
THE INFLUENCE OF DIGITAL MARKETING AND CONSUMENT ENGAGEMENT ON PURCHASE INTENTION IN PRINT MEDIA COMPANIES

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Abstract

Before the industrial revolution 4.0, various kinds of information were accessed by the public through print media, newspapers, magazines, or newspapers. But after that they began to switch to online information media, where all kinds of information can be accessed easily and quickly. This certainly has an impact on people's interest in buying printed versions of newspapers or newspapers, for this reason, print media companies must quickly respond to this development condition, namely by utilizing digital marketing as a marketing strategy to reach buyers without having to switch or change from print media to online media. PT Bojonegoro Intermedia Pers is a company included in the Jawa Pos Group which is one of the largest print media in Indonesia that oversees three cities, namely Bojonegoro, Blora, and Tuban. In response to technological developments, they created digital marketing channels through various social media. This study aims to determine the Effect of Digital Marketing and Consument Engagement on Purchase Intention in Print Media Companies as an effort to determine the development of the digital marketing channels used. The method used is quantitative research with explanatory type with samples are print media buyers who also access digital marketing channels as many as 133 people. The analysis technique uses path analysis which begins with a classical assumption test. The results of this study show that digital marketing has a positive and significant effect on consument engagement and purchase intention, consument engagement has a positive and significant effect on purchase intention, and digital marketing indirectly affects purchase intention through consument engagement. That way the company can optimize digital marketing strategies so that more buyers can find a sense of interest and attachment so that they can increase the level of purchases in the community.

Keywords: Digital Marketing, Consument Engagement, Purchase Intention, Media Company

Introduction

The development of information technology is growing very rapidly. The results of Kemp's research in Digital 2019 Hootsuite and We Are Social, the penetration of world device and internet use as of January 2019 has reached 5.11 billion and 4.39 billion, where the total world population at that time reached 7.68 billion people. In Indonesia alone as of January 2019 there are 355.5 million telecommunication service users and 150 million internet users out of Indonesia's total population of 268 million people. For the use of technology, it is shown through the average amount of world internet usage time which reaches 6 hours 42 minutes per day, while internet usage time in Indonesia itself reaches 8 hours 36 minutes per day, the use of information and communication technology gradually increases from time to time (Firdaus, Salim, & Saputra, 2020).

This technological development is utilized by businesspeople from various sectors to run their business, through digital marketing strategies or digital marketing. The number of competitors is a consideration for entrepreneurs to enter a very tight competition. Companies need to think of the right marketing and media strategies to reach the intended market so that sales volume always increases, resulting in increased profits as well (Pradiani, Sales, & Malang, 2017).

One industry or company that also needs to utilize digital marketing and be responsive to technological developments is print media companies or newspapers. As is known, before the industrial revolution 4.0, information was accessed by most people through print media, newspapers, magazines, or newspapers. But after that, people turned to online information media, where all kinds of local and international information can be accessed easily and quickly.

Although in reality print media is indeed starting to be abandoned by its readers, young people now prefer to open mass media through mobile phones, computers, or other digital devices, namely Online media (Romadhoni, 2018).

One of the reasons is competition in terms of news reception time. As stated by (Hartina, 2020) that the time of receiving news is an obstacle for print media compared to online media.

This has an impact on people's interest in buying newspapers or printed versions of newspapers. It does not mean that print media should just disappear, because there are several market shares, namely the old generation or old people who still rely on this media to get information. For this reason, print media companies must be responsive to development conditions like this. Digital marketing can be used for the right marketing strategy to reach buyers from the millennial generation, without having to switch or change from print media to online media. The revenue obtained by this type of company predominantly comes from the level of sales of newspapers or newspapers, so digital marketing fights as a stimulus through the provision of interesting content and reflects snippets of information to be delivered. The interest of readers is expected to make them interested in buying printed media, thereby increasing company sales.

Company PT. Bojonegoro Intermedia Press. Is a company included in the Jawa Pos Group. One of the largest print media companies in Indonesia. PT. Bojonegoro Intermedia Press has a print media product, Radar Bojonegoro, which oversees news from three cities, namely Bojonegoro, Blora and Tuban. This company is a member of Jawa Pos Group which has more area coverage than other Jawa Pos Group members. Currently, Radar Bojonegoro has several social media accounts that are used as one of the marketing strategies, namely Tik Tok, Instagram, Website, Facebook and Twitter. Based on this background, it becomes interesting to conduct research on the Effect of Digital Marketing and Consument Engagement on Purchase Intention (Case Study of Jawa Pos Radar Bojonegoro).

