

Social Media Marketing and Purchase Intention of EdTech Platforms in Indonesia: The Role of Consumer Brand Engagement

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ARTICLE INFO	ABSTRACT
Received: 26 Dec 2024	<p>With the modern changes in the world of technology, having knowledge of how different consumers react to the world of SMM, specifically in educational technology in Indonesia, is important. This research studies the effect of Social Media Marketing (SMM) on Purchase Intention (PI) focusing on the mediator effect of CBE (CBE) among users of educational technology services in Indonesia. Using an online survey method, the data was curated from 300 targeted respondents. The analysis used was PLS-SEM (Partial Least Squares Structural Equation Modelling). The result of this study clearly showed the strong impact between SMM and PI where CBE was found to mediate this relationship. Moreover, the findings depict that well developed social media strategies strengthens emotional attachment to brands, which positively affects purchase intention behavior. Meaningful and appropriate for the users content and interactions is needed to foster and deepen engagement and given the intention to purchase is increasing The increase in subscribers for Ruangguru after the Clash of Champions episodes is an example of a phenomena that has happened and demonstrate how SMM has a direct effect towards consumers.</p> <p>Keywords: Consumer Brand Engagement, EdTech, Indonesia, Purchase Intention, Social Media Marketing.</p>
Revised: 14 Feb 2025	
Accepted: 22 Feb 2025	

INTRODUCTION

New opportunities arise as the business world adapts to changes occurring in the digital realm. Factors contributing to shaping consumer choices is being done through social media, especially in the EdTech industry. The purpose of this study is to explore this phenomenon and at the same time enrich the discussion on strategies in digital marketing, focusing on the complex relationship between customer engagement, branding, and consumption. The previous studies have pointed out the importance that SMM has on consumer behavior. Previous studies illustrated how SMM encourages interactions between brands and consumers (Kaplan & Haenlein, 2010). High levels of engagement on social media platforms positively correlate with increased purchase intention. (Emini & Zeqiri, 2021) High engagement on social media platforms is also positively correlated with increased purchase intentions. In this context, the more active a brand is in utilizing social media to communicate with its audience, the more likely consumers are to become emotionally involved and lead to purchasing decisions.

Although these insights have been widely studied, there is still a gap in the existing literature. Most previous research have focused more on general consumer products or markets in Western countries, leaving a void in research on the impact of SMM on EdTech consumers, especially in developing countries like Indonesia. Furthermore, although many literatures claim to have integrated the concept of Consumer Brand Engagement (CBE), no studies have specifically examined the mediating role of CBE in the relationship between SMM and purchase intention in the digital education industry. Therefore, this study seeks to fill this gap by examining the relationship between the three variables in the context of the Indonesian EdTech industry. The value of the EdTech industry in Indonesia has experienced very rapid growth, especially after the COVID-19 pandemic. This creates various opportunities for

companies to optimize their digital marketing strategies. According to a report from East Ventures, the Indonesian EdTech industry is valued at USD 906 million in 2022 and is projected to continue growing at a CAGR of 15%. (East Ventures, 2025). This growth indicates that there is great potential for companies to develop their digital marketing to increase customer engagement and strengthen their brand positioning in the market.

Let's take a history lesson, in the past decade education has been transformed enormously. Back then, students could only rely on conventional ways of studying (i.e going to school, reading textbooks, and can only get an audio in person by listening to their teachers) this created a huge problem of efficiency and accessibility. But things have changed, the involvement of technology has increased efficiency and access tremendously. Students can learn from anywhere, anytime. This advancement also happens in Indonesia, we can see that there is a rising trend of EdTech platforms such as Ruangguru, Zenius, Quipper, Pahamify and many more. These companies ensure that everyone in Indonesia has the same chance of obtaining proper education by providing accessible yet high quality learning experience through online platforms.

