

The Influence of Social Media Marketing on Digital Banking Consumer Behavioral Intention Through Brand Experience and Relationship Marketing

Rusma Rizal¹, Amaliah Khairunissa²✉

¹Universitas Palembang, Palembang, Indonesia.

²Universitas Palembang, Palembang, Indonesia.

✉Corresponding author: amaliahk@unpal.ac.id

Abstract

This research aims to determine the influence of social media marketing on the behavioral intention of digital banking consumers through brand experience and relationship marketing in the city of Palembang. This research uses a quantitative approach to explain the position of the variables studied and the relationship between one variable and another. This research is intended to test hypotheses that have been previously formulated. The results of this research will explain the causal relationship between variables through hypothesis testing. In this research, the analysis method used is path analysis with path analysis using the SmartPLS program. The results of this research found that 1) There is a partial influence Brand experience on Behavioral intention 2) There is an influence of Relationship marketing on Behavioral intention 3) There is an influence of Social media marketing on Behavioral intention 4) The moderating role of Relationship marketing has no influence between Social media marketing on Behavioral intention 5) The Moderating role of Brand experience has no influence between Social media marketing on Behavioral intention.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh social media marketing terhadap behavioral intent konsumen digital banking melalui brand experience dan relationship marketing di kota Palembang. Penelitian ini menggunakan pendekatan kuantitatif untuk menjelaskan posisi variabel yang diteliti dan hubungan antara satu variabel dengan variabel lainnya. Penelitian ini dimaksudkan untuk menguji hipotesis yang telah dirumuskan sebelumnya. Hasil penelitian ini akan menjelaskan hubungan kausal antar variabel melalui pengujian hipotesis. Dalam penelitian ini, metode analisis yang digunakan adalah analisis jalur dengan analisis jalur menggunakan program SmartPLS. Hasil penelitian ini menemukan bahwa 1) Ada pengaruh parsial Brand experience terhadap Behavioral intent 2) Ada pengaruh Relationship marketing terhadap Behavioral intent 3) Ada pengaruh Social media marketing terhadap Behavioral intent 4) Peran moderating Relationship marketing tidak berpengaruh antara Social media marketing terhadap Behavioral intent 5) Peran moderating Brand experience tidak berpengaruh antara Social media marketing terhadap Behavioral intent.

This is an open-access article under the CC-BY-SA license.



Copyright © 2024 Rusma Rizal, Amaliah Khairunissa.

Article history

Received 2024-05-11

Accepted 2024-06-26

Published 2024-08-30

Keywords

Social Media Marketing;
Behavioral Intentions;
Brand Experience;
Relationship Marketing.

Kata kunci

Pemasaran Media Sosial;
Niat Perilaku;
Pengalaman Merek;
Pemasaran Hubungan.

1. Introduction

The development of the retail sector in Indonesia is increasingly leading towards digitalization, which has resulted in the banking industry also adapting by providing online services such as mobile banking and internet banking. Digital banking is a digital payment system that does not require cash or an ATM card, you just need to use a smartphone connected to the internet network and a mobile banking application.

The penetration of internet and social media users in Indonesia can be used as an alternative marketing activity through social media marketing. In practice, social media is not only a means of communication and entertainment, but also has an important position in the business world as a supporting tool for marketing communications. (Rugova & Prenaj, 2016) Utilizing social media as a business support tool can be done with social media marketing as a marketing technique to promote products and collaborate with consumers to achieve business goals. Social media marketing can increase the effectiveness of marketing activities with a wide reach and can build long-term relationships with customers (Khairul D, 2021)

Increased sales can occur if consumers feel satisfied with the product or service. The higher the level of consumer satisfaction, the better impact it will have on customer loyalty in consuming a brand (Javed & Wu, 2020). The strategy used to get loyal consumers is relationship marketing which includes segmentation and loyalty programs. To get loyal consumers, companies need to build long-term relationships with consumers to gain a competitive advantage (Bilgin, 2018).

