International Journal of Environmental Sciences
ISSN: 2229-7359
Vol. 11 No. 8, 2025
https://theaspd.com/index.php

Social Media Marketing Content and Continuous Usage Intention in Using Home Cleaning Services

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Abstract
As of today, social networking sites have grown into a fundamental marketing platform for businesses to promote products and services and generate consumer interest. As the objective of this study is to assess the impact of marketing content in social media on the continuous intention to use home cleaning services through the uses and gratification (U&G) and stimulus-organism-response (SOR) theories, broad explanations are offered in the mind of consideration toward social media content. According to both theories, this study focuses on the independent variables which are monitored as the content value of attitude toward the domain with the mediating role and continuous usage intention as a dependent variable. The data for the research was collected from individuals who had consumed home cleaning services through social media in the last three months through a quantitative survey conducted via questionnaires. PLS-SEM was used to analyze the data and evaluate the interconnections among independent, mediating, and dependent variables. The overall result indicates that informative value, functional value, and entertainment value influence attitude toward the content which eventually supports continuous intention to consume the services. On the other hand, social value presents a minimal impact on attitude toward the content, but it does so with positive no significance effect. These results guide providers of home cleaning services on how to tailor their marketing strategies to better capture social media.
Keywords– *consumer attitude, continuous usage intention, home cleaning services, human-computer interaction, social media content marketing, perceived values.*

I. INTRODUCTION

Due to changes in urban lives and technological improvements, the home cleaning service market has grown tremendously in the digital age. Laundry and dry cleaning, cleaning of couches and mattresses, regular housekeeping, and other associated services are all included in the category of home cleaning services. Due to their increasingly hectic schedules, many urban societies, especially professionals, do not have time for regular household tasks like cleaning. Because of this situation, the cleaning services industry now has many opportunities to thrive in both domestic and foreign markets. [1].

In recent years, innovations in digital technology have significantly changed how companies market their products and services [2]. Social media marketing, one of the methods used, enables them to reach a broader audience at a lower cost compared to traditional marketing methods [3]. Social media platforms such as Instagram, Facebook, and TikTok have been used for promoting cleaning services, particularly in major cities where demand for these services continues to grow due to their lifestyles [4].

This change is further supported by the increasing availability of digital connectivity and the increase in social media users which have brought about significant changes in the way consumers find information and manage their shopping behavior [5]. Social media provides an environment that allows users to spread content, influence others, and provide information about products [6]. This results in electronic word of mouth (eWOM) which is then utilized by businesses to promote their products [7].

According to our literature review, there is still a lack of research on how digital channels affect consumer behavior in the home cleaning services sector, even though the number of studies available is growing.

However, it is obvious that in order for home cleaning businesses to develop more effective marketing strategies, a thorough understanding of how social media marketing may impact consumers' intentions to use and continue using cleaning services is important [8].

Previous research has shown that effective marketing content on social media can increase brand awareness and influence consumer purchasing decisions [9]. However, most of these studies still focus on the retail and hospitality sectors, while research on the influence of digital marketing content on the intention to use services, especially cleaning services, is still very limited. In fact, a deeper understanding of how social media content can influence consumers' continuous intentions to use cleaning services is essential to help companies design more effective marketing strategies.

II. LITERATURE REVIEW

A. Conceptual Theories

1) Digital Content Marketing (DCM)

Digital content marketing techniques (DCM) are marketing techniques using various digital material formats, such as photos, videos, essays, and infographics, of course to attract customers and change their behavior. The content created must be interesting, useful, and relevant, so that it is expected to increase audience engagement and ultimately they will make purchases or use services [10].

Effective social media digital content marketing for home cleaning services is to raise consumer knowledge of the services available, inform them of the advantages and benefits of the services, and create a favorable impression. According to research, effectively created marketing material can affect consumers' intentions to buy products or use services, boost engagement, and create favorable perceptions [11].

2) Uses and Gratification Theory (U&G)

One theory that examines why people utilize particular media and the interests that result from doing so is called the Uses and Gratification Theory (U&G) [12]. In the context of social media, U&G highlights that consumers will actively select marketing content based on their needs, whether those needs are to solve a problem (functional value), connect with others (social value), get information (informative value), or just be entertained (entertainment value) [13].

