



## **The Effect of Shopee Live Content Marketing on Customer Retention with Customer Engagement as an Intervening Variable of Shopee Live Users on the Shopee Application in Padang City**

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**Abstract,** *The purpose of this study is to analyze: (1) The effect of content marketing on customer retention of Shopee Live users on the Shopee application in Padang City, (2) The effect of content marketing on the customer engagement of Shopee Live users on the Shopee application in Padang City, (3) The effect of customer retention on customer engagement of Shopee Live users on the Shopee application in Padang City, and (4) The effect of content marketing on customer retention through customer engagement as intervening variables of Shopee Live users on the Shopee application in Padang City. This study is a quantitative descriptive research. The sample size in this study was 200 respondents using purposive sampling techniques. Data analysis method using PLS-SEM analysis using Smart PLS 4. The results of the study are: (1) Content marketing has a significant effect on customer retention of Shopee Live users on the Shopee application in Padang City, (2) Content marketing has a significant effect on customer engagement of Shopee Live users on the Shopee application in Padang City, (3) Customer engagement has a significant effect on customer retention of Shopee Live users on the Shopee application in Padang City, and (4) Content marketing has a significant effect on customer retention through customer engagement as an intervening variable for Shopee Live users in the Shopee application in Padang City.*

**Keywords:** *Customer Retention, Customer Engagement, Content Marketing.*

**Abstrak,** Tujuan dari penelitian ini adalah untuk menganalisis: (1) Pengaruh content marketing terhadap retensi pelanggan pengguna shopee live pada aplikasi shopee di kota padang, (2) pengaruh content marketing terhadap customer engagement pengguna shopee live pada aplikasi shopee di kota padang, (3) pengaruh retensi pelanggan terhadap customer engagement pengguna shopee live pada aplikasi shopee di kota padang, dan (4) pengaruh content marketing terhadap retensi pelanggan melalui customer engagement sebagai variabel intervening Pengguna shopee live pada aplikasi shopee di kota padang. Penelitian ini merupakan penelitian deskriptif kuantitatif. Besar sampel dalam penelitian ini adalah 200 responden dengan menggunakan teknik purposive sampling. Metode analisis data menggunakan analisis PLS-SEM dengan menggunakan Smart PLS 4. Hasil penelitian adalah: (1) Content marketing berpengaruh signifikan terhadap customer retensi pengguna shopee live pada aplikasi shopee di kota padang, (2) content marketing berpengaruh signifikan terhadap customer retensi berpengaruh signifikan terhadap customer engagement pengguna shopee live aplikasi shopee di kota padang, (3) customer engagement berpengaruh signifikan terhadap retensi pelanggan pengguna shopee live aplikasi shopee di kota padang, dan (4) content marketing berpengaruh signifikan berpengaruh signifikan terhadap retensi pelanggan melalui customer engagement sebagai variabel intervening pada pengguna Shopee Live pada aplikasi Shopee di Kota Padang.

**Kata Kunci:** Retensi Pelanggan, Keterlibatan Pelanggan, Pemasaran Konten.

### **INTRODUCTION**

Indonesia is ranked sixth as the country with the most e-commerce users based on Hootsuite (We Are Social): Digital Report January 2023, with a percentage of e-commerce customers of 62.6%. The intense competition between e-commerce triggers marketing industry players to continue to create new thinking in how to acquire clients or consumers and retain them to become regular consumers.

Wijaya (2019) states that "One effective method in increasing company profitability and gaining market share is to build long-term relationships with customers and retain customers." Customer retention is important for companies to know how customers remain interested in making transactions with the company and how to maintain customer loyalty at a higher level. According to Nabila (2020), six indicators of customer retention, namely: "Certain

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assumptions, execution, style, ability to express, interest in visiting once again, and rejection of the attractiveness of advertised competitors." Tripathi (2009), states that "Customer retention is obtained when companies can develop, maintain, and protect consumers to continue to have positive relationships with the company or what is called customer engagement."

