

Consumer Behavior in Marketing 4.0: Social Media Marketing and Website Marketing on Purchasing Decisions through TAM As a Mediating Variable

Andika Baskara^{1*}, Nurhayati² 

^{1,2} Program studi Manajemen Fakultas Ekonomi, Universitas Muhammadiyah Semarang, Kota Semarang, Indonesia

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ABSTRAK

Pemasaran 4.0 saat ini mempengaruhi cara konsumen mengambil keputusan. Oleh karena itu, perlu diketahui faktor-faktor yang dapat meningkatkan keputusan pembelian. Penelitian ini bertujuan untuk mengetahui pemasaran media sosial dan website pada TAM dengan menggunakan TAM sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif yang dilakukan pada 100 konsumen acak dengan menggunakan simple random sampling. Sementara itu, data dikumpulkan menggunakan kuesioner yang tersebar di sepanjang konsumen yang sedang mempertimbangkan dan yang sudah memiliki sepeda motor di Kota Semarang dan dianalisis menggunakan pendekatan Structural Equation Model (SEM) berbantuan aplikasi PLS pintar. Dari hasil penelitian terlihat bahwa terdapat hubungan antara TAM pada keputusan pembelian, pemasaran website pada keputusan pembelian, media sosial dan pemasaran website pada TAM, dan hubungan antara media sosial dan pemasaran website meningkat melalui TAM. Oleh karena itu, setiap perusahaan perlu meningkatkan pemasaran situs web dan TAM secara maksimal agar konsumen memeriksa produk yang dimiliki perusahaan. Namun, karena penelitian ini hanya melibatkan tiga variabel untuk meningkatkan edisi pembelian, penelitian lebih lanjut yang melibatkan variabel lain perlu dilakukan.

ABSTRACT

Today's marketing 4.0 affects the way consumers purchase decisions. Therefore, it needs to find out factors that can increase purchase decisions. This research aims to determine social media and website marketing on TAM with the use of TAM as a mediating variable. This research is quantitative research conducted on 100 random consumers using simple random sampling. Meanwhile, the data is collected using a questionnaire spread along consumers that are considering and who already have a motorcycle in Semarang City and analyzed using a Structural Equation Model (SEM) approach assisted by smart PLS applications. From the results, it is seen that there is a relationship between TAM on purchase decision, website marketing on purchase decision, social media and website marketing on TAM, and the relationship between social media and website marketing is increased through TAM. Therefore, every company needs to maximally enhance its website marketing and TAM to have consumers check out the products that the company owns. However, because this research only involves three variables to enhance the purchase edition, further research that involves other variables needs to be conducted.

1. INTRODUCTION

The most crucial factor in the marketing field is consumers. The success of an enterprise can be determined by how easily consumers are interested in the products or services provided (Limbu et al., 2012; Sotiropoulos & D'Astous, 2013). Therefore, the purchase decision is needed to be maintained and find out the factors that can increase it. Purchase decisions are consumer behaviors that have a substantial effect on the company. The choice to purchase an item also has various factors, one of which is the form of marketing (Edy et al., 2021; Shaouf et al., 2019). Marketing can be carried out either online or offline. However, based on previous research stated various customers prefer to purchase online (Kim, 2020; Wahyudi et al., 2022). Based on a survey report of the Indonesian Internet Service Providers Association

*Corresponding author.

E-mail: andikabaskara@unimus.ac.id (Andika Baskara)

(APJII), reasons why some customers prefer making purchases online, include (1) the price is lower (38%); (2) It is visible 24 hours (35%); (3) free shipping (31%); and (4) time-efficient (30.8). Therefore, many companies utilize the use of online marketing to reach out to larger consumers (Maulidasari, 2020; Shaouf et al., 2019). Internet marketing has become part of other marketing models, namely social media marketing and website marketing. Social media marketing is the practice of advertising on websites like Instagram, Facebook, Twitter, and other social media platforms while website marketing is a promotional strategy through websites such as search engines, blogging, video, and email.

