INFLUENCER CONTRIBUTIONS; DOES IT AFFECT MARKETING CONTENT FOR MSMEs' CUSTOMER ENGAGEMENT?

Erwin[1], Cipta Canggih Perdana[2], Yuyun Karystin Meilisa Suade[3]
Digital Business Management, Ciputra School of Business Makassar[1]
Event Business Management, Ciputra School of Business Makassar[2]
International Business Management, Ciputra School of Business Makassar[3]
E-mail: erwin.parega@ciputra.ac.id

Abstract: The primary activity for businesses on social media is the creation of content, including both persuasive and informative content. Influencers are also thought to exist because they aid in the distribution of content related to commercial actors' products. This study examines the role of content marketing and influencers in boosting MSMEs' social media customer engagement. The respondents in this study were 234 MSME actors who were users of social media. The data was collected using a questionnaire with a Likert Scale (5 Scale). The acquired data was analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) and then processed using WarpPLS Version 8.0. Based on the data analysis findings, it was discovered that the social media influencers and both informative and persuasive content directly had a positive and significant influence on MSME customer engagement, but that influencers were unable to adequately contribute to the influence of marketing content on customer engagement. In marketing materials created by the MSME actors, the influencers may be used separately. The influencers had their own goals in order to increase client interaction for MSMEs on social media.

1. Introduction

Active social media users, particularly Social Networking Sites in Indonesia in 2023, were 167 million people (60.4% of the total population of Indonesia) (Datareportal; Meltwater; We are Social, 2023). Harahap & Adeni (2020) in their research stated that the social media significantly contributed to the growth of company prospects and online entrepreneurial ideas. The social media offered an aggressive advantage in building networks for advertising and marketing products so that the buying process from consumers became more effective (Shrilekha & Kamila, 2022).

There are also various marketing materials using social media, which are known as marketing content. Content in social media marketing is continuously custom-made to the type of product the business is running. According to Lee et al. (2014) in his research stated that there were 2 categories of content in marketing using social media namely; content to provide information or called informative content and content to approach or called persuasive content. It had been important for the content managers in utilizing social media to

be able to select social media content in order to construct more compelling client and brand connections so as to increase customer engagement (Santos et al., 2023).
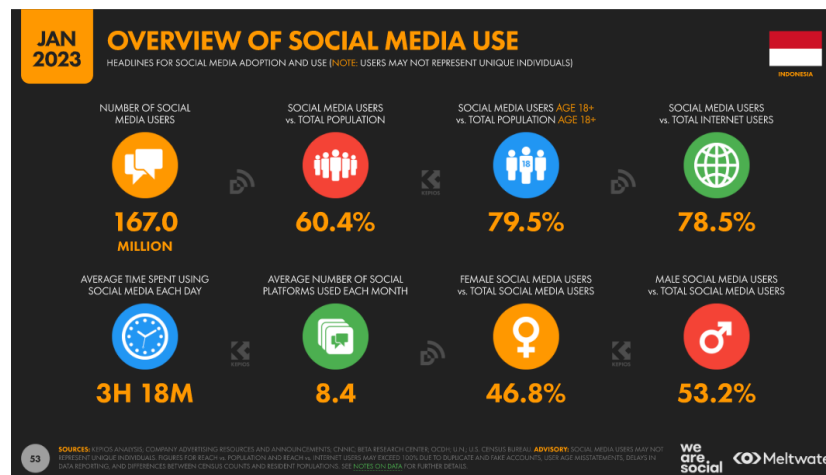

Figure 1: Overview of Social Media Users in Indonesia, January 2023

Social media, with all its developments, also gave rise to accounts from the public that had quite a large number of followers and were used as promotional entrusted accounts which became known as Influencers. These influencers were involved in business promotion activities to review products and describe the products they were promoting so that they could reach a wider market including their followers (Hidayatullah et al., 2023) with the use of low costs but able to provide more benefits (Athaya, 2021). Glucksman (2017) in his research stated that the involvement of influencers in marketing was to be able to create conversations during the promotion process with potential customers. It was developing and becoming a trend that was very well used by the business people in building relationships with the public. The tendency of customers to purchase online was under the influence of influencers, the use of influencers was a viable alternative in marketing with increased use of the internet that allowed online interaction to increase (Yaacob et al., 2021).

Some marketers always think of doing various activities on social media with the main goal of attracting the attention of consumers so they can get closer to the products or brands being marketed and even establish long-term relationships with business actors, which is currently referred to as customer engagement. The customer engagement was defined as all efforts made by marketers to increase customer motivation, empower and measure the contribution made by customers in the marketing function (Harmeling et al., 2017). The marketers needed to know the driving factors that could increase customer engagement so that they could initiate their own activities on social media to improve the marketing performance of the business they were running (Marolt et al., 2020).

Marketing content created by MSMEs in marketing their products on social media and the use of influencer services were 2 (two) interesting things in MSMEs' efforts to get customer attention. The use of social media with all its phenomena can be used to increase customer engagement, particularly for MSMEs in promoting and selling their products. This research analyzed the contribution of social media influencers, which in this case strengthened or weakened the influence of content marketing on MSME customer engagement.

