

The Effect of Social Media Marketing Activities on Customer Response in Tiket.com

Viola De Yusa¹, Muhammad Saputra² and Kadek Diantini³

^{1,2,3}Department of Management, Institute Informatic and Business Darmajaya, ZA Pagar Alam Street, Bandar Lampung, Indonesia

viola.d.yusa@gmail.com, muhammadsaputra@darmajaya.ac.id, kadekdiantini0123@gmail.com

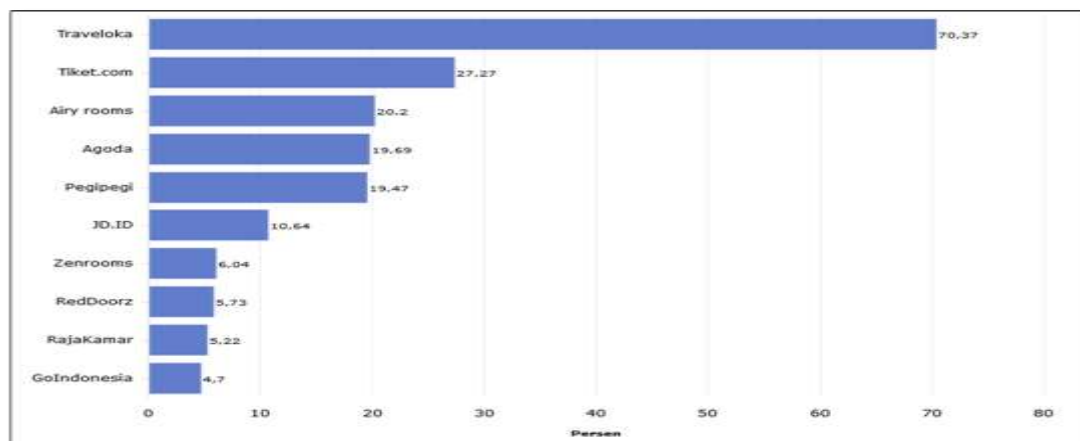
Abstract: The purpose of this study was to determine the effect of social media marketing activity components on customer response in Tiket.com. This type of research in this research used quantitative research. The research method was based on the philosophy of positivism. The population in this study was Tiket.com consumers. The sampling method in this study used non-probability sampling with a purposive sampling technique. This study was conducted on Tiket.com consumers who have already ordered a customer with a predetermined sample of 170 respondents. The analytical tool used Structural Equation Modelling (SEM). The result of this study indicated that social media marketing activities significantly affected consumer responses. Based on the results of the analysis, it was able to build strategies in social media marketing activities to have a high impact in increasing consumer response which is divided into behavioral responses referred to as electronic word of mouth and emotional responses called commitment.

Keywords: Social Media Marketing Activity, Customer Response

1. INTRODUCTION

Information on social media is real time and has a significant impact on society. Therefore, social media is considered to be more efficient, cheap, and right on target. The role of the internet at this time is not only as a means of seeking information, but also has great potential as a media marketing. Marketing that utilizes internet media is called internet marketing or electronic marketing (e-marketing), with current technological developments such as the internet which has an impact on all aspects, as well as bringing enormous changes in the business world. According to data from the Service User Association.

The Indonesian Internet Service Providers Association (APJII) stated that nearly 197 million or 74% of Indonesia's population will use the internet in 2020. This number is an increase of 8,9% compared to 2019. So that many companies have started to switch to using e-commerce or electronic commerce to interact with consumers and increase company profits. The current phenomenon is that many ticket service companies for travel and overnight stays that can be accessed directly through social media.



Source : www.databok.com

Figure 1. Top Ten Online Travel Agents

Based on the results of the figure above, it shows that consumers often use online generators to facilitate their travel. They use it to make hotel reservations and transportation. Traveloka is the mainstay used by 70.37% responsiveness. Tiket.com followed with the acquisition of 27.27% of respondents, the third and fourth positions namely Airy rooms and Agoda were used by consumers by 20.20% and 19.69%, respectively.

E-travel will grow significantly in Indonesia, if previously consumers were hesitant to touch online ticket booking and ticketing sites, now the opposite is happening, online ordering and purchasing is commonplace among consumers and E-travel sites will increasingly appear. With the support of the internet infrastructure, everyone can easily order tickets online.

Based on the same research, it is known that the level of visits to the pages of hotel ticket providers has also dropped dramatically since the beginning of the year. The decline per month has even reached 70 percent compared to the peak visit that occurred in December 2019. Lifepal took a sample of three sites to measure the level of visits to service and ticketing providers, namely Traveloka.com, Tiket.com, and Pegipegi.com. "It is feared that this trend will continue to decline with restrictions on going home by the government.



