



## **Analysis of the Effect of Application of E-Commerce, Social Media, and Content Marketing to Increasing Shopping Interest in MSMEs**

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**Abstract:** One of the main advantages of digital marketing is that it allows MSMEs to reach a much larger audience than traditional marketing methods. Implementing digital marketing allows MSMEs to target their ideal customers and communicate with them directly. The purpose of this study was to determine the effect of implementing e-commerce, social media, and content marketing to increase shopping interest in MSMEs. This study uses a quantitative approach that tests numbers and analyzes statistical tests, collects data and uses a sample of 100 respondents to get valid answers. The results of this study show that e-commerce has no significant effect on shopping intentions in MSMEs, social media has no significant effect on shopping intentions in MSMEs, and the last variable, namely content marketing, has proven to have a positive and significant effect on shopping intentions in MSMEs. Researchers see that the application of content marketing greatly influences a consumer's shopping interest. The development of technology is currently very rapid and very influential for people in the business world.

**Keywords:** Buying Interest; Content Marketing; E-commerce; MSMEs; Social Media

### **INTRODUCTION**

Shopping interest is part of the consumer behavior component in consuming attitudes, and the tendency of respondents to act before buying decisions are made (Fitriah, 2018). Shopping interest can be said as the desire to shop. Shopping interest is a consumer attitude, where a consumer/buyer feels interested and wants to have the goods needed. According to Arianto and Difa (2020) state that consumer shopping interest is the stage where consumers/buyers form their choices among several brands contained in several choices, and then finally they purchase an alternative that they like or through a process consumers go through to buy a product based on various considerations.

Customer shopping interest refers to the level of curiosity or desire that a customer has to explore and purchase products or services from a particular business. It is a measure of the degree to which a customer is attracted to a business's offerings and motivated to make a purchase (Adabi, 2020). As internet technology develops, information moves very quickly and MSME business people must carry out marketing strategies to attract customers' buying interest, business people can develop their marketing strategies by taking advantage of current technological sophistication which is growing very rapidly by implementing e-commerce, social media, and content marketing to increase shopping interest at MSMEs (Halim, 2020).

The existence of E-commerce today makes it very easy for consumers to shop because consumers no longer need to come directly to the store do not need to spend a lot of energy and are not limited by distance (Nabilah et al., 2021). E-commerce is a process of buying and selling business transactions electronically using a computer network (Dahmiri et al., 2021). E-commerce has become an increasingly important part of the global economy, allowing businesses to reach a wider audience, reduce costs, and increase efficiency. It has also enabled consumers to shop from the comfort of their own homes and access a wider range of products and services from around the world (Fadhilah et al., 2021). E-commerce can reach a wider market and can increase

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customer buying interest because e-commerce is easily accessible and provides complete product needs. One way to increase sales or profits is to increase consumer buying interest (Adrianto & Kurnia, 2021). E-commerce has transformed the way that businesses and consumers interact and conduct transactions, and is expected to continue to play a major role in the future growth of MSMEs.

The high intensity of internet use is utilized for business matters and is very promising so many e-commerce or online shops have sprung up such as Shop, tokopedia, lazada, bukalapak, blibli, and so on. Communication between buyers and sellers can be done at any time with the internet and mobile devices used. This term is known as electronic commerce or e-commerce, namely buying and selling that occurs via the Internet (Khasanah et al., 2019).

This will certainly create new creative and innovative entrepreneurs, with information technology supported by e-commerce making many social network users use online shopping business facilities (Sudaryono et al., 2020). E-commerce can expand market access; this can be a way for MSMEs to market their products and increase a consumer's shopping interest by shopping online via e-commerce. So e-commerce is one of the marketing strategies that greatly influences the buying interest of its customers because the process of buying and paying transactions is easily accessible and not limited to being used by the general public (Adrianto & Kurnia, 2021).

The role of social media in promotional media and stalls for selling a product or service online is also very important and influential in increasing consumer shopping interest as stated by (Alnsour et al., 2018). This online shopping trend has shifted consumer behavior patterns. Social media is an effective business promotion tool and can be accessed by anyone with a broader and unlimited promotional network (Adrianto & Kurnia, 2021). Modern human shopping trends, this opportunity must be seen by MSME players because of online shopping, especially through social media. Social media is a very important and necessary part of marketing for many business people and is one of the best ways to reach customers (Adrianto & Kurnia, 2021).

