

DOES QUALITY OF SOCIAL MEDIA MARKETING AFFECT PURCHASING DECISIONS ON SOBA PADU SMEs?

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ABSTRACT

Decreasing in sales of Soba Padu products nowadays, has an impact on SMEs that produce this traditional snack. Beside this condition, it is important to see what happen with the social media marketing as one of sales method on Soba Padu SMEs. This study aims to described the use of social media marketing in Soba Padu SMEs and to analyze effect of social media marketing on purchase decisions. Data sourced from primary data using 30 respondents that purchased Soba Padu. The data were analyzed using multiple regression analysis techniques. The results show that Soba Padu SMEs uses messenger features on Facebook and marketplaces as a communication tool in social media to the customers, and the producer uploaded photos and videos as promotion tools. The research finding are convenience (X1) and trust (X2) variable did not effect the purchasing decisions (Y), whereas information quality (X3) have a positive and significant influence on the purchasing decisions (Y). It was proof that if the quality of information on social media marketing is getting better, then the purchasing decisions of Soba Padu will increase by the interested of customer to buy. It can made the increase of sales performance so the Soba Padu SMEs will be able to maintain business continuity.

Keywords: Information Quality; Marketing; Purchase Decisions; Social Media; Soba Padu SMEs.

INTRODUCTION

The running of a business is very dependent on the management used by the business owner. In this case, many business actors apply various things to keep their business running effectively, such as being able to beat competitors who try to imitate their products to choose or determine a strategic place in marketing. There are many theories that can be used in running a business, and all depend on the business actor running it (Nur, 2021).

In marketing a product, there is a theory called the Marketing Mix. A marketing Mix is a method or strategy that can be used by business actors to run their business as effectively as possible. It is a method that can underlie the success of a business. The indicators of the marketing mix itself are Product, Price, Place, and Promotion (Shareen & Andayani, 2018).

One of the components of the marketing mix is promotion. A business will be said to be going well if it implements a promotional strategy in it. In today's millennial era, many business actors use the internet to conduct promotions, both from small and medium businesses to small and medium businesses and above. Not a few people who become entrepreneurs use social media in marketing their products (Caraan *et al.*, 2022). Social media marketing is a platform that can promise to promote a product. There are several sites that can be used in marketing strategies, such as *TikTok*,

Instagram, Facebook, and so on (Parastika, 2020). The social media phenomenon has shifted and transformed the way conventional marketing works, creating digital marketing (Indrawati *et al.*, 2022).

The selection of Instagram media, among others, is based on several considerations of the various features. The platform provides feeds, Instagram stories, ads, shares, likes, direct messages, search bars, and other features that make it easier for consumers to find information about what products are available. Offered and make it easier for consumers to find the products they need (Juharsah & Hartini, 2022). The potential of the food and beverage industry in Indonesia can become a champion, because of the large supply and users (Halim & Sutanto, 2021). One of food product is Soba, which is traditional sweet candy that made by palm sugar and peanut inside (Lukum, 2016).

From the side of customer purchase decision, Complex buying behaviour refers to pricey, infrequent transactions that require a high level of customer participation, considerable brand distinctions, and a high level of risk. The rise of Social media is a relatively new phenomenon (Shukla, 2021). By only using social media marketing, customers can determine and make purchases to make it easier for customers and give time, customers no longer need to look for what they want, simply by using social media marketing customers can determine the desired goods or services, customers can also obtain information through content listed or directly from the seller (As'ad & Alhadid, 2014). Purchase decision is the stage where the buyer has made his choice and make purchases of products, consume them (Fajri *et al.*, 2021). In purchasing, there is a process of consideration from customers (Kurniasari & Budiarmo, 2018), there is searching for product or brand information, references and promotion. When customers actually make purchases product or service is called a purchase decision. Purchase decision is a process decision making by customers in choosing goods or services (Angelyn & Kodrat, 2021). This study aims to describe the use of social media marketing in Soba Padu SMEs, and to analyze the effect of social media marketing on purchasing decisions.

METHOD

This research is a descriptive and explanatory research with quantitative data used. Meaning that descriptive quantitative research explains the object of research, namely by using numbers so that it will provide answers from an event, while explanatory research in revealing an event is by collecting data that is measured using numbers and processed with statistical tools. The sample determination used non probability sampling where not all populations have the same opportunity to be sampled (Rosdiana & Hasanah, 2022). In determining the number of samples in this study, namely by using accidental sampling technique. Accidental sampling is a technique in which the researcher selects respondents by visiting respondents in crowded places and then selecting potential respondents who are met by chance (Adolf *et al.*, 2020).

