Social Media Marketing of Public Transportation: A Case of KAI Bandara Railink Soekarno-Hatta

Hanandito Adi Pratama[2], Atik Aprianingsih[2]

[1,2] *SBM ITB - Institut Teknologi Bandung*

Abstract

The presence of railway transportation to Soekarno-Hatta Airport, which was touted as one of the solutions to address traffic congestion, has not yielded satisfactory results. The low occupancy rate of the airport trains, which remains below 30%, indicates that the public's interest in using the train to the airport is below expectations. The competition from other modes of transportation, such as ride-hailing and regular taxis, buses, and even private cars, plays a role. Despite having sufficient infrastructure, the airport train's occupancy rate has not shown significant improvement. KAI Bandara Railink, as the operator of the airport train, should engage in extensive marketing activities to increase its usage. In the era of social media, social media platforms should serve as a marketing tool and influence individuals' decisions to use the airport train. Hence, this study examines the impact of social media marketing activities on the purchase intention of the public towards Soekarno-Hatta Airport train. By utilizing the PLS-SEM model, the results indicate that positive social media marketing activities have an influence on an individual's purchase intention through the mediating variable of brand awareness. Therefore, the author recommends focusing on improving the content of KAI Bandara Railink's social media (Instagram) to enhance public engagement.

Kata Kunci: perencanaan, pelaksanaan, penatausahaan, pelaporan, dan pertanggungjawaban

✉ Corresponding author :
Email Address : hanandito_adi@sbm-itb.ac.id

INTRODUCTION

The presence of the airport train to Soekarno-Hatta, operated by KAI Bandara Railink as a subsidiary of the State-Owned Enterprise (BUMN) Kereta Api (KAI), is hailed as an alternative solution for individuals who wish to avoid the traffic congestion in Jakarta. The crowded and often congested Jakarta road access supports this notion. This is supported by the statement made by Erlangga et al. (2021), which states that the presence of train transportation to the airport provides additional choices and alternative solutions for individuals traveling to and from Soekarno-Hatta Airport. However, an issue arises as the utilization of the Soekarno-Hatta airport train, despite its integrated facilities and infrastructure with other modes of transportation such as Transjakarta and KRL Commuterline, has not yet reached its optimal point. Listidafah (2020) and Erlangga et al. (2021) mention that the presence of the Soekarno-Hatta airport train does not immediately

attract public interest in utilizing the airport train. The occupancy rate of the airport train remains below 30% of its total capacity. Listidafah (2020) also mentions that only 14% choose the airport train as their transportation to Soekarno-Hatta Airport, with private cars dominating the majority.

Based on this phenomenon, KAI Bandara Railink, as the operator of the Soekarno-Hatta airport train, has made several efforts, one of which is social media marketing. Social media serves as a tool that can be utilized for marketing activities. According to the We Are Social report from 2022, 84.8% of internet users in Indonesia are Instagram users. Social Media Marketing Activities (SMMA) are an easy way to provide information about a product to the public (Dermawan et al., 2022). By using social media, a brand can become more recognized by the public, thereby influencing their decision to use the services or products of that brand. Listidafah (2020) mentions that online media is a source through which the public becomes aware of KAI Bandara Railink.

Therefore, this research aims to determine the impact of Social Media Marketing Activities (SMMA) on Purchase Intention. However, SMMA does not solely have a direct influence on Purchase Intention. This is because SMMA is dominated by the presentation of information and receiving feedback and suggestions from the public or customers. These factors do not directly affect the purchase intention of the public. Aji et al. (2020) state that Instagram or social media can influence an individual's purchasing decision if that person is aware of the brand, in this case, KAI Bandara Railink as the operator of the Soekarno-Hatta airport train. Therefore, this study will include brand awareness as an intermediary variable between SMMA and Purchase Intention.

METHODOLOGY

The method used in this research is PLS-SEM or Structural Equation Modeling (SEM). SEM is a commonly used method to determine the relationship between independent variables and dependent variables, with intervening variables in between. In this study, Brand Awareness is considered as the independent variable, which also acts as the intervening variable in the research model. Subsequently, the Sobel test will be conducted to determine the significance of the intervening variable. Bader & Jones (2021) explain that the Sobel Test is performed to determine whether the intervening variable in the research hypothesis is significantly worthy of being called a mediator variable.

