

# The Influence of Social Media Marketing and Service Quality On Purchase Decision At Grillmen

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**Abstract.** This study aims analyze the influence of social media marketing and service quality on purchasing decisions at Grillmen in Metro City. Social media marketing has become an important tool in modern marketing strategies, while promotions and service quality play an important role in influencing consumer decisions. This study uses a survey method with a sample of Grillmen customers located in Metro City. For this unknown data, researcher distributed a questionnaire on the Grillmen Metro Instagram account and got 109 respondents. Data analysis was carried out using multiple regression techniques to identify the influence of each independent variable on purchasing decisions. The results showed that social media marketing and service quality had a significant positive influence on purchasing decisions. These findings indicate that effective marketing strategies, including the use of attractive social media marketing, as well as improving service quality.

**Keywords:** Social Media, Purchase Decisions, Digital Marketing.

## Introduction

Home service grill services are now growing rapidly in Bandar Lampung City and Metro City. One of the grilled café in Metro City named Grillmed that is offer a convenience service for consumers to hold parties with grill services at home. Grillmen, which founded in late 2023, faces challenges in achieving a monthly sales target of 200 products, with sales data showing fluctuations and figures that have not met the target. Grillmen's monthly sales range from 137 to 195 products. In an effort to increase sales, Grillmen utilizes social media marketing that can expand the reach and efficiency of services. However, the lack of quality writing, less attractive photos, and admin inactivity in posting are some of the problems that affect the results. Social media marketing, which includes platforms such as Instagram and TikTok, is expected to increase product visibility and appeal.

In addition, effective social media is also an important factor in consumer purchasing decisions. Proper promotion can increase consumer awareness and interest in the product, while good service quality can differentiate the business from competitors.

Research shows that social media marketing has a positive influence on purchasing decisions, but many home grill service businesses still do not utilize this strategy optimally. Therefore, this study focuses on the influence of social media marketing and service quality on purchasing decisions at Grillmen in Metro City.

Digital Literacy refers to the knowledge, attitudes, and skills that a person has in utilizing digital technology effectively. This includes the ability to recognize, access, manage, integrate, evaluate, analyze, and create new knowledge. In addition, digital literacy also allows individuals to express themselves through digital media and communicate with others effectively (Naudé, in Fatonnah, Djuwita, and Busthomi in Niken Paramitasari et. al., 2023).

According to Wediawati and Sari (2023) in Niken Paramitasari et. al. (2023), digital literacy encompasses not only communication, technology, and information skills, but also broader life skills. is the process of planning and implementing goods and services, including concept, pricing, promotion, and distribution, to create exchanges that meet individual and organizational goals (MA Firmansyah).

Social media marketing involves using digital platforms such as Instagram to promote products, introduce brands, and build relationships with consumers (Murdiani et. al, 2022). This includes creating quality content, engaging photos, and active posting frequency. Social media marketing helps small businesses advertise at a low cost and reach consumers in an effective way (Moriansyah).

According to Jayson DeMers in M. Kurniasari, the indicators used to measure social media marketing include:

- Quality writing  
A writing will be considered uninteresting and unimportant if its meaning is absent or difficult to understand.
- The interesting picture  
Photos with correct exposure, pleasing composition and accurate focus, and according to the photographer's wishes and imagination, and inspire those who see the photo.
- Frequency of posting activity  
Must be able to carry out active activities on social media such as being active in content to attract consumer power.

The comprehensive assessment of the excellence of the services provided (PL Ginny at. Al), service quality indicators include responsiveness, assurance, and empathy, as well as elements such as reliability, responsiveness, assurance, empathy, and physical evidence (I Gusti et. al).

Service quality indicators according to Tjiptono in I Gusti et. al. said that:

- Powercatch  
Relates to the availability and ability of service providers to assist and respond quickly to customer requests.
- Guaranteed relationship  
Employee knowledge and courtesy and employee ability to foster consumer trust and confidence.
- Empathy ability  
Companies in understanding consumer problems and acting for consumer needs and providing attention to consumers and having comfortable working hours.

Online purchasing decisions are the process by which consumers make purchases via the internet, which offers greater benefits (Deavaj et al. in Anggraeni, 2016 in Muhammad Alma'ruf Masputra (2023)). According to Iswara (2016) in Muhammad Alma'ruf Masputra (2023), purchasing decisions refer to consumer behavior in determining whether they will continue or cancel a purchase or transaction. According to Kotler and Armstrong, in Muhammad Alma'ruf Masputra (2023) a purchasing decision is a person's action or behavior in determining the choice of a product, both in terms of type and quantity of the product.

Purchasing decisions are the process by which consumers search, select, and purchase products to meet their needs (Suri Amilia, 2017). Purchasing decision indicators include identifying needs, extracting product information, considering references, purchasing the product, and post-purchase behavior (Miftach Rizqillah, 2020).