2. Literature Reviews

Social Media Influencer

The existence of the internet made any activities on social media a part of human life, whatever was related to current social media (Kaplan & Haenlein, 2010). Social media allowed businesses to have marketing activities and establish customer relationships at a relatively lower cost compared to conventional marketing activities. The existence of social media with all its developments could not only be used by large companies but small and medium scale companies and even non-profits could use these benefits to gain closeness with their segments. Doing marketing efforts using social media made it easy for business people (Harahap & Adeni, 2020). Currently, almost all aspects of human life are encompassed by the existence of social media supported by all its developments that also emerge from human activity. A trend that had been developing in the presence of social media in society was the emergence of influencer accounts which were also a good alternative in business marketing activities (Yaacob et al., 2021).

Social Media Influencers (SMI) were micro celebrities with a large number of followers on several social media platforms with the ability to promote various products and make their followers the target consumers of the product being promoted (Delbaere et al., 2021). Basically, influencers had gained the trust of their followers so they were able to build trust for the products promoted on their accounts. The influencers would always wait for information and suggestions from their followers (Yu, 2022) to be able to make decisions in purchasing a product because they were considered to have a non-commercial influence (Hidayatullah et al., 2023). The influencers provided motivation to their followers in making good decisions in choosing the type of entertainment, information, getting awards and in having social interactions. In addition, activities that influenced consumptive behaviours and even participation in creating creations could then increase customer involvement in establishing relationships with brands promoted by influencers (Cheung et al., 2022).

Glucksman (2017) used 3 (three) main characteristics in his research to analyze the effect of using influencers on social media; including the influencer's self-confidence (confidence), the account of the influencer was genuine as well as the majority of his followers (authenticity) and the willingness and alertness of the influencer in responding or interacting with his followers (interactivity). As for Hendrayati et al, (2016) with the celebgrams as influencers in their research using the TEARS model in analyzing the influence of social media influencers, including Trustworthiness (T), Expertise (E), Attractiveness (A), Respect (R) and Similarity (S). Furthermore, Athaya (2021) used Expertise, Trustworthiness, Credibility, Sponsorship Disclosure, Parasocial Relations and Congruence as indicators in analyzing the effect of using influencers. This study combined existing indicators by using the influencer's visual appeal (Attractiveness), the influencer was well known by other people/followers (Trustworthiness), the influencer's expertise (Expertise), the influencer's confidence so that he or she could ensure that customers (Confidence) and influencers could interact well with their followers (Interactivity).

Marketing Content

The diversity of features in content as marketing materials was categorized in various forms including content in the form of text, visual content and content that contained audio and various content derivatives which were amalgamations of existing forms (Jaakonmäki et al., 2017). Content could also be in the form of contests made by marketers, attractively arranged listicles, quizzes and even games to attract the attention of social media users

(Elsayed, 2017). Lee et al, (2014) who in their research divided content into 2 categories, including the content to provide information or called informative content and the content to approach or called persuasive content.

The research of Lee et al. (2014) shows several types of content according to 2 categories namely: the 8 (eight) variables included in the informative content category were brand mention, deal, price-compare, price, target, product-avail, product-location and product-mention. The variables of this informative content represented various general information availability of the product such as price and availability of the product being promoted. Meanwhile, the persuasive content variables included Remarkable fact mentioned, any type of emotion present, contained emoticons or net slang, holiday-mentions, humor-used, philanthropic or activist message, friend-likely and contained small talk or banter. This persuasive content was more likely to lead to the use of solicitation and entertainment in the content to attract attention and engagement from potential customers. The research conducted by Wiggins (2022) used three categories of content, namely the content that focused on providing information to customers, the content that entertained customers and the content that helped customers by providing sales-related information.

This study adopted the variables used by using 2 (two) content variables, namely the content that was tailored to the type of the research respondent in this case MSME including informative content with indicators of mentioning brand or product names, mentioning the location of the place of business and mentioning product prices in content on social media business. The persuasive content variables used with the indicators were the content mentioning holidays or special days, the content that evoked emotion and the use of humor in some contents on business social media.

Customer Engagement

Customer engagement could be seen by the customer's participation in activities done by the marketers and the ongoing relationship between the customers and the business brands (Harmeling et al., 2017 and Lim et al., 2022). Furthermore, Brodie (2011) stated that Customer Engagement was a description of the psychological condition of customers that showed their intensity in interacting with certain products or brands. Pansari & Kumar (2017) stated that when customers were engaged with a business or brand, they would provide referrals or referrals to other people (customer referrals), had an impact on the behavior of other people (customer influence) and would share their knowledge and even suggested products from business (customer knowledge).

Social media with increasingly developed functions was a means for the consumers to participate in giving their views on a brand and had an important role in the image process of a brand (Prayitno et al., 2021). This was one of the foundations that social media could be used to form customer engagement which provided space for consumers to be involved with brands, involvement on social media was able to expand customer relationships and communicate with business actors. Peacock et al. (2011) in their research stated that the development of social media allowed for online engagement which could be used by businesses as a promotional medium and even as one of the media strategies.

Lim et al. (2022) in his research stated that the level of engagement from customers could be seen in various ways including involvement of cognition, emotion and conation. In the marketplace seen most directly, it was conation which could show presence and participation in all activities done by the brand such as the likes, comments and shares on the social media platforms used. Pandrianto & Sukendro (2018) in their research also used the

likes, comments and shares but added conversation indicators to measure the customer engagement on social media. Furthermore, the research conducted by Pletikosa & Michahelles (2013) added the reactions, votes, saves and other various engagements while still using the likes, comments and shares. Based on these studies, the possible indicators of customer engagement used in this study according to the type of research object (SMEs) were the likes, reactions, comments, conversations and shares.

