

# Leveraging Social Media Marketing and Customer Engagement to Drive Purchase Decisions in the Modern Bus Transport Industry

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## Abstract

Over the past few years, the bus transportation industry has experienced significant changes in consumer behaviour, largely influenced by the rise of social media. Customers' interactions with businesses have changed as a result of social media platforms like Twitter, Instagram, and Facebook, which now have more power over their purchasing decisions than they had in the past. This phenomenon has increased recognition of the importance of social media marketing and promotion in the bus transportation industry. The objective of this research is to examine how social media marketing, promotion, and consumer involvement may be strategically integrated to enhance purchase decisions in the bus transportation sector. By utilizing the power of social media to interact with customers, share experiences, and provide feedback, this research is expected to increase customer satisfaction and loyalty. This research uses a quantitative approach with data processing using PLS-SEM (Smart PLS). Online questionnaires and in-person interviews with 210 bus transit users were used to gather data. The findings demonstrated that social media marketing significantly improves client involvement and promotion. Social media marketing initiatives may strengthen client connections, advertise services, and raise brand exposure. High customer engagement is also associated with customer satisfaction and loyalty. This study's strategic approach has the potential to significantly add to the body of knowledge on transportation marketing. By harnessing the power of social media, transportation agencies can increase purchase decisions and build a strong brand image.

**Purpose:** To investigate how to utilize social media platforms enhance bus transportation marketing, increase customer engagement, and ultimately boost purchase decisions

**Methodology/approach:** Quantitative research using PLS-SEM with data collected from online surveys and interviews Bejeu customers

**Results/findings:** Social media marketing positively influences promotion and customer engagement, leading to increased brand awareness, service promotion, stronger customer relationships, and ultimately higher customer satisfaction and loyalty.

**Contribution:** The study offers a strategic approach for transportation agencies to leverage social media for increased purchase decisions and brand image enhancement.

**Keywords:** *Social media marketing, promotion, engagement, purchase decision, bus transportation industry*

## 1. INTRODUCTION

The bus transportation sector has undergone significant changes, driven by changing consumer preferences as well as breakthroughs in technology. These changes not only involve operational aspects, but also include how bus transportation service providers adjust to the increasingly dynamic needs and expectations of customers. According to (Olapoju, 2020), shifting consumer behavior plays an important role in changing the structure and services in this sector, in line with the rapid development of technology that affects all aspects of human life. Users of bus transportation services now prefer comfort, efficiency, and practicality, and expect a

more personalized travel experience. This has led bus companies to adopt new technologies, such as online booking applications, cashless payments, and more sophisticated tracking systems, to meet the growing demands of consumers. These trends show that the bus transportation sector is in the midst of a fundamental transformation process, which not only changes the way it operates but also expands the perception of the quality of service provided. As a vital component of public transportation systems worldwide, bus services play a crucial role in urban mobility, environmental sustainability, and economic development (Sobieralski, 2020). However, the industry faces challenges in attracting and retaining customers in an increasingly competitive market (Samuel, Yahoodik, Yamani, Valluru, & Fisher, 2020).

Many bus services are struggling to maintain passenger levels and compete with alternative modes of transportation. To make bus services more appealing, creative marketing strategies and consumer interaction are needed (Nagaraj, Gururaj, Swathi, Hu, & applications, 2022). Social media has grown into a potent tool in modern times that businesses can use to engage with clients and influence their purchasing decisions (Lim & Rasul, 2022). The bus transportation industry can leverage social media marketing to reach a wider audience, provide real-time information, and foster customer engagement. (Sakyi, 2020). Additionally, involving customers in the service development and improvement process can lead to enhanced satisfaction and loyalty.

While a great deal of study has been done independently on consumer interaction and social media marketing, Research on their combined influence on purchase decisions in the context of bus transit is still inadequate. To bridge this gap, this research looks at how social media marketing, promotions, and customer interaction interact to improve bus service purchase decisions.

By providing a comprehensive knowledge of how bus transportation businesses may use social media marketing, promotional methods, and consumer interaction to boost purchasing choices, This study contributes to the corpus of existing literature. The study's findings will provide practitioners in the bus transportation industry with important data that they can utilize to improve customer satisfaction and develop effective marketing strategies.