To collect data from respondents, this study used a questionnaire with 16 questions. Likert scale is used to measure attitudes, opinions and the perception of a person or group of people about social phenomena (Sugiyono, 2017). Each question will have points calculated starting as follows; 1. Strongly disagree; 2. Disagree; 3. Neutral; 4. Agree; 5. Strongly agree (Amini, 2023).

The data analysis used Likert scale with SPSS (Caecilia *et al.*, 2017) tools by analyze the multiple linear regression analysis by used to analyze the effect of one independent variable which is social media, with indicators of convenience (X1), trust (X2), and information quality (X3) with the dependent variable of purchasing decisions (Y). The multiple regression equation formula is:

$$\hat{Y} = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where :

- \hat{Y} : Purchase Decision
- α : Constant
- β_{1-3} : Regression coefficient
- X_1 : Convenience
- X_2 : Trust
- X_3 : Information quality
- e : *Error standard*

The validity and reliability test was carried out on the questionnaire used in research. Through testing the validity and reliability can be known whether the questionnaire used has the validity and reliability of measurement good, so it is feasible to use as a data collection tool. Validity and reliability of the data are the instruments used in this study along with the classical assumption test which includes normality test, multicollinearity test, as well as heteroscedasticity test.

Validity and Reliability Test Result

The validity test in this study was to look at the total correlation value (r-count) in the SPSS calculation results, and then compare it with the r-table which in this study was $n = 30$ with a significance level of 0.05. The instrument would be Valid if the value r-count is greater than the value of r-table. Therefore, reliability test used Cronbach's alpha. Cronbach's alpha value should obtained >0.6 ; so it means reliable.

The result of validity test for variable X (social media marketing) consist of 18 questions instrument found range from 0.5 to 0.8 r-count value, meanwhile the r-table value obtained, 0.361. So, validity of each questions instrument this research is fulfilled. Meanwhile, for variable Y (purchasing decision) consist of 16 questions instrument, found that r-count value ranged from 0.7 to above, with r-table value (0.361) proven the result was valid. The reliability test results, for variables X (social media marketing) and Y (purchasing decision) were 0.938 and 0.897 respectively. This value is more than 0.6, proving that both instruments are said to be reliable.

RESULT AND DISCUSSION

The use of social media marketing in Soba Padu SMEs

Business promotion activities in SMEs have several strategies carried out so that their business runs effectively (Halim & Sutanto, 2021). Soba Padu SMEs have been doing online promotion using *facebook*. The *facebook* account used by Soba Padu SMEs belongs to Mrs. Kasmuning Dako, with the name of the account as Kasmuning Dako. It has 4,999 followers, and with the large number of followers, Soba Padu is increasingly known to many people. Her account has also joined several groups on *facebook*, such as *Portal Gorontalo* group and *Forum Jual Beli Gorontalo*. In promoting products, the SMEs upload products 3-4 times a week. The features used by Soba Padu SMEs in promoting are:

1. *Messenger*, in building communication and relationships with customers, Soba Padu SMEs use the *messenger* app to get feedback from customers by asking for satisfaction, wishes, and suggestions, as well as criticisms regarding products. It also uses the approach of giving compliments to customers and so on.
2. *Marketplace*, is one of the sites that also supports the running of Soba Padu SMEs in doing promotions by attaching prices, product quality, and addresses.
3. Uploading photos and videos. The *upload* feature on *Facebook* is a promotional tool that really supports Soba Padu SMEs in marketing their products. With this feature, many customers buy products online. In this feature, Soba Padu SMEs have always been updating the information about the products including:
 - 1) Uploading photos of the packaging product from ordinary packaging to packaging made from aluminum foil.

- 2) Uploading product photos with information on quality standards, such as the use of health service reference paper, halal labeling, and nutritional content of the product.
- 3) Uploading photos and videos of products with descriptions of packaging sizes, SMEs locations, and shops that have collaborated with, including *Aisyah Mart*, *Karsa Utama*, *Mufida Ole-ole*, and so on.
- 4) Uploading photos and videos of the products when participating in several exhibition activities, such as those carried out by BI (Bank Indonesia). This really supports the running of the Soba Padu traditional sweets business.