The use of various electronic transaction channels for banking services has increased tremendously with mobile banking. Customers using mobile banking grew 150 percent in the last year (Gatra, 2022). Digital banking transactions grew around 22.13% to IDR 64,175.1 trillion. BI noted that the value of digital transactions in 2022 will grow 28.72% to IDR 52,545.8 trillion (Ferdianto, 2023).

This research was conducted on digital banking consumers in Palembang City because the growth of electronic money transactions in the South Sumatra Province region, especially Palembang City, increased in the first quarter of 2021, recorded at IDR 1.27 trillion, growing 6.79% (Bank Indonesia, 2021). Then, each consumer's experience in using digital banking is different for each bank. Other phenomena in the field, such as good relationships with banks, also influence consumers to use these banking products.

The aim to be achieved and known in this research is to find out the extent of the influence of social media marketing on the behavioral intention of banking consumers in Palembang City through brand experience and relationship marketing. By knowing how it affects policymakers in the banking sector can determine the steps that should be taken so that bank customers receive better service.

2. Method

The type of research carried out by the author is descriptive qualitative research, namely research using a case study method or approach. For this research, the author took a case that occurred with a bank customer in Palembang City who actively used digital banking in his transactions. The research will be carried out in the city of Palembang including several banks that use digital banking applications, namely Bank BNI, Bank Mandiri and Bank BRI. This

research uses literature study and field survey methods as well as techniques for obtaining data by distributing questionnaires.

The population of this research is people who use digital banking applications such as BNI Mobile, Livin Mandiri and Brimo in Palembang City. This sampling was carried out based on the researcher's considerations which considered that the desired elements already existed in the sample members taken. Where the selected potential respondents are those who have used digital banking applications at least 10 times in the last 6 months.

Data collection is carried out using a questionnaire survey method among application users. Surveys are conducted to obtain feedback on user perceptions of the Application. The data used in this research is primary data, namely data obtained directly from questionnaires presented online. In this research, the sample size was adjusted to the analysis model used, namely the Structural Equation Model (SEM). In this regard, the sample size for SEM that uses maximum likelihood estimation (MLE) is 100-200 samples or 5 - 10 times the number of variables estimated (Ghozali, 2016). Therefore, the number of respondents needed in this research should be 200 respondents. The following is an observed/measured variables:

Table 1. Operational Definition

Variable	Operational definition	Indicator	Scale Type
Independent Variable			
Social Media Marketing(X1)	Social media marketing is defined as the use of social media technology to communicate, convey and exchange offers that have value for organizational stakeholders(Ismail, 2017)	1. interactivity, 2. personalization, 3. informativeness, 4. word-of-mouth (WOM).	Linkert scale
Relationship Marketing (z)	Relationship marketing is defined as marketing activities directed at building, developing and maintaining long-term relationships through collaboration with customers so that the goals of all parties can be met	1. satisfaction 2. trust.(z)	Linkert scale
Brand Experience (z)	A person's experience after using a brand results in a person's feeling and behavioral response by talking about and looking for information related to the brand used.	1. Sensory 2. affection, 3. Behavior 4. Intellectual	Linkert scale
Dependent Variable			
Behavioral Intention(Y)	Behavioral intention is an action to represent customer loyalty. Therefore, behavioral intention includes repurchase and recommendation intentions	1. Repurchase 2. Recommendation intent	Linkert scale

Structural equation modeling is a statistical technique used to test a series of relationships between several variables formed from factor variables or observed variables. The statistical verification analysis method in the research was carried out using the Structural Equation Modeling (SEM) method with the help of Smart PLS 3 software. (Cooper et al., 2006) SEM can be carried out in stages, as follows:

- a) Model Specifications (Model Specifications)
- b) Estimate
- c) Fit Testing (Testing Fit)
- d) Respecification (Re-specification)
- e) Interpretation and Communication (Interpretation and Communication)