Research Model and Hypothesis
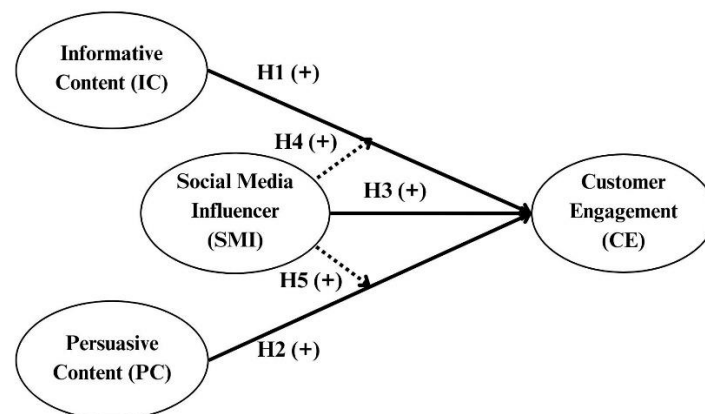### Research Model
The research model is as follows:

Figure 2: Research Model

Hypothesis
Marketing Content to Customer Engagement

Oktaviani & Wahyuni (2022) in their research stated that providing interesting content on business social media was an effective online marketing activity for building customer relationships with the business actors. Clear and interesting content (Kujur & Singh, 2017) and accuracy in conveying the type of content (Elsayed, 2017) could provoke the customer engagement on social media. The marketing content had a positive and significant influence on customer engagement by research conducted by Erwin et al. (2023) with a focus on culinary business actors. Lee et al. (2014) in their research found that the use of persuasive content could increase customer engagement online while informative content did not support customer engagement, but if these two contents were presented simultaneously it would have a good influence on customer engagement. Bhatti et al. (2020) stated that marketing material or content that involved emotions and contained various events that at that time existed could have a good effect on the online marketing performance of business actors. Unlike the research conducted by Wiggins (2022), the results show that informational content (the product mentions) performed better than the content that focused on events/entertainment (persuasive content).

H1 = *There was a positive and significant effect of Informative Content on Customer Engagement*

H2 = *There was a positive and significant effect of Persuasive Content on Customer Engagement*

Social Media Influencer to Customer Engagement

The existence of using influencers to achieve marketing goals, especially promotions, was getting better on several social media platforms. The influencers were used as a marketing communication strategy by business actors in order to increase brand awareness and attract the attention of customers (Booth & Matic, 2011), Yu (2022) stated that the use of influencers on social media could help convey information easily and clearly to the market in this was the appropriate followers related to the business products and their uses. The use of influencers in interacting with consumers had a good impact on product marketing activities (Glucksman, 2017). The research conducted by Cheung et al. (2022) and Hodijah et al. (2021) shows positive results from using influencers on customer engagement with its various dimensions.

The emergence of influencer accounts which were also a good alternative in business marketing activities (Yaacob et al., 2021) was welcomed by the business people. The use of influencers on social media was more effective for both small and medium and large businesses because it was easy and cheap (Erwin et al., 2022). The influencers were a route to creating brand engagement (Delbaere et al., 2020) where the influencers used would show a good brand image to their followers (Hariyanti & Wirapraja, 2018). The influencers made a good contribution from marketing activities by asking for responses from their followers from various done activities, the audience easily provided feedback that showed the customer's closeness to the influencer, including in this case the brand/product it promoted (Booth & Matic, 2011). The hypotheses proposed to analyze the influence of influencers and their contributions to marketing materials/content on customer engagement are:

H3 = *There was a positive and significant influence from Social Media Influencers on Customer Engagement*

H4 = *Social Media Influencers strengthened the influence of Informative Content on Customer Engagement*

H5 = *Social Media Influencers strengthened the influence of Persuasive Content on Customer Engagement*

3.   Research Methods
Respondent

The focus of this research object was micro, small and medium enterprises. Therefore in accordance with the objectives and research design, the respondents in this study were MSME actors who were active in using social media in promoting and selling their products. Particularly, MSMEs paid attention to their marketing contents and used the influencers to help with product marketing activities. The respondents filled out a questionnaire which was distributed via Google Form even though some respondents received assistance from the researchers in filling it out. There were 258 respondents who filled out the questionnaire but only 234 could be processed in this study, thus the ratio of respondents who met the processing requirements was 90.70%. The respondents to this study came from various locations and had various business periods and types of businesses, this was because in distributing the Google form from the questionnaire the researchers were also assisted by the fellow researchers who were in other districts/cities in South Sulawesi Province, so that the acquired data is not evenly distributed. The respondent data was collected starting from December 2022 - April 2023. The distribution of respondents can be seen in the following table of respondent characteristics:

Table 1: Characteristics of Respondents

Business Location	Number	%	Gender	Number	%
Gowa	14	5.98%	Male	80	34.19%
Makassar	175	74.79%	Female	154	65.81%
Maros	5	2.14%	**Total**	**234**	**100.00%**
Palopo	4	1.71%			
Pinrang	9	3.85%	**Respondent Age**	**Number**	**%**
Sidrap	13	5.56%	16-20 Years	14	5.98%
Takalar	3	1.28%	21-25 Years	27	11.54%
Other	11	4.70%	26-30 Years	86	36.75%
Total	**234**	**100.00%**	31-35 Years	37	15.81%
			36-40 Years	34	14.53%
			41-45 Years	19	8.12%
Type of Business	**Number**	**%**	46 Years <	17	7.26%
Service Sector	12	5.13%	**Total**	**234**	**100.00%**
Fashion	31	13.25%			
Handycrafts	14	5.98%	**Business Age**	**Number**	**%**
Culinary	137	58.55%	1-5 Years	209	89.32%
Grocery Store	9	3.85%	6-10 Years	20	8.55%
Trading Business	23	9.83%	11-15 Years	2	0.85%
Other	8	3.42%	16 Years <	3	1.28%
Total	**234**	**100%**	**Total**	**234**	**100.00%**

The results of data processing showed that the majority of respondents in this study were the respondents who had business locations in Makassar City, namely 175 respondents or 74.79% of the total respondents (234 respondents). Then followed by the respondents who were 14 respondents (5.98%) from Gowa Regency, 13 respondents (5.56%) from Sidrap Regency, the respondents with business locations in Pinrang Regency as many as 9 respondents (3.85%) , 5 respondents (2.14%) from Maros Regency, 4 respondents (1.71%) from Palopo City, 3 respondents (1.28%) from Takalar Regency and as many as 11 respondents or 4.70% of the total respondents owning businesses spread across other Regencies/Cities in South Sulawesi Province. These results indicate that MSME actors who actively used social media in promoting and selling their products still came from the big cities, namely Makassar, according to the respondent data in this study.

It can be seen in the table above that based on the gender of the respondents, 154 respondents or 65.81% were female respondents while the excess was 80 respondents or 34.19% were male respondents. These results indicate that the majority of MSME actors were women according to the research respondent data used.

The age of the research respondents also varied with the majority of respondents aged between 26 to 30 years, namely 86 respondents or 36.75% of the total research respondents. Then followed by the respondents aged 31-35 years, namely 37 respondents or 15.81%, respondents aged 36-40 years, 34 respondents or 14.53%, the respondents aged between 21-25 years, namely 27 respondents. or 11.54%, 19 respondents aged 41-45 years or 8.12%, 14 respondents aged 16-20 years or 5.98% and the remaining 17 respondents or 7.26% were the respondents aged 46 years and over. This shows that MSME actors who actively used social media were young adults, namely between the ages of 26 and 30 years. This age has been active in using influencers to help market their products and manage their marketing content well.

In accordance with the type of business run by MSME actors, it can be seen from the results of data processing that the majority of respondents in this study were the respondents who ran businesses in the culinary field, namely 137 respondents or 58.55% of the total research respondents. These results indicate that businesses in the culinary field were happy to use social media influencers in marketing their products and pay attention to the marketing content they uploaded. Then followed by business actors engaged in fashion, namely as many as 31 respondents (13.25%), then there were respondents who had businesses engaged in the trading business as many as 23 respondents (9.83%), handicraft businesses as many as 14 respondents (5, 98%), the service sector 12 respondents (5.13%), the grocery stores 9 respondents (3.85%) and the remaining 8 respondents or 3.42% of the total research respondents were respondents who ran other businesses.

The length of business of the respondents in this study was dominated by businesses aged 1 to 5 years, namely 209 respondents or 89.32% of the total respondents. This proves that business actors who actively used social presence on the internet, especially on social media, were businesses that are still new count. Then followed by businesses aged 6 to 10 years with 20 respondents or 8.55%, then businesses aged 11 to 15 years with 2 respondents or 0.85%. The rest was the respondents who had businesses aged over 16 years as many as 3 respondents or 1.28%.

Measurement

This study used a questionnaire as an instrument for data collection using a Likert scale (5 scales) as a measuring tool. This scale started with a scale of 1 which means strongly disagreed with the statements in the questionnaire to a scale of 5 which indicates the choice strongly agreed with the statements in the research questionnaire. All statements in the questionnaire were prepared based on the indicators obtained in accordance with the results of adaptations from related theories or derived from the results of previous studies related to each of the research variables used, namely the independent variables, including p marketing content variables which were divided into 2 (two) types, namely the informative content and persuasive content, social media influencer variables as well as the moderating variables and customer engagement variables as the dependent variable in this study.
As for each indicator on the research variables used are:

- Informative Content variables include; Brand Mention (IC 1), Product Location (IC2) and Price (IC3),
- Persuasive Content variables include; Holiday Mention (PC1), Emotion (PC2) and Humor Use (PC3),
- Social Media Influencer variables include; Attractiveness (SMI1), Trustworthiness (SMI2), Expertise (SMI3), Confidence (SMI4) and Interactivity (SMI5),
- Customer Engagement variables include; Like (CE1), Reaction (CE2), Comment (CE3), conversation (CE4) and Share (CE5).

Analysis Tool

This study used Partial Least Square - Structural Equation Model (PLS-SEM) as an analysis tool, PLS-SEM was used because the research respondent data obtained was not normally distributed from the various identity of the respondents in the questionnaire. According to Limayem et al. (2007) and Nadkarni & Gupta (2007) stated that the use of PLS-SEM was appropriate with the data that was not normally distributed. In addition, according

to Hair et al. (2012, 2017) stated that PLS-SEM was more robust for testing research models that had data that was not normally distributed and was in accordance with the research that focused on predicting relationships. Data obtained using WarpPLS version 8.0.

