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## **The Influence Of Content Marketing Factors Towards Actual Visit Behavior Through Behavioral Intention**

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### **Abstract**

*The purpose of this research is to see the influence of content marketing factors towards actual visit behavior through behavioral intention to visit at Pepper Lunch Medan. This study is causal research. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 150 respondents with the characteristics of male and female respondents aged 18-60 years, have visited Pepper Lunch Medan once in the last 2 years and follow or have seen Instagram of Pepper Lunch Medan. The results of this research shows that Experiencing Appeal has a positive but not significant effect to Customer's Behavioral Intention to Visit and the other 5 hypothesis have positive and significant effect.*

*Keywords: Content Marketing, Inspiring Visit Desire, Experiencing Appeal, Generating Empathy, Forming Visit Awareness, Providing Image, Presenting Guide, Facilitating Interpersonal Interaction, Social Influence, Behavioral Intention to visit, and Actual Visit Behavior.*

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### **Abstrak**

Tujuan penelitian ini untuk melihat pengaruh faktor content marketing terhadap perilaku kunjungan aktual melalui behavioral intention to visit at Pepper Lunch. Penelitian ini adalah penelitian kausal. Metode yang digunakan dalam penelitian ini adalah kuantitatif dan pengelolaan data menggunakan AMOS. Data diperoleh dengan cara mendistribusikan kuesioner kepada 150 responden dengan karakteristik berupa pria dan wanita, berusia 18-60 tahun, telah mengunjungi Pepper Lunch Medan satu kali dalam dua tahun terakhir, dan telah mengikuti atau melihat Instagram dari Pepper Lunch Medan. Hasil dari penelitian ini menunjukkan bahwa *Experiencing Appeal* memiliki hasil yang positif namun tidak signifikan terhadap *Customer's Behavioral Intention to Visit* dan lima hipotesis lainnya memiliki hasil yang positif dan signifikan.

Kata Kunci: Konten Pemasarana, *Inspiring Visit Desire*, *Experiencing Appeal*, *Generating Empathy*, *Forming Visit Awareness*, *Providing Image*, *Presenting Guide*, *Facilitating Interpersonal Interaction*, *Social Influence*, *Behavioral Intention to visit*, and *Actual Visit Behavior*.

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## **1. Introduction**

Indonesia's economic has been growing in a very consistent manner for the past five years. Indonesia has been experiencing an average growth 5,036% of GDP for the timeframe of 2015-2019. The constant growth of GDP reflects the rise of Indonesians' income thus increasing the

overall household spending [9]. As the economy of Indonesia has been largely driven by the growth of household consumption, the Food and Beverage sector is one of the industries that has been thriving very well. As many of Indonesia's low-income consumers continue to move into the middle-income segment, they are becoming increasingly sophisticated in their purchase behavior and product choices. The Food and Beverage industry had an increase of 11% (worth IDR 63 trillion) in 2019 from the previous year's total investments. It is also ranked as the fifth highest-growing industrial sector in 2018 at 7,91 growth behind machinery & equipment, leather & footwear, base metal, machinery & equipment, and textile products [8].

As we know how businesses are affected at the beginning of the pandemic with the Large-Scale Social Restrictions (LSSR) or more widely known as *PSBB/Pembatasan Sosial Berskala Besar* in Indonesia being implemented in Indonesia. However, as times goes by, business are forced to find new alternatives and solutions to continue to survive and grow amidst the pandemic. The business models of culinary businesses have evolved, where businesses start to shift and focus more in online platforms such as social media as a main option for advertising, selling on online platforms such as e-commerce or food delivery service applications, new preventing measures and protocols on production to delivery and to build and maintain relationships with customers online. Until 2020, the number of social media users was around 3.8 billion worldwide and is projected to continue to increase to 4.41 billion in 2025 [2]. With the fourth largest number of internet users in the world, Indonesia has a total of 150 million internet users and most of them are also social media users. This growth has been even in a higher pace than before as people adopted new habits during the COVID-19 pandemic lockdown.