3. Results and Discussion

3.1. Respondent Characteristics

Characteristics of respondents from 150 samples of digital banking users in the city of Palembang were 71 men and 79 women. From this data, it can be stated that women are more active in using digital banking because women carry out more online transactions, for example, online shopping. Based on questionnaire tabulations, digital banking users in the city of Palembang are dominated by people aged 20-30 years with a percentage of 32%. Digital banking users with the smallest percentage are users aged > 50 years. It can be concluded that during the productive age, people are more active in using digital banking for daily needs, whereas during the non-productive age, people use digital banking less often or even no longer. The people of Palembang City use digital banking more with usage levels <10 times a month as much as 56.7%, users 10-20 times as much as 26.7%, and >20 times as much as 16.6%

3.2. Outer Model Testing

Research data quality testing is divided into 2 parts, namely data validity and reliability. Data quality testing is a stage that a research model must go through before arriving at an influence test or correlation test. In general, data validity describes the suitability of each indicator to the variable. The analysis results from this test will show several influences of the factor loading, Average Variance Extracted (AVE), Discriminant Validity, and Composite Reliability. According to (Muhson, 2022) The indicator loading factor must have a value of > 0.7, if there is a variable whose factor loading is less than 0.7 then it is removed from the existing model. The following are the results of testing the outer model of this research:

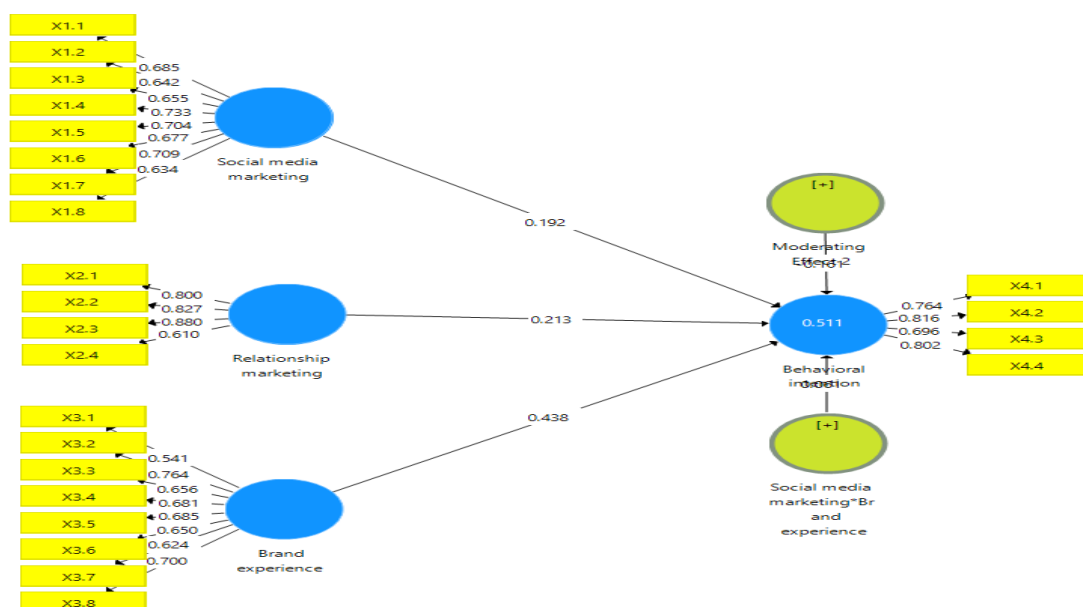


Figure 1. Loading Factor calculation results

From the picture above, it can be seen that 5 indicators in the social media marketing variable must be removed from the model because the loading factor is <0.7 , namely indicators X1.1, X1.2, X1.3, X1.6, X1.8. In the relationship marketing variable, there is 1 indicator that has been deleted, namely X2.4. In the brand experience variable, 5 indicators must be deleted, namely X3.1, X3.4, X3.5, X3.6 and X3.7. In the behavioral intention variable, there is one variable that must be deleted, namely X4.3. A total of 12 indicators that must be removed from the food model form a new model as follows:

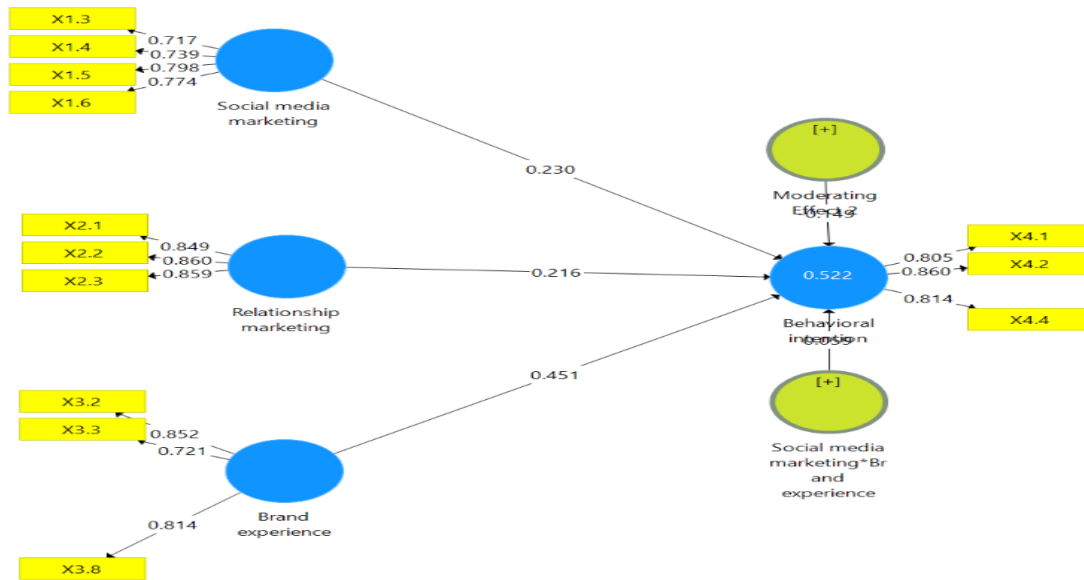


Figure 2. Outer loading results

Next, to test the validity, the Average Variance Extracted (AVE) value must be >0.5 . Based on the table below, all AVE values in the latent variables are >0.5 :

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted(AVE)
Social media marketing	0.574
Behavioral experience	0.636
Behavioral marketing	0.684
Relationship marketing	0.733

Next, the validity of each latent variable was tested. This test is also referred to as a way to test the unidimensionality of the model that has been developed. This test can be seen from the Cronbach Alpha and Composite Reliability values which are >0.7 (Muhson, 2022)

Table 3. Cronbach Alpha and Composite Reliability

Variable	Cronbach Alpha	CompositeReliability
Social media marketing	0.764	0.843
Behavioral experience	0.712	0.839
Behavioral marketing	0.769	0.866
Relationship marketing	0.823	0.892

From the table above, all construct variables have Cronbach Alpha and Composite Reliability values >0.7 so no unidimensionality problems were found in each latent variable studied.

3.3. Data description

Based on the results of distributing questionnaires to 150 samples with a total of 24 indicator questions with answer choices using a Likert scale from 1 to 5, the highest total number was obtained, namely indicator X2.1 with the question 'I am satisfied with the efficiency of transactions using digital banking'. The total number obtained was 656 so it can be averaged that respondents answered with a value of 4.38. This value can be interpreted that existing digital banking has made it easy for customers to carry out transactions efficiently and this can also be done anywhere and at any time as long as the customer has a device and the internet. This efficiency also does not require preparing a special time to complete transactions, such as customers having to go to an ATM or an existing bank branch office.

