



Analysis of the influence of social media marketing and customer relationships on intention to purchase hand sanitizer products

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ABSTRACT

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This research analyzes the medical equipment industry which focuses on hand sanitizers, with the aim of analyzing the relationship between social media marketing and customer relationships on consumer purchase intention for hand sanitizer products and brands. The analytical method used in this research is the quantitative method. Based on the results of distributing questionnaires to 124 respondents, 80 respondents were obtained who met the research criteria. Then the data obtained is processed using the SmartPLS 3.0 application. As a result of data processing, it was found that social media marketing and customer relationships had a positive and significant effect on purchase intention. It can be concluded that the company's focus is on online marketing to increase consumer buying interest in hand sanitizer.

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1. INTRODUCTION

At the end of 2019, Indonesia experienced its first COVID-19 case. The Indonesian government responded quickly and aggressively, forming a special task force specifically responsible for dealing with the COVID-19 outbreak. The Indonesian government monitors the implementation of health protocols, which are an important element of preserving physical health by washing hands and using hand sanitizer when outside. This is what is driving the Hand Sanitizer industry in Indonesia to grow during the COVID-19 pandemic. During the COVID-19 pandemic, health goods, including hand sanitizers, have grown increasingly popular. During the COVID-19 epidemic, 81% of consumers choose to purchase for health equipment such as masks, hand sanitizers, medicines, and vitamins, according to consumer statistics (Bayu, 2020). When COVID-19 arrives in Indonesia, which is expected in 2020, the entire population will work together to implement a healthy lifestyle, including eating healthy foods, exercising regularly, and taking vitamins, to keep the virus at bay.

Even though the growth of medical device users continues to increase in Indonesia due to the COVID-19 pandemic, only 12% are Indonesian products. So this means that the competition between health equipment companies in Indonesia is said to be unable to compete with imported products. Transactions of imported medical devices in the 2019-2020 period reached up to 88%, while local products were only around 12%. The government sees that medical devices in Indonesia are dominated by imports, so the government is carrying out a transformation in the resilience of the health system, which is one of the factors for development and encouraging domestic production of medical devices and reducing dependence on imported health products. The government continues to push to produce as many medical devices as possible because demand is increasing rapidly. Purchase intention is an action or example of determining whether online consumers in the internet or electronic shopping baskets make purchases of goods and services and continue to push to produce as many medical devices as possible because current needs are increasing rapidly (Dwita & Megawati, 2019). So that local health equipment companies can compete and increase consumers' desire to buy local brands.

Research by Laksamana (2020) and Gautam & Sharma (2017) shows that social media marketing variables have an influence on customer relationships and purchase intention. Social media marketing is defined as the process of utilizing online social channels to promote websites, goods, or services (Alhakim & Koseoglu, 2020). This involves marketing activities such as blogging, photo sharing, and online posting, as well as using tools, platforms, and applications that enable interaction and communication between customers. Marketers are increasingly actively using social media to promote their offerings through social media marketing (SMM). Previous research has emphasized the significance of SMM in the fields of brand promotion, consumer behavior, and purchase intention. Consumers are also assisting business organizations in developing new business and publicizing any brand through tweets, blogs, liking the page, reviewing, following, and so on. Previous research indicates that consumers are shifting away from traditional media such as television, periodicals, radio, and other print media to get greater control over their media consumption. Other research conducted by (Rijitha, 2021) only used social media marketing and purchase intention variables, and processed the data with SPSS, while the research examined also used customer relationship variables and data processing used PLS-SEM. Implementing good social media marketing by directing potential consumers to the company's website to make it easier for potential consumers to search for products, creating content that attracts the attention of potential consumers, giving potential consumers a good impression with the company is the start of building good relationships with potential consumers. (Hatice et al., 2022).

Social media marketing can influence consumer interest, interest and decisions in choosing a product or service. Social media marketing has been widely used by companies to market their products through advertising in e-commerce and social media (Vidyanata, 2022). Social media marketing components gradually influence the principles of buy intent, resulting in a new marketing communication style. Companies have new opportunities and difficulties because of these changes. The implementation of marketing via social media will be more effective by marketing on all social media platforms, to expand the increase in buying interest of potential consumers (Wangpo & Wangmo, 2022). Customer relationships can influence potential consumers' buying interest, with reviews provided through e-commerce platforms, potential consumers can see that the brand has a good reputation for the products offered and services provided (Ding, 2022). Customer relationship, defined as the process of managing information in detail and carefully, both individually and in groups of customers "touch points" to increase loyalty (Alamsyah & Indraswari, 2017). Meanwhile, other research shows that social media marketing influences purchase intention through customer relationships (Kim & Ko, 2010). Research conducted by Stojiljković (2019) also uses social media marketing

variables which have an influence on customer relationships and research was conducted with samples in Serbia. Numerous reasons in specialist and scientific literature demonstrating the importance of Social Media Marketing in modern marketing practice, as well as the clear topicality of this media, have been cause enough for additional investigation. Given that customers and customer relationship development have become business imperatives for all companies, this marketing method has been researched in the context of customer relationship development. Based on the research that has been presented, there has been no previous research related to purchasing intentions for Hand Sanitizer products in Indonesia. The contribution of this research is to help local companies that produce hand sanitizer in Indonesia to increase purchase intention. So the contribution of this research will strengthen results that are in accordance with previous research or have different findings. The goal of this research is to analyze the influence of variables in raising customer purchase intention for local sanitizing goods in Indonesia, based on the challenges and relevant studies in this research.