Pepper Lunch is Do-It-Yourself (DIY) steakhouse chain that has over 200 outlets all across Japan and Asia. Pepper Lunch originates from Japan since 1994 with an initial concept of serving sizzling steaks on their Japanese-patented unique iron plate on an affordable price. According to the interview with Pepper Lunch's Marketing Manager, Pepper Lunch is brought to Indonesia by Boga Group with currently more than 60 stores world-wide. Pepper Lunch opened their first outlet in Medan under BISA Group on 5<sup>th</sup> December 2015 at Sun Plaza Medan. Currently Pepper Lunch Medan has 5 outlets, Pepper 3 outlets in Medan under PT. Boga Indo Sejahtera Abadi in three of the best shopping malls in Medan; Sun Plaza, Mall Centre Point and Manhattan Times Square and another two outlets at Lippo Plaza Medan and Deli Park Medan under PT. Daya Bahagia Abadi which were just opened in 2021 (Internal sources, 2021).

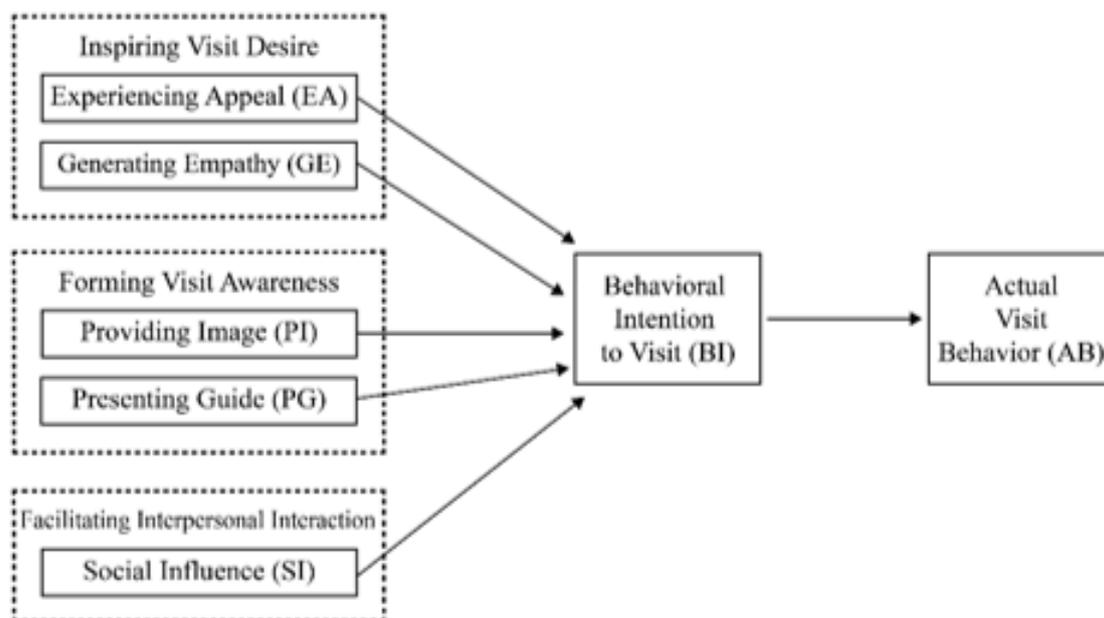
The purpose of this research is to see the influence of content marketing factors (Experiencing Appeal, Generating Empathy, Providing Image, Presenting Guide, Social Influence) towards actual visit behavior through behavioral intention to visit at Pepper Lunch Medan. The difference between previous research and current research are that the current study does not use the Delivering Knowledge (DK) and Cybercommunity Influence (CI) variable because the research context is different, namely wanting to examine visits to a restaurant instead of a blog, difference is in the object of research which previous research was conducted in Taiwan on gastronomy blogs but for current research, research was conducted in Indonesia, especially in Medan with the research object of Pepper Lunch Medan.

## 2. Research Issue and Methodology

This research is a causal research, as it is used to further develop a previous research model to test the research that is determined based on the literature review to answer the problems and objectives of the research stated in the previous chapter. The methodology of this research is quantitative method, as the results of the analysis of using this method can have an accurate output when used according to the rules, can measure the interaction of the relationship between multiple variables and can simplify complex and complicated problems in a model. Quantitative method is also suitable for a scientific approach to managerial and economic decision making. [6]. The population is the customer of pepper Lunch in Medan. Looking from the number itself, population that will be used in this research is consider in the population category with an unlimited number as the element of the population is hard to be known. Population that is used in this research belongs to all the customers of Pepper Lunch Medan.

