090	.000 ^b
	Residual	.810	94	.009		
	Total	471.931	98			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X2, X3

The significant value of F-Test is 0.000 or < 0.05, and the F-Count is > the F-Table (). Thus, Social Media Marketing Consumption (X1), Curation (X2), Creation (X3), and Collaboration (X4) simultaneously have significant effect to Buying Interest (Y) on Elzatta Hijab. (Table 2)

Determination Coefficient Test Results

Table 3. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.999 ^a	.998	.998	.09283

a. Predictors: (Constant), X4, X1, X2, X3

The result means the coefficient of determination (KD) is 93%. This shows that the influence of the Independent Variable (X) namely Social Media Marketing Consumption, Curation, Creation, and Collaboration on the dependent variable (Y) namely Purchase Interest is 93% while the remaining 7% is influenced by other variables not examined in this study. (Table 3)

Path Analysis

Table 4. Multiple Linear Regression

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.256	.081		3.146	.002		
	X1	-.177	.037	-.237	-4.829	.000	.153	6.547
	X2	.280	.097	.307	2.875	.005	.032	30.900
	X3	-.059	.124	-.063	-.475	.636	.021	47.792
	X4	.910	.089	.929	10.280	.000	.045	22.189

a. Dependent Variable: Y

Based on the result of multiple linear regression in Table 4, the following equation can be formulated : $Y = 0.256 + 0.954X$

Based on these equations can be described as follows:

- Constant (a) = 0.256 That is, if the Social Media Marketing Consumption, Curation, Creation, and collaboration values are 0, then the Sales Volume is 0.256.
- Consumption (X1) = -0.177, meaning that each increase in consumption by 1 unit will reduce the amount of buying interest by 0.177.
- Curation (X2) = 0.280, meaning that every 1 unit increase in curation will increase the amount of buying interest by 0.280.
- Creation (X3) = -0.059, meaning that every 1 unit increase in creation will reduce the amount of buying interest by 0.059.
- Collaboration (X4) = 0.910, meaning that every 1 unit increase in Collaboration will increase the number of buying interests by 0.910.

The Influence of X1, X2, X3, and X4 Through Y

Variable Consumption (X1), Curation (X2), Creation (X3), and Collaboration (X4) have a significant effect on the dependent variable, namely Purchase Interest (Y). This shows that the Consumption, Curation, Creation, and Collaboration that have been implemented on Elzatta Hijab have succeeded in showing consumer buying interest in Elzatta Hijab.

5. Conclusion

Based on the results of research and discussion on Social Media Marketing Consumption, Curation, Creation, and Collaboration on Consumer Buying Interest of Elzatta Hijab which has been stated in the previous chapter, several conclusions can be drawn that the researcher hopes to be able to provide answers to the problems formulated in this study. Here is the conclusion:

- Variable (X1) Consumption based on respondent Elzatta Hijab's response, overall, belongs to the good category.
- Variable (X2) Curation based on respondent Elzatta Hijab's response, overall, it belongs to the good category.
- Variable (X3) Creation based on respondent Elzatta Hijab's response, overall, it belongs to the good category.
- Variable (X4) Collaboration based on respondent Elzatta Hijab's response is included in the good category.
- Referring to the results of the Descriptive Analysis, the variable (Y) Buying Interest, based on the respondents' responses, as a whole belongs to the Very Good Category.

Variable Consumption Curation, creation, and Collaboration have an effect on consumer buying interest indicated by the coefficient of determination (R²), which is 93% while the remaining 7% is the influence of other factors that the researcher did not use in this study.

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