2. RESEARCH METHOD

This research is quantitative research with an associative approach. The associative research carried out is testing the causal relationship between variables. The survey was carried out by distributing questionnaires. The questionnaire was made on a scale of 1 (strongly disagree) - 5 (strongly agree). The exogenous variable in this research is social media marketing, and the endogenous variables used are customer relationship and purchase intention. In measuring the variables studied, it can be seen in the following operational table:

Table 1. Operiasonal Variabel

Variabel	Indicator	Source
Social Media Marketing	The content found on brand X's social media / marketplace is interesting (SMM01).	(Cheung et al., 2021)
	Content on brand X's social media/marketplace is the latest information (SMM02).	
	I want to convey information about products from brand X's social media/marketplace to my friends (SMM03).	
Customer Relationship	Brand X has honesty in information (CR01).	(Hennig-Thurau et al., 2002)
	I am always happy with the service from brand X (CR02).	
Purchase Intention	I intend to buy brand X products online. (PI01)	(Herzallah et al., 2022)
	I am willing to recommend brand X products online to my friends. (PI02)	
	In the future, I will probably shop for brand X products online. (PI03)	

The target population used in this research is people who are interested in buying hand sanitizer in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas in Indonesia. In this research, incidental sampling is used as a technique for determining the sample accidentally, anyone who is met accidentally and meets the requirements to become a sample in this research. The conditions needed for this research are that you have used hand sanitizer products and know the local brands of sanitizers in Indonesia. Of the 125 questionnaires distributed, only 80 respondents were eligible to be research respondents. The research method used was SEM analysis with the SmartPLS tool.

3. RESULTS AND DISCUSSIONS

Before testing the hypothesis, the validity and reliability of the data is tested. The discriminant validity test was carried out using cross loading. Can be seen in the following table:

Table 2. Cross Loading (Discriminant Validity)

Code Indicator	Social media marketing	Customer Relationship	Purchase Intention
SMM01	0,949	0,776	0,785
SMM02	0,949	0,839	0,778
SMM03	0,915	0,750	0,723
CR01	0,784	0,928	0,750
CR02	0,786	0,930	0,719
CR03	0,777	0,929	0,773
PI01	0,662	0,671	0,908
PI02	0,812	0,772	0,939
PI03	0,736	0,773	0,917

Based on Table 2, the results of data analysis using cross loading show that the correlation value results in each indicator are greater than the other indicators, so they are said to be valid. After the validity test was carried out, the reliability test was carried out from Cronbach's Alpha and Composite Reliability in the following table:

Table 3. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha
Social media marketing	0,957	0,921
Customer relationship	0,950	0,911
Purchase intention	0,944	0,932

Based on Table 3, social media marketing has a composite value of $0.957 > 0.600$ and Cronbach's Alpha $0.921 > 0.600$ so it is said to be reliable. Customer relationship has a composite value of $0.950 > 0.600$ and Cronbach's Alpha $0.911 > 0.600$ so it is said to be reliable. Purchase intention is also considered reliable because it has a composite value of $0.944 > 0.600$ and Cronbach's Alpha of $0.932 > 0.600$.

Next, hypothesis testing is carried out, which can be seen in the following table:

Table 4. Hypothesis testing

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation	T Statistics	P Values
SMM -> CR	0,842	0,844	0,041	20,739	0,000
SMM -> PI	0,432	0,446	0,177	2,443	0,000
CR -> PI	0,441	0,429	0,173	2,554	0,000

Theoretically, the results of this research show that the relationship between the exogenous variable, namely social media marketing, has a positive or significant relationship with the endogenous variable, namely customer relationship ($0.000 < 0.05$) and purchase intention ($0.000 < 0.05$) for hand sanitizer products. This research is in line with that carried out by Kim & Ko (2010); Wang & Kim (2017). Social media marketing is an important factor in increasing purchase intention (Shah et al., 2019). Social media marketing does not only focus on marketing media but how to create content that attracts the attention of potential consumers. Many companies are

competing to create content that captures the interest of the wider community, increases awareness of the presence of the company's brand or product, and develops sales efforts for the company's products (Madan & Rosca, 2022). Companies that do not create effective content in their marketing cause losses every month. This is a burden for the company and has an impact on its business continuity.