Let's break down the key leaders of this industry in Indonesia. Starting with Ruangguru, the biggest platform in Indonesia. It's founded in 2014 and has grown exponentially due to its accuracy with the current Indonesia's curriculum and the usage of social media really helps expand their market reach. One of the initiatives they're currently having is Clash of Champions—a reality game show that goes viral immediately. One of the foundations of this study is to investigate whether or not it is incredibly significant to raise the purchase intention of an individual. Another big hit in the Indonesian EdTech industry is Zenius. Unlike the fun approach in Ruangguru, Zenius takes one step deeper on this. They managed to go deeper and breakdown the core of the studies in Indonesia, providing the most insightful contents. This has hugely impacted the mindset of their customers, to not just memorize but truly understand what it means to learn a certain subject. Next is the pioneer of flexibility, Quipper. Quipper is a Japan based company that not only expands the idea of flexibility, but they force their competitor to do the same. They managed to create a system where students can save the material and watch it offline anywhere, anytime. This helps hugely with the accessibility in Indonesia's education. Lastly, a viral newcomer, Pahamify. Pahamify is a pioneer in creating interactive games and fun animation to ensure comfortability and relatability in studying. Their content makes this newcomer rise to the top because of how much people enjoy using their services. Overall the trend is currently rising, it makes it even more important to have a proper strategy to stay relevant in this Industry.

The involvement of the government is also crucial supporting this growing trend. Indonesia's government has openly supported this, by implementing and encouraging students to use more technology within their learning experience. Furthermore the government also integrates technology that is student friendly on the recent curriculum, ensuring awareness and familiarity. The initiative taken by the government is support and also subsidies for the platforms, to ensure quality is enhance. Given the context, the competition is not only rising, but very tight. In the fight of the fittest, a great strategy is urgently needed. This is where social media plays a crucial role to boost the relevance of the platforms. But the question becomes, is it really social media that drives people to buy the products? or is there any other factor? This research will answer those questions.

Despite these insights, gaps remain in the literature. Most prior studies focus on general consumer goods or western markets (Zeqiri et al., 2024). leaving a research void regarding the impact of SMM on EdTech consumers, particularly in emerging economies like Indonesia. Moreover, while the existing literature claims to incorporate CBE (L. Hollebeek & Brodie, 2014), none have truly explored its mediating impact between SMM and purchase intention within the scope of the digital education industry, This study seeks to address these gaps by exploring the relationships in the context of Indonesia's EdTech industry. The value of the EdTech industry in Indonesia has grown massively especially after the COVID-19 pandemic, providing tons of opportunity to maximize digital marketing efforts by companies. That is why this research is incredibly important to not only for theoretical purposes, but also this is really important to give insights for real life practitioners to strengthen their strategies.

OBJECTIVES

The main objectives of this study can be detailed as follows. First, this study aims to analyze the effect of Social Media Marketing (SMM) on Purchase Intention (PI) by evaluating how SMM activities affect customer purchasing decisions. In the digital era, interactions between brands and consumers are increasingly driven by social media

platforms, which serve not only as communication tools but also as catalysts in the consumer decision-making process. Therefore, it is important to understand the extent to which effective digital marketing strategies can drive purchase intentions through the various mechanisms within them.

Second, this study aims to analyze the role of Consumer Brand Engagement (CBE) as a mediator in the relationship between SMM and PI. CBE is an important element in digital interactions that can strengthen the emotional connection between customers and brands. In this context, this study explores whether high brand engagement through social media can increase the likelihood of customers to make a purchase. In addition, this study also seeks to fill the research gap that has been mentioned in the introduction. Most previous studies have focused on other industries or markets in Western countries, while this study offers a new perspective by exploring the impact of SMM and CBE in the EdTech industry in Indonesia. With the increasing adoption of educational technology and the shift in digital education consumption patterns, the results of this study are expected to provide valuable insights for EdTech companies in developing more effective digital marketing strategies. Given that, we propose the following hypotheses to reach the goal: H1: SMM positively influences PI in Indonesia EdTech platform context. H2: SMM positively influences CBE in Indonesia EdTech platform context. H3: CBE positively affects Purchase Intention in Indonesia EdTech platform context. H4: CBE mediates the impact of SMM on PI in Indonesia EdTech platform context. We hope that the study fills these gaps, thus broadening the understanding of digital consumer engagement and adds to the knowledge of practical implications of formulating SMM strategies for companies.