Conceptual Framework

To determine the effect given by social media marketing activities on purchase intention, a conceptual framework was created to provide an overview of the research process. It is important to use a conceptual framework so that variables related to research and research directions can be structured into one conclusion (Chalawila & Muchanga, 2022). Figure 3 is the conceptual framework of this research.
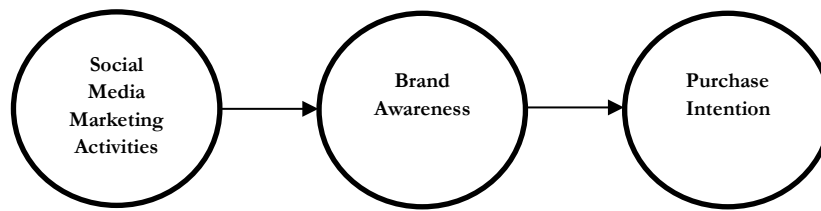
Figure 1. Conceptual Framework

The data collection method employed in this study involves the utilization of a survey method utilizing a questionnaire. Survey research is a quantitative research approach that involves gathering data from a selected sample of a population in order to examine the behavior of individuals or groups. The questionnaire serves as a data collection tool that engages respondents who have consented to participate by answering questions or providing written responses. The selection criteria for respondents are as of Table 2.

In this research, the questionnaire will be distributed with a choice of answers using a scale Likert, each answer is given a score or weight, namely a total score between 1 to 5, with details strongly disagree (STS), disagree (TS), undecided (RR), agree (S) and strongly agree (SS). The Likert scale in the survey was used to measure the attitudes of respondents, views, and perceptions of individuals or certain groups of social phenomena. This social phenomenon has recognized and used as a research variable. By using Likert scale, the variable to be measured is converted into a variable index. Tool components, which may take the form of questions or statements, then combined using the indicator as a starting point. Table 3 in the appendix shows the sets of questionnaires used in this research.

Data Analysis Method

To assess the purchase intention towards KAI Bandara, the quantitative approach utilized survey data collected firsthand in the field. A research model has been constructed to identify parameters that serve as indicators of purchase intention and customer perception of KAI Bandara, thereby enabling the measurement of the impact of social media marketing on purchase intention. SMMA can be evaluated through various dimensions, such as informativeness, trendiness, interactivity, personalization, and word-of-mouth. The specific details regarding the dimensions of SMMA are elucidated in table 4 provided.

Path analysis is the method used to find the link between the three variables given in the conceptual framework above. Path analysis is a popular method for determining direct and indirect links between study variables (Valenzuela & Bachmann, 2017). When variables 1 and 2 are related to variable 3, which likewise impacts variable 2 as the dependent variable, an indirect relationship between variables arises. The route analysis employed in this work is depicted in Figure 4

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The model generates hypotheses:

H1: **SMMA have a significant and positive impact on brand awareness.**

H2: **Brand awareness have a positif and significant impact on purchase intention.**

H3: **Brand awareness act as intermediaries between SMMA and purchase intention.**

Data Processing
PLS-SEM with Smart-PLS software was used to process research data. Structural Equation Modeling (SEM) is a multivariate statistical technique commonly used to perform factor analysis, which aims to examine the relationships between variables in a model, including both the relationship between the independent variable and the dependent variable, as well as the independent variable acting as a intervening variable at the same time (Ginting, 2009). Based on this study model, the brand awareness variable (BAW) act as an mediator variable that links social media marketing activities (SMMA) with purchase intention (PI). This will offer an indicator of the indirect association that arises from study by applying bootstrapping from PLS-SEM in Smart-PLS software. Nevertheless, the bootstrapping findings do not reveal the variable that is the mediator.

The Sobel test is a method for assessing the significance of the mediator variable. The Sobel test serves as a technique for evaluating the hypothesis that the link between the independent and dependent variables occurs indirectly, or that a mediator variable exists between the two variables (Bader & Jones, 2021). Since the study hypothesis incorporates mediator variables, a Sobel Test will be used to test it.