The positive relationships formed make consumers not only act as buyers but also as marketers for the company. Engagement in corporate and consumer relationships is associated with experience, emotion, creativity, collaboration, learning, or community interaction. According to Lim (2021), "Customer engagement has five dimensional concepts in the form of: identification, understanding, understanding, enthusiasm and interaction which are closely related to customer experience, marketing channels, and marketing environment."

Companies need innovative and appropriate strategies so that their products can be used by consumers in accordance with consumer needs and desires. One of them is through interesting and innovative content called content marketing. According to Pulizzi (2013), "Content marketing is strategic marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain consumers, thereby driving profitable customer actions." The content displayed can be in the form of videos, images, articles, and other content that is informative and convert selling.

According to Digital Marketing Community (2019), states that "Content marketing has an effectiveness rate of 58% compared to other marketing techniques." The more interaction that occurs, the more successful content marketing is to gain audience engagement. At the beginning of its appearance in 2015, Shopee was headquartered in Singapore and began to expand its reach to Malaysia, Indonesia, Thailand, Brazil, and many other countries. Shopee is one of the e-commerce that has rapid growth in Indonesia. This is characterized by more Shopee visitors than other e-commerce. SimilarWeb data in July 2023 shows that Shopee is the most visited e-commerce with 167 million visitors. While Tokopedia was visited by 107 million people and Lazada with 74.5 million visitors.

Various achievements that have been achieved by Shopee cannot be separated from the various marketing strategies used. Shopee often uses various forms of marketing strategies that are quite interesting. Shopee realizes the importance of content marketing and its impact on engagement between the audience and Shopee. Shopee created a new facility in its application called Shopee Live. The Populix survey "Understanding Live Streaming Shopping Ecosystem in Indonesia" in May 2023 states that Shopee Live is the live feature most often used by Indonesians besides TikTok Live, Tokopedia Play, and Laz Live.

Shopee Live is a feature that allows sellers to stream, in order to promote products directly to buyers. Shopee Live communication is two-way, so there is interaction between the audience and Shopee, both verbal interactions through comments, likes, and interactions that are directly aimed at sales. Although Shopee has provided the best innovations for its customers, competition in the e-commerce business is inevitable. needs to maintain a good relationship with customers, so that customers do not switch to using other e-commerce.

Based on the rating of the Shopee application on iOS and Google Play Store, Shopee received a rating of 4.6 out of 5 in 2022. While in the previous year, Shoope received a rating of 4.7 out of 5. In 2020, Shopee received a rating of 4.6 out of 5. While in 2019, Shopee received a rating of 4.8 out of 5. The decline in ratings on the Shopee application occurred in the decline in user rates from the previous year and many users chose to switch applications. Therefore, there is a need for positive content marketing to bring positive customer engagement and customer retention.

## **LITERATURE REVIEW**

### **Customer Retention**

Nurfaozi (2010), stated that "Customer retention is an effort to improve the performance of company resources through several strategies in retaining customers, consumers will have loyalty using the company's services continuously for a long time."

### **Content Marketing**

According to Kotler, Kartajaya, and Setiawan (2017), "Content marketing is a marketing strategy where marketers can plan, create, and distribute content to attract, and encourage audiences to make purchases. Content is created as a brand publication that can create a connection between the brand and the customer."

### **Customer Engagement**

Hollebeck (2011) states that "Customer engagement is one way to build interaction and relationships so that consumers have an emotional attachment to a brand, so they are loyal to the product."

## **METHOD**

According to Sugiyono (2018: 37), "Causal associative is a formulation of research problems that are in the nature of asking the relationship between two or more variables". This study uses a quantitative approach to examine the relationship between Shopee Live content marketing (independent variable) to customer retention (dependent variable), and customer engagement (intervening variable).

