

Analysis Of Customer Purchase Interest In Digital Marketing Content

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Submitted : 01-03-2024, Accepted : 02-04-2024, Published : 01-05-2024

Abstract

A control environment is crucial to preventing businesses at the Makassar Tax Office from committing fraud. Due to its collection of state funds and access to private taxpayer data, including financial and personal identification, it is susceptible to fraud. This study assesses the various elements of the control environment at the Makassar Intermediate Tax Service Office using the COSO Internal Control Framework, 2021 edition. A case study and a qualitative descriptive method are both used in this research. There are 85 workers in this tax office. Semi-structured interviews with twenty informants from different departments were used to gather primary data. Literature reviews, reports, regulations, and internet sources were used to gather secondary data. The use of theme analysis is one of the novel ideas in this study. 37 themes were the outcome, and these served as measurements to assess if the environmental control components were appropriate. The Makassar Intermediate Tax Service Office possesses 28 out of 37 measures, as indicated by the research findings. The findings show that working hours violations are a component of "The organisation demonstrates commitment to integrity and ethical values." The Indonesian Financial Audit Agency's research indicates that for components to function independently, an internal compliance unit is necessary.

Keywords: Public Sector; Internal Control; Control Environment

Introduction

Even clients who are interested in buying a new car or who wish to buy one in the future are heavily influenced by social media marketing when making their purchasing decisions. Hence, in order to weather the current storm and maintain it for the life of the company, business owners in the automotive sector must devote their time, energy, and efforts to social media marketing. In the past, companies in the automotive industry, such as car dealers, relied heavily on word-of-mouth to grow their clientele and revenue. To stay current with the trends, firms must modify their marketing tactics, though. Entrepreneurs in the automobile sector can use social media, particularly Instagram, to market their products. Since the typical car owner is currently approaching retirement age, such that the target market is suitable for using Instagram as a promotional medium (Suprayitno, 2023).

Instagram is currently one of the most popular social networking platforms. The Instagram app primarily focuses on images and videos (Yusuf, 2021). Instagram has over 900 million

active users globally as of November 2023, with 86.35 million members in Indonesia. Furthermore, 58% of Instagram users access the platform at least once a week, and the platform boasts regularly visited material that reaches 17% of other social media (Suprayitno, 2022).

The official Toyota Indonesia dealer, PT. Bekasi Modern Motor, is one of the car firms in Indonesia that uses Instagram as a social media marketing platform or promotional media. Operating as an authorised Toyota car dealer in Indonesia is PT. Toyota Auto 2000, also referred to as Toyota Bekasi. Toyota Bekasi has been promoting on Instagram and other social media channels since September 2020. Nevertheless, no assessment of the social media marketing strategy was done between 2020 and 2023 to determine how well the material generated by the campaign influenced potential Toyota Bekasi buyers' purchasing intentions.

Literature Review

Acquire Interest

A potential customer's interest in a product is demonstrated by their search for information about it. Purchase intention refers to how prospective customers intend to purchase a product and how much of it they require. One aspect of the behavioural component of consumer attitudes is purchase interest (Kushendar, 2021).

Marketing on Social Media

Social Media marketing is the word used to describe any marketing campaign that uses internet-connected devices and various Social Media media and strategies in order to facilitate online communication. Social media marketing is the practice of advertising products and services in novel ways, particularly by utilising database-based distribution techniques to communicate with consumers and clients in an efficient, timely, and cost-effective manner. To educate prospective buyers about the products offered, a variety of social media marketing platforms are available (Suprayitno, 2021).

Customer conduct

The study of consumer behaviour focuses on how people, communities, and organisations choose which goods, services, encounters, or concepts to use in order to fulfil their wants. Three elements impact the behaviour of consumers. The first aspect is internal; consumers' pre-purchase possessions of a certain brand have an impact on their purchasing decisions. Furthermore, the behaviour of customers is influenced by their motives, perceptions, attitudes, personalities, values, and lifestyles.

Methods

The population in the study were all potential buyers of Toyota car products at PT. Toyota Auto 2000 who has been looking for further information about Toyota car products via Instagram direct messages. The research design in this study was analytical observational. This research was carried out only through observation and there was no intervention towards the research subjects. The approach used in this research is cross-sectional. Researchers obtained data from the results of questionnaires, interviews and observations. Questionnaires are distributed to prospective consumers whose number has been determined using the Slovin formula. Observations were carried out by directly observing the research location. Interviews were conducted with marketing employees and potential consumers of Toyota Bekasi.

Results and Discussion

Test Table a. Dependent Variable: Abs_Res

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant) ¹	2.007	.665		2.878	.007
x	-.010	.005	-.34	-1.266	.208

Source: SPSS 26 Data Processing, 2024

The results from table 4.10 for testing heteroscedacity show that the significance result of 0.208 is greater than 0.07, so it can be said that heteroscedacity does not occur.

Hypothesis testing

Table T Test					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant) ¹	-.753	1.133		-.717	.605
x	.210	.014	.571	17.202	.000

Source: SPSS 26 Data Processing, 2024

From the results of data calculations in the table above, it shows a significance value of 0.000 which is below alpha 0.07 and tcount 17.202 > ttable 1.66, which means that there is a significant influence between Social Media marketing on buying interest.

A positive t-count value indicates that the nature of the influence is positive, meaning that the higher the Social Media marketing, the higher consumer buying interest is predicted to be.

$$YY = aa + bbbb$$

$$TT = -00.555555 + 00.222200XX$$

Table R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.624	.621	1.467

Source: SPSS 26 Data Processing, 2023

R Square's result is 0.624, indicating that 62.4% of the Social Media marketing variable can account for the purchase interest variable, with additional factors outside the scope of this study influencing the remaining 26.6%. based on material that was posted on July 15, 2023, and got 466 likes and 14 comments. This section features the newest Toyota automobile models. The average engagement rate for product image feed content was 4.10%, whereas this particular content received a rate of 15.26%. Based on questionnaires completed by prospective consumers and Toyota Bekasi Instagram followers, test results have been conducted. The number of visitors to the Toyota Bekasi, Pramuka, and Lotte branches in June—

August 2023 is increasing, which is further evidence that social media marketing content on the company's Instagram account has a positive and significant impact on potential customers' buying interest. The T Test results were 14,810 with a significance value of $0.000 < 0.07$.

From the findings of six potential Toyota Bekasi customers' interviews, it can be inferred that product image feeds and instructive and informational content piques consumers' interest in making a purchase. Many prospective consumers who wish to visit the store to have a test drive are indicating that they are more interested in making a purchase.

Seven Toyota Bekasi marketing staff members were interviewed, and the results showed that no analysis had ever been done on the impact of social media marketing content on purchase interest. Additionally, all Instagram marketing staff members agreed that giveaway content and customer testimonials have the greatest influence on Instagram engagement. In addition, it is evident from the interview results that the marketing team requires information regarding the kinds of material that will pique the interest of potential Toyota Bekasi buyers in making a purchase.

Conclusion

There is an influence of Social Media marketing content on prospective customers' buying interest. This is in line with Kotler & Keller's theory of buying interest, which states that one indicator of buying interest is someone who is always looking for information about the product they want. With the results that Social Media marketing content influences prospective customers' buying interest by 62.4% with a significance level of 0.07. The types of Social Media marketing content that can increase prospective customers' buying interest are informative, educational content and product image feeds. The type of social media marketing content that can increase Instagram engagement rate is giveaway content. However, giveaway content does not increase potential customers' buying interest.

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