According to [3], the minimum sample size is 5 times the number of indicators which equal to 120 respondents, and the maximum sample size is 10 times the number of indicators which equal to 240 respondents. For this research the number of respondents is determined as 120 people which is the minimum limit that has been determined and it suits the best to proceed to do the research. The application of purposive sampling technique in the research is by distributing questionnaire to the respondents who eat and / or drink in Pepper Lunch Medan are selected to be the sample of Pepper Lunch Medan with certain characteristics such as male and female, aged between 18 – 60 years old, research is conducted in Medan, purchase anything in Pepper Lunch Medan in the last 2 years, only people who ate in Pepper Lunch Medan, and follows or viewed the Instagram of Pepper Lunch Medan.

Research model can be seen below:



**Figure 1. Research Model**

### 3. Finding and Discussion

The method used in this study will use the Structural Equation Model (SEM), which by references is able to can carry out a simultaneous analysis process associated with a multi-variable research model. The program used is the AMOS 20.0 software.

In Table 1 it is known that the majority of Pepper Lunch Medan's customers is in the age group of 18 – 30 years old, which is 78%. While the second largest age group is 31-40 years old, which is 17.3% and then followed by the age group of 41-50 years old with the share of 4% and the last one with only 0.7% is the age group of 51-60 years old.

**Table 1. Respondents by Age**

	<b><u>Frequency</u></b>	<b><u>Percent</u></b>	<b><u>Cumulative Percent</u></b>
<u>18-30</u>	<u>117</u>	<u>78</u>	<u>78%</u>
<u>31-40</u>	<u>26</u>	<u>17.3</u>	<u>95.3%</u>
<u>41-50</u>	<u>6</u>	<u>4</u>	<u>99.3%</u>
<u>51-60</u>	<u>1</u>	<u>0.7</u>	<u>100%</u>
<u>Total</u>	<u>150</u>	<u>100</u>	

Source: Data Analyzed (2021)

From the results in Table 2 it can be seen that 60% of the respondents are female with the frequency of 90 respondents. On the other hand, the remaining respondents which is 40% of the respondents are male.

**Table 2 Respondents by Gender**

	<u>Frequency</u>	<u>Percent</u>	<u>Cumulative Percent</u>
<u>Male</u>	<u>60</u>	<u>40</u>	<u>40%</u>
<u>Female</u>	<u>90</u>	<u>60</u>	<u>100%</u>
<u>Total</u>	<u>150</u>	<u>100</u>	

Source: Data Analyzed (2021)

Based on Table 3 it is known that the largest group based on education of the customers in Pepper Lunch is Undergraduate, which is 65.3%. The second largest group is Highschool with the share of 24.7% from the total respondents, this is High School Graduates with a total of 24.7% from the total respondents, then followed by Diploma Graduates of 6.7% and the smallest group is Postgraduate which is only 3.3%.

**Table 3 Respondents By Education**

	<u>Frequency</u>	<u>Percent</u>	<u>Cumulative Percent</u>
<u>Diploma</u>	<u>10</u>	<u>6.7</u>	<u>6.7</u>
<u>Undergraduate</u>	<u>98</u>	<u>65.3</u>	<u>72</u>
<u>Postgraduate</u>	<u>5</u>	<u>3.3</u>	<u>75.3</u>
<u>Highschool</u>	<u>37</u>	<u>24.7</u>	<u>100</u>
<u>Total</u>	<u>150</u>	<u>100</u>	

Source: Data Analyzed (2021)

From Table 4 it is known that the majority of Pepper Lunch Medan customers being studied in this research is still single, where it consists of 77% of the total respondents. On the other hand, only 23% of the respondents are married.