Classical assumption test result

The results of the classical assumption test consist of three tests. First, the normality test uses a significance value of 1-Sample KS with a result of 0.782 which is higher than 0.05. This means that the data is normally distributed. Second, the multicollinearity test uses the VIF value. The VIF number was less than 10 that meant there were no symptoms of multicollinearity in the study. Third, Heteroscedasticity test using Scatter-Plot. In this result the Plot Value is above the zero-line and below the zero-line and does not form a certain pattern. So, there was no heteroscedasticity in this research.

Multiple Regression Analysis

A linear regression test in this study was conducted to determine the effect of convenience variable, trust variable, and information quality variable on purchasing decisions by using statistical tools in research. The results of the regression test can be seen in Table 1.

Table 1. Multiple Regression Analysis Result

Variable	Coefficient	T-value	Sig. value
(Constant)	3.108		
Convenience	0.383	0.304	0.764
Trust	-0.598	-1.012	0.321
Quality of Information	1.470	2.079	0.048
F-test		13.44	0.000
R; R ²		0.780; 0.608	

Source: Primary Data after processing, 2022

From the results of multiple regression test, the regression equation is known as follows:

$$\hat{Y} = 3.108 + 0.383X_1 - 0.598X_2 + 1.470X_3$$

1. The results of the t-test between convenience (X_1) with a purchase decision (Y) show the t-count value is greater than the t-table ($0.304 < 1.701$) with a significance value greater than the significance level ($Alpha$) used ($0.764 > 0.05$), it can be interpreted that there is no significant effect between the convenience variable (X_1) on the purchasing decision variable (Y), so that if the convenience on social media marketing is getting better, the purchasing decisions of Soba Padu customers will increase. In addition of one point from social media, what customers do has an impact on increasing the value of purchasing decisions on Soba Padu and will increase by 0.383 points from the convenience variable. Based on the test results where the convenience of social media marketing will affect customers when making purchasing decisions in accessing social media sites (*Facebook*) and in making purchases through *online*, making it easier for customers to make purchases which

- is only relying on the site. *Facebook* features *messenger*, where customers no longer come directly to the store selling Soba Padu sweets.
2. The trust variable (X_2) produces a smaller t-count with a negative value than the t-table value ($-1.012 < 1.701$). The significance value is greater than the significance level (*Alpha*) used ($0.321 > 0.05$). Thus, it has no significant effect on the trust variable (X_2) on the purchasing decision variable (Y), so if the trust in social media marketing is getting better, the purchasing decisions of Soba Padu will decrease. In addition of one point from social media marketing by customers, it will have an impact on reducing the value of purchasing decisions on Soba Padu sweets which were previously 3.108 and will decrease by 0.598 points from the trust variable. This happens because transactions through *online (facebook)* have not yet convinced the customers because the *online media: facebook* does not provide supporting features such as product repayment or product delivery to customers automatically, but only through conversations through the features on the *facebook site*.
 3. The variable of information quality resulted in a t-count value greater than the t-table value ($2.079 > 1.701$). The significance value is smaller than the significance level (*Alpha*) used ($0.048 < 0.05$), so it can be interpreted that there is a real influence between the information quality variables (X_3) on the purchasing decision variable (Y), so that if the quality of information on social media marketing is getting better, then the purchasing decisions of Soba Padu will increase. Addition of one point from social media by customers, it will have an impact on increasing the value of purchasing decisions on Soba Padu sweets which were previously 3,108 and will increase by 1,470 points from the information quality variable. The test results can be strengthened by field facts, where in carrying out promotions, Soba Padu SMEs upload photos or videos that are equipped with product descriptions, such as providing the SMEs locations, product quality, all activities regarding the products, contact persons, and the advantages of products.

F-test or simultaneous testing

Testing the effect of the dimensions of the independent variables simultaneously on the dependent variable is carried out by the F-test. The following results of the F test can be seen in Table 1. Based on Table 1, the value of F-count is 13.440, while the value of F-table with Alpha 0.05 and with df 30 is 4.171, which is in accordance with the theoretical basis described in the previous chapter if the calculated F-value $>$ from F-table then H_0 rejected and H_a is accepted while if the F-value is $<$ from F-table, then Hypothesis is accepted. Therefore, based on the test results above it can be concluded that the F-count 13.440 $>$ from the value of F-table 4.171, or the significant value is less than 0.05. This shows that the variables of convenience, trust, and quality of information have a significant effect on purchasing decisions.