Social media is very important in supporting customer relationships today (Elena, 2016). Companies that start to focus on social media will be able to better adapt and communicate with consumers. Of course, this will create engagement when communication occurs, so that later they will be interested in buying the product or service offered. Companies can readily communicate with their customers thanks to social media. In comparison to traditional marketing, social media marketing is a more cost-effective method of communication that is widely offered by most organizations and well accepted by consumers in various businesses (Moslehpour et al., 2021). In this day and age of new technology, social media is a necessity for any firm that wants to stay competitive on the market. Social media is a tool for managing consumer interactions and keeping them close. CRM believes the customer to be the focus of a firm and directs marketing policy in that direction. This study investigates the importance of shifting from traditional customer relationship management to social customer relationship management. Even though social customer relations are a relatively young subject, experts are keen to see how CRM might arise from social media. The study focuses on examples of how businesses can benefit from social media by increasing sales and profitability, creating advertisements, obtaining new customers, maintaining them, and making them loyal. Organizations must prepare for the rise of this new trend, social media (Elena, 2016). However, they do not know the importance of measuring the effectiveness of the content created. Social media marketing also seeks to build a wide community network. By harnessing the power of a wider community that may never have been available through traditional media (Pashootanizadeh & Rafie, 2020).

The research results also show that the customer relationship variable has a positive or significant relationship with the purchase intention variable ($0,000 < 0.05$). In today's complex and competitive business world, managers must evaluate variables affecting the continuity and performance of their businesses. Meanwhile, due to their direct interaction with consumers, enterprise sales personnel play a critical role in achieving organizational goals and developing competitive advantages (Rezaei & Nemati, 2019). Organizations always make an effort to educate and train their sales staff using appropriate methodologies, such as the resource-based strategy, in order to gain a competitive advantage. The results of this research are in line with research conducted by Rumefi (2023) also shows that the positive influence of customer relationships is an emergent factor in purchase intention. So it can be concluded that the two variables social media marketing and customer relationship have a positive impact on purchase intention. The research conducted by Raesi Ziarani et al., (2023) examined the effect of digital marketing on consumer behavioral intentions while accounting for the mediating function of customer connection. The sample included 384 people who had shopped from internet retailers in Tehran. According to the findings, digital marketing has a large impact on customer relationships, customer relationships have a significant impact on customer behavioral intentions, and CRM mediates the impact of digital marketing on customer behavioral intentions. This study helps the development of more efficient marketing strategies for online retailers operating in Tehran by confirming the relationship between digital marketing, customer relationship, and customer behavioral intentions. Based on Table 4, the influence of customer relationships is greater on purchase intention than social media marketing. The research conducted by (Khoa et al., 2020) also shown the existence of a link between customer relationships and the inclination to purchase fashion products in Vietnam. According to the findings of a survey of 567 consumers, the antecedents of the customer connection are fashion designer reputation belief, social media communication, and fashion retail atmosphere. Furthermore, the

customer relationship serves as a bridge between the criteria and the intention to acquire a created fashion product. The study helped to confirm the link theory in the fashion sector, particularly in designed fashion products, which had previously been ignored by researchers.

The influence of customer relationship on purchase intention is 0.441. Meanwhile, social media marketing has an influence on purchase intention of 0.432. This research also shows that social media marketing has a significant influence on customer relationships of 0.842. The magnitude of the influence of indirect social media marketing on purchase intention through customer relationships is 0.371. So the total influence of social media marketing is 0.803.

4. CONCLUSION

This research shows that local hand sanitizer brands in Indonesia must focus on social media marketing to increase consumer purchase intention. The direct influence of social media marketing is smaller than that of customer relationships on purchase intention. However, with the indirect influence, social media marketing has a greater total influence on purchase intention than customer relationships. It can be seen that the use of social media in various applications is very large and frequently used by consumers, and also quite a few business actors sell and market their products online. Therefore, the opportunity for business actors to increase their business online will be very high, both in terms of marketing and sales. Even though social media marketing has the greatest influence on purchase intention, customer relationships also have a significant and large influence. The role of social media in our personal and professional life is growing. Every day, companies and businesses interact with their clients via social media channels. The social media application revolution has changed the way people and businesses interact. In this regard, airline firms have expressed a strong interest in adopting social media platforms such as Facebook, Instagram, and YouTube. Social media marketing has a positive and significant influence on customer relationships. Marketing carried out by brands to consumers can influence consumers in terms of marketing carried out by consumers to other potential consumers. Social media marketing has a positive and significant influence on purchase intention. The level of consumer buying interest can be found through marketing carried out by brands, such as providing information about price, composition and product advantages. Customer relationship has a positive and significant influence on purchase intention. These results are in line with previous research which used customer relationship and purchase intention variables and the number of samples used by buyers in online stores (Dastane, 2020). This research also shows the relationship between customer relationship and purchase intention with aspects of social media marketing. By providing good service to consumers, you can provide reviews to other potential consumers via e-commerce platforms or brand social media to increase potential consumers' confidence in making purchases. The limitation of this research is that the areas studied were only Jakarta, Bogor, Depok, Tangerang, Bandung. Future researchers are expected to be able to test the same model in different industries such as food and drink, fashion and others. So that subsequent researchers can reject or strengthen the findings of this study.

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