**Table 4 Respondents By Marital Status**

	<u>Frequency</u>	<u>Percent</u>	<u>Cumulative Percent</u>
<u>Single</u>	<u>115</u>	<u>76.7</u>	<u>76.7</u>
<u>Married</u>	<u>35</u>	<u>23.3</u>	<u>23.3</u>
<u>Total</u>	<u>150</u>	<u>100</u>	

Source: Data Analyzed (2021)

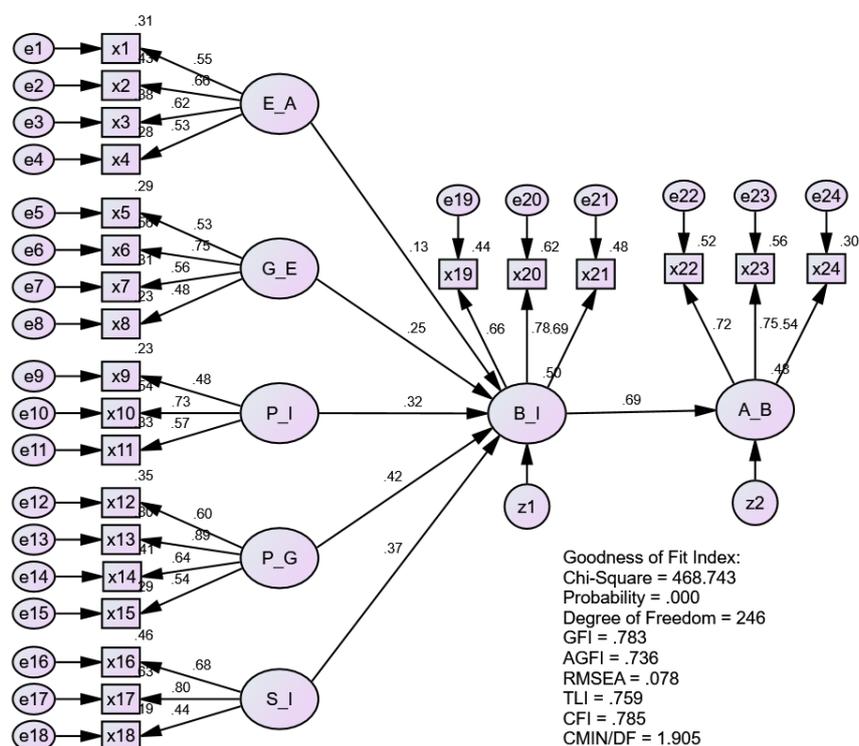
**Table 5 Validity Test Result**

			<u>C.R.</u>	<u>P</u>	<u>Std. Estimate</u>
<u>x3</u>	<---	<u>E A</u>			<u>0.587</u>
<u>x2</u>	<---	<u>E A</u>	<u>4.801</u>	<u>***</u>	<u>0.521</u>
<u>x1</u>	<---	<u>E A</u>	<u>4.493</u>	<u>***</u>	<u>0.54</u>
<u>x7</u>	<---	<u>G E</u>			<u>0.617</u>
<u>x6</u>	<---	<u>G E</u>	<u>5.112</u>	<u>***</u>	<u>0.531</u>
<u>x5</u>	<---	<u>G E</u>	<u>4.428</u>	<u>***</u>	<u>0.462</u>
<u>x11</u>	<---	<u>P I</u>			<u>0.766</u>
<u>x10</u>	<---	<u>P I</u>	<u>3.359</u>	<u>***</u>	<u>0.582</u>
<u>x9</u>	<---	<u>P I</u>	<u>2.93</u>	<u>0.003</u>	<u>0.457</u>
<u>x14</u>	<---	<u>P G</u>			<u>0.638</u>
<u>x13</u>	<---	<u>P G</u>	<u>6.535</u>	<u>***</u>	<u>0.873</u>
<u>x12</u>	<---	<u>P G</u>	<u>5.486</u>	<u>***</u>	<u>0.597</u>
<u>x18</u>	<---	<u>S I</u>			<u>0.424</u>
<u>x17</u>	<---	<u>S I</u>	<u>3.578</u>	<u>***</u>	<u>0.853</u>
<u>x16</u>	<---	<u>S I</u>	<u>4.245</u>	<u>***</u>	<u>0.637</u>
<u>x4</u>	<---	<u>E A</u>	<u>5.189</u>	<u>***</u>	<u>0.66</u>
<u>x8</u>	<---	<u>G E</u>	<u>5.515</u>	<u>***</u>	<u>0.628</u>
<u>x15</u>	<---	<u>P G</u>	<u>5.912</u>	<u>***</u>	<u>0.559</u>

Source: Text Output AMOS 22.0 (2021)

Form the table 5 can be seen that all the indicators valid since higher 2.83.

