



The Influence of Social Media Marketing On Purchase Decisions

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ABSTRACT

This study aims to determine the effect of social media marketing, which consists of content creation, sharing, connecting, and community building on purchasing decisions. The population in this study were all Instagram social media followers from handicraft businesses in Kendari City, the number of samples was 96 respondents who were determined using the gameshow formula, and the model used the conventional method. The data obtained were then analyzed by multiple linear regression analysis obtained using SPSS software version 26.0. The results of the research show that content creation, content sharing, connecting, and community building have a significant effect on purchasing decisions.

Keywords: *Social Media Marketing, Content Creation, Content Sharing, Connecting, and Community Building, Customer Decision*

I. INTRODUCTION

The current industrial revolution 4.0 has impacted changes in consumer behavior, such as changes in purchasing decisions based on social media considerations, such as Instagram. Currently, many handicraft business actors in Kendari City have used social media as a tool or media to market their products. 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. They were seeing the number of Instagram social media users who use the media as a promotional medium and open a business. There are times when to find out the influence of the platform, so that is why people use Instagram social media more to do promotions and become a determining factor in purchasing decisions, especially in Kendari City.

Several studies have examined the influence of social media marketing on purchasing decisions, such as Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016), in which the results of these studies show that social media marketing has a significant effect on purchasing decisions. Elements of social media marketing variables in this study refer to the indicators proposed by Gunelius (2011), which consist of content creation, content sharing, connecting, and community building.

II. LITERATURE REVIEW

Social media (Nasrullah, 2015: 6) is content containing information created by people who utilize publishing technology, is very accessible, and is intended to facilitate communication, influence, and interaction with others and with the general public. Meanwhile, according to Kaplan and Haenlein (2010) is a group of applications based on the internet and built on the ideological and technological framework of the Web 2.0 platform, which connects individuals with individuals to share and gather online. Furthermore, as stated by Rasyid (2018), social media marketing is a form of marketing using social media to market a product, service, brand, or issue by utilizing the audiences who participate in social media. Meanwhile, according to Tsitsi (2013) is a system that allows marketers to engage, collaborate, interact, and utilize the intelligence of the people who participate in it for marketing purposes.

Elements of social media marketing variables in this study refer to the indicators proposed by Gunelius (2011),

which consist of content creation, content sharing, connecting, and community building. Content creation is the creation of exciting content to be uploaded on social media accounts that aims to provide information to consumers and attract consumers to make purchases. Content sharing is sharing content from social media users with one another to expand the consumer network and can affect sales levels depending on how much the content is shared. Connecting is the relationship between users of social media accounts, both between business actors and consumers, and consumers find the same interest in the content. Community building is building a community. In social networking activities, it is not uncommon for a company to look for a particular neighborhood where the community has the same interests related to the product to be offered. According to Burrow and Fawler (2015), the characteristics of social media consist of personal and interactive social media, immediacy, word of mouth, social media, and connectivity.

According to Sumarwan (2014), purchasing decisions occur if the consumer desires to buy an item. Including items purchased, whether received or not, when to buy, which one to buy, how to pay, etc. The stages in the consumer buying process, according to Kotler (2012), are problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. According to Dharmesta and Handoko (2012:102), purchasing decisions have a structure of seven components consisting of:

1. Decisions about the type of product consumers can decide to buy a product or use their money for other purposes. Companies should focus on people interested in purchasing the product and other alternatives they are considering.
2. Decisions about the shape of the product about product form involve size, sound quality, style, etc.

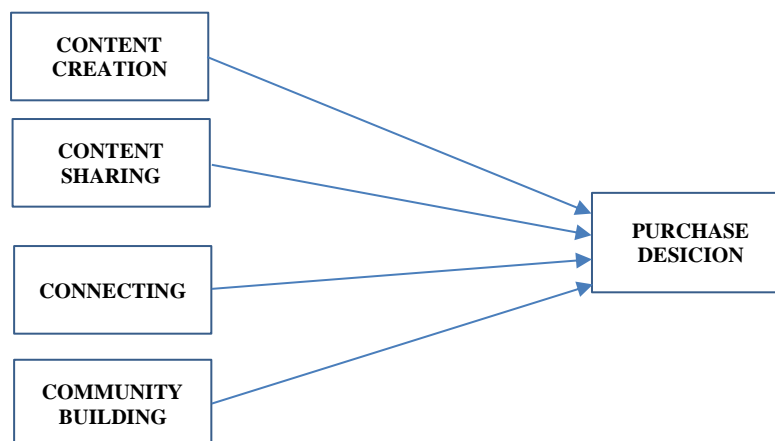


Figure 1. Conceptual Framework

Source: Results of Theoretical and Empirical Studies

The studies conducted by Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016). found that m has a significant effect on purchasing decisions. That means that increased content creation can improve purchasing decisions. Based on this description, the hypothesis is as follows:

H1. Content Creation has a significant effect on purchasing decisions.