According to Miftach Rizqillah & Putu Hari Kurniawan (2020), purchasing decision indicators are:

- Identify needs  
Before purchasing a product, consumers will identify the needs they want to fulfill.
- Digging up product information.  
Consumers explore various data and information about various product choices. Other reference considerations: consumers consider the benefits, suitability and value of the product to be purchased from various available choices.
- Make a product purchase  
Consumers choose the most suitable product and make a purchase transaction.
- Post-purchase behavior  
After using a product, consumers assess their level of satisfaction with a product.

The conceptual framework explains the relationship between independent variables (social media marketing and service quality) and dependent variables (purchase decisions).

## Methods

This study aims to identify the influence of social media marketing and service quality on purchasing decisions at Grillmen in Metro City. Data were collected through questionnaires, analyzed using descriptive statistical techniques, multiple linear regression, and hypothesis testing to determine the significant influence of each variable. Independent of purchasing decisions.

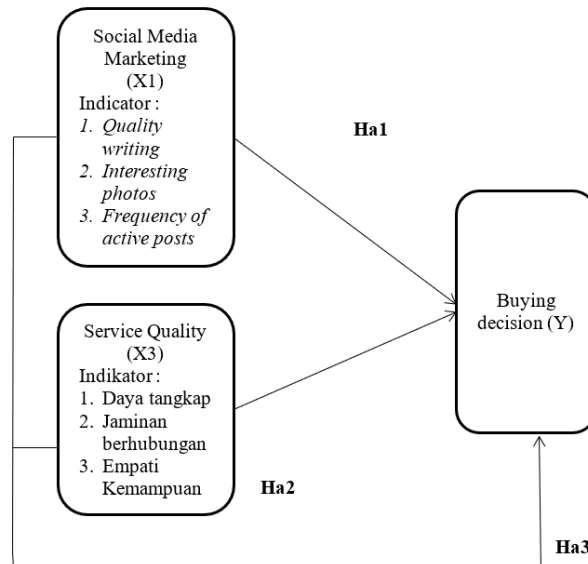


Figure 1. Framework of Thinking

The research hypotheses include:

- Ha1: Social media marketing influences purchasing decisions.
- Ha2: Service quality influences purchasing decisions
- Ha3: Social media marketing and service quality simultaneously influence purchasing decisions.

This study aims to examine the influence of social media marketing and service quality on purchasing decisions at Grillmen in Metro City.

## Result and Discussion

Based on consumer purchasing decisions at Grillmen, there are significantly influenced by Social Media Marketing, Promotion, and Service Quality. To improve purchasing decisions, Grillmen is advised to strengthen all three aspects simultaneously, namely by being very active on social media and improving service quality.

Based on the test results conducted on the Social Media Marketing variable on Purchasing Decisions, the sig value (0.006) < Alpha (0.05) was obtained, thus H0 was rejected and Ha1 was accepted, so it can be concluded that Social Media Marketing has an effect on purchasing decisions at Grillmen, Metro City, Lampung by 0.177 and the effect is positive. These results are in line with research conducted by Othysalonika, Abdul Wahib Muhaimin & Febriananda Faizal (2022) which states that Social Media Marketing has an effect on Purchasing Decisions.

This research is consistent with previous research by Othysalonika (2022) which shows that high use of Social Media Marketing can increase consumer purchasing decisions. Therefore, Grillmen is advised to be more active in creating content on social media to attract consumer interest.

Based on the test results conducted on the promotion variable on purchasing decisions, the sig. value (0.000) < Alpha (0.05) was obtained, thus H0 was rejected and Ha was accepted, so it can be concluded that service quality has an effect on purchasing decisions at Grillmen Metro City, Lampung.

These results are in a line with research conducted by Abdul Mukti (2021) which states that service quality has a significant effect on purchasing decisions. This means that the better the service provided, the more it will affect the consumer's repurchase decision.

The Simultaneous influence of Social Media Marketing and Service Quality on Purchasing Decisions as it shows on the test that results the variables Social Media Marketing and Service Quality have a simultaneous effect on Purchasing Decisions and are positive.

These results are in a line with previous research conducted by Ni Made Puspita Dewi, I Gusti Ayu Imbayani, Pande Ketut Ribek (2021) which states that Social Media Marketing has a significant effect on consumer purchasing decisions at Grillmen in Metro City, Lampung.

These results also in a line with research conducted by Irzaldi, Yazid, Hidayat, & Wahyu (2020) which states that Service Quality has an effect on consumer purchasing decisions at Grillmen in Metro City, Lampung.

## Conclusion

Based on data analysis and hypothesis testing regarding the influence of social media marketing, promotion and service quality on consumer purchasing decisions at Grillmen Metro, it can be concluded:

1. Social Media Marketing has a significant influence on purchasing decisions.
2. Service quality also has a significant influence on purchasing decisions.
3. Simultaneously, Social Media Marketing, Promotion, and Service Quality have a significant influence on purchasing decisions.

However, it should be noted that the autocorrelation test showed a negative correlation, which is a concern for future research.

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