Based on the results of testing the quality of the data, it is stated that the processed data can pass the evaluation of normality, outliers' evaluation namely univariate outliers and multivariate outliers, evaluation of Multicollinearity and Singularity, and validity test for each indicator through confirmatory factor analysis. Then the data is processed for the Full Structural Equation Model, with the following results:



**Figure 2. Research Results**

Based on the calculation results through confirmatory factor analysis and structural equation model, the model in this research is acceptable, as shown in Image 4.5. The measurement results have met the criteria of goodness of fit; chi-square = 547.101; Significant probability = 0.000; RMSEA = 0.08; CMIN / DF = 1,874; TLI = 0.651; and CFI = 0.687. Furthermore, based on this fit model, the eight hypotheses proposed in this research will be tested, as shown in table 6.

**Table 6 Hypotheses Testing Result**

	<u>Path</u>	<u>Standardized Regression Weights</u>	<u>C.R.</u>	<u>P-value</u>	<u>Analysis</u>
<u>Experiencing Appeal</u>	---> <u>Behavioral Intention to visit</u>	0.129	1.181	0.238	<u>Not Significant (+)</u>
<u>Generating Empathy</u>	---> <u>Behavioral Intention to visit</u>	0.254	2.171	0.03	<u>Significant (+)</u>
<u>Providing Image</u>	---> <u>Behavioral Intention to visit</u>	0.323	2.799	0.005	<u>Significant (+)</u>
<u>Presenting Guide</u>	---> <u>Behavioral Intention to visit</u>	0.424	3.996	***	<u>Significant (+)</u>

<u>Social Influence</u>	--->	<u>Behavioral Intention to visit</u>	<u>0.373</u>	<u>3.007</u>	<u>0.003</u>	<u>Significant (+)</u>
<u>Behavioral Intention to visit</u>	--->	<u>Actual Visit Behavior</u>	<u>0.69</u>	<u>6.243</u>	<u>***</u>	<u>Significant (+)</u>

**Discussion,** Results of data processing using AMOS 22.0 software shows 6 hypotheses proposed in this research. The results can be described as follows; the first hypothesis Experiencing Appeal doesn't have significant effect to Customer's Behavioral Intention to Visit with the C.R. value of 1.181 and regression coefficient value of 0.129.

The second hypothesis resulted that Customer's Behavioral Intention to Visit is influenced by Generating Empathy with the C.R. value of 2.171 and regression coefficient value of 0.254. Then the third hypothesis Customer's Behavioral Intention to Visit is influenced by Providing Image with the C.R. value of 2.799 and regression coefficient value of 0.323. The fourth hypothesis is Customer's Behavioral Intention to Visit is influenced by Presenting Guide with the C.R. value of 3.996 and regression coefficient value of 0.424.

After that, the fifth hypothesis is Customer's Behavioral Intention to Visit is influenced by Social Influence with the C.R. value of 3.007 and regression coefficient value of 0.373. And the last hypothesis Behavioral Intention to Visit has a significant effect to Customer's Actual Visit Behavior with the C.R. value of 6.243 and regression coefficient value of 0.69.

Based on the result of coefficient path, the variable that has the biggest influence on Behavioral Intention to Visit is Presenting Guide which the regression coefficient value is 0.424. This explains that in order to improve the intention to visit as a result of the Content Marketing output at Pepper Lunch Medan is to be able to have clarity information that can serve as a guidance for the audiences in gaining information in order to solidify a behavioral intention. In other words, Social Media now does not only serves as a place where businesses showcase their products and services, but there is a growing behavior where business' Social Media profile should have the ability to facilitate and provide information so that a customer can perform an intended behavioral action through the content itself.