**Table 1. State of the art SMMA in transportation**

Author-Year	Research Area	Purpose	Primary Findings	Limits
Eun-Ju Seo, Jin-Woo Park, 2018	Social media marketing in the airline industry	analyzing the impact of social media marketing on consumer response and brand equity	Trendiness is most important; SMMA has a big impact on brand awareness and image; commitment is impacted by awareness; e-WOM and image are impacted by commitment.	The study may not apply to other markets because it solely examined airline passengers in South Korea.

Moslehpour et al., 2020	Social media marketing, airline industry	Explore the reasons behind and consequences of social media marketing on purchase intention	SMM characteristics and buying intention are mediated by perceived value and trust.	focused on Indonesian clients; might not be applicable to other groups
Prasetio dkk., 2022	Social media marketing, brand equity, airlines	Examine social media marketing's effects on consumer reaction and brand equity	Social media marketing has a positive impact on brand awareness, image, e-WOM, and commitment	restricted to Batik Air in Indonesia; might not apply in other situations
Liu, Wang, Zhang, & Qiao (2022)	Social media marketing, Generation Z travel behavior	Examining how travel behavior among Generation Z is impacted by social media marketing initiatives (SMMAs)	SMM characteristics and buying intention are mediated by perceived value and trust.	emphasizing on Gen Z customers in China, who might not be like those in other nations
Hakan SaraŦ, 2023	Social media marketing activities (SMMAs) in the aviation industry	Implementing PLS-PM and fsQCA to comprehend how SMMAs affect purchase intention and brand credibility	Purchase intention and brand credibility are influenced by SMMAs; purchase intention and SMMAs are partially mediated by brand credibility.	The study's emphasis is Turkey's aviation sector; it may not apply to other sectors or nations.

## 2. Literature review and hypothesis/es development

### 2.1 Literature Review

Social media is becoming a crucial component of modern corporate marketing campaigns. Due to social media's ability to facilitate more interactive and two-way communication, the way businesses engage with their clients has changed. Originally, users of social media connected with friends and family, but it is now a very important source of information for them to find out about goods, prices, and brand discounts. one of the most effective marketing tools in the bus industry is social media. With the ability to share information in real-time and interactively, social media allows bus operators to increase brand awareness, promote services, and build relationships with customers.

A brand's ability to connect with consumers through social media is critical to maintaining a competitive advantage in today's digital marketplace (Manyanga, Kanyepe, Chikazhe, & Manyanga, 2024). Making use of social media voting and making comments on social media platforms allows users to express their preference for a particular product, group of products, or piece of information (Puspaningrum, 2020). Any online tool, platform, or program that may assist businesses with direct sales, customer acquisition, and customer retention as well as general user communication, collaboration, and information sharing is referred to as social media (Bilgin, 2018).

Social media marketing activities can be categorized into several aspects : entertainment, interaction, trendiness, personalisasi, word of mouth, customization (Fetais, Algharabat, Aljafari, & Rana, 2023; Koay, Ong, Khoo, Yeoh, & logistics, 2020). The use of the internet for enjoyment and amusement is known as entertainment, which is an important motivation for consumers to use these platforms. Interaction through social media occurs through sharing information and exchanging opinions with others, which allows customers to participate in online communities. Trend in the context of social media means providing the latest product information, which is a sub-motivation to monitor and be aware of the latest information. Personalization through social media means the degree to which the platform provides customized information and customized services, which can strengthen brand affiliation and customer loyalty.

Social media has developed into a new force in communication, especially in product marketing, as it is often used to communicate with consumers. However, studies have shown that the success of a company depends not only on a single marketing strategy, but also on all the strategies used by business professionals. Studies that look at the effects of social media consumption on work life clearly indicates that, although social media might contribute to the growth of the internet, it is not always correlated with the acceleration of sales or purchases. Everything here highlights the necessity for businesses to integrate social media campaigns with more flexible marketing strategies in order to get the desired results (Dolega, Rowe, Branagan, & Services, 2021).

## **2.2. Promotion**

Promotion, according to research, is a crucial component of the marketing mix and raises consumer participation and brand ownership (Koob, 2021). Recent studies focus on various promotional tactics, such as direct marketing, sales promotion, and public relations, emphasizing how digital transformation has enhanced real-time engagement and analytics. Direct marketing, especially email and social media ads, enables businesses to target consumers with personalized content, enhancing conversion rates (Tempelaar, Rienties, & Nguyen, 2020).