RESULTS AND DISCUSSION
Validity Test
Validity was tested by correlating the score of each item statement addressed to the respondent with a total score for all items. The Pearson Product Moment correlation technique was used to test the validity of each variables. If the item statement's coefficient of correlation coefficient is greater than the R table, the statement item is then decided to be a valid construction. The questionnaire validity test results for the variables studied are shown in the table 5 below.

Table 4. Validity Test for Each Indicators

Variables	Pearson Correlation	Sig.	R-tabel	Criteria
INF 1	0.898	0.000	0.230	Valid
INF 2	0.892	0.000	0.230	Valid
INF 3	0.925	0.000	0.230	Valid
INT 1	0.831	0.000	0.160	Valid
INT 2	0.860	0.000	0.160	Valid
INT 3	0.785	0.000	0.160	Valid
WOM 1	0.885	0.000	0.160	Valid
WOM 2	0.924	0.000	0.160	Valid
WOM 3	0.863	0.000	0.160	Valid
ADV 1	0.809	0.000	0.160	Valid
ADV 2	0.842	0.000	0.160	Valid
ADV 3	0.877	0.000	0.160	Valid
ADV 4	0.835	0.000	0.160	Valid
BAW 1	0.737	0.000	0.160	Valid
BAW 2	0.894	0.000	0.160	Valid
BAW 3	0.885	0.000	0.160	Valid
BAW 4	0.818	0.000	0.160	Valid

PI 1	**0.902**	0.000	0.160	Valid
PI 2	**0.894**	0.000	0.160	Valid
PI 3	**0.871**	0.000	0.160	Valid

Reliability Test

The Cronbach Alpha method was used to conduct the reliability test. The limit of 0.6 is used to determine an instrument's reliability. If the Cronbach's Alpha value is less than 0.6, the research variable instrument is unreliable. All variables have a Cronbach's Alpha value greater than 0.6. This signifies that all study variables pass the dependability test or are dependable. Each question item that forms a measure of study variables is also subjected to a reliability test. As a consequence, with a Cronbach's Alpha score greater than 0.6, each question item passes the reliability test.

PLS-SEM Results

Table 6 shows the path coefficients and p-values for each variable association in this study model. Based on these results, the path coefficient values of each variable-relationship are near to +1 and the p-value is less than 0.05. This implies that the correlation that occurs between these factors has a significant impact. Therefore, KAI Bandara Railink's social media marketing operations have a considerable positive impact on public awareness of the KAI Bandara Railink's brand. The community brand awareness of the KAI Bandara Railink's brand will improve by 87.1% if social media marketing efforts are increased by one unit. The awareness then has a major positive impact on a person's intention to use the services of KAI Bandara Railink. If brand awareness rises by one unit, the amount of intention to utilize airport train services rises by 85.2%.

Table 5. Evaluation of PLS-SEM Model

	Path Coefficients	Std. Deviation	T-Statistic	P Values	Decision
BAW to PI	0.852	0.045	19.047	0.000	Accepted
SMMA to BAW	0.871	0.028	31.412	0.000	Accepted

Sobel Test

The Sobel test uses the following formula to test the hypothesis of the intermediary variable:

$$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2.sb^2}$$

Sa   = Standard error of a

Sb   = Standard error of b

b   = Coefficient of the intermediaries variable

a   = Coefficient of the independent variable

The calculation of t-statistic as follows:

$$t = \frac{ab}{Sab}$$

This value will then be compared to the t table value; if it is higher, it may be argued that the intervening variable has a mediating impact.

Table 6. Sobel Test Result

Input			Test Statistic	Std. Error	p-value
a	0.871	**Sobel Test**	16.17316064	0.04588417	0.000
b	0.852	**Aroian Test**	16.16706618	0.04590146	0.000
S_a	0.028	**Goodman Test**	16.17926199	0.04586686	0.000
S_b	0.045				

The results of the Sobel test, which was conducted to illustrate the effect of the BAW variable as an intermediate variable, are shown in Table 7. The t-statistic calculation gave a result of 16.17. This figure exceeds the t table value of 2.6. As a result, the BAW variable substantially impacts the influence of the SMMA variable on PI. These findings support the study hypothesis, H3, meaning that the BAW variable serves as an intermediate variable mediating the link between SMMA and PI.

