

The Influence of Social Media on Purchasing Decisions

Gatot Wijayanto

Universitas Riau

Jushermi Jushermi

Universitas Riau

Arwinence Pramadewi

Universitas Riau

Arini Novandalina

Sekolah Tinggi Ilmu Ekonomi Semarang

Yutiandry Rivai

Institut Bisnis Dan Teknologi Pelita Indonesia

Correspondence : Gatot Wijayanto (gatot.wijayanto@lecturer.unri.ac.id)

Abstract

Consumer decision-making is an integration process that uses information to assess and choose one of two or more alternative actions. This integration process yields a choice, which is presented cognitively as a desire to act. The fall in sales over the last two years undermines this study. This drop in sales is attributed to the absence of social media, which corresponds to the 6C: context, content, community, customization, communication, commerce, and connection, as well as changes in consumer perception of product quality, which leads to a decrease in purchasing decisions. According to the findings of this study, customers rate the usage of social media and product quality as pretty excellent, and they are confident in their purchase decisions.

Keywords : Purchase Decisions, Product Quality, Social Media

INTRODUCTION

Additionally, public recognition of the significance of attractiveness is a factor that supports this industry. Developing a favorable perception of one's surroundings is intricately linked to the function of attractiveness, which is to symbolize an individual's personality.

The inclusion of auxiliary features in cosmetic products has provided companies with the chance to develop items that are marketable and well-received by their intended consumers. The greater the number of products available in the market, however, the more time consumers spend deliberating on which to make a purchase. As a result, businesses must have an in-depth understanding of consumer desires and requirements. The process by which media from all types of printed documents are converted to digital presentation is known as digitization. The digital age has permeated virtually every aspect of life.

Even the organization that previously conducted all operational activities in a conventional manner gradually transitioned to technology. All businesses, including cooperatives and large

and medium-sized enterprises, are confronted with more competitive conditions in the era of globalization. Entrepreneurs are compelled to exhibit greater creativity and innovation in the process of defining and developing business policies in order to ensure the business's sustainability and stability.

A purchase decision is the culmination of a series of events that commences with a consumer identifying a problem, continues with the consumer conducting research on a specific product or brand, and concludes with an evaluation of the effectiveness of each alternative in resolving the problem. As stated by Wijayanto (2021). According to Kotler and Armstrong (2012:283), product quality encompasses not only the functionality of a product but also all of its advantageous qualities, including but not limited to durability, reliability, accuracy, ease of operation and repair, and other relevant attributes.

LITERATURE REVIEW

Wijayanto (2018) defines product quality as the degree to which the consumer considers a service or product to be of superior overall quality or suitability for its intended purpose.

According to Rayport and Jaworski, cited in Kotler and Keller (2018), effective social media comprises seven design elements known as the 6C: 1) Design, layout, and context. 2) Text, images, videos, and content that are present on social media platforms. 3) Community, the means by which a website facilitates user communication. 4) Customization refers to a website's capability of conveying its identity to distinct users or allowing users to modify the site. 5) Communication, encompassing the manner in which the website facilitates dialogue between itself and users, users and sites, or two-way communication. 5) Connection, denoting the site's degree of connectivity with other websites. 6) Commerce, or the capacity of the website to facilitate commercial transactions.

A purchase decision, according to Kotler and Armstrong, is the determination of an individual to acquire a product. The purchasing behavior of consumers—both individuals and households—who acquire products or services for personal use influences a purchase decision. Wijayanto (2021) defines a decision as an individual choice that is shaped by various factors such as the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, and processes. As a result, consumers act in accordance with the information they receive and formulate conclusions regarding which products to purchase based on the response that emerges.

METHODS

A research method, as defined by Kushendar (2021), is a scientific procedure for collecting data with a particular intent and application. Kushendar (2021) provides a definition of the quantitative method as a research approach grounded in the positivist philosophy. It involves the examination of a specific population or sample through the utilization of research instruments to collect data, followed by quantitative/statistical analysis of the gathered information, all with the purpose of hypothesis testing. Sugiyono (2020) provides the definition of survey research as investigation conducted on both sizable and small populations; however, the data under scrutiny consists of samples extracted from the population. As a result, correlations, distributions, and associations between sociological and psychological variables are ascertained.