LITERATURE REVIEW

To back up the credibility of this study, there is some theory as the baseline of the research. It goes as follows:

Consumer behavior is a theory that talks about how a person as a singular or a group makes decisions when perceiving something. It could be buying products, seeing content and many more. This specific theory explains how consumers decide to use and spend their resources like time, money, and effort on product offers by companies through their marketing. This theory also breaks down the reason behind why they do a certain purchase. (Schiffman & Wisenblit, 2019) This also crucial in online settings, this theory explains the process involved when a person or a group choose to engage, buy, and use a products, services to maximize their needs and desire. (Schiffman & Wisenblit, 2019)

UGT (Uses and Gratification Theory) is a theory or framework that highlight why a person select specific media and they obtain pleasure and satisfaction from it. Unlike the obsolete theory that stated audience are passive when receiving stimulus, this framework posits that audience are very active part with different goals and needs in the media that they consume. (Bryant & Oliver, 2009). Furthermore this theory is really important in understanding the user engagement in EdTech who are dominantly having a subscription business models, where student and parent's goal is to find gratifications one of them is the desire of knowledge enrichment, emotional satisfaction, and the needs of affection through online platform (Mondi, Giovanelli, & Reynolds, 2021). The reason to why this theory is important to the study is because by understanding the motivation and the drive of the users, EdTech companies can customize their strategy and their platform to meet the needs of the audience even better that results into better satisfaction and higher profits for them. Specifically on a subscription-based business model, user are not that easy to be attracted to engage. The reason being is because how it acquire them a lot of commitment upfront, thus utilizing this theory is incredibly more important. The platform that can garners this interest, wins the market. (Mondi et al., 2021) In Indonesia's EdTech industry, companies like Ruangguru use SMM to increase awareness and attract students. By creating engaging posts, sharing success stories, and interacting with their audience online, they successfully encourage more people to try their services. This shows that when brands use social media strategically, they don't just reach more people—they also make their audience more interested in buying what they offer.

According to Mehrabian & Russel in 1974, there is a framework that is used quite a lot in this consumer behavioral studies, This theory is called the S-O-R theory, a theory about human behavior that explains how individual treat themself both negatively and positively through different situation in their lives. (Kaur et al., 2024). This theory further breakdown how one's response (R) is the effect of a certain drive or stimulus (S) on the interior conditions (O) which further drive people to activate a certain cognitive and affective system to gain something out of it. The reason why this theory is important is because this study makes the social media marketing as the stimulus and

investigate the response of the human being to understand whether or not it is significant to drive a purchase intention (Jacoby, 2002).

Now let's talk about the baseline of the variable observed in this study. Starting with Social Media marketing (SMM). SMM is a term that explain a certain strategy that involves a lot of communication through social media like TikTok, YouTube, Instagram and many more. Previous studies talks about how SMM can effectively create a lot of response, one of them is brand awareness and emotional connection (Cheung, Pires, & Rosenberger, 2020). In the modern days, SMM is highly known as a pivotal stimulus that influence a lot of consumer behavior by increasing the visibility of a brand and force them to engage to the stimulus. SMM play a huge role on attracting consumer attention and become a platform for consumer interaction that can lead to purchase intention (Kotler & Keller, 2016).

The second variable that we discuss in this study is Consumer Brand Engagement (CBE). CBE defines as a fruitful interaction between the organism and the one who give the stimulus, in this case it's the consumer and brand. The end goal of this theory is to create a stronger emotional and behavioral bond (L. D. Hollebeek, 2011). In the current context of the world full of social media, engagement means a lot of activities done such as sharing, liking the post, commenting on a campaign. This is crucial in creating a huge cognitive and emotional involvement from the consumer to a certain brand or companies.(Richard & Guppy, 2014) This acts as an organism that bridges the stimulus and the response, that is why in this study CBE acts as a mediator to mediate the effect of SMM on Purchase Intention (Cheung, Leung, Aw, & Koay, 2022a). This theory also posits that the more engaged consumer, the higher likelihood they will have to act based on the favour of the brand, which can lead to purchase intention (L. D. Hollebeek, 2011).

The third variable that this study discussed is Purchasing Intention (PI). The definition of PI is a theory that explains the possibility of audience and consumers purchasing a product or service based on their perception or past engagement on various mediums. Past research shows that the greater levels of CBE positively influence purchase intentions, showing how indeed responses are shaped by the stimulus and organism itself (Zeqiri et al., 2024). The reason why this variable is incredibly important is because this is the end goal that determines the success of a certain stimulus.