Consumers to respond or respond to the products or services offered. (Wongsunopparat, Deng, & Entrepreneurship, 2021) claims that the most popular communication tactic employed by companies is promotion. It is a thorough strategic endeavor in which a business informs target markets about pertinent information in an effort to stimulate, advertise, or generate demand for its goods and services. Products and services, arouse consumers' desire to buy and promote purchasing behavior. One essential element of marketing that has a big impact on customer behavior and purchase decisions is promotion.

## **2.3. Involvement**

Involvement has emerged as a key variable in understanding consumer behavior and loyalty in the public transport sector, particularly for bus services. In marketing, involvement is defined as “the relevance a person feels towards an object based on their inherent needs, values and interests” (Molinillo, Japutra, & Ekinici, 2022). Consumer engagement has been shown to be an important antecedent to customer brand engagement (CBE). In education, parental involvement in their children's education has become an important endeavor for researchers, teachers, and administrators in several educational systems (Tan, 2019). Overall, the concept of involvement emphasizes active public/community participation, collaboration and partnership. Authentic, rather than tokenistic, involvement is seen as essential to generate positive impact.

## **2.4. Purchase Decision**

In a decision process, consumers do not stop the consumption process. Consumers will evaluate the consumption process that has been carried out. (Dar, Tariq, & Humanities, 2021) describes customer purchasing decisions about business results to be processed and processed into a clear form for further

operational activities. Customers are individuals who consist of emotions, feelings, the ability to think and understand messages and translate messages appropriately. purchase decision, ie: “several stages performed by consumers before making a purchase decision”. Purchasing decisions refer to the behavior shown by consumers when making a purchase of goods or services. This procedure involves analyzing, assessing, purchasing, and utilizing an item or service (Núñez-Cacho, Leyva-Díaz, Sánchez-Molina, & Van der Gun, 2020). In the context of marketing, a variety of factors, including product availability, customer perceptions of product value, and market conditions such product scarcity, can impact purchase decisions (Ladeira et al., 2023).

## **Hypotheses Development**

### ***3.1. The Effect Social Media Marketing on Promotion***

(Schivinski, 2021) found Social media marketing activities have a positive impact on brand equity and customer relationships, which ultimately enhance promotional effectiveness. (Dwivedi et al., 2021) shows that social media marketing has a positive impact on consumer engagement and brand loyalty, contributing to more effective promotional campaigns. An further research demonstrated the beneficial relationship between interactive advertising, such that seen on social media platforms, and consumer engagement, which enhances customer comprehension of promotional messaging and brand memory (Giombi et al., 2022).

*H1 : Social Media Marketing has a significant positive influence with promotion*

### ***3.2. The Effect Social Media Marketing on Involvement***

(Ritter & Pedersen, 2020) shown that social media advertising campaigns, particularly for millennials, have a favorable effect on consumer behavior and engagement. Their study in Industrial Marketing Management shows how social media interactivity increases consumer engagement with brands. Customers may share their thoughts, like and comment on material, respond to messages on Twitter, and converse with others about a certain company over several social media networks, including Facebook, Instagram, and Twitter. This can increase customer engagement. (Fetais et al., 2023). The degree of happiness experienced during brand-related social media interactions is known as affective engagement, and prior studies have demonstrated the significance of emotional elements in engagement. (Park & Ha, 2021).

*H2 : Social Media Marketing has a positive influence on Involvement*

### ***3.3. The Effect Promotion on Purchase Decision***

According to research (Suryani, Syafarudin, & Accounting, 2021), shows that promotion has a positive relationship to purchasing decisions, which means that companies that carry out promotions in several media used can attract the interest of potential customers, so it can be concluded that the more often companies carry out promotional activities, the more attention consumers and potential consumers and potential consumers will pay. (Giombi et al., 2022) Science has shown that social media marketing initiatives, such as successful campaigns and pertinent content, have a favorable impact on consumer satisfaction and brand loyalty, two factors that are directly related to purchase decisions. According to syudy (Al-Dmour, Alkhatib, Al-Dmour, & Basheer Amin, 2023) revealed that social media marketing pushes, including favorable campaigns and relevant content, have been shown to positively influence brand loyalty and customer satisfaction, which are closely linked to purchase decisions.