Upon careful examination of the previous analysis and data processing, all research hypotheses (H1, H2, H3) have been substantiated. Hence, it can be concluded that social media marketing endeavors exert a positive and statistically significant influence on brand awareness. Moreover, brand awareness exhibits a statistically significant positive impact on an individual's purchasing inclination or intention. Furthermore, the findings reveal that brand awareness serves as a mediator in the relationship between social media marketing activities and purchase intention.

increasing brand awareness is a crucial aspect of any successful marketing strategy, and there are several ways to implement it effectively. These are some ideas for increasing brand awareness:

a. Creating valuable and relevant content that resonates with your target audience is key to increasing brand awareness. This can include social media posts.

b. Social media platforms are powerful tools for increasing brand awareness. It is common used to engage with your audience, share your content, and promote your brand.

c. Partnering with influencers who align with your brand values can help increase brand awareness. They can help promote your brand to their followers, who may be interested in your products or services.

d. Attending or hosting events related to your industry can help increase brand awareness. This can include trade shows, conferences, webinars, or networking events.

e. Regularly monitoring your brand's online presence can help you understand how your brand is perceived and identify areas for improvement. This includes tracking social media mentions, reviews, and online conversations.

Recognizing the potential impact of social media marketing activities on public awareness, KAI Bandara can enhance the appeal of their Instagram content to captivate viewers. It is imperative for the company to revamp its branding strategy. Strengthening the brand can facilitate smoother interactions with the target market (Ibraeva & De Sousa, 2014). Rebranding or strengthening a brand can be achieved through various means, including digital content and direct advertising. So far, the content generated has predominantly focused on providing informative information. However, the lack of invitation for Instagram followers to engage with the posts has resulted in a low engagement rate. While informative content is not necessarily detrimental, it has failed to generate active engagement from Instagram users when compared to other transportation accounts. According to Ibraeva and De Sousa (2014), some public transportation companies assume that disseminating mundane information is sufficient, as the audience is already familiar with their product or can directly seek information from the designated center. Social media platforms offer opportunities to complement traditional communication channels and engage customers with a company (Chierici, Bosco, Mazzucchelli, & Chiacchierini, 2019).

CONCLUSIONS

This study investigates the impact of social media marketing activities (SMMA) on purchase intention, focusing on the Soekarno-Hatta Airport train service operated by KAI Bandara Railink. The hypothesis suggests that SMMA has a positive and significant influence on purchase intention. However, the influence of SMMA is mediated by the intermediate variable of brand awareness, aligning with the pyramid theory, which posits that social media marketing activities influence an individual's awareness of a brand, subsequently affecting their decision to purchase or utilize the product or service.

Data from 200 respondents were collected through questionnaires to measure each variable. The collected data were analyzed using the PLS-SEM model. The findings indicate that social media marketing activities have a positive and significant impact on brand awareness. Furthermore, brand awareness exhibits a positive and significant influence on purchase intention. Additionally, brand awareness can be statistically considered as an intervening variable between SMMA and purchase intention.

Based on these findings, the recommended course of action is for KAI Bandara Railink to consider innovation or changes in their social media activities. It is not only important to provide essential information but also to engage users, as done by other transportation companies, which can be an attraction in itself. Involving users will enhance the engagement of KAI Bandara Railink's social media accounts. The content of KAI Railink Airport's social media should be modified to make it more appealing to the public and encourage them to use the airport train to Soekarno-Hatta. It is not just about providing important information, but uniqueness and user engagement are also crucial in increasing brand awareness. The author recommends collaborating with influencers or artists to launch a campaign promoting the use of the airport train. This will certainly enhance public awareness of the airport train. Emphasizing that the train is a congestion-free mode of transportation can be one of the solutions. By collaborating with influencers, KAI Railink Airport will add variety to its content.

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