The studies conducted by Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016). found that content sharing has a significant effect on purchasing decisions. So means that increasing content sharing can improve purchasing decisions. Based on this description, the hypothesis is as follows:

H2. Content sharing has a significant effect on purchasing decisions.

The studies conducted by Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016). found that connecting has a significant effect on purchasing decisions. So means that increasing content sharing can improve purchasing decisions. Based on this description, the hypothesis is as follows:

H3. Connecting has a significant effect on purchasing decisions.

The studies conducted by Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016). found that community building has a significant influence on purchasing decisions. So means that increasing community building can improve purchasing decisions. Based on this description, the hypothesis is as follows:

H4. Community building has a significant effect on purchasing decisions.

III. RESEARCH METHODS

This explanatory research examines the causal relationship between social media marketing variables consisting of; content creation, content sharing, connecting, and community building with purchasing decisions.

The population in this study were all Instagram social media followers from handicraft business actors in Kendari City. Given a large number of followers and constantly moving (fluctuating), the sampling in this study used the lame show formula and a sample of 96 respondents. The respondents used the conventional method, namely those who became followers, and filled out the distributed questionnaires. Data collection distributing questionnaires in a google form and through comment forms on several Instagram accounts of craft business actors in Kendari City.

This study's data analysis used multiple linear regression analysis obtained using SPSS software version 26.0.

IV. RESULTS AND DISCUSSION

Based on the results of the analysis, the effect of content creation, content sharing, connection, and community building on purchasing decisions, the results are shown in the following figure:

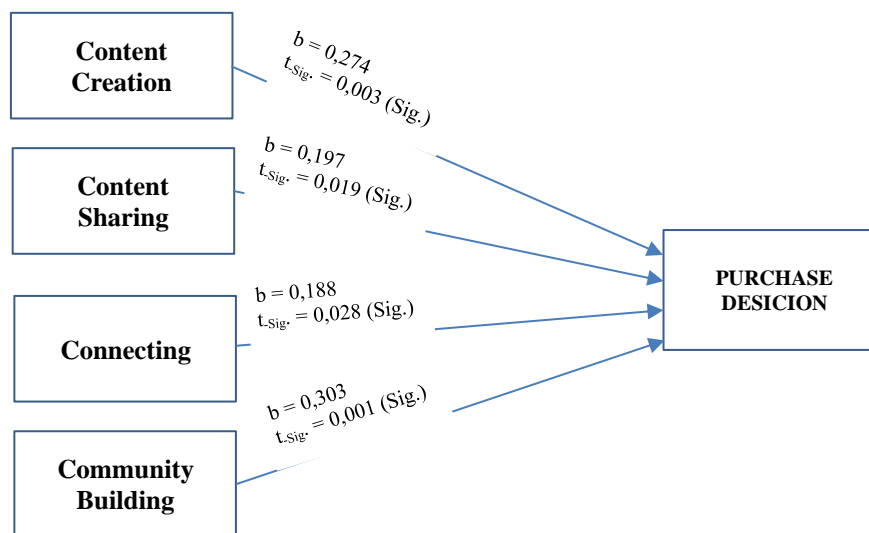


Figure 2. Analysis results

Source: Primary data, processed 2021

The regression coefficient for the content creation variable is positive 0.274, which indicates a unidirectional relationship between content creation and purchase decisions. So, the more attractive the creation of content uploaded on social media accounts to provide information to consumers, the more it will further improve consumer decisions to purchase handicraft products.

The regression coefficient for the content sharing variable is positive 0.197, which indicates a unidirectional relationship between content sharing and purchasing decisions. So means that the more content is shared to expand the network, it will further increase consumer decisions to purchase handicraft products.