*H3 : Promotion has a significant positive on Purchase Decision*

### **3.4. The Effect Involvement on Purchase Decision**

A study by (Liao, Hu, Chung, Huang, & Informatics, 2021) found that involvement has a strong relationship with contextual involvement and product involvement, which means that product and contextual factors strongly influence consumer purchasing decisions. (Abdel Wahab, Daa, & Ahmed Nagaty, 2023) Product involvement is seen to be a major factor affecting consumers' decisions to buy. When contemplating a purchase, consumers with high participation often participate in more complex information processing and decision-making. According to the results revealed that (Mason, Narcum, & Mason, 2021) increased customer interaction is required to boost messaging effect and influence purchasing decisions. This may be accomplished by using multiple states social media channels for communication in an original, interesting, or enjoyable way.

H4 : *Involvement has a significant positive on Purchase Decision*

### **3.5. The Effect Social Media Marketing on Purchase Decision**

Social networking site marketing significantly and favorably impacts purchasing decisions. The results of this study indicate that customers have trust in Kopikuni's social media and are supported by positive reviews which will motivate clients to make purchases (Rifqi, Rosanty, Surya, & Administration, 2023). Research from (Mrisha & Xixiang, 2024) found that social media influencer marketing strategy, content and credibility are intertwined and even small changes to these elements can significantly influence consumer decision-making. (Romadhoni, Akhmad, Naldah, Rossanty, & Management, 2023) Research has indicated that digital word-of-mouth and social media marketing influence consumer decisions in a favorable way. Marketing initiatives on social media enhance brand awareness and customer relationships, leading to improved promotional outcomes and purchase decisions

H5 : *Social Media Marketing has a major beneficial impact with Purchase Decision*

## **4. Methodology**

This study's customer was PO Bejeu Jepara, and it used a quantitative methodology. In-person interviews and online surveys sent via Google forms were used to collect primary data. In this case study, purposive and non-probability sampling were employed as sample techniques. A reliable sample of two hundred and ten clients was obtained. The structural equation modeling (SEM) approach was used in the data analysis strategy with the analytical instrument being SmartPLS version 4.0 software. Among the tests that are employed are the Inner Model Test, Hypothesis Test, Mediation Test, and Outer Model Test.ions.

## **5. Results**

### **4.1 Outer Model (Measurement Model)**

In this model there are two measurement models, namely the test:

#### **4.1.1 Convergent Validity**

When the outside loading and the AVE value are both more than 0.7, with a minimum value of 0.5, the measurement is said to be completed (Ulum, Ghozali, & Chariri, 2008). A minimum of 0.5 (Ulum, Ghozali, & Chariri, 2008). The research model's convergent validity test results are shown in Table 1.

**Table 2. Convergent Validity Test**

Indicator	Outer loading	AVE	Result
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SMM1	0.910	0.846	Valid
SMM2	0.896		
SMM3	0.947		
SMM4	0.943		
SMM5	0.944		
SMM6	0.893		
SMM7	0.958		
SMM8	0.865		
PRO1	0.828	0.647	Valid
PRO2	0.778		
PRO3	0.790		
PRO4	0.782		
PRO5	0.840		
INV1	0.842	0.797	Valid
INV2	0.920		
INV3	0.920		
INV4	0.928		
INV5	0.850		
PUR1	0.782	0.754	Valid
PUR2	0.933		
PUR3	0.887		
PUR4	0.864		

*Source: Output data from SmartPLS version 4.0 (Processed)*

These findings imply that the variables' metrics for quantification Social Media Marketing Activities, Promotion, Involvement, Purchase decisions can be regarded as legitimate when they pass the convergent validity test with a value above 0.7 and an AVE value above 0.5.

