Social Media Marketing and Purchase Intention of EdTech Platforms in Indonesia: The Role of Customer Brand Engagement

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Abstract

In today's rapidly evolving digital landscape, understanding the dynamics of consumer behavior in response to social media marketing is crucial for businesses, particularly in the education technology sector in Indonesia. This study investigates the influence of Social Media Marketing (SMM) on Purchasing Intention (PI), emphasizing the mediating role of Consumer Brand Engagement (CBE) through a case study of education technology platforms in Indonesia. Data was collected via a survey distributed to 300 target users, and the analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal a significant correlation between SMM and PI, with CBE acting as a mediator in this relationship. Specifically, the results indicate that effective engagement strategies on social media platforms enhance consumers' emotional connections with brands, which in turn positively influences their purchasing behaviors. The study underscores the importance of meaningful interactions and content that resonate with users, thereby fostering deeper engagement and driving purchasing intentions. As an example of a recent phenomenon, the rise in subscribers for Ruangguru following the Clash of Champions episodes illustrates a direct correlation between SMM efforts and increased consumer interest. Furthermore, while the overall sentiment towards education technology platforms in Indonesia is largely positive, the presence of negative reviews highlights the necessity for brands to manage consumer expectations effectively.

Keywords:

Social Media Marketing, Consumer Brand Engagement, Purchasing Intention, EdTech, Indonesia.