Sugiyono (2018: 148), "Population is a generalized area of research subjects that have certain characteristic qualities determined by researchers to be studied and conclusions drawn". The population in this study is all people in Padang City who have shopped on the Shopee application through Shopee Live,

This study uses primary data obtained through questionnaires distributed to all customers using the Shopee application in Padang City who have shopped through the Shopee Live feature and have watched Shopee Live on the Shopee application more than once. Data that has been collected through questionnaires will be analyzed using the Structural Equation Modeling (SEM) Method with the type of Partial Least Square Path Modeling (PLS).

## **RESULTS AND DISCUSSION**

### **Data Results**

This study used data analysis techniques with PLS (Partial Least Square). Data was obtained through questionnaires with respondents totaling 200 people, processed using PLS-SEM using SmartPLS software.

### **Descriptive Research Respondents**

#### **Gender**

Based on Table 1, it can be seen that the respondents of this study were dominated by female respondents. The following is a descriptive of research respondents based on gender contained in Table 1 below.

**Table 1. Respondent's Gender**

<b>Gender</b>	<b>People</b>	<b>Percentage (%)</b>
Woman	122	61%
Man	78	39%
<b>Sum</b>	<b>200</b>	<b>100%</b>

Source: Primary Data Processed, 2024.

### Age of Respondents

The following is a descriptive of research respondents based on the age of respondents contained in Table 2 below.

Table 2. Age of Respondents

Age of Respondents	People	Percentage (%)
15 years – 25 years	82	41%
26 years – 35 years	93	46,5%
36 years – 45 years old	20	10%
46 years – 55 years old	5	2,5%
<b>Sum</b>	<b>200</b>	<b>100%</b>

Source: Primary Data Processed, 2024.

Based on Table 2, it can be seen that the respondents in this study were dominated by respondents aged 26–35 years.

### Education Level of Respondents

Based on Table 6, it can be seen that the respondents of this study were dominated by respondents who were S1 Education.

The following is a descriptive of research respondents based on respondents' recent education contained in Table 3 below.

Table 3. Respondent's Education Level

Education Level	People	Percentage (%)
Junior High School / Junior High School	2	1%
High School/High School	56	28%
Diploma	29	14,5%
S1	99	49,5%
S2	14	7%
S3	0	0
<b>Sum</b>	<b>200</b>	<b>100%</b>

Source: Primary Data Processed, 2024.

### Respondent's Occupation

Based on Table 4, it can be seen that the respondents of this study were dominated by respondents of private employees. The following is a descriptive of research respondents based on respondents' work contained in Table 4.

Table 4. Respondent's Occupation

Work	People	Percentage (%)
Student	8	4%
Student	33	16,5%
Civil Servant (Civil Servant)	37	18,5%
Employees of SOEs (State-Owned Enterprises)	36	18%
Private Employees	60	30%
Entrepreneurial	22	11%
Housewives	4	2%
<b>Sum</b>	<b>200</b>	<b>100%</b>

Source: Primary Data Processed, 2024.

### Respondent's Monthly Income

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The following is a descriptive of research respondents based on respondents' work contained in Table 5 below.

Table 5. Respondent's Monthly Income

Monthly Revenue	People	Percentage (%)
IDR 1,000,000.00	28	14%
IDR 1,000,001.00 – IDR 2,000,000.00	24	12%
IDR 2,000,001.00 – IDR 3,000,000.00	31	15,5%
IDR 3,000,001.00 – IDR 4,000,000.00	34	17%
IDR 4,000,001.00 – IDR 5,000,000.00	48	24%
> IDR 5,000,000.00	35	17,5%
<b>Sum</b>	<b>200</b>	<b>100%</b>

Source: Primary Data Processed, 2024.

Based on Table 5 above, it can be seen that the respondents of this study were dominated by respondents with monthly income of Rp. 4,000,001.00 – Rp.5,000,000.00.