RESULTS AND DISCUSSION

Reliability Test

The purpose of the reliability test is to determine the degree of consistency exhibited by each measurement instrument. One method for assessing reliability is to employ Cronbach's Alpha. When Cronbach's Alpha exceeds 0.5, it indicates that the responses provided by the participants on the questionnaire are deemed reliable for use as a measuring instrument. The responses provided by respondents are deemed unreliable if Cronbach's Alpha is less than 0.5.

Table 1 . Reliability Test

Variable	Nilai Cronbach's Alpha	Conclusion
Social Media Usage	0.586	Reliable
Quality	0.845	Reliable
Purchase Decisions	0.625	Reliable

Source: Data processing SPSS 25.0

From Table 1 it is known that Cronbach's Alpha value on each variable is more than 0.50. The results can be concluded that the entire research instrument can be declared reliable and can be used for further analysis, meaning these questionnaires have consistent results if measurements are made in different time and design.

Relationship Between Social Media Usage (X1) and Quality (X2) and Purchase Results (Y)

To determine the relationship between Social Media Use (X1 and Quality) and Buying Result (Y), a partial correlation is used.

Table 2 Correlation Coefficients Var. X1 and Var. X2 With Var. Y

r_{x1x2}	r_{x1y}	r_{x2y}	$r_{x1x2} - (r_{x2y} \cdot r_{x1y})$	$(1 - r_{x2y}^2)(1 - r_{x1y}^2)$	$r_{x2x1 \cdot y}$
0,506	0,448	0,610	0,288	0,385	0,458

The computation yielded a correlation value of 0.458 between Social Media Usage (X1) and Quality (X2) with a Purchase Decision (Y). This number represents the strength of the variable connection categorized into a sufficiently relevant relationship level, which falls within the range of 0.401-0,60.

A zero hypothesis is accepted or rejected by comparing the statistical value of the test-t with the crucial value of a t-table. A table value of 1,552 was derived from the t-student distribution table for a 10% significance rate and a free degree of $81 - 2 = 88$ on a two-way test.

The following table shows the results of the significance test of the association using the statistic t test:

Table 3 Hypothesis Test Relationship Between Var. X2 and Var. Y if controlled Var.

Z¹

r	t _{count}	t _{table}	H0	Test Result
0,458	6,331	1,552	Rejected	Significant

Based on the data shown in the table above, the value of the table (1,552) is less than thitung (6,331). As a consequence, the H0 test result was refused. Hypothetical testing findings reveal a substantial association between Social Media Usage (X1) and Quality (X2) and Purchase Decisions (Y).

The Relationship Between Social Media Usage (X1) and Purchase Decision (Y)

A partial correlation is employed to examine the association between Social Media Use (X1) and Purchase Result (Y).

Table 4 Correlation Coefficients Var. X1 With Var. Y

r_{xy}	t_{count}	t_{table}	H0	Test Result
0,383	4,025	1,552	Rejected	Significant

From the results of the calculation obtained a correlation coefficient between Social Media Usage (X1) and Purchase Decision (Y) of 0.383. This value shows the strength of a variable relationship that is classified in a low but certain relationship level that is in the interval of 0.20-0.40. To find out the meaning of the relationship between the use of social media (X1) and the purchase decision (Y), a hypothetical test is carried out. The hypothesis to be tested is: (Y).

The decision to accept or reject a zero hypothesis is made by comparing the statistical value of the test-t with the critical value of a t-table. From the t-student distribution table for a 10% significance rate and a free degree of $81-2=88$ on a two-way test obtained a table value = 1,552.

Then, based on Table 5 can be seen the value of the table (1,552) smaller than thitung (4,025). So, the result of the H0 test was rejected.

Quality Interrelationship (X2) with Purchase Results (Y)

To determine the relationship between Quality (X1) and Purchase Results (Y), partial correlation is used. The calculation of the coefficient of the relation between variables is done using the formula of the partial Correlation. The results of the calculation can be seen in the following table:

Table 5 Correlation Coefficients Var. X2 With Var. Y

r_{xy}	t_{count}	t_{table}	H0	Test Result
0,506	6,020	1,552	Rejected	Significant

The computation yielded a correlation value of 0.506 between i Quality (X1) and Purchase Outcome (Y). This number represents the strength of a variable connection categorized to a

sufficiently relevant degree of relationship in the range of 0.401-0.60. A hypothetical test is run to investigate the significance of the association between Quality (X1) and Purchase Outcome (Y).