Source : www.lokadata.id

Figure 2. Data on trends in visits to a number of sites for travel and lodging ticket reservation service providers

Based on the trend from figure 2, there was a very drastic decrease in the use of online ordering providers during the Covid 19 pandemic. Covid 19 has greatly influenced the development of service companies, especially those also felt by tiket.com.



Figure 3. Respons Customer Tiket.com

Based on Figure 3 Some of the obstacles that consumers experience in ordering or purchasing tickets at Tiket.com make the consumer response not to want to use the Tiket.com application anymore, namely consumers are disappointed with Tiket.com's service system where in the ticket purchase process the ticket payment was successful but the ticket order has expired so consumers respond by directly calling the call center to ask why the e-ticket is not issued. The call center informed us that there was a system problem at BNI so that they had difficulty checking incoming funds, in the process the reporting or complaint was successful but there was no response or good faith from tiket.com to clarify this to its consumers. This incident certainly made consumers feel very disappointed with Tiket.com's service, a company as big as tiket.com was unable to quickly finish it and let it drag on. Constraints experienced in purchasing at Tiket.com get a negative response where consumers or their customers will no longer use the Tiket.com application in ordering various tickets so that the response from these consumers should be the Tiket.com party quickly and responsively in this problem so that consumers or customers feel comfortable with the services provided by Tiket.com.

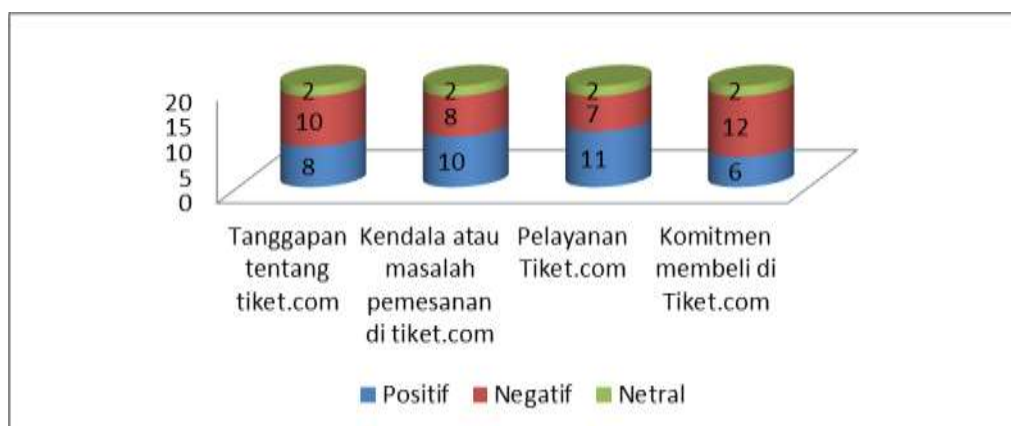


Figure 4. Pre Survey Results

Figure 4 where from the pre-survey conducted from existing data, there appears a response to consumer behavior from negative and positive responses or responses from electronic word of mouth that come from consumers who give positive or negative responses as well as emotional responses from commitments or ties from consumers at the company whether to continue to make purchases of products or services offered by the company.

2. LITERATURE REVIEW

a. Customer Response

According to Amine in Eun-Jun Seo 2018 WOM Consumer Behavior was formed as a result of commitment and positive emotions. Consumer responses in this study are divided into behavioral responses and emotional responses. Where is the social media marketing activity (SMMA) in Word-of-Mouth Electronics (e-WOM) as a response to behavior and commitment as an emotional response. E-WOM has long been considered an influential marketing tool because consumers, before purchasing a product, service or service, look for online information posted by previous users to review information and reduce anxiety (Bickart and Schindler, 2001, Pitta and Fowler, 2005).

b. Electronic Word Of Mouth (e-WOM)

Electronic word of mouth (e-WOM) is an exchange of service assessments among online users and a concept that is different from conventional WOM in many ways (Yoon et al, 2012). The definition of electronic word of mouth (e-WOM) is a process of delivering information from person to person. The delivery of information delivered has an influence on everyone's purchasing decisions. Along with the development of information technology, especially the internet, brings changes to WOM

c. Commitment

According to Lee and Sung (2017) Commitment is an internal psychological state that is considered to be associated with other people or objects, and it is a continuous desire to maintain a relationship. According to Morgan and Hunt in Seo (2018), they also argue that customers are committed to forming special bonds for brands, products, services or companies and developing communities, which affect other customers. This encourages consumers to experience benefits, participation and a sense of belonging.

d. Social Media Marketing Activity (SMMA)

Based on research by Eun-Ju Seo (2018) states that social media marketing activity is a marketing on an online-based platform that can make it easier to interact, collaborate or share content. Meanwhile, according to Neti in Amalina (2016) social media marketing is an effort to use social media to persuade consumers to a valuable company, product or service. With the existence of social media marketing makes it easier for businesses to interact with their customers online.