Both companies and consumers could benefit from convenient access to the Internet. The company will be able to save on promotional costs, employee wages, and time on marketing with a broader reach (Dash et al., 2021; Setiawan & Anggriawan, 2018). On the other hand, consumers typically find it simpler to choose a product or service to purchase by examining the internet's marketing channels beforehand, including social media and websites. Potential consumers can also find out the results of reviews from other consumers to help make purchase decisions. Even so, all the internet's benefits do not immediately convince all potential consumers to shop online. Virtual shopping activities prevent prospective customers and business partners from meeting in person (Hanaysha, 2018; Victor et al., 2018). Furthermore, since potential customers cannot physically touch or see the product they wish to purchase, they may have second thoughts about its authenticity, which is necessary to gauge how effective the provided internet marketing is. This is proven by previous research which stated that social media marketing can maximize consumers' purchase decisions (Okadiani et al., 2019; Wuisan & Handra, 2023). This is in line with similar research that stated that digital marketing, which is a website in this case, can increase the potential purchase decision of consumers (Al Sukaini, 2022; Putri, 2021).

The internet does not belong only to online marketing, but this term can belong to technology. Technology is a factor that can influence consumers in making purchasing decisions. The technology in Marketing 4.0 today tends to be online using the internet (Alfirahmi, 2019; Pomirleanu et al., 2013). The internet is a technology that can disseminate information and facilitate human work through technology. The overall vast flow of information can reach quickly and cheaply through the internet with technology-based (Di Pietro & Pantano, 2012; Yasya et al., 2019). One of the theories used to measure the acceptance of technology, namely the *Technology Acceptance Model* (TAM) method, is a good, well-liked theoretical tool that provides a clear and convincing justification for researching how technology is accepted and used (Almajali et al., 2022; Handayani & Harsono, 2016). TAM can predict user acceptance of technology based on the influence of perceived usefulness and perceived ease of use. However, perceived risk perception is added (Gao & Bai, 2014; Oentario et al., 2017).

Several researchers have researched to determine the factors that can increase the potential of purchase decisions. Previous research stated that digital marketing platforms can increase purchasing decisions (Kankam, 2022; Tabroni & Komarudin, 2021). In addition, similar research stated that TAM has a significant influence on purchase decisions (Juniansyah et al., 2022; Song et al., 2021). However, the research that has been conducted only involves several variables and does not combine marketing and website marketing, TAM, and purchase decision. Therefore, this research involves the variables of marketing and website marketing, and the purchase decision with TAM is decided as the mediation variable. It is because the researchers want to determine whether TAM can maximize the potential relationship between social media and website marketing on purchase decision. The focus of this paper is to determine the impact of social media marketing and website marketing to the use of TAM as purchasing decisions (Technology Acceptance Model) as a mediating variable.

2. METHODS

This study employs a survey quantitative method. Survey quantitative research is a method for which a researcher poses the same set of questions, typically in a written format, to a sample of individuals. This approach uses numerical data that was derived from measurements made using questionnaires about study variables. Quantitative research must have explanatory criteria. Explanatory means that research must be able to explain the relationship between two or more phenomena in the form of relationships, differences, influences or explain research on the population. Therefore, this research involves the variables of marketing and website marketing, and purchase decision with TAM is decided as the mediation variable. In this paper, the population in the study is consumers that is considering and who already have a Honda motorcycle in Semarang City. The sampling method use in this research is simple random sampling. Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population. Therefore, this research gains 100 consumers chosen randomly. The data from this research is divided into two, which are primary and secondary data. The primary data

is collected through questionnaires spread along consumers that is considering and who already have a Honda motorcycle in Semarang City. On the other hand, the secondary data is obtained from literature on the Google scholar. The data collected in this research is analyzed quantitatively using a structural Equation Model (SEM) approach assisted by smart PLS applications (Ghozali, 2018). The information regarding SEM-PLS data analysis method.