Methods

1. Research Methods and Types

This study used quantitative research methods. Quantitative methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative / statistical data analysis with the aim of testing hypotheses that have been set. This type of research is explanatory research, which is research that examines causal relationships and hypothesis testing. This study praises the relationship between variables, namely the Digital Marketing variable as an independent variable, the Consument Engagement variable as a mediator variable, and the Purchase Intention variable as a dependent variable.

The primary data in this study is data on respondents' perception statements, in this case buyers of the Jawa Pos – Radar Bojonegoro Newspaper, about the variables studied and also the results of interviews with various parties such as the marketing department to find out the number of buyers accessing social media. The secondary data type is also used to supplement the primary data. The secondary data used include printed media sales documents.

2. Population, Sampling and Sampling Techniques

The population in this study is consumers or buyers of print media or Koran Jawa Pos-Radar Bojonegoro who also access their social media. The average number of buyers per day during 2022 is 2,000 people, while 10% are buyers dominated by young people who also access social media. So that the population of this study is 10% of the total number of buyers (2,000 people), which is 200 people.

The research sample was part of buyers of print media Koran Jawa Pos- Radar Bojonegoro who also accessed social media in response to digital marketing. The number of samples taken using the Slovin formula with Allowance of inaccuracy due to tolerable sampling errors (5%), then squared then the amount of withdrawal of the number of research samples is 130 people.

3. Data Analysis Techniques

The data collection methods used in this study were questionnaire or questionnaire methods, interviews and documentation. With technical analysis the data used are descriptive statistics and inferential statistics. Descriptive statistics present research data descriptively to see the picture and propensity of the results of respondents' answers in data collection tools. Inferential statistics are used to answer the research hypothesis being tested. This analysis technique used is path analysis which previously began with a classical assumption test. With this research frame of mind can be described as follows:

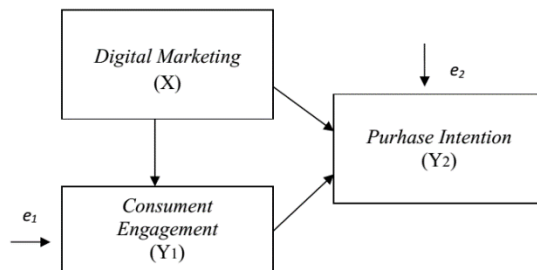


Figure 1. Thinking Framework

Results

a. Validity Test Results

Based on the results of data analysis, all statement items used to measure variables are valid. The total statement items used were 16 items with 7 items to measure digital marketing variables, 5 items to measure customer engagement and 4 items to measure purchase intention. The corrected item value – the total correlation shown is above the r-table value.

Table 1. Validity Test Results

Variabel	Item Variabel	Corrected Item-Total Correlation	r-table	Keterangan
X	X1.1	.737	.361	Valid
	X1.2	.523	.361	Valid
	X1.3	.506	.361	Valid
	X1.4	.566	.361	Valid
	X1.5	.552	.361	Valid
	X1.6	.567	.361	Valid
	X1.7	.653	.361	Valid
Y ₁	Y _{1.1}	.528	.361	Valid
	Y _{1.2}	.654	.361	Valid
	Y _{1.3}	.492	.361	Valid
	Y _{1.4}	.552	.361	Valid
	Y _{1.5}	.564	.361	Valid
Y ₂	Y _{2.1}	.817	.361	Valid
	Y _{2.2}	.470	.361	Valid
	Y _{2.3}	.817	.361	Valid
	Y _{2.4}	.338	.361	Valid

Source : Data processed in 2022

b. Reliability Test Results

After conducting a reliability test, the following are the results of the instrument reliability test for each research variable. By concluding that the questionnaire used has a high level of reliability.