Based on Eun-Jun Seo's research (2018) there are five social media marketing activities, namely:

1. Entertainment
2. Interaction
3. Trendiness
4. Customization
5. Perceived Risk.

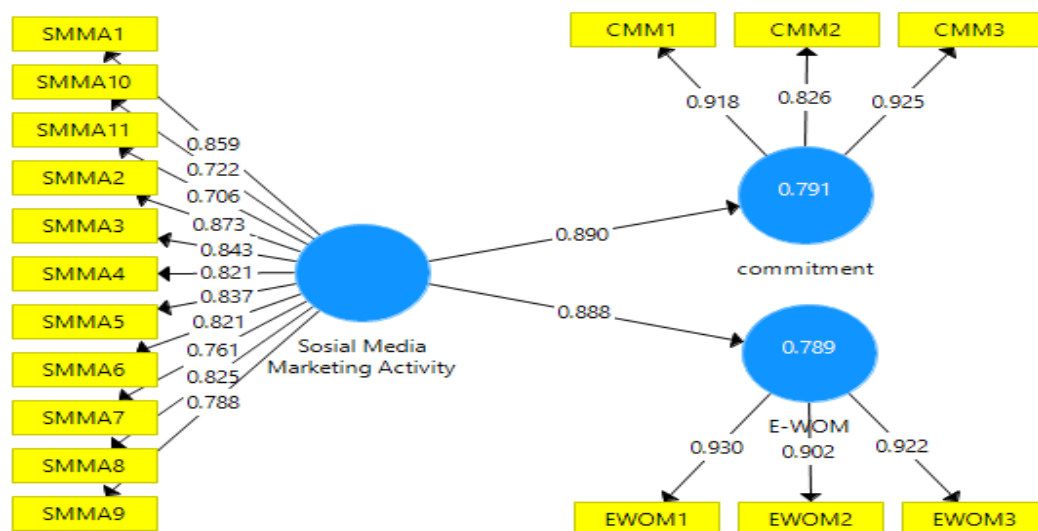
3. METHODS

This type of research in this research used quantitative research. The research method was based on the philosophy of positivism. The population in this study was Tiket.com consumers. The sampling method in this study used non-probability sampling with a purposive sampling technique. The number of respondents in this study was 170 respondents to represent consumers who buy at Tiket.com. In this study, data analysis used the Partial Least Square (PLS) approach.

4. RESULT AND DISCUSSION

a. Data Analysis Method Test Results

Based on the results of data processing calculations with the help of the SmartPLS program, the following results are obtained:



Source: Output SmartPLS

Figure 5. Result AlgorithmhPLS

Table 1 Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics	P Value	Note
SMMA<-CMM	0,890	0,892	0,021	43,113	0,000	Significant
SMMA<-E-WOM	0,888	0,891	0,018	50,207	0,000	Significant

To assess the significance of the prediction model in structural model testing, it was explained from the t-statistic value between the Endogenous variable and the exogenous variable in the Path Coefficient table on the SmartPLS output above.

1. Hypothesis regarding social media marketing activity (SMMA) was able to affect Commitment (CMM) because the P Value is 0.000 is smaller than Alpha 0.050.

b. Discussion

1. The effect of Social Media Marketing Activity on E-WOM

Based on the results of this study, it was found that social media marketing activity had a positive influence on Electronic Word of mouth at Tiket.com. This happened because social media marketing was more effective as a promotional media for Tiket.com so that consumers was able to have complete and appropriate access. It was able to be reached by other consumers. According to Jay M. Bernhardt, (2012) states that social media today can be used as a more reliable information medium. E-WOM is a medium that can be used by customers to get information about services or products and services, and customers can use information from E-WOM to reduce uncertainty or risk. Digitalization as a manifestation of the rapid development of technology - whose main objective is to provide convenience and efficiency from various aspects, such as energy efficiency, costs, procedures, etc. - still sees e-WOM as vital in the field of promotion. Therefore, currently there is a lot of research examining e-WOM and its virtual implications. In particular, several studies investigated e-WOM in SNS (Social Networking Sites) platforms, such as social media Facebook, Whatsapp, Twitter, Instagram, Google+, etc. This happened due to the fact that e-WOM is now considered the most dominant factor affecting consumer purchasing decisions (Bataineh, 2015). Understanding e-WOM in the field of business marketing is very important, especially understanding e-WOM on social networking sites (SNS) because this media is more popular in online communities where consumers have the potential to reach global audiences quickly and easily (Daugherty & Hoffman, 2014) (Yoo et al., 2013).