#### 4. Conclusion

This research paper is prepared as an attempt to test the influence of Content Marketing Factors which are Inspiring Visit Desire, Forming Visit Awareness, and Facilitating Interpersonal Interaction on Behavioral Intention to Visit and Actual Visit Behavior at Pepper Lunch Medan. Inspiring Visit Desire is represented by Experiencing Appeal (EA) and Generating Empathy (GP) variables, Forming Visit Awareness is represented by Providing Image (PI) and Presenting Guide (PG) variables, and Facilitating Interpersonal Interaction is represented by Social Influence (SI) on Behavioral Intention to visit (BI) and the influence of Behavioral Intention to visit (BI) on Actual Visit Behavior (AV) at Pepper Lunch Medan.

Based on the results of this research, Generating Empathy (GE), Providing Image (PI), Presenting Guide (PG), and Social Influence (SI) are the four variables that has a significant influence on Behavioral Intention to visit (BI), and Behavioral Intention to Visit (BI) also has a significant influence towards Actual Visit Behavior (AV) at Pepper Lunch Medan. Thus, the managerial implications should revolve around these variables.

The managerial implications of these findings can be made based on the theory that has been developed as follows:

**First**, Generating Empathy (GE) is an important factor in Content Marketing that can form a Behavioral Intention to visit (BI). As a brand that utilizes Instagram primarily for its marketing campaigns, it is important for Pepper Lunch Medan to be able to stand out among the competitors and inspire the audiences in order to build a bond and form empathy through content marketing. To maximize it, Pepper Lunch Medan should improve the copywriting skills that incorporates effective storytelling to allow customers to have a clear visualization on the expected dining experience at Pepper Lunch paired with catchy, brief and easy to understand vocabularies. This will allow people to be able to understand the message and inspire them to visit Pepper Lunch Medan. In addition, by creating out-of-the-box and innovative contents it will make Pepper Lunch contents stand out from the competitors, especially if the contents incorporate the latest trends, such as trending issues, music and challenges that are relevant and relatable to the audiences of Pepper Lunch. This way, the engagement will be maximized and people will really try to learn about the objects of the content more clearly.

**Second**, Providing Image (PI) is also a crucial factor in Content Marketing that can form a Behavioral Intention to visit (BI). As digitalization happens, people are now looking for information digitally, and through Instagram is one of them. Pepper Lunch should be able to allow the audiences to know and have a visualization on what to expect and get during their visit. Pepper Lunch should pay attention to every detail in every picture posted to maintain and grow the positive brand reputation of Pepper Lunch. This is because Pepper Lunch has serving standards that should be followed and it represents its uniqueness and consistency as well. Next, Consistent contents which are in alignment with the brand identity paired with high-quality visuals in order to provide image that Pepper Lunch Medan maintains the values and standards of Pepper Lunch as an international brand is also important. Pepper Lunch has a set of guidelines on how they want to be perceived as a unique and fun brand that can be reflected by the colors used, fonts used, elements used and how they sound. In addition, to provide further understanding about what to expect upon dining in at Pepper Lunch, in the content marketing strategy should incorporate more food review and videos of the eating experience or outlet atmosphere that are able to let people experience the dining experience virtually. Thus, this will allow people to have a clear image if they perform a behavioral action to visit Pepper Lunch.

**Third**, Presenting Guide (PG) is a vital factor in Content Marketing that can form a Behavioral Intention to visit (BI). As at the current time when the research is conducted, the pandemic has result to a lot of uncertainties. Store operations are constantly changing following the government and new platforms emerge as a place to purchase the product and services of Pepper Lunch. Thus, Pepper Lunch can improve their capability to present guide for customers to perform a behavioral action by ensuring that all contents with call-to-action elements includes details in performing the action and providing ease to access regarding information of location, operational hours and platforms where product and services are able to be offered. In addition, clarity information regarding means to contact or guides that are able to assist audience when planning a visit or looking for further details. Food recommendations will also be a good thing to have, it will guide the audience to in planning a visit in or choosing to order

a product. With all these elements considered the frequently asked/search questions, having it on the captions, Instagram bio or highlights will be a very helpful as a guide to the audiences. Lastly, Provide.