The lowest total number is indicator X4.2 with the question 'I feel that other E-banking cannot offer services according to my expectations compared to the E-banking that I currently use'. The total number obtained was 503 so it can be averaged that respondents answered with a value of 3.35. This value can be interpreted to mean that the digital banking owned by the respondent has service products that are almost the same as other digital banks.

3.4. Statistical coefficients

In PLS SEM 3.0, hypothesis testing calculations are carried out using and paying attention to the calculated t value (T) obtained from the results of the data with the t table value (t) from the SPSS table. The t-table value with a significance of 5% and the degree of freedom (DF) - number of data (n) - 2, namely $150 - 2 = 148$ is 1.976 (t table).

Table 4. Statistical Test Values

	t-statistics	P values
Brand experience - Behavioral intention	6,115	0,000
Relationship marketing - Behavioral intention	2,619	0.010
Social media marketing - Behavioral intention	3,031	0.003
Social media marketing * Relationship marketing - Behavioral intention	2,084	0.039
Social media marketing * Brand experience - Behavioral intention	1,102	0.272

Based on the table data above, the t-statistical value of brand experience on behavioral intention is $6.115 > t$ table 1.976 and the p-value is $0.000 < 0.050$, thus showing that brand experience has a significant effect on behavioral intention. The value of relationship marketing on behavioral intention has a t statistical number of $2.619 > t$ table 1.976 and a p-value of $0.100 > 0.050$ so it has no significant effect. Social media marketing on behavioral intention has a t statistic of $3.031 > t$ table 1.976 and a p-value of $0.003 < 0.050$ so social media marketing has a significant effect on behavioral intention.

Meanwhile, social media marketing affects behavioral intention with moderation relationship marketing has a t-statistic value of $2.084 > t$ table 1.976 and a p-value of $0.039 < 0.050$ so that relationship marketing as moderation has an influence social media marketing on behavioral intentions. Then social media marketing on behavioral intention with brand experience as moderation has a t-statistic of $1.102 < t$ table 1.975 and p value $0.272 > 0.050$ so brand experience as moderation does not have an influence of social media marketing on behavioral intention.

4. Conclusions

Based on the research results, it can be concluded that a person's experience after using a brand that produces a response to a person's feelings and behavior by talking about and searching for information related to the brand used influences a person to take action to repurchase the product that has been used. Relationship marketing is built to develop and maintain long-term relationships through collaboration with customers and also influence someone to take action to repurchase products that have been used or perhaps also invite other people to use digital banking because it is considered easier. In addition, social media marketing which utilizes social media technology to

communicate, convey and exchange offers that have value for stakeholders can also influence people to use digital banking because it provides complete information in its use.

However, in this research, relationship marketing did not influence people's desire to use digital banking because there may be a lot of information about digital banking on social media or through the experiences of other users. Brand experience, which is people's experience using digital banking, apparently also does not influence people's intentions to use digital banking, so interested parties should use social media more to increase digital banking users because with social media the information that is distributed is more accessible. customers better.