After understanding the background, we divide the research into 4 parts, that goes as follows: The role of Social Media Marketing is inherently crucial in influencing how consumers think. From what media they consume, to what products they buy. This strategy helps brands to become more well-known across the region and creates a platform for fruitful interactions. Past research found that this strategy has a direct correlation towards the intention of the customer in purchasing a certain product (Zeqiri et al., 2024).

In the context of the EdTech platforms in Indonesia, SMM is no stranger to the key players. For instance, Ruangguru utilized this tactic to gain a lot of attention for the brand. But still there is little research that discusses this specifically, thus this research is highly important to give insight for future platforms to strategize their business to catch a huge amount of purchase intention. Based on the baseline of UGT theory, the majority of people intend to use social media when they are curious about new information(Cheung et al., 2020). At the same time, purchase intention is about how much someone is willing to buy something in the future.

The role of SMM is not only just to directly increase one's purchase intention, but it's also have a pivotal role on creating engagement towards the content or a brand itself or in other name Consumer Brand Engagement. Precisely, it is about how a certain marketing strategy from social media could elevate the level of attachment consumers have towards this brand. Past research suggests that if a certain brand has a strong SMM, it can create a relatability towards the brand that increases engagement. In the context of EdTech platforms in Indonesia, Past research found that fun and interactive social media campaigns make people more likely to engage with brands. Influencers also play a role by giving helpful product information, which makes people trust the brand more and stay engaged (Cheung, Leung, Aw, & Koay, 2022b).

When people feel emotionally connected to a brand, they usually have a more positive attitude towards it, which makes them more likely to buy from it. Research shows that when consumers engage more with a brand, they tend to trust it more and are more willing to make a purchase (Dabbous & Barakat, 2020). In the context of the EdTech platform in Indonesia, CBE and PI are desirable to the key players. For instance, Pahamify captures this goal by

providing interactive games, quiz and animation in hopes that people will have emotional connection towards the brand and will eventually buy the product. Though there is an empirical phenomenon, there is still needed thorough research on whether or not this is actually significant.

Research also found that when brands use social media well, consumer engagement increases, equals a higher purchase intention. In the edtech world, platforms like Ruangguru use engaging content to keep students interested, which not only improves their learning experience but also increases the chance that they will sign up for courses. While there aren't a lot of studies that directly look at how CBE affects online purchasing behavior, the ones that exist show that engagement is important. CBE is also thought to be the link between SMM and PI. While SMM does affect whether people buy something, its biggest impact happens when it first increases engagement. When consumers feel engaged with a brand, they naturally trust it more, interact with it, and at some point, decide to make a purchase. Prior research found that companies that use social media effectively get more engagement, which then leads to higher purchases (Viliaus & Ina Oktaviana Matusin, 2023). For all of those reasons we propose this hypothesis for this study: H1: SMM has a positive impact on PI in education technology platforms in Indonesia. H2: SMM has a positive impact on CBE in education technology platforms in Indonesia. H3: CBE has a positive impact on PI in education technology platforms in Indonesia. H4: CBE mediates the impact of SMM on PI in education technology platforms in Indonesia.

METHODS

For this purpose, a quantitative approach has been selected. The aim is to gain an understanding of the subject matter in a more coherent manner (J. Hair & Alamer, 2022). We decided to first administer an online survey using a Likert scale ranging from 1 to 5, which is a universal measure of respondents' opinions and behavior (J. F. Hair, Risher, Sarstedt, & Ringle, 2019). This method allowed participants to express their agreement with a variety of statements which simplified analysis. Purposive sampling was done after that to obtain certain subjects. This way, there was no waste of time on subjects who could not contribute anything to this research. In all, 300 willing respondents completed the survey. The criteria for a valid respondents were at least 13 years old, living in Indonesia, and had experience using EdTech platforms. The survey was distributed through various means, especially through social media such as WhatsApp and Instagram, because many EdTech users are active there. This made it easier to get more responses and ensure that the data was more accurate with the real experiences of EdTech users in Indonesia. The last section of the research consisted of data analysis with the help of PLS-SEM. This method is very helpful in studying digital marketing and consumer behavior because it can see the complex relationships that include many factors (J. Hair & Alamer, 2022). This method allows us to test our hypotheses and check whether the data really supports our claims in this study. In the PLS-SEM stage we conduct several tests. The first one is checking the reliability and validity to see if the questions are consistent and really measure what they should measure as an item. We use Cronbach's Alpha and Composite Reliability (CR) to test reliability, and for validity we use Average Variance Extracted (AVE) (J. F. Hair et al., 2019). Second test is the Structural Model Evaluation by looking at path coefficients, t-statistics, and p-values to analyze if the relationships between variables are significant or not. Finally, we do Hypothesis Testing to see if our predictions match with real data (Sarstedt, Ringle, & Hair, 2020).