**Table 3. Composite reliability & Cronbach's alpha**

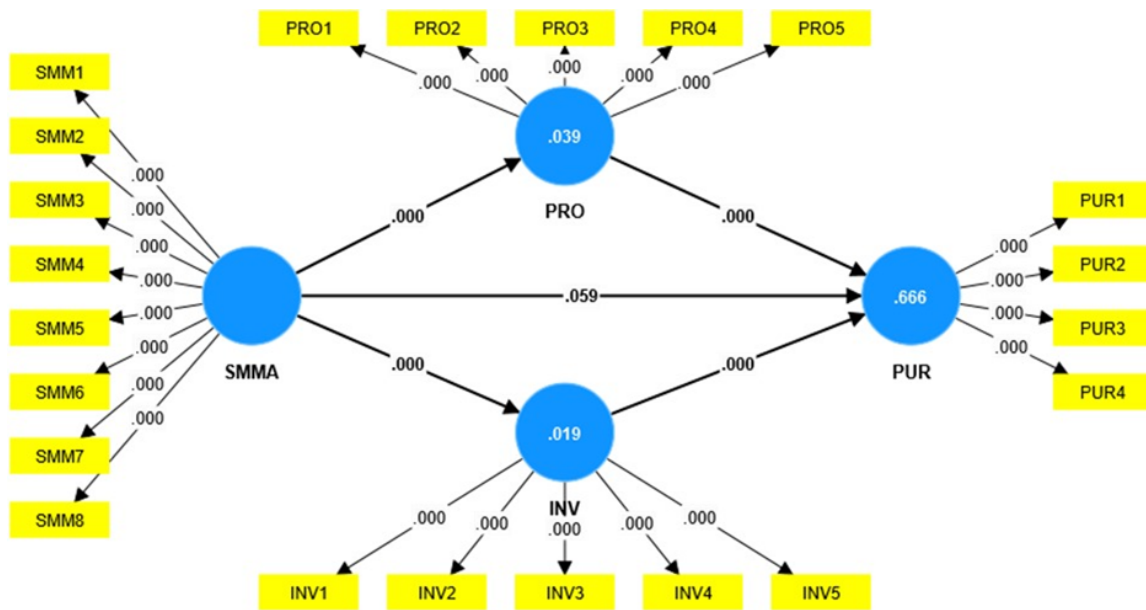
Variabel	Composite reliability	Croncach' alpha	Keterangan
SMAA	0.978	0.974	Reliabel
PRO	0.901	0.866	
INV	0.924	0.890	
PUR	0.842	0.894	

*Source: Output data from SmartPLS version 4.0 (Processed)*

It can be deemed trustworthy if the results of the reliability test demonstrate that all variable indicators obtain values greater than 0.7.

#### **4.2 Inner Model (Measurement Model)**

A model is the internal model that is projected to show the relationships between variables that are difficult to measure and hidden elements.



**Figure 1. Structural Model**

#### 4.3 R-square

The R-square test is used to determine the extent to which the independent variable affects the dependent variable. When the R-square reaches 0.67, it is considered strong; when it approaches 0.33, it is considered moderate; and when it approaches 0.19, it is considered weak.

**Table 4. R-square**

Variabel	R-square	R-square adjusted
PRO	0.039	0.038
INV	0.019	0.017
PUR	0.666	0.664

Source: Output data from SmartPLS version 4.0 (Processed)

When the R-square reaches 0.67, it is considered strong; when it approaches 0.33, it is considered moderate; and when it approaches 0.19, it is deemed weak.

The R-square value for involvement is 0.019, but the adjusted R-square value is 0.017, proving that the 1.9% effect of social media marketing initiatives on engagement is seen as a small effect. While additional factors and indicators not covered in this study can account for the remaining 98.1%.

In addition, the Adjusted R-square value is 0.664 but the R-square value of the Purchase Decision is 0.666, demonstrating that the combined effect of all external constructions on purchase decision is 66.6%, which is a moderate influence. The remaining 33.4% may be explained by other variables and indicators that were not examined in this study.

#### 4.4 Mediation Test

In the mediation setting, there are three scenarios. First of all, non-mediation happens when there is a positive correlation between the independent and dependent variables and a negative correlation between the mediating components. Second, full mediation happens when there is a positive correlation between the mediating factors and the dependent variable, but there is a negative relationship between the independent and dependent variables. Third, partial mediation occurs when there is a positive connection between the independent and dependent variables and the mediating factors. The test results using the bootstrapping technique with SmartPLS 4.0 may be assessed based on the P value. If the P

value for indirect special effects is less than 0.05, a positive effect is suggested; if it is larger than 0.05, a negative impact is indicated.