To increase consumer spending interest, MSME entrepreneurs also use content marketing via social media such as Facebook, Instagram, Twitter, and YouTube. Intense business competition triggers business people to develop the best strategy to be able to retain their customers. MSMEs can leverage social media and other online marketing channels to build brand awareness and reach a wider audience. Creating engaging content, using targeted advertising, and offering online shopping options can increase the likelihood of customers making a purchase (Ruangkanjanases et al., 2021). Content Marketing is a marketing technique for creating and distributing relevant and valuable content to attract, acquire, and engage clear and understandable target customers to drive profitable customer action (Sugianto Putri, 2018). The goal of content marketing is to provide information and education to customers and prospects and directly promote products or services. The content created as part of a content marketing strategy can take many forms, including blog posts, social media updates, and videos (Sugianto Putri, 2018). To increase shopping interest in MSMEs, content marketing is one of the strategies that has the opportunity to attract consumer attention and get lots of customers.

Based on the previous research written above by the researcher, the researcher sees that the application of e-commerce, social media, and content marketing affects increasing shopping interest in MSMEs. This study aims to discuss how the influence of the application of e-commerce, social media, and content marketing has a relationship with shopping interest in Rantau Prapat.



## METHODS

This research is quantitative, this research uses a quantitative research approach, and the analysis used is quantitative description analysis. The data collection method uses primary data in the form of a questionnaire. In this study, the researcher distributed questionnaires via Google Forms which were distributed to MSME actors. This study took the number of samples used in the study as many as 100 respondents. The analysis technique used in this study is linear regression analysis with validity and reliability tests, and classic assumptions using SPSS 16.0 software. Testing on each of the proposed hypotheses is carried out using a significant test (significant effect). The independent variable (X) on the dependent variable (Y) is either partially carried out using the t-test, and while testing together will be carried out with the f-test at the 5% level ( $\alpha = 0.05$ ). The variables in this study consist of three independent variables, namely: E-commerce (X1), Social media (X2), and Content marketing (X3). The dependent variable in this study is shopping interest in MSMEs (Y). The operational definition is as follows:

## RESULTS AND DISCUSSION

A validity test is a test that is used to show the extent to which the measuring instrument is used to measure research. Validity testing is a process used to determine the degree to which an assessment or measurement tool measures what it is intended to measure. In other words, it assesses whether the tool accurately measures the construct it is supposed to measure (Hair et al., 2019). The validity test of this study took a sample of 100 respondents from MSME actors in Rantauprapat. With the provision that the total correlation > Criterion measurement value (0.05). The results of this validity test research can be seen in the following table.



**Table 1. Validity Test**

Items	Significance	Information
X1.1	0.000	Valid
X1.2	0.000	Valid
X1.3	0.000	Valid
X1.4	0.000	Valid
X1.5	0.000	Valid
X1.6	0.000	Valid
X1.7	0.000	Valid
X1.8	0.000	Valid
X2.1	0.000	Valid
X2.2	0.000	Valid
X2.3	0.000	Valid
X2.4	0.000	Valid
X2.5	0.000	Valid
X2.6	0.000	Valid
X2.7	0.000	Valid
X2.8	0.000	Valid
X3.1	0.000	Valid
X3.2	0.000	Valid
X3.3	0.000	Valid
X3.4	0.000	Valid
X3.5	0.000	Valid
X3.6	0.000	Valid
X3.7	0.000	Valid
X3.8	0.000	Valid
Y1.1	0.000	Valid
Y1.2	0.000	Valid
Y1.3	0.000	Valid
Y1.4	0.000	Valid
Y1.5	0.000	Valid
Y1.6	0.000	Valid
Y1.7	0.000	Valid
Y1.8	0.000	Valid

Source: Research results (2023)

Reliability shows the consistency of a measuring instrument with the same symptoms. The reliability test is the extent to which measurement tools using the same object will produce the same data (Sugiyono, 2019). An indicator is said to be reliable if the Cronbach Alpha value > the value measurement criterion (0.6).