#### Test Measurement Model (Outer Model)

According to Abdillah and Hartono (2015: 193), "The outer model is a measurement model to assess the validity and reliability of the model obtained through the process of iterating algorithms, measurement model parameters, and R values as prediction model accuracy parameters." The model uses the following measurements:

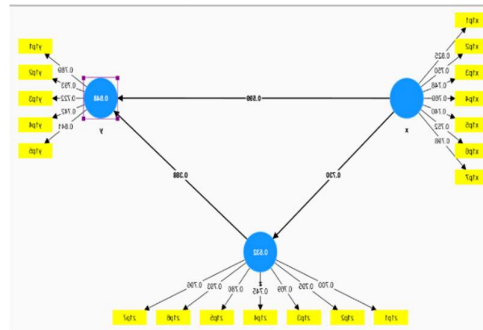


Figure 1. Outer Models

#### Test validity

According to Imam (2018: 51), "The validity test is used to measure the validity or absence of a questionnaire. The validity test in the outer model is convergent validity and discriminant validity."

#### Convergent Validity

According to Imam (2018: 25), "Data correlation is said to meet convergent validity, if it has a loading value of more than 0.7. The output transformation surrounding that the loading factor gives a value above the recommended value, which is 0.7, Communality > 0.5 and Average Variance Extracted (AVE) > 0.5."

Table 6. Outer Loading

Indicators	X	Y	Z
CM1	0,825		
CM2	0,750		
CM3	0,748		
CM4	0,769		
CM5	0,740		

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CM6	0,752	
CM7	0,798	
CR1		0,789
CR2		0,793
CR3		0,722
CR4		0,742
CR5		0,841
CE1		0,700
CE2		0,795
CE3		0,769
CE4		0,745
CE5		0,780
CE6		0,793
CE7		0,796

Source: Primary Data Processed, 2024.

Based on Table 6 above, the outer loading value of all indicators of large variables is obtained from 0.7, then the convergent validity of all indicators is said to be valid.

The following are the results of the AVE value test:

Table 7. Average Variance Extracted (AVE) Value

Indicators	Average Variance Extracted (AVE)
Content Marketing (X)	0,592
Customer Retention (Y)	0,606
Customer Engagement (Z)	0,591

Source: Primary Data Processed, 2024.

Based on Table 7, it is obtained that the AVE value of all variables above 0.5, then the convergent validity is said to be valid.

#### **Discriminant Validity**

According to Jogianto (2011: 71), "The way to test discriminant validity with reflective indicators is to look at the cross loading value. This value for each variable must be more than 0.70."

The following is a table testing cross loading values for discriminant validity testing:

Table 8. Cross Loading Discriminant Validity

Indicators	X	Y	Z
CM1	0,825	0,760	0,602
CM2	0,750	0,640	0,590
CM3	0,748	0,692	0,601
CM4	0,769	0,676	0,538
CM5	0,740	0,611	0,537
CM6	0,752	0,674	0,501
CM7	0,798	0,686	0,553
CR1	0,691	0,789	0,598
CR2	0,733	0,793	0,599
CR3	0,599	0,722	0,660
CR4	0,622	0,742	0,659
CR5	0,774	0,841	0,696

<b>CE1</b>	0,461	0,494	0,700
<b>CE2</b>	0,577	0,677	0,795
<b>CE3</b>	0,553	0,660	0,769
<b>CE4</b>	0,615	0,650	0,745
<b>CE5</b>	0,589	0,681	0,780
<b>CE6</b>	0,588	0,630	0,793
<b>CE7</b>	0,524	0,619	0796

Source: Primary Data Processed, Year 2024.

Based on Table 8, shows the score value (correlation) of variables to higher indicators compared to the value of the score (correlation) of variables to other indicators i.e. obtaining scores above 0.7. Thus, it can be concluded that all indicators tested in the study were declared to have discriminant validity.

#### **Reliability Test**

According to Imam and Hengky (2015: 75), "In PLS-SEM using the Smart PLS program to measure the reliability of a construct with reflective indicators can be done in two ways, namely: Cronbach's alpha and compisite realibility. The construct is considered reliable if the compisite realibility and Cronbach's alpha values are above 0.70."