The regression coefficient for the connecting variable is positive 0.188, which indicates a unidirectional relationship between connecting and purchasing decisions. The increasing connection between business actors who market silver handicraft products with consumers will further increase consumer decisions to buy handicraft products.

The regression coefficient for the connecting variable is positive 0.188, which indicates a unidirectional relationship between connecting and purchasing decisions. The increasing connection between business actors who market silver handicraft products with consumers will further increase consumer decisions to buy handicraft products.

The regression coefficient for the community building variable is positive 0.303, which indicates a unidirectional relationship between community building and purchasing decisions. So means that the more communities that are followed or followed by business actors who market silver handicraft products will further increase consumer decisions to purchase handicraft products.

The analysis results also show that the resulting correlation coefficient is 0.783 or 78.3 percent. So means a close relationship between content creation, sharing, connecting, and community building with customer decisions. Furthermore, the influence of the variables of content creation, content sharing, connecting, and community building on purchasing decisions is 0.614. So means that 61.4 percent of the purchasing decision variables are influenced by content creation, sharing, connecting, and community building, while other variables outside the model influence 0.386 or 38.6 percent.

The t-count value of the content creation variable is 3,045 with a significance value of 0,003. The resulting t-count value is greater than the t-table value of 1.96 at the 95 percent confidence level. The resultant significance value of 0.003 is smaller than the level of significance set at 0.05. The results of the analysis indicate that content creation

has a significant effect on purchasing decisions. Thus, the hypothesis which states that content creation has a significant impact on buying decisions is accepted.

The t-count value of the content sharing variable is 2,388, with a significance value of 0.003. The resulting t-count value is greater than the t-table value of 1.96 at the 95 percent confidence level. The resultant significance value of 0.019 is smaller than the level of significance set at 0.05. The results of the analysis indicate that content sharing has a significant effect on purchasing decisions. Thus, the hypothesis which states that content sharing has a significant impact on buying decisions is accepted.

The t-count value of the community building variable is 3.410, with a significance value of 0.001. The resulting t-count value is greater than the t-table value of 1.96 at the 95 percent confidence level. The resultant significance value of 0.001 is smaller than the significance level set at 0.05. The results of the analysis show that community building has a significant effect on purchasing decisions. Thus, the hypothesis that community building significantly affects buying decisions is accepted.

The analysis results show that the increase in social media marketing, which consists of content creation, sharing, connecting, and community building, can increase purchasing decisions for silver handicrafts. The results of this study support the results of research from Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), Hardey (2011), and Nurfitriani (2016), which show that social media marketing has a significant effect on decisions purchase.

The findings in this study support research findings from Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), Hardey (2011), and Nurfitriani (2016), showing that content creation significant effect on purchasing decisions. That is, the convenience of consumers in viewing products, viewing product stories, and captions of handicraft products displayed on Instagram will increase consumer decisions to buy handicraft products. Also, in line with the theory put forward by Gunelius (2011), exciting content creation can be the basis of a strategy in social media marketing. It must represent the personality of a business so that target consumers can trust it.

The findings in this study support research findings from Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), and Kambali and Masitoh (2021), and Nurfitriani (2016). That content sharing significantly affects purchasing decisions, with comments on uploaded photos or videos. Seeing likes on uploaded pictures or videos will increase consumer decisions to buy handicraft products and is also in line with the theory put forward by Gunelius (2011) that business networks can expand by sharing a product's content.

The findings in this study support the research findings of Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), and Kambali and Masitoh (2021), and Nurfitriani (2016), showing that connection has a significant effect on purchasing decisions. With the direct message feature that makes it easier for consumers to dig up information, there are opportunities for consumers or followers to communicate about products and discounts or giveaways, which will increase consumer decisions to buy handicraft products. And also in line with the theory put forward by Gunelius (2011) that the possibility of someone being able to meet more people through social networks can build relationships that can generate more business.

The findings in this study support research from Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016). It shows that community building has a significant effect on purchasing decisions. It is easy for consumers to know everything about products and trust product quality with social media, increasing consumer decisions to buy handicraft products.

V. CONCLUSION

The results of the analysis show that increasing Content Creation, Content Sharing, Connecting, and Community Building can improve consumer decisions to buy handicraft products produced and marketed by artisans or marketers of Kendari City handicrafts. This research is limited to handicraft product consumers without examining respondents' knowledge about handicraft products sold by artisans/marketers in Kendari City. Therefore, further research should include product knowledge as control or mediating variable.

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