RESULTS

The first part of the analysis is the convergent validity test. This test checks whether an item or construct is more closely related to other items within the same group rather than to items from different groups. In simple terms, it helps confirm that the questions meant to measure the same concept are actually working together as expected. (Sahoo, 2019). This is usually done using factor loadings, AVE, and composite reliability. A item or variable shows convergent validity if its loading factor is greater than 0.7. Furthermore, the AVE value must be at least 0.50 to meet the criteria for convergent validity (J. F. Hair et al., 2019).

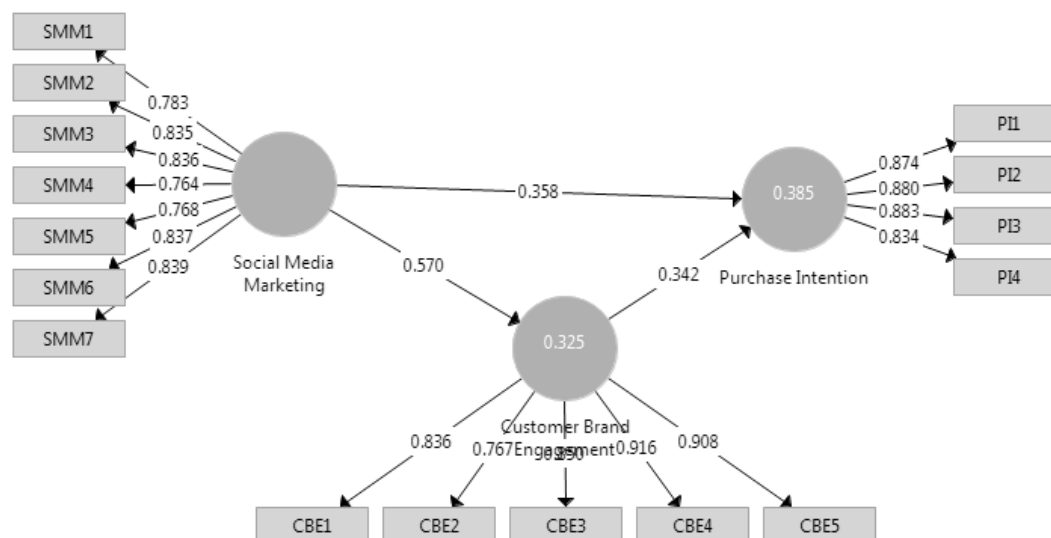
**Figure 1.** SEM Model

Figure 1 illustrates that nearly all constructs have factor loading values exceeding 0.70, signifying strong convergent validity (J. F. Hair et al., 2019). For the CBE (CBE) construct, the outer loading values result is from 0.767 to 0.916, indicating a strong correlation between indicators CBE1 to CBE5 and the measured construct. This highlights that customer engagement significantly contributes to defining this construct. Similarly, the Purchase Intention (PI) construct demonstrates strong validity, with outer loading values with the results from 0.834 to 0.883. This suggests that the construct reliably represents consumer purchasing behavior. Additionally, the SMM construct exhibits outer loading values between 0.764 and 0.839 reinforcing the validity of all indicators in assessing the impact of SMM.

Table 1 Validity Test using Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CBE	0,909	0,933	0,735
PI	0,891	0,924	0,753
SMM	0,912	0,930	0,655

Source: Data processing results, 2025

Based on **Table 1**, we can conclude that all the variables are valid. The reason being is because the value of Cronbach's Alpha and AVE is above the threshold of 0.7 and 0.5 (J. F. Hair et al., 2019). This means that the variable are good to be further analyzed with the other analysis.