The following is the data from the results of compisite realibility and cronbach's alpha values for reliability testing:

Table 9. Compisite Realibility and Cronbach's Alpha values

<b>Indicators</b>	<b>Cronbach Alpha</b>	<b>Composite Reliability</b>
<b>Content Marketing (X)</b>	0,885	0,910
<b>Customer Retention (Y)</b>	0,837	0,885
<b>Custromer's involvement (Z)</b>	0,885	0,910

Source: Primary Data Processed, Year 2024.

Based on the results of data processing in Table 9, it shows that the value of compisite realibility and cronbach's alpha each exceeds 0.7. Thus, all variables in this study can be declared reliable.

#### **Test the Deep Model**

According to Hamid and Anwar (2019: 43), "The R-square value is used to explain the influence of exogenous constructs on endogenous constructs. R-square values of 0.75 (strong), 0.50 (moderate), and 0.25 (weak)." The following are the results of the R Square test:

Table 10. R-Square value

<b>Indicators</b>	<b>R-Square</b>
<b>Customer Retention (Y)</b>	0,848
<b>Customer Engagement (Z)</b>	0,532

Source: Primary Data Processed, Year 2024.

Based on the table above, it shows that the r-square of the customer retention variable is 0.848. This result is that 84.8% of content marketing variables contribute to customer retention variables and the remaining 15.2% are influenced by other variables from outside this study. Next is the customer engagement variable obtained at 0.532. This result shows that 53.2% of content marketing variables contribute to customer engagement variables and the remaining 46.8% are influenced by other variables from outside this study.

According to Imam (2020: 87), "The value of  $Q^2 > 0$ , then has predictive relevance to the endogenous construct model. If  $Q^2 < 0$  indicates that the model lacks predictive relevance. The following are the results of the Q-Square test:

Table 11. Q-Square value

Indicators	Q-Square
Customer Retention (Y)	0,781
Customer Engagement (Z)	0,532

Source: Primary Data Processed, Year 2024.

Based on Table 11 above, it can be seen that the q square values for customer retention and customer engagement variables are greater than zero, namely 0.781 and 0.532. This shows that the model has good relevant predictives.

### Test the hypothesis

Hypothesis testing in PLS models is used in decision making based on p-values which provides very useful information regarding the relationship between research variables. The basis used in testing the hypothesis is the value contained in the output path coefficient. According to Hamid and Anwar (2019: 43), "For significant guided by p value with a value of  $<0.05$  or t statistics  $> 1.96$ ."

The following is a table of path coefficient test results between variables:

Table 12. Value path coefficient

Hypothesis	Original sample (O)	Sample Average (M)	Standard deviation (STDEV)	t statistics (T/STDEV)	P val	Information
Content Marketing (X) > Customer Retention (Y)	0,599	0,598	0,038	15,692	0,000	Accepted
Content Marketing (X) > Customer Engagement (Z)	0,730	0,727	0,055	13,240	0,000	Accepted
Customer Engagement (Z) > Customer Retention (Y)	0,388	0,388	0,042	9,149	0,000	Accepted

Source: Primary Data Processed, Year 2024.

Based on Table 12 above, it can be concluded that the direct hypothesis is as follows:

- Content Marketing (X) has a significant effect on Customer Retention (Y)  
Based on Table 18 above, it shows that the hypothetical results of the influence of content marketing variables on customer retention show the original sample value of 0.599. This means that the content marketing variable has a significant influence of 0.599 on customer retention. Furthermore, the p value of 0.000 is less than 0.05 and the t-statistic value of 15.692, then hypothesis one can be accepted.
- Content Marketing (X) has a significant effect on Customer Engagement (Z)  
Based on Table 18 above, it shows that the hypothetical results of the influence of content marketing variables on customer engagement show the original sample value of 0.730. This means that the content marketing variable has a significant influence of 0.730 on customer engagement. Furthermore, the p value of 0.000 is less than 0.05 and the t-statistic value is 13.240, then hypothesis two can be accepted.
- Customer Engagement (Z) has a significant effect on Customer Retention (Y)  
Based on Table 18 above, it shows that the hypothetical results of the influence of customer engagement variables on customer retention show an original sample value of 0.388. This means that the customer engagement variable has a significant influence of 0.388 on



customer retention. Furthermore, the p value of 0.000 is less than 0.05 and the t-statistic value is 9.149, then hypothesis three can be accepted.