References

- Al-dweeri, R.M., Ruiz Moreno, A., Montes, F.J.L., Obeidat, Z.M., & Al-dwairi, K.M. (2019). The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. *Industrial Management and Data Systems*, 119(4), 902–923. <https://doi.org/10.1108/IMDS-12-2017-0598>
- Alfian, N., & Nilowardono, S. (2019). The Influence of Social Media Marketing Instagram, Word of Mouth and Brand Awareness of Purchase Decisions on Arthenis Tour and Travel. *IJEBD (International Journal Of Entrepreneurship And Business Development)*, 2(2), 218–226. <https://doi.org/10.29138/ijebd.v2i2.770>
- Baig, S.A., Zia-ur-rehman, M., Saud, Javed, E., Aslam, T., & Shafique, A. (2015). Mediating roles of customer satisfaction and customer trust in building brand loyalty: An empirical study in Pakistan. *Business Management Dynamics*, 4(10), 1–29.
- Bank Indonesia. (2021). North Sumatra Province Economic Report. Bank Indonesia, 2021(August), 1–120.
- Bilgin, Y. (2018). the Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *73(May)*, 52–68.
- Cheung, M.L., Pires, G.D., Rosenberger, P.J., Leung, WKS, & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong. *Australasian Marketing Journal*, 29(2), 118–131. <https://doi.org/10.1016/j.ausmj.2020.03.006>
- Cooper, D., Schindler, R., & S., P. (2006). *Marketing Research*. McGraw-Hill Irwin.
- Ferdianto, A. (2023, January 20). Boost Digital Banking Transactions in 2023. *Kontan*. Co.Id.
- Gatra, S. (2022, December 23). Digital Crossover: Indonesia Enters the Era of Banking in Your Hands in 2023. *Kompas.Com*.
- Ghozali. (2016). *Multivariate Analysis Application with the IBM SPSS 23 Program (Semarang)*. Diponegoro University Publishing Agency.
- Ismail, AR (2017). The influence of perceived social media marketing activities on brand loyalty: The mediating effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54(July), 101942. <https://doi.org/10.1016/j.jretconser.2019.101942>
- Jumaev, M., Hanaysha, J.R., & M, D.K. (2020). Impact of Relationship Marketing on Customer Retention in Higher Education. *Management Dynamics*, 23(2), 33–44. <https://doi.org/10.3126/md.v23i2.35804>
- Kaewmahaphinyo, T., Nuangjamnong, C., & Dowpiset, K. (2021). Factors Influencing Customer Satisfaction and Behavioral Intention for Fast-Casual Restaurants (A Case Study in a Shopping Center, Bangkok). *SSRN Electronic Journal*, 1–22. <https://doi.org/10.2139/ssrn.3787925>
- Khairul D. (2021). The Influence of Social Media Marketing on E-Commerce Consumer Loyalty through Brand Image and Relationship Marketing. *Alue J Manaj Dan Akunt*. 2021;16(1):125–40.
- Kotler and Keller. (2016). *Marketing Management (15th ed.)*. Pearson Education, Inc.

- Kusuma, Y.S. (2014). The Influence of Brand Experience on Brand Loyalty Through Brand Satisfaction and Brand Trust Harley Davidson in Surabaya Surabaya. *Petra Marketing Management Journal*, 2(1), 1–11.
- Lan, HDT (2015). THE IMPACT OF RELATIONSHIP MARKETING ON Case Study Finnair Bachelor's Thesis CENTRIA UNIVERSITY OF APPLIED SCIENCES Degree Program in Business Management. December.
- Liao, T. H., & Keng, C. J. (2013). Online shopping delivery delay: Finding a psychological recovery strategy by online consumer experiences. *Computers in Human Behavior*, 29(4), 1849–1861. <https://doi.org/10.1016/j.chb.2013.03.004>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20. <https://doi.org/10.2307/1252308>
- Muhson, A. (2022). Statistical Analysis with SmartPLS. Yogyakarta State University Postgraduate Program.
- Peter, J. P., & Olson, J. C. (2008). *Consumer behavior and marketing strategy (8 years)*. McGraw Hill Company.
- Rugova, B., & Prenaj, B. (2016). Social media as marketing tools for SME: Opportunities and challenges. *Academic Journal of Business: Administration, Laws, and Social Science*, 2(3), 85–97.
- Ryu, Kisang, & Han, H. (2010). "Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price." *Journal of Hospitality & Tourism Research*, 34, 310–329.
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Sun, H. (2018). TRANSFERRING ATTRIBUTES OF E-COMMERCE SYSTEMS INTO BUSINESS BENEFITS: A RELATIONSHIP QUALITY PERSPECTIVE *Information Quality Commitment System Quality Perceived Relationship Quality*. 92–109.
- Tatar, Ş. B., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology and Tourism*, 16(3), 249–263. <https://doi.org/10.1007/s40558-015-0048-6>
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>