This theory is relevant to explaining why social media marketing content that possesses these values can shape a positive attitude toward the content. For example, content that provides useful information about home cleaning tips, effective ways to clean sofas, or price comparisons for services can increase consumers' interest in using related services [14].

3) Stimulus-Organism-Response Theory (SOR)

Proposed by Mehrabian and Russel (1974), the Stimulus-Organism-Response Theory (SOR) suggests that the presence of a stimulus (S), namely digital marketing content on social media, will influence an individual's internal state (organism), such as perception and attitude (attitude toward the content), which ultimately leads to a response (R) in the form of an intention to perform a specific action (continuous usage intention) [15].

Within the framework of this study, effective marketing content on social media can influence users' attitudes towards the content. A positive attitude towards the content will then increase their intention to use home cleaning services (response). And then, SOR theory highlights the role of attitude as a mediating variable that bridges the gap between content values (informative, social, functional, and entertainment) and the intention to reuse the services (continuous usage intention) [16].

B. Research Variables

1) Informative Value (Independent Variable)

The informativeness of digital advertisements reflects how much consumers recognize and perceive the value of the information presented about the promoted products or services [17]. The ability of advertising to provide consumers with information is one of the primary factors contributing to their favorable reaction to it [18]. Content containing clear offers on how the service works, what the benefits are, and what its unique advantages are can make consumers better understand the value proposition of house cleaning services [19].

2) Social Value (Independent Variable)

Social value can be seen from the ability of content to facilitate social interaction, encourage sharing experiences, and build interaction between users [20]. Examples of social value such as content that can encourage discussions between users, recommendations from other users (user reviews or testimonials), or involvement from a community to invite interaction, play an important role in forming network effects

that benefit brand image and strengthen relationships with consumers so that they can encourage greater involvement and a stronger sense of belonging [21].

3) Functional Value (Independent Variable)

Functional value refers to the utilitarian benefits of a product or service derived from the quality of information, product-related learning, and economic benefits. In the context of digital marketing through social media, functional value allows consumers to obtain useful information and solutions to product problems directly from interactions on digital platforms [20]. For example, detailed explanations about how to clean, how to keep the house clean, or examples of recommendations for optimizing the use of cleaning services. By providing content that can be done easily and can solve problems, companies can build an image so that consumer trust increases and can demonstrate the company's understanding of consumer needs, which ultimately increases the perceived benefits of the offering [22].

4) Entertainment Value (Independent Variable)

Entertainment value is seen from the extent to which content can entertain or provide pleasure to the audience [23]. Content that incorporates humor, visually appealing graphics, or engaging storytelling captures attention and sustains consumer interest. Entertaining content has a dual purpose: not only does it make the viewing experience enjoyable, but it also strengthens emotional connections with the brand, enhancing overall engagement and recall [15].

5) Attitude Toward the Content (Mediating Variable)

Attitude toward content is a response that comes from consumers to the content of marketing materials, both positive and negative responses [24]. This variable explains how well the content influences its audience, so that it can shape their desire to want to know more. Positive attitudes can usually result in a higher level of interaction, such as likes, shares, or questions, while negative views from consumers can make them ignore it. The effectiveness of content in shaping good attitudes depends on its relevance, quality, and alignment with consumer expectations [11].

6) Continuous Usage Intention (Dependent Variable)

Continuous usage intention refers to the consumer's likelihood or willingness to reuse home cleaning services after being exposed to the marketing content. It reflects the culmination of how well the content has addressed consumer needs, influenced their perceptions, and shaped their attitudes. Factors such as trust, perceived positive value, and emotional appeal significantly influence whether consumers take the next step to purchase the service [14]. By analyzing continued use intention, companies can measure the effectiveness of marketing strategies in encouraging and growing consumer loyalty.

C. Hypothesis Development

Hypothesis 1 (H1): Informative Value positively influences Attitude Toward the Content.

Social media can provide consumers with the information they need [25]. Content that offers useful, relevant, and timely information tends to enhance audiences' positive attitudes toward it [26]. Social media content serves as a source of information [27], and the informative value measures how effectively the content delivers this information. Prior advertising empirical research demonstrated that consumers' attitudes toward advertising are influenced by how informative digital advertising is [17].

Hypothesis 2 (H2): Social Value positively influences Attitude Toward the Content.