Testing for validity and reliability is done to make sure the measurement is appropriate. Based on Table 1, tests for reliability and validity can be observed from: First, Convergent Validity is measure based on the relationship between the construct score and the item/component score, which outlines the strength of the relationship between each measurement item's contract and its indicator. If a reflexive measure's correlation is > 0.7 it is regarded as high. Second, Discriminant Validity is a measurement model that includes a reflexive indicator and is assessed using constructs-based cross-loading measurements. Discriminant validity also compares extracted values' average variance square (AVE) roots. If an instrument has an AVE score of > 0.5 , it is considered valid. Third, Composite reliability is a construct measurement indicator based on latent variable coefficients. If the result of this measurement is > 0.70 , the construct is considered to have high reliability. Fourth, Cronbach's Alpha is uses to support the findings of the composite reliability. If the Cronbach's alpha value is > 0.7 , a variable can be deemed reliable. To evaluate the magnitude of a specific independent latent variable's influence on a latent dependent variable, the R-square for the dependent construct is used.

Table 1. Instrument Testing

Instrument Test	Tests used
Validity Test	Convergent Validity Ave
Reliability Test	Cronbach Alpha Composite Reliability

Inner Model analysis, also known as a structural model, is used to predict causal relationships between model variables. The t-statistical and probability value show that analysis of the inner model in testing with Smart PLS is done by testing hypotheses in hypothesis testing. For statistically-based hypothesis testing, the t-statistical value used for alpha 5% is 1.96, and the beta score is used to ascertain the direction of influence of the relationship between variables.

3. RESULTS AND DISCUSSIONS

Results

Outer Model Analysis

Validity Test

A questionnaire's validity is evaluated using the validity test. Based on Table 2, convergent validity and AVE are used in this study's validity testing. Instruments were deemed to be valid if the AVE value > 0.5 and outer loading value (> 0.6).

Table 2. Instrument Validity Test Results

Variable	Instrument Code	Outer Loading	Ave	Information
Social Media Marketing (X1)	X1.1	0.798	0.576	Valid
	X1.2	0.703		Valid
	X1.3	0.696		Valid
	X1.4	0.756		Valid
	X1.5	0.832		Valid
Website Marketing (X2)	X2.1	0.717	0.580	Valid
	X2.10	0.716		Valid
	X2.11	0.770		Valid
	X2.2	0.683		Valid
	X2.3	0.732		Valid
	X2.4	0.729		Valid
	X2.5	0.710		Valid
	X2.6	0.712		Valid
X2.7	0.803	Valid		

Variable	Instrument Code	Outer Loading	Ave	Information
Purchasing Decision (Y)	X2.8	0.696	0.602	Valid
	X2.9	0.703		Valid
	Y1	0.808		Valid
	Y10	0.709		Valid
	Y2	0.692		Valid
	Y3	0.806		Valid
	Y4	0.848		Valid
	Y5	0.806		Valid
	Y6	0.840		Valid
Technology Acceptance Model (Z)	Y7	0.770	0.513	Valid
	Y8	0.733		Valid
	Y9	0.730		Valid
	Z1	0.756		Valid
	Z10	0.786		Valid
	Z11	0.774		Valid
	Z12	0.710		Valid
	Z13	0.804		Valid
	Z14	0.717		Valid
	Z15	0.725		Valid
	Z16	0.679		Valid
	Z17	0.764		Valid
	Z2	0.679		Valid
Z3	0.672	Valid		
Z4	0.720	Valid		
Z5	0.681	Valid		
Z6	0.659	Valid		
Z7	0.667	Valid		
Z8	0.689	Valid		
Z9	0.665	Valid		

Reliability Test

Based on Table 3 the Cronbach Alpha test and the Composite Reliability Test were both used in this study as reliability tests. The least reliable (lower-bound) is measured by Cronbach Alpha. If the data's Cronbach alpha value is > 0.7 , the data is deemed reliable. The actual reliability value of a variable is measured by composite reliability. If the data has a composite reliability score of > 0.7 , it is considered to be highly reliable.