Table 2 Fornell-Larcker Criterion results

	CBE	PI	SMM
CBE	0,857		
PI	0,546	0,868	
SMM	0,570	0,553	0,810

Source: Data processing results, 2025

Table 2 demonstrates that the loading values for each construct exceed their corresponding cross-loading values. This confirms that all constructs or latent variables exhibit strong discriminant validity (Sarstedt et al., 2020).

Additionally, the construct indicator block performs better than other indicator blocks, further supporting discriminant validity.

To assess the proportion of variation explained by a construct, the R-squared criterion is applied (Gao, 2024). The R-squared result shows a number of 0.67, 0.33, and 0.19 indicate "strong," "moderate," and "weak" explanatory power, respectively (J. F. Hair et al., 2019). A higher R-squared value suggests that a larger portion of the variance in the dependent variable is held accounted for by the independent variables (Sarstedt et al., 2020). The R-squared results are summarized in the **Table 3**.

Table 3 R Square Test Results

	R Square
CBE	0,325
PI	0,385

Source: Data processing results, 2025

The analysis shows that the CBE and PI variables are affected to the extent of 32.5% ($R^2 = 0.325$; Adjusted $R^2 = 0.323$) and 38.5% ($R^2 = 0.385$; Adjusted $R^2 = 0.380$) respectively, which means that a large portion of both constructs are, without doubt, affected by other variables that were ignored in the model. In this regard, the model further remains non-changing, which captures to improve its predictive power (Gao, 2024).

The t-value defines whether a coefficient is important statistically at a given level of error probability (J. F. Hair et al., 2019). In this model, the path coefficient is reflective of the strength and hence effect of a particular relationship, where path coefficients determine stronger relationships and higher values (J. F. Hair et al., 2019). As a rule of thumb, the greater the t-value over 2, the more likely it is to be statistically significant, and therefore reliable for prediction (Sarstedt et al., 2020). The results of the path coefficient test for each item or variable are presented in **Table 4**.

Table 4 Direct Effect Hypothesis Testing Results

	O (Original Sample)	M (Sample mean)	STDEV (Standard deviation)	(O/STDEV) T statistics	P values
CBE → PI	0,342	0,341	0,058	5,885	0,000
SMM → CBE	0,570	0,570	0,053	10,828	0,000
SMM → PI	0,358	0,363	0,056	6,403	0,000

Source: Data processing results, 2025

The examination of model relations shows that CBE has a considerable effect on PI, with an original sample value of 0.342 and T-statistic of 5.885, which is much greater than 1.96, confirming statistical significance at the 95% confidence level, p value = 0.000. Thus, increased customer engagement with a brand is associated with higher chances of buying from an EdTech platform. Additionally, SMM has a significant influence on CBE, as indicated by the value of original sample value in the amount of 0.570 and a T-statistic of 10.828 (p-value = 0.000), reinforcing the effectiveness of social media strategies in fostering engagement. Moreover, SMM also directly influences PI, with the result of an original sample value in the amount of 0.358 and a T-statistic of 6.403 (p-value = 0.000).

Overall, these findings highlight the crucial impact of SMM in enhancing CBE and driving PI, with CBE potentially acting as a mediating variable in this research model. According to **Table 4**, the smallest path coefficient is the influence of CBE on PI (0.342, T-statistic = 5.885), while the largest is the influence of SMM on CBE (0.570, T-statistic = 10.828). This directly means that even in the smallest path, the relationship between those variable remains positively significant.

Table 5 Indirect Effect Hypothesis Testing Results

	O (Original Sample)	M (Sample mean)	STDEV (Standard deviation)	(O/STDEV) T statistics	P values
SMM → CBE → PI	0,195	0,195	0,039	4,958	0,000

Source: Data processing results, 2025

The mediation analysis in **Table 5** reveals a major indirect influence of SMM on PI through CBE. The original sample value (O) is 0.195, with T-statistic in the amount of 4.958—exceeding 1.96 threshold. Furthermore a p-value of 0.000, confirming statistical significance at a 95% confidence level. This finding suggests that, in addition to its direct influence on PIs, SMM also impacts them indirectly by strengthening customer engagement with the brand.

To tests the overall model's validity, the Goodness of Fit (GoF) measure is applied (Sahoo, 2019). The results of the Goodness of Fit evaluation for this study are presented below.