4. Results and Discussion
4.1. Results

Before analyzing the effect or contribution of each variable used, it was necessary to test the research instrument used in this case to test the Outer Model. In the use of PLS-SEM, the research instrument testing was done by conducting a validity test to test each instrument used was precise or careful in measurement (valid) and the reliability test was used to test the consistency of measuring instruments so that they were reliable (reliable).

Validity testing used 2 (two) main indicators, namely convergent validity and determinant validity (Hair et al., 2017). In the first measurement using convergent validity it can be seen by the loading factor value where the loading factor value used was more than 0.70, especially for the research that focused on social issues Hulland (1999), almost the same standard was also presented by Hair et al. (2017) that the Loading Factor value must have a value of 0.708 or even higher so that it can be said to be valid. Based on the test results obtained, the loading factor values in this research instrument all had a value of more than 0.708 (table 2). Furthermore, the measurement of convergent validity is seen from the Average Variance Extracted/AVE value, which according to Hair et al. (2017) the required AVE value must be above 0.5 so that it is said to be valid. Based on the results of data processing, it was found that the AVE values for each of the research variables used all had values above 0.5 (table 2).

The next test to test the validity was to use the value of the determinant validity indicator, where the value of the determinant validity compared the square root of the AVE value of each variable. According to hair et al. (2017) that the requirement for determining determinant validity was that the AVE square root value of each variable greater than the correlation between other constructs/variables. After processing the data, it was found that the square root value of the AVE of each research variable was greater than the correlation between the variables/constructs (table 3). Thus, the use of convergent validity (the loading factor value and the Average Variance Extracted/AVE value) and determinant validity to test the research instruments showed valid results so that all the instruments used in this study could be said to be valid according to the results of the validity test.

After testing the validity, the reliability test was done by conducting an internal consistency test. The values used in this test were Cronbach Alpha/CA and Composite Reliability/CR values. According to Hair et al. (2017) that in internal consistency testing using Cronbach Alpha and Composite Reliability, the standard value required would be above 0.60 for both Cronbach Alpha and Composite Reliability values. The results of data processing show that the value of each Cronbach Alpha and Composite Reliability for all research variables/constructs was above 0.60 (Table 2).

Table 2: Validity and Reliability Testing

Variables and Indicators	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Informative Content (IC)		0.765	0.846	0.907
IC1	0.888			
IC2	0.869			
IC3	0.867			
Persuasive Content (PC)		0.710	0.795	0.880
PC1	0.809			
PC2	0.842			
PC3	0.876			
Social Media Influencer (SMI)		0.689	0.887	0.917
SMI1	0.845			
SMI2	0.788			
SMI3	0.839			
SMI4	0.839			
SMI5	0.839			
Customer Engagement (CE)		0.691	0.888	0.918
CE1	0.883			
CE2	0.839			
CE3	0.837			
CE4	0.811			
CE5	0.783			

Table 3: Determinant Validity

Variables	(1)	(2)	(3)	(4)
Informative Content (1)	**(0.875)**	0.720	0.749	0.811
Persuasive Content (2)	0.720	**(0.843)**	0.697	0.761
Social Media Influencer (3)	0.749	0.697	**(0.830)**	0.781
Customer Engagement (4)	0.811	0.761	0.781	**(0.831)**

The next test was to test the hypothesis proposed. The indicators in this test paid attention to the value of the Path Coefficients and P Values where the requirements of these indicators were Path Coefficients which had a positive value showing a positive effect and vice versa if the value was negative then it would show a negative effect on the variable independent. Whereas P Values must have had a value below 0.05 so that it could be said to have a significant effect, P Values above 0.05 were considered insignificant (Hair et al., 2017).

In this study, 5 (five) hypotheses were proposed to be tested. The hypothesis was tested in 2 (two) stages, namely the first stage tested the direct effect of each independent variable (Informative Content, Persuasive Content and Social Media Influencers) on the dependent variable (Customer Engagement). There were 3 (three) hypotheses tested in the first stage, namely H1, H2 and H3. The first hypothesis (H1) was "there was a positive and significant effect of informative content on customer engagement", the test results also show that informative content had a positive and significant effect on customer engagement (β=0.393;

P<0.001) thus H1 was accepted. Next was the second hypothesis (H2), namely "there was a positive and significant effect of persuasive content on customer engagement" and based on the test results it can be seen that persuasive content had a positive and significant effect on customer engagement (β=0.246; P<0.001) thus H2 on this research was accepted. The third hypothesis (H3) put forward in this study was "there was a positive and significant influence from social media influencers on customer engagement, with the test results showing that H3 was accepted where after testing it was clear that social media influencers had a positive and significant influence on customer engagement (β=0.313; P<0.001). Therefore it can be said that informative content had the greatest influence on customer engagement compared to other variables. The results of the initial stage of hypothesis testing in this study can be seen in the table below:

Table 4: Hypothesis Testing Result – First Stage

Hypothesis	Results	
H1: There was a positive and significant influence of Informative Content on Customer Engagement	β=0.393; P<0.001	H1 Accepted
H2: There was a positive and significant influence of Persuasive Content on Customer Engagement	β=0.246; P<0.001	H2 Accepted
H3: There was a positive and significant influence of Social Media Influencers on Customer Engagement	β=0.313; P<0.001	H3 Accepted

The second step in testing the hypothesis was to measure the contribution of social media influencers to the effect of marketing content on customer engagement. In this test, the social media influencer variable became a moderating variable to contribute to either strengthening or weakening the effect of informative content and persuasive content on customer engagement. The indicator for the value of hypothesis testing used was the same, namely by paying attention to the values of the Path Coefficients and P Values. Based on the results of testing the hypothesis in the presence of a moderating variable, the results were obtained according to table 5 below:

Table 5: Hypothesis Testing Result – Second Stage

Hypothesis		Results			
H4: Social Media Influencers strengthened the influence of Informative Content on Customer Engagement		β=0.049; P=0.227			H4 Rejected
H5: Social Media Influencers strengthened the influence of Persuasive Content on Customer Engagement		β=0.069; P=0.145			H5 Rejected
Moderating Effect	H1: There was a positive and significant influence of Informative Content on Customer Engagement	β=0.393; P<0.001	become	β=0.395; P<0.001	H1 Accepted
	H2: There was a positive and significant influence of Persuasive Content on Customer Engagement	β=0.246; P<0.001		β=0.254; P<0.001	H2 Accepted
	H3: There was a positive and significant influence of Social Media Influencers on Customer Engagement	β=0.313; P<0.001		β=0.310; P<0.001	H3 Accepted

Based on the table above, it can be seen that the fourth hypothesis (H4), namely "Social Media Influencers strengthened the influence of Informative Content on Customer

Engagement" in this study was rejected, although Path Coefficients were positive but not significant which was also shown by P Values which had values above 0 .05 (β=0.049; P=0.227), so that it can be said that social media influencers did not strengthen the effect of informative content on customer engagement (changes in influence due to contributions from influencers were not significant, from β=0.393 to β=0.395). Likewise with the fifth hypothesis (H5), namely "Social Media Influencers strengthened the influence of Persuasive Content on Customer Engagement" which was also rejected according to the test results (β=0.069; P=0.145), so it can be said that the use of social media influencers did not strengthen the influence of persuasive content on customer engagement (the influence contribution given by influencers was not significant, namely from β=0.246 to β=0.254). Even by using influencers as moderators, their influence on customer engagement actually weakened, although not too significantly, from β=0.313 to β=0.310. This shows that each independent variable in this study should have been used separately and directly on the dependent variable.

4.2. Discussion

The social presence of business actors on social media has been increasingly showing its existence. Social media has been increasingly developing, not only to be used to establish social relationships but to become a platform for business actors to promote and sell their business products (Erwin et al., 2022). Social media made it easy for business people (Harahap & Adeni, 2020), so that every business actor had been required to develop strategies on social media and carry out careful and wise management (Popescu & Tulbure, 2022). Opportunities from the development of social media in business were wide open, especially for building relationships with customers (Kennedy et al., 2021). The use of social media in marketing strategies was not only for certain business scales, small and medium businesses also required to be able to use social media opportunities in forming their brand identity, exploring the values they had, building a brand image and even to get better marketing performance. compared to its competitors including building customer engagement (Stockdale et al., 2012; Fitrianna and Aurinawati, 2020 and Popescu & Tulbure, 2022). Using social media marketing strategies well, in addition to increasing marketing goals by encouraging others to buy, it was also a platform for building a good customer community (Shrilekha & Kamila, 2022). The results of this study indicate that the use of social media had a positive and significant impact on customer engagement with a focus on marketing content (divided into 2 (two) types, namely informative content and persuasive content) and the use of social media influencers. However, the use of influencers could not contribute properly to the influence of marketing content on customer engagement.

The informative content had the highest positive and significant impact on customer engagement, which shows that MSME actors really needed to pay attention to the management of informative content from the business they ran. This research was in line with the results of the research conducted by Wiggins (2022) which found that informative content provided better performance in marketing activities. The rational appeal of content, in this case informative content, had a superior effect in increasing the active and passive involvement of social media users who were used as target customers (Dolan et al., 2019). However, it did not support the research conducted by Lee et al. (2014) which stated that informative content could not support customer engagement from business actors. Similar to the informative content, the use of persuasive content in this study also had a good influence on customer engagement of MSME actors. The results of this study support the research

conducted by Lee et al. (2014) and Bhatti et al. (2020) which stated that the use of content that attracted attention, in this case persuasive content, could increase customer engagement from business actors, although the effect was not as big as the informative content. In the research (Dolan et al., 2019), the persuasive content or emotional appeal to content only had an effect on the passive involvement of social media users. Thus it can be said that the marketing content used by MSMEs in general in this study had a good impact on customer engagement of MSME actors, in line with the research conducted by Kujur & Singh (2017); Elsayed (2017); Oktaviani & Wahyuni (2022) and Erwin et al. (2023).