Table 3. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Purchasing Decision (Y)	0.926	0.927	0.938
Social Media Marketing (X1)	0.814	0.821	0.871
Technology Acceptance Model (Z)	0.940	0.943	0.947
Website Marketing (X2)	0.927	0.930	0.938

According to the calculations, every instrument item met the standards for validity and reliability with scores that were above the criteria.

R Square Test

The R-Square test calculates the degree to which endogenous variables are influenced by other variables. Using the smartPLS program to analyze the data, the R-Square value was calculated and is shown in Table 4.

Table 4. R-square Analysis Results

	R Square	R Square Adjusted
Purchasing Decision (Y)	0.923	0.920
Technology Acceptance Model (Z)	0.903	0.901

Inner Model Analysis

It is clear from the score in the table that the purchase decision variable (Y) is explained by social media marketing, website marketing, and TAM by 92.0%, while variables outside this study explain the rest. The variables described by the Technology Acceptance Model by social media marketing and website marketing of 90.1% of the remainder is explained by factors not included in this study.

Table 5. Hypothesis Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Social Media Marketing (X1) -> Purchasing Decision (Y)	-0.110	1.449	0.148
Social Media Marketing (X1) -> Technology Acceptance Model (Z)	0.738	16.675	0.000
Technology Acceptance Model (Z) -> Purchasing Decision (Y)	0.219	2.389	0.017
Website Marketing (X2) -> Purchasing Decision (Y)	0.861	20.198	0.000
Website Marketing (X2) -> Technology Acceptance Model (Z)	0.261	5.683	0.000
Social Media Marketing (X1) -> Technology Acceptance Model (Z) -> Purchasing Decision (Y)	0.161	2.410	0.016
Website Marketing (X2) -> Technology Acceptance Model (Z) -> Purchasing Decision (Y)	0.057	1.992	0.047

The Influence of Social Media Marketing (X1) on Purchasing Decisions (Y)

Based on the results of data analysis presented in Table 5, with a statistical T of 1,449 ($p > 1.96$) and p-values of 0.148 ($p > 0.05$), the results of the social media marketing testing on purchasing decisions had a positive beta score (-0.110). These results do not show discernible positive influence with the Social Media Marketing variables on the Purchase Decision.

The Effect of Social Media Marketing (X1) on the Technology Acceptance Model (Z)

Based on the results of data analysis presented in Table 5, with a statistical T of 16,675 ($p > 1.96$) and p values of 0.000 ($p > 0.05$), the results of the first hypothesis test of social media marketing on the technology acceptance model obtained a Positive Beta score (0.738). The result means a discernible positive influence with social media marketing variables on the Technology Acceptance Model (TAM).

Effect of Technology Acceptance Model (Z) on Purchasing Decisions (Y)

Based on the results of data analysis presented in Table 5, with a statistical T of 2.389 ($p > 1.96$) and p values of 0.017 ($p > 0.05$), the results of testing the first hypothesis of the Technology Acceptance Model on Purchasing Decisions yielded a Positive Beta score (0.219). The result means a discernible positive influence between the Technology Acceptance Model variables on the Purchasing Decision. The better the Technology Acceptance Model companies have on technology, the better the purchasing decisions consumers make.

The Effect of Website Marketing (X2) on Purchasing Decisions (Y)

Based on the results of data analysis presented in Table 5, with a statistical T of 20.198 ($p > 1.96$) and p values of 0.000 ($p > 0.05$), the results of the first hypothesis test on the impact of website marketing on purchasing decisions obtained a Positive Beta score (0.861). The result means a discernible positive influence between website marketing variables on purchasing decisions. The better the company owns the website, the more it will attract customers' interest and purchase decisions.