Social value refers to the ability of social media content to foster social connections and facilitate interactions among users. Social value, as part of an individual's value system, has a major part in shaping attitudes by providing a framework through which they explain social phenomena [28]. Content that enables audiences to engage with others, share experiences, or participate in discussions can enhance social engagement and generate positive attitudes toward the content. [29] highlights that content promoting social interaction, such as user reviews or testimonials, can build trust and social bonds, subsequently shaping positive attitudes toward marketing content. Social value can encourage audiences to feel more connected to the brand, increasing the likelihood of them developing a positive attitude toward the content.

Hypothesis 3 (H3): Functional Value positively influences Attitude Toward the Content.

Functional value can be related to convenience, technical specifications, and prices that are considered appropriate by consumers. This value represents consumer perceptions towards a product that can improve the user experience [30]. [22] found that content with clear functional value helps audiences understand the benefits of a product or service, thereby fostering positive attitudes toward the content. Consumers typically respond well to content that assists them in solving problems or saving time and costs.

Hypothesis 4 (H4): Entertainment Value positively influences Attitude Toward the Content.

Entertainment value is the element that makes content enjoyable, engaging, and entertaining [18]. Humorous, intriguing, or captivating content is more likely to attract attention and elicit positive attitudes from audiences. [11] assert that entertainment is one of the primary motivations for social media consumption, and content that provides an enjoyable experience generates positive attitudes among users. According to a previous study, native digital generations' positive reactions toward digital advertising are bolstered by the entertainment and personalization potential of digital advertising [31].

Hypothesis 5 (H5): Attitude Toward the Content positively influences Continuous Usage Intention.

Attitude toward the content reflects consumers' positive or negative evaluations of marketing content [24]. This attitude plays a crucial role in determining whether consumers will engage further with the brand. Research indicates that positive attitudes toward marketing content significantly impact consumers' intention to use services or products. [9] found that consumers with favorable attitudes toward social media content are more likely to be interested in reusing the promoted products or services. This aligns with the Stimulus-Organism-Response (SOR) theory, which posits that a stimulus (marketing content) affects an individual's internal state (attitude), ultimately influencing external responses (continuous usage intention) [16].

Figure 1 illustrates the research framework derived from the hypotheses outlined above.

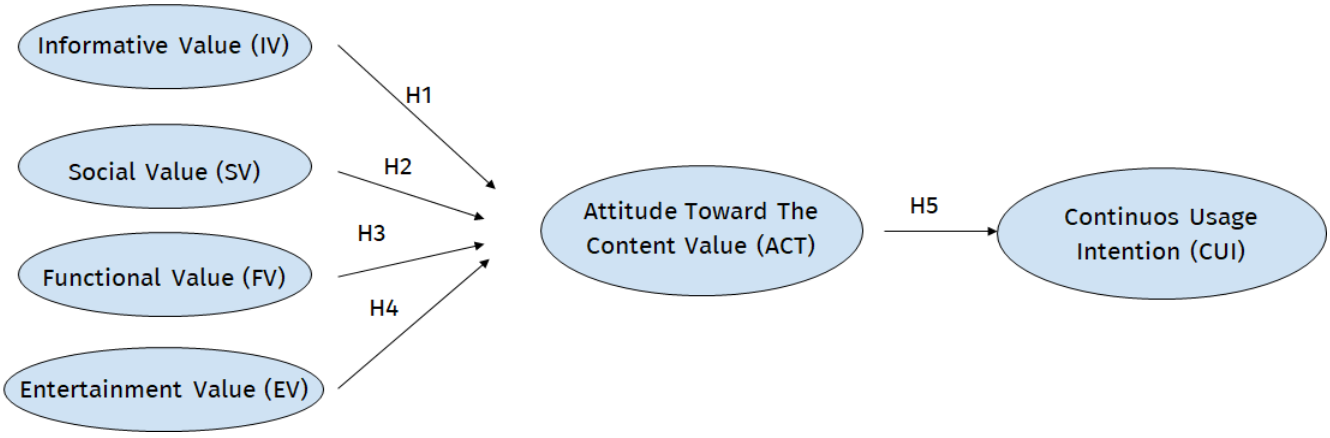

Fig. 1. Theoretical Framework

III. METHODOLOGY

The theoretical framework proposed in this study aims to explore how values internalized in social media content (independent variable) influence the intention to use house cleaning services (dependent variable), through the mediating role of attitude toward content. The constructs and measurements in this study were adopted from previous literature [32], [8] to ensure that the survey questions could be used for this research. A Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used to measure each variable.