CONCLUSION

According to the findings of the study, there is a significant relationship between Social Media Usage (X1) and Quality (X2) with the Purchase Decision (Y), a close relationship between the Use of Social Media (X1) and the Purchasing Decision (Y), and a significant link between Quality (x1) and the Buying Decisions.

REFERENCES

- Dalimunthe, H. F. (2010). Pengaruh perilaku konsumen terhadap keputusan pembelian jasa angkutan Taxi eksekutif dan super eksekutif pada CV. Taxi Kita bersama. *Jurnal manajemen pemasaran*, 1(3), 01-14.
- Darmasari, R., & Wijayanto, G. (2014). Pengaruh brand equity dalam membentuk lifestyle dan customer value pada pengguna merek smartphone di Kota Pekanbaru. *Jurnal Tepak Manajemen Bisnis*, 6(2), 86-98.
- Fajrin, A. R., Wijayanto, G., & Kornita, S. E. (2021). Pengaruh Fasilitas dan Lokasi terhadap Kepuasan dan Minat Berkunjung Kembali Wisatawan Candi Muara Takus Kecamatan XIII Koto Kampar Kabupaten Kampar. *Jurnal Ekonomi KIAT*, 32(1).
- Gatot, W. (2015). Analysis of Effect of Relationship Marketing and Reliance on Customer Satisfaction and Loyalty Credit Services Products in Rural Banks In Pekanbaru. *European Journal of Business and Management*, 2222-1905.
- Nasution, I. P., Jushermi, J., & Wijayanto, G. (2015). Analisis Pengaruh Stimuli Pemasaran terhadap Persepsi Konsumen dan Keputusan Konsumen Menggunakan TV Berbayar Merek Indovision di Kota Pekanbaru. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Ekonomi*, 2(1), 1-15. .
- Sabil, S., Jenita, J., Sari, A. R., Lazoo, F. C., Sunariyanto, S., & Wijayanto, G. (2022). Human Resources Performance Management and Organizational Culture Development in Improving Creative Economics in the Tourism Sector. *Multicultural Education*, 8(03), 1-12.
- Sukpa, W. D., & Wijayanto, G. (2015). Pengaruh kualitas pelayanan, kebijakan harga terhadap kepuasan dan loyalitas pelanggan pada jasa lapangan Internasional futsal Pekanbaru. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Ekonomi*, 2(1), 1-18.
- Wijayanto, G. (1993). EVA/NITAMI: Suatu Terobosan Baru Dalam Pengukuran Kinerja Perusahaan, No. 12. *Desember, Manajemen Usahawan Indonesia*.
- Wijayanto, G. (2011). Komitmen pegawai dan budaya organisasi pada kinerja pegawai. *JIANA (Jurnal Ilmu Administrasi Negara)*, 11(02).
- Wijayanto, G. (2014). Analisis Pengaruh Kualitas dan Nilai Pelayanan Terhadap Pertumbuhan Jumlah Tabungan Nasabah Pada Bank Pemerintah Cabang Pekanbaru. *Jurnal Ekonomi*, 2, 22-68.

- Wijayanto, G. (2015). The effect of service marketing mix in choosing the decision to consumer services hotel: Studies in Hotel Grand Zuri Pekanbaru. *Mediterranean Journal of Social Sciences*, 6(5 S5), 91.
- Wijayanto, G. (2015, May). Measuring dimensions of brand personality. In *International Conference on Economics and Banking (iceb-15)* (pp. 1-5). Atlantis Press.
- Wijayanto, G., Jushermi, J., Restu, R., Pramadewi, A., & Rama, R. (2022). Pemulihan Ekonomi Pada Masa Pandemi Covid-19 Melalui Digitalisasi Markeing Pada Sektor UMKM. *Jurnal Sosial dan Teknologi*, 2(7), 630-635.
- Wijayanto, G., Suryana, Y., Oesman, Y. M., & Helmi, A. (2019). The Perception of Customer Value and its Influence to Self Concept in using Credit Card. *International Review of Management and Marketing*, 9(2), 104.
- Yulimindra, I., & Samsir, G. W. (2015). Pengaruh Kualitas Layanan dan Inovasi Terhadap Citra Perusahaan dan Loyalitas Nasaba pada PT Bank Riau Kepri. *Jurnal Tepak Manajemen Bisnis*, 7(3), 468-481.