The results of the reliability test of this study can be seen in the following table:

**Table 2. Reliability Test**

Variable	Croanbach's Alpha	Information
E-Commerce	0.947	Reliability Fulfilled
Social media	0.948	Reliability Fulfilled
Content Marketing	0.945	Reliability Fulfilled
Shopping Interest	0.946	Reliability Fulfilled

Source: Research results (2023)

In this study, the reliability test was carried out by evaluating the value of Croanbach's alpha. The research was conducted to determine the level of validity and reliability of the questionnaire before data collection. From the results of the research in Table 2, all questionnaire items are reliable.

**Table 3. Multiple Linear Regression Test Results**

Model		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	tolerance	VIF
		B	std. Error	Betas				
1	(Constant)	1,384	4,516		,306	,760		
	E-commerce	,239	,169	,144	1.413	,162	,536	1,865
	Social media	,136	,138	,120	,990	,326	,376	2,656
	Content Marketing	,602	,121	,588	4,989	,000	,400	2,500

a. Dependent Variable: Shopping interest

Source: Research results (2023)

The dependent variable in this regression is shopping interest (Y) while the independent variables are e-commerce (X1), social media (X2), and content marketing (X3). Regression Model Based on the results of the analysis above:  
 $Y = 1.384 + 0.239X1 + 0.136X2 + 0.602X3 + e$

**Table 4. Simulative Significant Test Results (Test F)**

Model	Sum of Squares	ANOVA <sup>b</sup>			
		Df	MeanSquare	F	Sig.
1 Regression	315,537	3	105,179	36,924	,000a
residual	196,546	69	2,848		
Total	512,082	72			

a. Predictors: (Constant), Content Marketing, E-commerce, Social Media

b. Dependent Variable: Shopping interest

Source: Research results (2023)



Based on the results of the simulative significant test carried out using SPSS in Table 4, the calculated F value was 36.924 > from  $F_{table}$  2.69 and a significant value of 0.000 < 0.05. This shows that the independent variables consisting of E-commerce (X1), Social Media (X2), and Content Marketing (X3) have a significant effect simultaneously on the Shopping Interest variable (Y).

**Table 5. Test Results t**

Model	Coefficientsa						
	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	std. Error	Betas	Q	Sig.	tolerance	VIF
1 (Constant)	1,384	4,516		,306	,760		
E-commerce	,239	,169	,144	1.413	,162	,536	1,865
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Source: Research results (2023)

Criteria for testing t test If the sig. < 0.05 concludes that there is a significant effect, and if the sig. Right at 0.05, to find out whether or not there is an influence of the independent variable on the dependent variable, you can use a comparison of  $t_{count}$  with  $T_{table}$ .

From the results of the T-test in Table 5, it can be seen that: sig. value Variable X1 is 0.162 (> 0.05) so it concludes that variable X1 has no significant effect on variable Y, sig. value Variable X2 is 0.326 (> 0.05) so it concludes that variable X2 has no significant effect on variable Y, sig. value. Variable X3 is 0.000 (< 0.05) so it is concluded that Variable X3 has a significant effect on Variable Y

**Table 6. Test Results for the Coefficient of Determination (R2)**

Model	Summary models			std. Error of the Estimate
	R	R Square	Adjusted R Square	
1	,785a	,616	,599	1,688

a. Predictors: (Constant), Content Marketing, E-commerce, Social Media

Source: Research results (2023)

Based on Table 6, it can be seen that the R square value is 0.616 which means that the independent variables used in this study can affect the dependent variable by 61%, and the remaining 39% are influenced by other variables not used in this study.





## CONCLUSION

From the test results, it was found that e-commerce did not have significant results on consumer spending interest in MSMEs. This finding is because respondents very rarely buy MSMEs products through e-commerce platforms so consumers do not get an idea of the role of e-commerce in their shopping interest in MSMEs. Social media also does not have a significant effect on respondents' shopping interest in MSMEs, these findings provide new insights in the digital marketing literature that certain methods are needed in using social media to increase consumer shopping interest. The final finding is that content marketing has a significant effect on consumer shopping interest, this is because content marketing is considered to be more interactive and can provide a clearer picture of product information so consumers are more interested in shopping after seeing marketing content.

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