The sampling method used was convenience sampling, where the respondents selected were those who had already ordered house cleaning services through social media in the last three months. The selection of this research topic was driven by the trend of significant increase in demand for household cleaning services in recent years, especially in urban areas with large populations and high levels of population movement [1]. Data will be collected through an online survey to facilitate distribution and accessibility for respondents. According to [33], a minimum sample size of 20:1 or 120 is considered adequate using the sample-to-variables ratio. [33] also suggest that a sample size between 160 and 300 is ideal. This study will collect data from 200 respondents as a sample size.

Furthermore, statistical analysis will be conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The selection of PLS-SEM is based on its ability to analyze data that does not meet the assumption of normality and its ability to model interactions between complex variables. This method will also be used to test research hypotheses and evaluate the validity of the structural model built.

IV. DATA ANALYSIS

A. Respondent Demographics

The research questionnaire was sent through Google form with 357 respondents who filled out the questionnaire. As a result, there are 200 respondents that have ordered home cleaning services that they found out about through social media in the past 3 months.

The respondent pool comprises 54 males (27%) and 146 females (73%), demonstrating a significantly higher representation of female participants. In terms of age distribution, 47 respondents (23.5%) are under 30 years old, 116 respondents (58%) are within the 30–40 age range, 25 respondents (12.5%) are between 41–50 years, and 12 respondents (6%) are above 50 years. The largest age group is those between 30–40 years, which forms the majority.

Considering marital status, an essential proportion of respondents, 182 individuals (91%), are married, whereas only 18 individuals (9%) are unmarried, further emphasizing the dominance of married participants in the sample. When viewed holistically, most of the respondent demographic consists of married women aged 30–40 years, accounting for 90 individuals (45%). This group represents the most prominent segment within the study's population.

B. Validity and Reliability Testing Result

The Cronbach's alpha value and composite reliability for all latent constructs in this study were proven to be greater than 0.70, indicating that the measurement instrument has adequate reliability. In addition, the outer loading value of all items exceeded 0.70, and the Average Variance Extracted (AVE) value for each latent construct was above the threshold of 0.50. These results confirm that convergent validity has been met well in this study [34] (see Table I and Table II).

This assessment suggests that each indicator in the measurement model effectively reflects the latent construct it measures, thus providing a strong foundation for the next stage of structural model analysis.

TABLE I. CONSTRUCT RELIABILITY AND VALIDITY

TABLE II.

	CRONBACH'S ALPHA	COMPOSITE RELIABILITY (RHO_A)	COMPOSITE RELIABILITY (RHO_C)	AVERAGE VARIANCE EXTRACTED (AVE)
ATC	0.871	0.871	0.921	0.795
CUI	0.810	0.874	0.886	0.725
EV	0.906	0.910	0.941	0.842
FV	0.922	0.923	0.945	0.811
IV	0.913	0.915	0.939	0.793
SV	0.895	0.897	0.927	0.760

TABLE III. OUTER LOADING MATRIX

	ATC	CUI	EV	FV	IV	SV
ATC 1	0.910					
ATC 2	0.885					
ATC 3	0.879					
CUI 1		0.919				
CUI 2		0.915				
CUI 3		0.702				
EV 1			0.924			
EV 2			0.911			
EV 3			0.919			
FV 1				0.898		
FV 2				0.892		
FV 3				0.918		
FV 4				0.895		
IV 1					0.884	
IV 2					0.906	
IV 3					0.901	
IV 4					0.871	

SV 1						0.847
SV 2						0.878
SV 3						0.890
SV 4						0.872

Heterotrait-monotrait (HTMT) ratio is used to assess the discriminant validity measurement model. In Table III, all HTMT ratios are in the range of 0.531-0.886, below the limit value of 0.90 which indicates the discriminant validity of this research model is valid [35], [36].