Table 6 Test of Goodness of Fit (GoF) results

	Saturated model	Estimated model
SRMR	0,078	0,078

Source: Processed data, 2025

A research model is regarded as a good fit if the SRMR value is equal to or less than 0.08. From the results in **Table 6**, this study's model SRMR value satisfies this requirement, which means that this model is appropriate for this study. (Pavlov, Maydeu-Olivares, & Shi, 2020).

DISCUSSION

The results of this study show that Social Media Marketing (SMM) has strong impact on Consumer Brand Engagement (CBE) and Purchase Intention (PI) in educational technology (EdTech) platforms in Indonesia. Moreover this study also shows there is a significant indirect impact from CBE in mediating SMM-PI relationship, supporting all 4 of our hypotheses. As more companies use digital strategy to reach consumers, understanding how SMM influence buying decisions becomes very important. Based on the data results, this research finds that good SMM strategy not only makes better interaction between brand and consumer, but also builds emotional connection, which finally leads to purchase intention.

The key insight of this study is one of the most important factors in successful SMM strategy is the quality of content. Interesting and relevant content can make consumers engage more with the brand. Also, interaction between consumers and companies, like comments, likes, and shares, plays big role in making emotional connection. So, even if a company has a great social media strategy, it won't be very effective if the product itself is not good or if customers had bad experience before. So, companies need a complete strategy for better marketing results. Third, companies should use data analytics to measure SMM effectiveness. With digital analytics tools, businesses can understand consumer behavior, check how well their campaigns work, and improve strategy based on real data. This helps companies spend their marketing budget wisely. Besides practical implications, this study also supports marketing theories. The results show that brand engagement is very important in connecting SMM and purchase intention. Future research can explore this idea more in different industries to see if the effect is the same or different.

Even though this study gives useful insights, there are some limitations in this study. First, this study only looks at EdTech platforms in Indonesia, so the results may not apply to other industries or countries. Sectors like e-commerce or financial services may have different brand engagement patterns that need more studied further to gain better understanding on these variables. Second, this study uses self-report surveys, which can have bias. Respondents might give answers that seem more socially acceptable, or may not remember their experiences correctly. Future studies could use different methods, like field experiments or big data analysis, for more accurate results. Third, this study does not deeply explore which type of content is most effective. Maybe educational content works best for EdTech, while entertaining or promotional content is better for other industries. Future research should look at different content types and how they influence consumer behavior. Fourth, this study does not focus on how different social media platforms affect brand engagement and purchase intention. Every platform has different algorithms and features, so companies need to understand these differences to make better marketing strategies. Fifth, this study does not consider external factors like economic trends, government policies, and social changes that can affect SMM strategies. These factors can change consumer preferences, so future research should include them.

To truly understand how social media marketing (SMM) shapes brand engagement and purchase decisions, future research should explore a few key areas. First, it would be interesting to see how SMM works across different industries. This study focuses on educational technology (EdTech), but what about fashion, banking, or food delivery services? People interact with brands differently depending on the industry, so marketing strategies might need to be adjusted. For instance, the way a bank builds trust through social media would likely be very different from how a clothing brand attracts new customers. Next, not all social media content works the same way. Some brands focus on educational content, while others rely on entertaining videos or direct promotions. But which type of content actually drives engagement and influences purchasing decisions? For EdTech platforms, educational content might be more effective, but for lifestyle brands, entertainment or user-generated content might work better. Researching this further could help businesses fine-tune their content strategies to better connect with their audience. Another important area to explore is how different social media platforms influence engagement. Facebook, Instagram, TikTok, and LinkedIn all have unique algorithms and user behaviors. TikTok's fast, creative videos may drive quick engagement, while LinkedIn might be better for long-term professional trust. Understanding how these platforms impact consumer behavior could help brands choose where to focus their efforts. Lastly, most studies, including this one, look at consumer behavior at one moment in time—but engagement with a brand is an ongoing process. A long-term study could track how social media interactions influence purchasing decisions over time. Do people who engage with a brand today actually buy something later? And if so, what type of engagement matters most? Answering these questions could provide a more complete picture of how SMM affects consumer behavior. When exploring these areas, businesses can create more thoughtful and effective marketing strategies—ones that truly resonate with consumers and lead to meaningful engagement. Lastly, education is meant to be explored as far as possible, hopefully this research will be an incentive for future development for a better EdTech industry in Indonesia.

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