Coefficient of Determination (R^2)

To determine the influence of all independent variables (social media) on the dependent variable (purchase decisions) in Soba Padu traditional sweets, the coefficient of determination analysis (R^2) is used. This analysis can identify the influence of the independent variables on the dependent variable together. It should be noted that if the value of R^2 is getting closer to the number of 1 (one), then the regression line can be said to be getting better, and vice versa if the coefficient of determination is close to 0, then the regression line is not good. It can be seen in the following table regarding the results of the coefficient of determination test.

In the coefficient of determination test, it is known that the value of R (correlation coefficient) is 0.780 and the value of R-Square (coefficient of determination) is 0.608 which is based on the theoretical basis of R-Square (R^2) getting closer to the number 1 (one) then the regression line can be said to be getting better, so it can be concluded that there is a strong relationship on social media marketing variables and purchasing

decision variables. The test results explain that 60.8% of social media marketing variables affect the purchasing decision variables, while the remaining 39.2% is influenced by other variables not explained in this study.

Effect of the quality of social media marketing on customer purchase decisions

Conscientious customers certainly have several stages before choosing or making choices. The stages in making this decision are certainly very important for customers (Amini, 2023). In accordance with field facts and observations that in making a decision to consume Soba Padu, the customers consider their decisions first as well as consider their needs or desires in making a purchase (Angelyn & Kodrat, 2021). In accordance with the results of the study, the customers are more dominant in consuming sweets not because of desire but need, and this was because the product was only in a snack category, not an everyday meal (Kurniasari & Budiatmo, 2018).

Customers of Soba Padu products search for information through social media marketing (*facebook: the marketplace feature, and search*) as well as through friends or relatives and through promotions carried out by the SMEs either *online* or *face to face*. Evaluation of alternatives according to field facts, many Soba Padu products are also freely marketed so that customers have the opportunity to compare the products with other sweets. After considering this, customers can make their choices (Lukum, 2016). This is what Soba Padu customers do: compare the products with Soba Sweets (*Gula-Gula Soba*) which is a competitor to Soba Padu. Moreover, the customers are also comparing it with other soba candies, which are only marketed normally without having a product brand, such as those which are sold on *Jln. Andalas* and *Jln Kartini*, more precisely, in front of *Gelael Supermarket*.

The next stage is decision making, and this condition is the time when customers can make their choices. According to the field conditions, the customers have succeeded in determining their product of choice by considering various things in it, such as paying attention to the packaging used, halal labels, and production codes of Soba Padu sweets in accordance with what is desired.

At the stage of the purchase decision, it does not stop only at the purchase decision, but there are stages of post-purchase behavior (Adolf *et al.*, 2020). After customers consume the products they buy, they will be faced with conditions where customers will repurchase or switch to other products or services (Caecilia *et al.*, 2017).

Decision making by the customers has several stages of purchasing decisions, namely (Rosdiana & Hasanah, 2022): (1) Customers consider their needs and wants; (2) Customers seek information related to the products by accessing *Facebook* using the *marketplace* and looking for information by asking directly to the owner of Soba Padu; (3) Customers evaluate alternatives by comparing the product with other candies; (4) Customers make purchases of Soba Padu sweets; and (5) Customers are in the post-purchase stage, where customers will be satisfied or dissatisfied with the products.

In addition, the results of this study are also in line with the previous study by Firdaus (2021), Ridayani *et al.* (2021), and Juharsah & Hartini (2022). The results of their research show that purchasing decisions are positively influenced by social media, where social media indicators, in this case, are marketing activity, context, communication, collaboration, and connection which have a strong relationship with purchasing decisions.

CONCLUSION

Based on the result of this research can be conclude that convenience (X1) and trust (X2) did not affect the purchasing decisions (Y), but the information quality (X3) is an important variable and have significant influence on the purchasing decisions (Y). In marketing products, Soba Padu SMEs use features on Facebook, namely messenger,

and marketplace, as well as photo and video upload features to contact every customer and promote the products. Social media marketing based on convenience, trust, and information quality have influenced the purchasing decisions for Soba Padu traditional sweets. Based on the three variables, only the information quality variable has a significant effect on purchasing decisions. The last by increasing the sales performance Soba Padu SMEs will be able to maintain business continuity. In the future we hope that sales of Soba Padu SMEs will be more increase and continue and also can provide another social media such us, TikTok, Instagram, Youtube in All Gorontalo social media marketing because Soba Padu is one of the traditional sweet snack that must be preserved as Gorontalo iconic.

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