**Table 5. Path Coeffien**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P value
SMMA -> PRO	0.199	0.200	0.038	5.160	0.000
SMMA -> INV	0.138	0.139	0.036	3.873	0.000
SMMA -> PUR	0.058	0.057	0.031	1.891	0.059
PRO -> PUR	0.613	0.612	0.039	15.558	0.000
INV -> PUR	0.273	0.274	0.042	6.563	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

**Table 6. Specific Indirect Effects**

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P value
SMMA -> PRO -> PUR	0.122	0.122	0.023	5.323	0.000
SMMA -> INV -> PUR	0.038	0.038	0.012	3.044	0.002

Source: Output data from SmartPLS version 4.0 (Processed)

Based on the attached tables 5 and 6, the conclusion is:

**The effect of Social Media Marketing Activities on Purchase Decision is mediated by Promotion.**

With a P value of  $0.059 > 0.05$ , Table 5 shows a negative correlation between the Path Coefficient of Social Media Marketing Activities and Purchase Decision. Additionally, given P value =  $0.000 < 0.05$  implies a positive correlation, Table 6: Specific Indirect Effect of Social Media Marketing Activities on Purchase Decision, Mediated by Promotion, may be categorized as Full Mediation.

**The Effect of Social Media Marketing Activities on Purchase Decision is mediated by Involvement.**

From table 5, it can be seen that the Path Coefficient of Social Media Marketing Activities on Purchase Decision has a negative relationship because P value =  $0.059 > 0.05$ . Moreover, table 6's Specific Indirect Effect of Social Media Marketing Activities on the Decision to Buy is fully mediated by involvement and exhibits a positive association (P value =  $0.002 < 0.05$ ).

**4.5 Hypothesis Test**

The T statistics and P value are shown during the hypothesis test. The hypothesis is deemed acceptable if the P value is less than 0.05. To find out, use the SmartPLS version 4.0 program's Path Coefficient, which was determined via the Bootstrapping approach.

**Table 7. Hypothesis Test Results**

Hypothesis	Analysis
SMMA -> PRO	Coeffisien = 0.199
	P value = 0.000
	T statistics = 5.160
	T-tabel = 1.650
	T statistics > T-tabel
SMMA -> PERC SMMA -> INV	Coeffisien = 0.138
	P value = 0.000
	T statistics = 3.873
	T-tabel = 1.650
	T statistics > T-tabel
SMMA -> PUR	Coeffisien = 0.058

	P value = 0.059
	T statistics = 1.891
	T-table = 1.650
	T statistics > T-table
PRO -> PUR	Coeffisien = 0.613
	P value = 0.007
	T statistics = 15.558
	T-table = 1.650
	T statistics > T-table
INV -> PUR	Coeffisien = 0.273
	P value = 0.000
	T statistics = 6.563
	T-table = 1.650
	T statistics > T-table

*Source: Output data from SmartPLS version 4.0 (Processed)*

### **Hypothesis 1: The Effect of Social Media Marketing Activities on Promotion**

shows that when the T statistics (5.160), the coefficient value (0.199), the T-table (1.650), and the P value (0.000) are less than 0.05, H<sub>0</sub> is rejected and H<sub>a1</sub> is approved. This means that it indicates a positive and significant influence between the Social Media Marketing Activities on Promotion.

### **Hypothesis 2: The effect of Social Media Marketing Activities on Involvement**

shows that when the T statistics (3.873), P value (0.000), and coefficient value (0.138) are more than the T-table (1.650) and 0.05, H<sub>0</sub> is rejected and H<sub>a2</sub> is approved. This suggests that there is a strong and favorable relationship between participation and social media marketing activities.

### **Hypothesis 3: The Effect of Social Media Marketing Activities on Purchase Decision**

indicates that the T statistics (1.891), P value (0.059), T-table (1.650), and coefficient value (0.058) are all more than 0.05, then H<sub>0</sub> is accepted and H<sub>a3</sub> is rejected. This means that it indicates **not significant** influence between the Social Media Marketing Activities on Purchase Decision.

### **Hypothesis 4: The Effect of Promotion on Purchase Decision**

Indicates that the coefficient value (0.613) and T statistics (15.558) > T-table (1.650) and P value (0.007) < 0.05, after which H<sub>a4</sub> is approved and H<sub>0</sub> is denied. This suggests that there is a strong and favorable relationship between the promotion and the purchase decision..

### **Hypothesis 5: The Effect of Involvement on Purchase Decision**

illustrates that when H<sub>0</sub> is rejected and H<sub>a5</sub> is accepted, the coefficient value (0.273), T statistics (6.563) > T-table (1.650), and P value (0.000) < 0.05. This suggests that there is a substantial and beneficial connection between involvement and purchase decision.