TABLE IV. DISCRIMINANT VALIDITY

	ATC	CUI	EV	FV	IV	SV
ATC						
CUI	0.885					
EV	0.742	0.659				
FV	0.802	0.753	0.640			
IV	0.728	0.685	0.531	0.787		
SV	0.711	0.699	0.588	0.803	0.886	

V. FINDINGS

Based on Table IV and Figure II, Informative Value (IV) (path coefficient = 0.223, p = 0.002), Functional Value (FV) (path coefficient = 0.345, p = 0.000), and Entertainment Value (EV) (path coefficient = 0.343, p = 0.000) have a positive and significant effect on Attitude Toward the Content (ATC), for Social Value (SV) (path coefficient = 0.017, p = 0.825), shows a positive but not significant effect, so H1, H2, H3, and H4 can be accepted. Figure 5 and Figure 6 also show a positive and significant effect between Attitude Toward the Content (ATC) and Continuous Usage Intention (CUI) (path coefficient = 0.768 p = 0.000). So H5 can also be accepted.

TABLE V. PATH COEFFICIENTS

	ORIGINAL SAMPLE (O)	SAMPLE MEAN (M)	STANDARD DEVIATION (STDEV)	T STATISTICS (|O/STDEV|)	P VALUES
ATC -> CUI	0.768	0.769	0.027	28.166	0.000
EV -> ATC	0.343	0.350	0.074	4.638	0.000
FV -> ATC	0.345	0.341	0.078	4.413	0.000
IV -> ATC	0.223	0.219	0.073	3.064	0.002
SV -> ATC	0.017	0.018	0.077	0.221	0.825

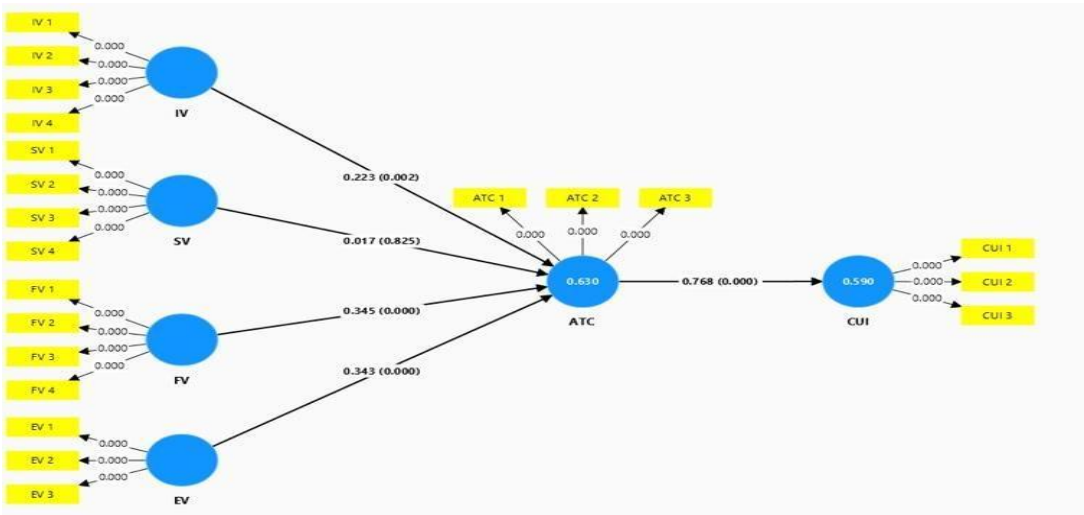

Fig. 2. Path Coefficient of Full Model

VI. DISCUSSION

This study demonstrates that the four dimensions of digital marketing content value, namely Informative Value (IV), Social Value (SV), Functional Value (FV), and Entertainment Value (EV), have a positive influence on Attitude Toward the Content (ATC). Specifically, informative value, functional, and entertainment values (IV, FV, and EV) have a significant positive impact on ATC. This implies that content that is informative, useful, and entertaining tends to be more effective in building a positive attitude among social media users toward the content. However, while social value (SV) exerts a positive influence on ATC, it is not significant in this context.

In the context of home cleaning service businesses using social media as a marketing channel, these findings indicate that businesses need to focus more on the information conveyed, the usefulness of the content, and the visual appeal or entertainment that can be enjoyed by social media users. Meanwhile, the social value of content, such as community interaction or togetherness aspects, does not have a significant impact on social media users' attitudes in the context of this cleaning service business. In other words, efforts to create content that emphasizes "social cohesion" or "social approval" may not be very effective in increasing positive attitudes towards the content.