The advantages of social media for business actors were becoming increasingly diverse, social media enriched the way business actors communicated with their customers and even allowed business actors to reach a wider market with all its trends (Erwin et al., 2021). In addition to managing marketing content, MSMEs were also required to be able to follow every development that existed on social media, including the use of influencers to increase online interaction with social media users (Yaacob et al., 2021). The results of this study indicate a positive and significant influence from the use of social media influencers on customer engagement of MSME actors. This research was in line with the research conducted by Booth & Matic (2011) and Hodijah et al. (2021). With their abilities, influencers could properly promote various products and made their followers the target consumers of the product being promoted (Delbaere et al., 2021). The use of influencers was effective not only because of low costs and the ability to expand reach, but also because promotions delivered by influencers were considered authentic and non-commercial in nature (Athaya, 2021 and Hidayatullah et al., 2023). Influencers could also influence the consumption behavior of their followers and also created creations for promotional activities carried out (Cheung et al., 2022).

The use of social media influencers designed in this study to strengthen the influence of marketing content on customer engagement actually shows the results that were not in accordance with the existing hypotheses. Influencers could not contribute well to MSME marketing content for customer engagement. This research did not support the results obtained from the study of Delbaere et al. (2020) which shows that the use of influencers for business actors was a route in creating brand engagement that would show a good brand image to followers through marketing materials created by these influencers. This research was also not in line with the research conducted by Erwin et al. (2022) which used influencers as a means of brand positioning with promotional materials they made to be able to achieve marketing performance on social media. Therefore MSME actors in using influencers would be separate from the marketing content they managed themselves, both informative content and persuasive content because the effect was better if used separately. The use of influencers to support self-managed marketing content for customer engagement in MSME actors was considered a wasted effort. It would be better if influencer activities that helped promote business were separated from managing content independently from MSME actors. MSMEs needed to know the main driving factors in increasing customer engagement according to the scale of their business, so that it was easier to manage their marketing activities (Marolt et al., 2020).

5. Conclusion
MSMEs took advantage of the existence of social media in running their business both to promote their products and use social media platforms as a place to sell their products. Some trends developed in the use of social media. This research with the object of MSME actors

focused on analyzing the use of marketing content and social media influencers in increasing customer engagement. The main objective of this study was to analyze the contribution of the use of influencers to the impact of content marketing on customer engagement. However, based on the results of the analysis, it was found that influencers were unable to make a good contribution to the influence of marketing content on customer engagement. There was no significant contribution from influencers to support the influence of marketing content. The influencers actually provided a positive and significant influence on direct customer engagement. Likewise with marketing content, both informative content and persuasive content had a positive and significant impact on direct customer engagement rather than having to get contributions from influencers. The direct effect was better for each variable because the social media activities of MSME actors were still not complex so that it did not have much effect if each strategy or activity was combined to achieve marketing goals. Various activities needed to be carried out in synergy but separately, not combined in an activity/strategy to strengthen goals. Thus MSME actors needed to manage marketing content more carefully and wisely because it had a large influence on customer engagement, especially informative content created by business actors. The use of influencers also needed to be managed carefully so that they were in accordance with the expected marketing goals.

References

Athaya, F. H. (2021). Memahami Influencer Marketing: Kajian Literatur Dalam Variabel Penting Bagi Influencer. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, *3*(2), 334-349.

Bhatti, A., Rehman, S. U., Akram, H., & Shaheen, M. (2020). The role of Social Media, Advertising and Viral Marketing on Customer Satisfaction. *International Journal of Advanced Science and Technology*, *29*(8).

Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, *16*(3), 184-191.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of service research*, *14*(3), 252-271.

Cheung, M. L., Leung, W. K., Yang, M. X., Koay, K. Y., & Chang, M. K. (2022). Exploring the nexus of social media influencers and consumer brand engagement. *Asia Pacific Journal of Marketing and Logistics*.

Delbaere, M., Michael, B., & Phillips, B. J. (2021). Social media influencers: A route to brand engagement for their followers. *Psychology & Marketing*, *38*(1), 101-112.

Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European Journal of Marketing*, *53*(10), 2213-2243.

Elsayed, A. M. (2017). Web content strategy in higher education institutions: The case of King Abdulaziz University. *Information Development*, *33*(5), 479-494.

Erwin, E., Ardyan, E., & Putra, S. D. (2022). SOCIAL MEDIA MARKETING TRENDS: INFLUENCERS'ACCOUNTS FOR SMES PRODUCT MARKETING. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *6*(3), 1949-1958.

Erwin, E., Suade, Y. K. M., Tanesia, C. Y., Sharon, S., & Maichal, M. (2023). Customer Engagement Usaha Kuliner; Kontribusi Marketing Content dan Efek Viral

Marketing Campaigns. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6(3), 383-397.

Erwin, E., Suade, Y. K. M., & Poernomo, W. (2021). Analyzing Digital Marketing, Green Marketing, Networking and Product Innovation on Sustainability Business Performance, Silk Cluster in Polewali-Mandar, West Sulawesi. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, *5*(3), 2850-2871.

Fitrianna, H., & Aurinawati, D. (2020). Pengaruh Digital Marketing Pada Peningkatan Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Cokelat Monggo di Yogyakarta. *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, *3*(3), 409-418.

Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of undergraduate research in communications*, *8*(2), 77-87.

Hair, J.F., M. Sarstedt, C.M. Ringle, and J.A. Mena. 2012. An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science* 40 (3): 414–433.

Hair, J.F., C.M. Ringle, and M. Sarstedt. 2017. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second edition. Sage Publication United State.