The Effect of Website Marketing (X2) on the Technology Acceptance Model (Z)

Based on the results of data analysis presented in Table 5, with a statistical T of 5,683 ($p > 1.96$) and p values of 0.000 ($p > 0.05$), the results of the first hypothesis test of website marketing on the Technology Acceptance Model obtained a Positive Beta score (0.261). The result means a discernible positive influence with the Website Marketing variables on the Technology Acceptance Model. The better the management of the website marketing carried out by the company, the more directly proportional to the technology acceptance model.

The Influence of Social Media Marketing (X1) through Technology Acceptance Model (Z) on Purchasing Decisions (Y)

Based on the results of data analysis presented in [Table 5](#), with a statistical T of 2,410 ($p > 1.96$) and p values of 0.016 ($p < 0.05$), the results of social media marketing's initial hypothesis testing on purchasing decisions mediated by the Technology Acceptance Model obtained a Positive Beta score (0.161). The result means a discernible positive influence with Social Media Marketing variables on the purchasing decision mediated by the Technology Acceptance Model. Consumer decision-making is improved by a company's effective social media marketing.

The Effect of Website Marketing (X2) through Technology Acceptance Model (Z) on Purchase Fee (Y)

Based on the results of data analysis presented in [Table 5](#), with a statistical T of 1,992 ($p > 1.96$) and p values of 0.047 ($p < 0.05$), the findings of the first hypothesis test of Website Marketing on purchasing decisions mediated by the Technology Acceptance Model obtained a Positive Beta score (0.057). The result means a discernible positive influence with Website Marketing variables on the purchase decision mediated by the Technology Acceptance Model. The more website marketing the company has, the better the purchase decision made by consumers will be.

Discussion

In the era 4.0, the behavior of customers must be different from the previous era. In 4.0 era, the transactions can be done through technologies such as market place. Because the transactions between buyers and sellers through internet, any marketing should be carried out through internet as well. The media used for marketing is social media ([Appel et al., 2020](#); [Kusuma et al., 2022](#)). However, from the results of this research, it is determined that even though the researchers did better in social media marketing, it does not positively influence purchasing decisions made by consumers ([Hutter et al., 2013](#); [Sujarwo & Matrutry, 2021](#)). Consumer buying interest is when consumers are about to choose between in the device of choice that includes a number of brands. In the end, the consumers he alternative they prefer to buy, or the customers decide to purchase a good or service based on a variety of factors. The indicators used to measure buying interest include: (1) Interest in products; (2) Desire to buy products; (3) Choosing the products. This outcome is different from the previous research which stated that the better the company does marketing through social media, it will affect consumers' buying interest ([Nurfauziah & Hamdani, 2021](#); [Weismueller et al., 2020](#)). In addition, A company's website must present the company's presence in the eyes of customers virtually so that consumers become trusting and make transactions online through the company's website. Previous research stated that discovers a discernible positive influence with variables of usability, quality of information, and service interaction on simultaneous online purchasing decisions ([Nafisah & Hayati, 2022](#); [Sharma & Lijuan, 2015](#)). Website marketing affects purchases by enabling users to post online reviews of products, which may have an impact on consumers' decisions to buy those products study where website Marketing has a discernible positive influence on Purchasing Decisions ([Purba & Paramita, 2021](#); [Suardika & Dewi, 2021](#)).

Talking about TAM or Technology Acceptance Model, it is an information systems theory that models how users come to accept and use a technology. In this term, the actual system use is the end-point where people use the technology ([Sulistyawati & Bahruni, 2021](#); [Tampi et al., 2022](#)). Technology in this era always moves on to be more advance to ease humans and other livings in this world. TAM expanded to measure the adoption of behaviors and subjective norms of developing natural websites marketing online businesses. Some advantages of the TAM model are (1) it was found that prices for online products and services are more dynamic; (2) menu fees for retailers are low; (3) the shopping environment process is fast; and (4) retailers can respond to customer searches faster researching the different ways online servers provide access to databases that facilitate communication between consumers and other stakeholders ([Ardiyanto & Kusumadewi, 2020](#); [Rachbini et al., 2019](#)).