This research results are different from the findings of [8] who investigated digital marketing for the Biti's Hunter shoe brand in Vietnam. In Bui et al.'s study, it was found that IV, SV, and EV all had a significant influence on experience which then positively impacted ATC, while FV did not contribute significantly. This difference could be due to the characteristics of the objects and audiences studied. Digital marketing for fashion products such as shoes may rely more on social and entertainment aspects to attract attention and build positive attitudes, unlike service businesses that focus more on functional and informational value.

Furthermore, this study also shows that a positive attitude towards digital marketing content (ATC) has a significant and positive influence on Continuous Usage Intention (CUI), toward the home cleaning service. This means that the higher the level of interest and positive attitude of social media users towards the displayed content, the greater the likelihood that they will reuse the services offered by the business. This finding is in line with the results of [8] which also found a positive and significant relationship between ATC and CUI. This is important for home cleaning businesses, where the right content can influence users' positive attitudes and increase the likelihood of using the service.

VII. CONCLUSION AND IMPLICATIONS

Considering the findings, home cleaning service providers that rely on social media for marketing should prioritize certain key elements to enhance their effectiveness. First, businesses should focus on giving possible customers knowledge value. This could include relevant recommendations that help the audience improve their daily routines, the benefits of choosing professional services, and detailed explanations of cleaning methods. The content should be meant to relate and give credibility with the target audience by means of addressing their specific needs and concerns. By providing the information both fascinating and easy to grasp, companies can strengthen their relationship with their audience and so foster a sense of knowledge, dependability, and loyalty.

Second, companies should focus on the functional value of the content they create. The content should offer promotional material but also provide practical solutions to common consumer problems, such as how to remove pen stains from clothes, how to clean limescale in the bathroom, or share experiences from other customers who show the ease of using the home cleaning service. By offering content according to customer needs, businesses can position themselves as problem solvers, thus encouraging more consumers to consider their services.

Finally, the entertainment value of the content should not be ignored. Visually appealing and entertaining social media tends to attract more attention and encourages interaction with users. Businesses should be able to include interesting elements such as creative, funny videos, or highlighting trending topics to increase user engagement and provide a positive brand image. However, it should be remembered that entertaining content must also provide useful information in building loyal social media followers and encouraging word of mouth.

In conclusion, home cleaning services need to focus on informative, functional, and entertaining content. These values not only increase audience engagement, and further the attitude, but also increase the likelihood of continued use by building trust, offering practical value, and providing a pleasant user experience. By paying attention to these values, businesses are expected to significantly improve their

marketing results, strengthen their brand presence, and drive higher levels of customer satisfaction and loyalty.

VIII. Recommendation for Future Research

The respondents of this study were all located in Indonesia. Hence, the findings of this paper's study may not be applicable to other countries that have different cultural characteristics, digital content consumption behaviors, or other preferences. Cultural differences can affect how content values (such as social value) are perceived and affect user attitudes and intentions. This study also focused on digital marketing in the home cleaning service sector, which may not be fully relevant or applicable to other business sectors. This study only examined a few dimensions of content value (IV, SV, FV, and EV) and their impact on ATC and CUI [37]. However, it is possible that other factors such as interaction activity, visual quality, or brand reputation affect user attitudes toward content. Further research is recommended to involve respondents from various countries or regions with different cultures, so that cross-cultural comparisons can be conducted.

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OPEN CONTRIBUTION STATEMENT

Conceptualization: Putri, Prakarsa, Asani, Ananda; Theoretical framework: Putri, Prakarsa, Asani, Ananda; Data collection: Conceptualization: Putri, Prakarsa, Asani; Data analysis: Putri, Prakarsa, Asani, Ananda; Writing: Conceptualization: Putri, Prakarsa, Asani, Ananda.

DATA AVAILABILITY STATEMENT

Data is available at: https://binusianorgmy.sharepoint.com/my?id=%2Fpersonal%2Fartha%5Fananda%5Fbinus%5Fac%5Fid%2FDocuments%2FPaper%20Devie%20Putri%20etal upon justified and authorized request to corresponding author.