## **6. Discussion**

The results of this investigation offer insightful information on the intricate connections between social media marketing activities (SMMA), promotions, engagement, and purchase decisions in the bus transportation industry. The results of this study highlight the importance of integrating SMMA with other marketing strategies to effectively influence consumer behavior and drive purchase decisions.

SMMA does not significantly influence buying decisions directly, according to one of the main findings (H3). This suggests that engaging in social media marketing alone is not enough to influence consumer choice. Instead, SMMA must be strategically combined with promotional efforts. This is consistent with the findings by (Schivinski, 2021) found that social networking marketing initiatives strengthen customer connections and brand equity, which in turn boost the efficacy of promotions and consumer involvement to indirectly impact purchase choices. This is in line with previous research that

emphasizes the need for businesses to integrate social media campaigns with more flexible marketing strategies to achieve the desired results (Fetais et al., 2023).

The study also reveals that promotion plays a more important role than engagement in mediating the relationship between SMMA and purchase decisions. The specific indirect effect analysis (Table 6) shows that the path through promotion has a smaller p-value (0.000) than the path through engagement (0.002). This implies that bus companies should prioritize improving the quality of content and promotions delivered through social media to maximize the impact of their SMMA efforts on purchase decisions.

Furthermore, the positive and significant effects of promotion and engagement on purchase decisions underscore the importance of these factors in shaping consumer behavior. Consistent with the existing literature, research (Suryani et al., 2021), shows that promotion has a positive relationship to purchasing decisions, which means that companies that carry out promotions in several media used can attract the interest of potential customers, so it can be concluded that the more often companies carry out promotional activities, the more attention consumers and potential consumers and potential consumers will pay. Similarly, engagement has emerged as an important variable in understanding consumer loyalty in the public transportation sector that can influence a person's purchase decision.. A study by (Liao et al., 2021) found that involvement has a strong relationship with contextual involvement and product involvement, which means that product and contextual factors strongly influence consumer purchasing decision.

This research adds to the expanding corpus of information about social media marketing in the transportation sector by demonstrating the complex interactions between SMMA, promotions, engagement and purchase decisions. The study highlights the need for bus companies to adopt a holistic approach that ensures consumer promotions and participation are relevant and of value to customers. By doing so, companies can increase awareness, interest, and ultimately influence consumer purchasing decisions.

In conclusion, For those working in the bus transportation sector who wish to use social media marketing to influence consumer choices, this research offers insightful information. This study emphasizes the importance of integrating SMMA with promotional and customer engagement strategies to indirectly influence consumer behavior. By delivering high-quality and relevant content and promotions through social media and ensuring meaningful customer participation, bus companies can increase brand awareness, customer relationships, and ultimately drive purchase decisions.

## **7. Conclusion**

The present research examines the connection between purchase decisions made by transportation businesses and social media marketing, The findings indicate that SMM has a negligible and unfavorable impact on purchase decision (H3), but must go through Promotion (H1) and Involvement (H3). This research does not support the notion that there is a strong and positive correlation between SMM and purchase decision (Dini, Abdurrahman, & Management, 2023). Table 6 demonstrates that, in order to maximize outcomes and raise the impact of social media marketing, promotion should be used more often than involvement ( $p = 0.002$ ), which is smaller ( $p = 0.000$ ). The current research offers fresh insights into how social media marketing influences bus transit purchase decisions. This study demonstrates that the use of social media for marketing purposes by itself has little effect on consumer decisions, the Bus Company must take more impactful actions in social media marketing activities, for instance, in this research, namely improving the quality of content and promotions provided through SMM. In addition, the company should ensure that promotions and consumer participation are done in a way that is relevant and useful to consumers. By doing so, companies can increase consumer awareness and interest, and significantly influence their purchasing decisions



## Acknowledgment

I want to sincerely thank everyone who helped to make this study project possible. It's called "The Intersection of Social Media Marketing, Promotion, and Customer Engagement: A Strategic Approach to Improve Purchasing Decisions in the Bus Transportation Industry." First and foremost, my sincere gratitude goes to my academic advisors Mr. Dr. H. Mohamad Rifqy Roosdhani, S.T., M.M. for providing insightful guidance, constructive feedback, and encouragement that made this research possible. Special thanks are also due to the Economics, Business, Entrepreneur, and Sustainability Conference (ECOBESC). I would also like to thank the Islamic University of Nahdlatul Ulama Jepara for its resources and support throughout the research process. Thank you all for making this endeavor successful.

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