Furthermore, this term will lead that the technology will advance as the company's social media platforms improve as the result of this research indicates. Technology has entered all fields, such as tracking and the health industry, banking, transportation, tourism, education, institutional management, and marketing improvement activities, for example, through advertising, promotion, and online business ([Buhalis et al., 2019](#); [Hermawan et al., 2021](#)). The whole life is related to online digital technology and is slowly abandoning offline activities. TAM needs to be adopted and developed with ICT in industries in Indonesia. TAM shapes changes in people's behavior in responding to technology so that sales are higher and consumers get service satisfaction and ease of transaction. This research is in line with where the existence of TAM will increase online sales ([Simanjuntak & Sukresna, 2020](#); [Siregar, 2018](#)). Other than that, TAM can also influence the decisions of customers whether they want to buy a particular product or

not, based on the research result of this research. In addition, making purchases involves taking consistent, deliberate steps to meet needs. Making a purchase involves deciding what to buy, how much to buy, where to make the purchase, when to make it, and how to make it (Rafique et al., 2020; Yoon, 2016). The existence of the Technology Acceptance Model (TAM) is a basis for researching and comprehending how users interact with information systems (Kamal et al., 2020; Septiani et al., 2017). This study supports previous research which stated that This will increase the purchasing decisions made by consumers (Liliani, 2020; Pibriana, 2020).

The existence of TAM also strengthens this applied in the development of social media. In order to achieve communication goals, social media marketing makes use of the cultural context of social groups. Examples of social media marketing platforms include social networks, virtual worlds, social news sites, and social opinion-sharing platforms (Bélanger et al., 2014; Galan et al., 2015). A business's use of social media marketing can influence a person's thinking, which in turn influences the thoughts of others before they make a purchase choice (Ashley & Tuten, 2015; Solihin et al., 2021). Social media needs to implement TAM. TAM will be able to know the attitudes and behaviors of their potential consumers towards a technology used by the company to carry out the marketing process if consumers accept and believe that this technology, namely social media, is helpful for them and accessible in the process of using it and be able to bring them closer to the company, it will trigger consumers to increase their desire to buy products offered by the manufacturer (Setyawan et al., 2022; Shemesh & Barnoy, 2020).

Besides, a website is also strengthened by the existence of a technology acceptance model applied by the company. Innovations in shopping technology, changing patterns of social interaction, and online shopping through platforms such as web browsers and mobile applications. TAM expanded to measure the adoption of behaviors and subjective norms of developing social media in online business marketing (Pratiwi & Hutapea, 2022; Ramdani, 2020). The possible marketing sub disciplines using social media include promotion, marketing intelligence, marketing research, public relations, marketing and product communications, and customer management. The company website will make it easier for companies to show their products and assist the team that has been applied to the website so that it can improve purchasing decisions made by consumers (Ateş Çobanoğlu, 2018; Zain et al., 2019).

4. CONCLUSION

From the results of the explanation above, it can be concluded that social media marketing has no effect on purchasing decisions for Honda motorcycles in the city of Semarang, but has an effect on website marketing. This shows that consumers are more interested in buying when accessing the website. In this 4.0 era, Honda Motor in the city of Semarang has proven to be able to present the company's presence in the eyes of customers virtually so that consumers trust and make transactions online through the company's website. Then, these findings become evidence that TAM and website marketing can actually improve purchasing decisions and TAM can improve the means of these variables. Therefore, every company needs to maximize website marketing and TAM so that consumers really see the company's products. However, because this study only involved three variables to increase the number of purchases, it is necessary to conduct further research involving other variables.

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