Table 2. Reliability Test Results

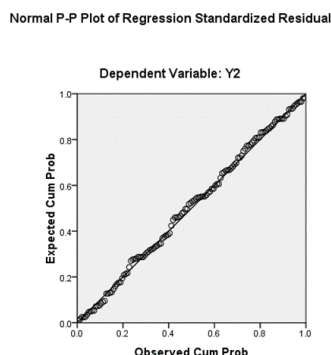
Variabel	Cronbach's Alpha	Keterangan
X	.836	Reliabel
Y ₁	.772	Reliabel
Y ₂	.783	Reliabel

Source : Data processed in 2022

c. Normality Test Results

The normality test is intended to determine whether the residuals under study are normally distributed or not. Normality testing can use the histogram method, P-P plot regression standardized. Here are the results of the data normality test in this study. where the figure shows that the data is spread around diagonal lines so that it can be stated that the research data has been normally distributed or meets the assumption of data normality. So that path analysis can be performed.

Figure 2. Normality Test Results



d. Multicollinearity Test Results

After analyzing the table above, it turns out that all the VIF values found are around the number one (below 5 or VIF < 10) and the tolerance value is close to 1, the number above indicates that there is no multicollinearity (multicollinearity) between independent variables. After a multicollinearity analysis, the resulting VIF value was 1,126, so there were no symptoms of multicollinearity of research data. The following are the results of the multicollinearity test of the study.

Table 2. Multicollinearity Test Results

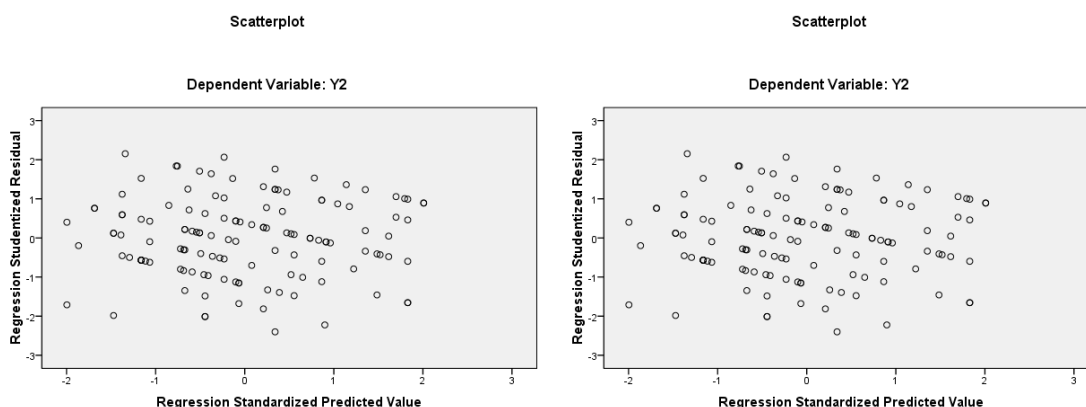
No.	Variabel	Tolerance	VIF
1	X1	0.888	1.126
2	Y1	0.888	1.126

Source : Data processed in 2022

e. Heteroscedasticity Test Results

After statistical testing, it turned out that heteroskedasticity did not occur in the regression model used, considering that the scatter plot shows the existence of points that spread randomly and form a certain pattern clearly, which is spread both below and above the number 0 on the Y axis. Thus, it can be explained that the regression model is feasible to be used to predict dependent variables. The following are the results of the heteroscedasticity test of the study. Based on the picture the dots have spread below or above the Y axis and do not form a certain pattern, so there are no symptoms of heteroscedasticity.

Figure 2. Heteroscedasticity Test Results



f. Results of path analysis and hypothesis testing

Substructure 1 tested first is the influence between Digital Marketing (X1) and Consumer Engagement (Y1). This test is also the first research hypothesis test, namely: H1: Digital Marketing has a significant effect on Consumer Engagement. The following are the results of the substructure analysis test 1 in this study.

Table 3. Test Results Substructure 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.134	1.175		13.729	.000
X1	.177	.044	.334	4.012	.000

a. Dependent Variable: Y1

Source : Data processed in 2022

Substructure 2 tested next is the effect between Digital Marketing (X1) and Consumer Engagement (Y1) on Purchase Intention (Y2). This test is also a hypothesis test for the second study, namely: H2: Digital Marketing and Consumer Engagement have a significant effect on Purchase Intention. The following are the results of the substructure analysis test 2 in this study.