Harahap, M. A., & Adeni, S. (2020). Tren penggunaan media sosial selama pandemi di indonesia. Professional: *Jurnal Komunikasi Dan Administrasi Publik*, 7(2), 13-23.

Hariyanti, N. T., & Wirapraja, A. (2018). Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi literatur). *Eksekutif*, *15*(1), 133-146.

Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of marketing science*, 45(3), 312-335.

Hendrayati, H., Gaffar, V., & Dwiyanty, D. S. (2016, August). The Influence of Celebgram on Online Purchasing Decision. In *2016 Global Conference on Business, Management and Entrepreneurship* (pp. 425-430). Atlantis Press.

Hidayatullah, I. M., Mansur, M., & Khalikussabir, K. (2023). Pengaruh Social Media Marketing, Influencer Marketing Dan Brand Image Terhadap Keputusan Pembelian Pada Aplikasi Tiktok. *E-JRM: Elektronik Jurnal Riset Manajemen*, *12*(02).

Hodijah, C., Intan, A. J. M., Solihah, R., & Maria, S. (2021). The Role of Influencer Marketing to Improve Organizational Performance and its Impact on Purchasing Decisions. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *4*(3), 4380-4390.

Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. Strategic Management Journal, 20, 195–204.

Jaakonmäki, Roope & Müller, Oliver & Brocke, Jan vom. (2017). The Impact of Content, Context, and Creator on User Engagement in Social Media Marketing. *Proceedings of the 50th Hawaii International Conference on System Sciences*. 10.24251/HICSS.2017.136.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, *53*(1), 59-68.

Kennedy, H., Kunkel, T., & Funk, D. C. (2021). Using Predictive Analytics to Measure Effectiveness of Social Media Engagement: A Digital Measurement Perspective. *Sport Marketing Quarterly*, *30*(4).

Kujur, F., & Singh, S. (2017). Engaging customers through online participation in social networking sites. *Asia Pacific Management Review*, *22*(1), 16-24.

Lee, D., Hosanagar, K., & Nair, H. S. (2014). *The effect of social media marketing content on consumer engagement: Evidence from Facebook* (pp. 1-51). Stanford, CA: Stanford Graduate School of Business.

Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, *140*, 439-458.

Limayem, M., Hirt, S. G., & Cheung, C. M. (2007). How habit limits the predictive power of intention: The case of information systems continuance. *MIS quarterly*, 705-737.

Marolt, M., Zimmermann, H. D., & Pucihar, A. (2020). Enhancing marketing performance through enterprise-initiated customer engagement. *Sustainability*, *12*(9), 3931.

Meltwater. (2023). Digital 2023: Indonesia. *Datareportal, We are Social; 2023*. Available from; https://datareportal.com/reports/digital-2023-indonesia

Nadkarni, S., & Gupta, R. (2007). A task-based model of perceived website complexity. *MIS quarterly*, 501-524.

Oktaviani, V. B. N., & Wahyuni, I. I. (2022). Strategi Pembentukan Customer Engagement Akun@ Kamargadget Melalui Campaign Team Han Ji Pyeong. *Al-KALAM: JURNAL KOMUNIKASI, BISNIS DAN MANAJEMEN*, *9*(1), 99-114.

Pandrianto, N., & Sukendro, G. G. (2018). Analisis strategi pesan content marketing untuk mempertahankan brand engagement. *Jurnal Komunikasi*, *10*(2), 167-176.

Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, *45*, 294-311.

Peacock, J., Purvis, S., & Hazlett, R. L. (2011). Which broadcast medium better drives engagement?: measuring the powers of radio and television with electromyography and skin-conductance measurements. *Journal of Advertising Research*, *51*(4), 578-585.

Pletikosa Cvijikj, I., & Michahelles, F. (2013). Online engagement factors on Facebook brand pages. *Social network analysis and mining*, *3*, 843-861.

Popescu, A., & Tulbure, A. (2022). The Importance of Social Media Marketing Strategies for Small Businesses. *Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences*, 31-38.

Prayitno, A., Putriani, A., Wibowo, A., & Sanjaya, V. F. (2021). The Influence of Social Media Marketing, Customer Engagement and Digital Advertising on Brand Trust (Go-Jek Users as Research Objects). *International Journal of Creative Business and Management*, *1*(2), 38-43.

Santos, S., Gonçalves, H. M., & Teles, M. (2023). Social media engagement and real-time marketing: Using net-effects and set-theoretic approaches to understand audience and content-related effects. *Psychology & Marketing*, *40*(3), 497-515.

Shrilekha, J., & Kamila Sharmin, I. (2022). Strategies of social media marketing and its impact on small businesses. *Journal of Fundamental & Comparative Research*, *8*(1), 171-178.

Stockdale, R., Ahmed, A., & Scheepers, H. (2012). Identifying business value from the use of social media: an SME perspective.

Wiggins, C. D. (2022). Online customer engagement: a practical exploration of antecedents and metrics for new content marketers. *SN Business & Economics*, *2*(2), 18.

Yaacob, A., Gan, J. L., & Yusuf, S. (2021). the Role of Online Consumer Review, Social Media Advertisement and Influencer Endorsement on Purchase Intention of Fashion Apparel During Covid-19. *Journal of Content, Community and Communication*, *14*(8), 17-33.

Yu, T. C. (2022). Influencer Marketing's Application and Effects on Consumers.