2. The effect of Social Media Marketing Activity on Commitment

Based on the results of this study, it was found that social media marketing activity had a positive effect on Commitment at Tiket.com. This happened because of the large number of social media marketing as a means of the promotional process carried out by Tiket.com and making a commitment for consumers to use the Tiket.com application in ordering various tickets. According to Lee and Sung (2017) Commitment is a psychological state that globally represents the experience of dependence on a relationship; commitment summarizes previous dependency experiences and directs reactions to new situations. Commitment was a long-term orientation in a relationship, including the desire to maintain the relationship. For businesses that face a high level of competition, this implied that the company's ability to create lasting relationships with customers was not only determined by the actions of the company itself, but it was also from the actions of its competitors. The successful Companies was able to set themselves apart from competitors. It might have a better chance of creating relationships than companies that cannot. Contrariwise, loyal customers was simply because they did not have a more attractive alternative are fragile and are limited to situations where the customer felt that they was trapped. The importance of social media marketing in Indonesia in various fields and a large number of studies on social media marketing activities (SMMA), most of the studies mainly focus on the effects of social media on satisfaction one of the main ones in the recent study on social media marketing (Sano 2015). According to Lee and Sung (2017) Commiment is an internal psychological state that is considered to be associated with other people or objects, and it is a continuous desire to maintain a relationship.

5. CONCLUSION

Based on the results of data analysis and hypothesis testing, the conclusions in this study were:

1. There was an effect between social media marketing activity on E-WOM at Tiket.com because social media as an information media was able to be used by consumers to get information about services and products and services at Tiket.com.
2. Social media marketing Activity had an effect on Commitment at Tiket.com because information was able to continuously maintain the relationship between consumers and the Tiket.com company

This study investigated the effects of ticketing Tiket.com SMMAAs on two types of brand equity—brand awareness and brand image – and two types of customer response – e-WOM and commitment. The results of this study are summarized as follows. First, SMMAAs had positive effects on brand awareness and brand image, confirming that SMMAAs are a precedent contributing to ticketing from Tiket.com brand equity. Second, brand awareness had a positive effect on commitment, confirming that airlines with low awareness could actively pursue SMMAAs in an attempt to increase awareness and develop committed customers. Third, brand image significantly affected e-WOM and commitment, demonstrating that SMMAAs have a positive effect on brand, thereby developing committed customers by affecting customer emotions and e-WOM.

The academic and practical implications from this study are as follows. First, studies on Tiket.com social media marketing have been limited. As such, the present study constitutes a contribution in that it is the first to empirically analyze the relationship between Tiket.com SMMAAs and customer response. Second, while previous studies on SMMAAs ignored the mediating effect of brand equity, the present study proposed a model that more accurately describes the effects of Tiket.com SMMAAs by introducing brand equity into the model. Third, this study empirically demonstrated that airline SMMAAs are an important determining factor of brand equity. This was consistent with the results from Aaker that brand equity had a positive effect on the consumer confidence index, meaning that brand equity plays a role in mediating the relationship between SMMAAs and e-WOM or the commitment of customers, and, furthermore, that investments in brand equity may intensify customer responses to Tiket.com SMMAAs. Because SMMAAs are a tool to generate positive effects on brand awareness and brand image, which contribute to Tiket.com brand value, airlines should induce customers to use social media more actively by developing more interesting and aggressive SMMAAs. Fourth, brand image was shown to significantly affect e-WOM and commitment, meaning that a positive brand image leads to positive e-WOM and commitment, ensuring continuous advertisement activity by customers. Therefore, Tiket.com should encourage customers to spread e-WOM voluntarily and to control the behavioral and emotional responses of customers toward a brand by managing social media efficiently. The limitations of this study and recommended direction for future studies are as follows. First, the sample for this study was restricted to Korean passengers. More comprehensive studies incorporating a broader spectrum of passengers would allow for a more meaningful generalization of the results. Second, although this study empirically demonstrated that SMMAAs had a positive effect on customer response, the consequences of these effects on proficiency or the managerial achievement of companies were not addressed. Future studies considering these limitations would provide useful information not only to Tiket.com but also to marketers in other fields seeking solutions for social media marketing strategies and decision-making.

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