Table 4. Test Results Substructure 2

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.215	1.722		3.609	.000
X1	.133	.044	.253	3.046	.003
Y1	.315	.082	.318	3.828	.000

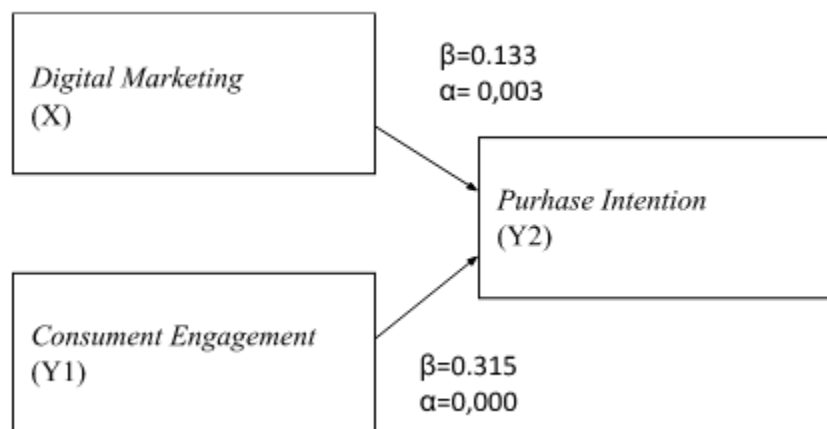
a. Dependent Variable: Y2

Source : Data processed in 2022

The table shows the significance level of X1 of 0.003 with a t-count of 3.046 and the significance level of X2 of 0.000 with a t-count of 3.828. Both levels of significance produced showed ≤ 0.05 . When compared with t-table 1,656, this

t-count value is $>$ t-table so that it can be said that there is a significant influence between Digital Marketing and Consumer Engagement on Purchase Intention. The magnitude of influence is shown by the Beta value, which is 0.133 for X1 or Digital Marketing and 0.315 for Y1 or Consumer Engagement. Both are positive, so this shows that Digital Marketing and Consumer Engagement have a direct and significant effect on Purchase Intention. The effects are 0.133 and 0.315, respectively. So it can be concluded that hasl research shows accepting H2 and H3 rejecting H0. Digital marketing has a significant effect on Purchase Intention. Consumer Engagement has a significant effect on Purchase Intention. The results of the picture of the relationship between variables in substructure 2 after analysis are as follows:

Figure 3. Causal relationship path analysis



Discussion

The Effect of Digital Marketing on Consumer Engagement

The results of the analysis state that the research hypothesis that Digital Marketing has a positive and significant effect on Consumer Engagement is accepted. Digital marketing strategies can increase consumer engagement of Bojonegoro Radar products. The results of this study match or support previous research from Kaihatu (2020) and Nawaz & Kaldeen (2020).

Digital marketing carried out by Radar Bojonegoro in the form of marketing through social media, websites, ease of finding information through automatic search engines, and the provision of two-way communication facilities in the form of comment columns on social media as a form of consumer relationship management make Radar Bojonegoro able to achieve consumer engagement (consument engagement). Consument engagement is reflected in consumers' positive perceptions of the richness and completeness of information shown through digital marketing, consumers have an interest in disseminating social media through like, comment and share social media content facilities, the content presented can reflect the news so as to make consumers interested in following.

The relationship between digital marketing and consument engagement, which is found from the components owned by digital marketing to make customers engaged with the brand. Information/content provided through digital marketing is one of the key success factors so that customers want to engage by providing a good first experience. With careful and significant and up-to-date information, consumers will be more engaged with the company (Bilro et al., 2018). One part of digital marketing that is interactive and can connect with each other is social media. With the existence of social media is proven to increase interest in building customer engagement and also facilitate consumers in order to strengthen relationships (Cabiddu et al., 2014).

The Effect of Digital Marketing on Purchase Intention

The results of the data analysis stated that the research hypothesis stating that Digital Marketing has a positive and significant effect on Purchase Intention is accepted. Digital marketing strategies can increase the Purchase Intention

of Bojonegoro Radar products. The higher the digital marketing strategy carried out, the higher the public interest in buying Radar Bojonegoro print media products. The results of this study are in accordance with or support previous research from Kaihatu (2020), Nawaz & Kaldeen (2020), Toor, Husnain & Hussain (2017).