According to Hamid and Anwar (2019: 43), "For significant guided by p value with a value of  $<0.05$  or t-statistics  $> 1.96$ ." The following are the results of the hypothesis test not direct effect:

Table 13. Indirect Hypothesis

Hypothesis	Original sample (O)	Sample mean (M)	Standard developer (STDEV)	Statistics	P Val	Information
Content Marketing (X) > Customer Engagement (Z) > Customer Retention (Y)	0,283	0,281	0,032	8,937	0,000	Accepted

Source: Primary Data Processed, Year 2024

Based on Table 13, it can be seen that the test results show an indirect influence relationship of content marketing to customer retention through customer engagement with a t-statistic value of 8.937 and a significance of 0.000, then hypothesis four can be accepted.

#### **The Effect of Content Marketing on Customer Retention**

The results of this study show that there is a significant influence of content marketing on customer retention of Shopee Live users on the Shopee application in Padang City. This is evidenced by the results of research on hypothesis testing with an original sample of 0.599, t-statistic of 15.692 ( $> 1.96$ ), and significant 0.000. Based on previous research conducted by Laurentia (2019) which states that consumers will be encouraged to use products in the long term when seeing content shared by companies has consistent and growing information, relevance and credibility, so consumers want to continue using the product. Furthermore, Semn and Diah (2019) stated that when content marketing is made uniquely, according to people's needs, and entertaining, then the purchase will occur. The public will recommend indirectly for soft selling to repurchase goods.

#### **The Impact of Content Marketing on Customer Engagement**

The results of this study show that there is a significant influence of content marketing on the customer engagement of Shopee Live users on the Shopee application in Padang City. This is evidenced by the results of research on hypothesis testing with original samples of 0.730, t-statistics of 13.240 ( $> 1.96$ ), and significant 0.000. Based on previous research conducted by Christine and Wulan (2021) which states that content marketing can build consumer engagement through interactions such as giving likes, comments, and shares, thereby increasing engagement. Furthermore, Daniel (2019) stated that content marketing causes two-way interaction between companies and consumers and the formation of consumer engagement.

#### **The Impact of Customer Engagement on Customer Retention**

The results of this study show that there is a significant influence of customer engagement on the customer retention of Shopee Live users on the Shopee application in Padang City. This is evidenced by the results of research on hypothesis testing with an original sample of 0.388, t-statistic of 9.149 ( $> 1.96$ ), and significant 0.000. Based on previous research conducted by Laurentia (2019) stated that customer retention requires engagement because engagement can build consumer relationships with products in the long term. The relationship is a two-way communication.

#### **The Effect of Content Marketing on Customer Retention through Customer Engagement as an Intervening Variable**

The results of this study show that there is an influence of content marketing on customer retention through customer engagement as an intervening variable for Shopee Live users in the Shopee application in Padang City. This is evidenced by a t-statistic value of 8.937 and a significant 0.000. Based on previous research conducted by Nabila and Rubiyanti (2020), it is stated that customer engagement has a significant influence and acts as an intermediary in content marketing and customer retention. Customer engagement is formed through connection, interaction, satisfaction, retention, commitment, advocacy, and engagement between the company and customers.

## CONCLUSION

Based on the analysis and discussion in the previous section, it can be concluded as follows:

1. Content marketing has a significant influence on the customer retention of Shopee Live users on the Shopee application in Padang City.
2. Content marketing has a significant influence on the customer engagement of Shopee Live users on the Shopee application in Padang City.
3. Customer engagement has a significant influence on the customer retention of Shopee Live users on the Shopee application in Padang City.
4. Content marketing has a significant influence on customer retention through customer engagement as an intervening variable for Shopee Live users in the Shopee application in Padang City.

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