**Fourth**, Social Influence (SI) is an important factor in Content Marketing that can form a Behavioral Intention to visit (BI). As humans are social creatures, their nearest peoples or peoples who they admire and look-up-to are those being the most influential to them. Word-of-mouth is now performed not only verbally but also digitally. It can now be adopted as a part of the content marketing strategy for businesses. Pepper Lunch can improve it by incorporating testimonies and reviews as a part of the content marketing strategy. this can also be maximized by ensuring staffs to provide a top-notch service consistently and serve food and beverages that are based on the standard of Pepper lunch paired with extensive training and quality assurance. Thus, the feedback and responses that Pepper Lunch will receive will be positive, or else it might be a boomerang for them. Pepper Lunch Medan can also encourage the customers to share their experiences at social media or create campaigns that involves customers' online activity, such as reposting, tagging or sharing their dining experience in order to participate in a campaign. This will also help the company gain electronic word of mouth and/or online presence even more that has a social influence.

**Fifth**, Experiencing Appeal (EA) also has influence towards Behavioral Intention to visit (BI) although it is not significant. Therefore, it is not vital and significant to improve Behavioral Intention to visit (BI). The managerial implications of these findings can be made based on the theory that includes maintaining the current usage of visuals and strategy used to gain the audiences' interest, the usage of brand elements (colors, fonts and visual elements) that are based on the identity of Pepper Lunch to be more distinctive, maintain catchy and in-trend taglines in contents and maintain that important information are visible, brief and emphasized on contents.

**Sixth**, Behavioral Intention to visit (BI) has several important indicators that can form a Behavioral Action to visit (BA). To improve the behavioral action to visit at Pepper Lunch Medan, serving delicious foods and beverages, having a pleasant eating environment and having a professional service quality are the three indicators to form it. To build the intention to visit, in this research, the variables in this research which are Generating Empathy (GE), Providing Image (PI), Presenting Guide (PG), and Social Influence (SI) are the four variables that has a significant influence on Behavioral Intention to visit (BI). Pepper Lunch can further maximize the Behavioral Action to visit Pepper Lunch by creating a content marketing strategy that with interesting and unique contents to showcase their menu, service and dining atmosphere to form a behavioral action. Other than that, maintaining its authenticity and standard as a unique and reputable international brand is also important. However, it is also important to have more innovation such as a limited edition or seasonal menu to improve the happiness and the dining experience for their customers or creative contents to stay relevant to the market and maintain competitive advantage. Finally, having a periodical quality assurance and trainings to maintain the quality of food, service and dining area is important to fulfill the customers' expectations while performing a behavioral action to visit and can also be paired with a clean and convenient dining space that are comfortable and aesthetic.

In conclusion, Pepper Lunch Medan is advised to focus primarily on Presenting Guide (PG), as it is the independent variable with the highest significance towards Behavioral

Intention to visit Pepper Lunch. Thus, to increase the customers behavioral intention by maximizing Presenting Guide in Pepper Lunch Medan Content Marketing, Pepper Lunch should ensure and find an efficient way to provide clarity information regarding means to contact and purchase along with guides that are able to assist audience when planning a visit or looking for further details in order to perform a behavioral action to visit Pepper Lunch Medan.

**Research Limitation,** Looking at the results of this research, there are still many limitations on research conducted by the author. Recommendations that can be submitted by the author are as follows:

1. There is a limitation on the research object because the respondents of this study are limited to Pepper Lunch Medan's only. It is expected that following researchers to use the same or modified research model to be applied to different objects in order to gain more information about the overall result on the variables that influence purchase decision.

2. Future research is expected to supplement the existing variables in this study in order to increase understanding of the variables that influence customers behavioral intention to visit and customers' behavioral action to visit. For example, future research could add variables like Product, Price, Place, Promotion, etc.

3. Further research can be conducted by connecting variables that influence customer's behavioral intention to visit and customers' behavioral action to visit based on gender, age, income, job, and educational level. Future research could broaden the scope of respondents or focus on a different topic. Future research is expected to provide a broader picture and a better understanding of customer's behavioral intention to visit and customers' behavioral action to visit.

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