Variable indicators of purchase intention are transactional interest which is the tendency of consumers to buy a product or service, referential interest is the interest of a consumer to buy a product or service referred by others, preferential interest is consumer interest to buy a product or service compared to other products or services and explorative interest is the willingness of consumers to seek Information about the products or services offered can be raised through digital marketing indicators carried out by Radar Bojonegoro. The print media industry uses digital systems to reach millennial buyers. It is expected that when they have read snippets of information or information to be conveyed, it will bring up the desire to buy their products offline or print media versions. Besides being used as a marketing medium, digital media is also used to brand products, in this case Radar Bojonegoro, so as not to be eroded by the times or lost from the information media business. Radar Bojonegoro brands its products also with the aim to be able to compete with other online information media.

The Effect of Consumer Engagement on Purchase Intention

The results of the data analysis stated that the research hypothesis stating that Consumer Engagement has a positive and significant effect on Purchase Intention is accepted. Consumers who already feel a bond with Radar Bojonegoro can increase the Purchase Intention of Radar Bojonegoro products. The higher the sense of attachment, the higher the public's interest in buying Radar Bojonegoro print media products. The results of this study are in accordance with or support previous research from Kaihatu (2020), Nawaz & Kaldeen (2020), Toor, Husnain & Hussain (2017).

Consumers who have a high sense of attachment will recommend the products they buy to others voluntarily. Consumer engagement also makes buyers or consumers leave a positive impression on the information conveyed by the company. This positive impression can be in the form of like/comment/share content created by the company. Information contained in print media is one of the products that consumers begin to need every day. This need also triggers engagement to make purchases every day.

The relationship of buyers and sellers on social networking sites is to generate an attachment that is not only momentary but also enhances the emotional connection between the two parties, if managed properly. Based on the process of increasing consumer engagement, the likelihood of sales also increases because engaged consumers are not only satisfied or dedicated, but expressively emotionally attached to the company's brand (Rudyanto, 2018). Consumer engagement on social media networking sites is strongly supported by emotional attachments geared towards improving consumer buying behavior. Consumer engagement leads to increased consumer loyalty that can promote a company's brand and products to other consumers in cyberspace (Husnain et al., 2017) as a result of interactions between consumers.

The Influence of Digital Marketing on Purchase Intention through Consumer Engagement

The results of the data analysis stated that the research hypothesis stating that Digital Marketing indirectly affects Purchase Intention through Consumer Engagement is accepted. Digital marketing strategies can increase Consumer Engagement which positively also increases the Purchase Intention of Bojonegoro Radar products. The higher the digital marketing strategy carried out, the higher the consumer attachment to this product so that the higher the public interest in buying Radar Bojonegoro print media products. The results of this study are in accordance with or support previous research from Kaihatu (2020), Nawaz & Kaldeen (2020), Toor, Husnain & Hussain (2017).

Consumer Engagement Radar Bojonegoro buyers arise when consumers or buyers feel they have a "relationship" with their product, or the information presented. This relationship gets better as companies increasingly focus on customer relationship management, which is how to treat consumers or buyers to feel ownership of the product. Defined as Engaged if someone is involved, occupied and interested in something (Higgins, 2006). Interest can occur in a consumer towards a product or service owned by a brand. Radar Bojonegoro is a local brand so local buyers feel that the information presented reflects the local community as well.

Customer engagement is not just an ordinary relationship, but an interactive relationship experience carried out by customers (Verhoef et al., 2010). This interactive relationship is reflected in one of the consumer engagement indicators itself where buyers or consumers can provide two-way communication with the company, through comment/like/share sites. This is in accordance with the principles of digital marketing which is customer relationship management.

CONCLUSSION

Based on the results of research and discussion, some conclusions that can be produced in this study are:

1. Digital Marketing has a positive and significant effect on Consumer Engagement. Digital Marketing implemented by Jawa Pos-Radar Bojonegoro can increase buyer Consumer Engagement.
2. Digital Marketing has a significant positive effect on Purchase Intentio. The increase in purchase intention of buyers of print media Jawa Pos- Radar Bojonegoro was caused by the improvement of Digital Marketing strategies carried out by the company.
3. Consumer Engagement has a positive and significant effect on Purchase Intentio. Consumer Engagement successfully built by Jawa Pos-Radar Bojonegoro can increase Purchase Intention or interest in purchasing products.
4. Digital Marketing indirectly affects Purchase Intention through Consumer Engagement. Digital Marketing that is applied indirectly can increase the emotional connection and attachment of buyers or consument engagement so as to increase their interest in buying Jawa Pos-Radar Bojonegoro products. Consumer engagement can strengthen the influence of digital marketing on purchase intention.

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