

The influence of social media marketing on decisions to purchase la moringa products study on Instagram followers @la_moringantt

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Abstract

The advances of information technology and internet are currently changing in various societal activities including business activities. This forms a society or digital community to meet their needs for goods and services. Promotion via the internet, especially social media, is an advantage or what is known as Social Media Marketing, this is very familiar among business people. This study aims to determine the effect of Social Media Marketing on purchasing decisions for La Moringa products. The variables in this study are Social Media Marketing and Purchase Decisions. This research uses quantitative methods. This research is a descriptive and associative study using a simple linear regression model. By carrying out this procedure, the researcher used a probability sampling technique with the accidental sampling method. To process the data, the researchers carried out several procedures through online questionnaires via Google form to 98 respondents with 28 statement items. In analyzing the data, researchers used descriptive and associative analysis, tested research instruments, tested classical assumptions, and tested hypotheses. The results showed that the effect of Social Media Marketing via Instagram on the Purchase Decision of La Moringa products was 74.8%. Based on the results of testing the hypothesis in this study, it shows that the Social Media Marketing variable with four indicators, namely Content Creation, Content Sharing, Connecting, and Community Building has a significant effect on the Purchasing Decision variable.

Keywords:

Purchase Decision; Social Media Marketing.

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INTRODUCTION

Advances in information technology and the internet are currently causing changes in various forms of community activities, including business activities. This forms a new pattern and new lifestyle for society, which is called a digital society, in meeting the need for goods and services that are their needs (Kamuri, 2021). This phenomenon shows that the development of information technology and the internet influences the development of the business world,

thereby creating increasingly fierce competition between business people. They are required to keep up with the times, not only innovating products or determining prices to compete with other products, but business people are also required to innovate by utilizing developing information technology and the internet, in order to be able to adapt to changes in the way consumers are currently utilizing internet applications and social media to meet their needs (Jayabaya & Madiawati, 2018).

In running a business, business people must determine a marketing strategy so that the products they offer can become the choice of consumers. This can help business people win the competition. One strategy that is currently widely used is a promotional strategy using the internet, especially by utilizing social media (social networks), because it can increase sales widely without expensive marketing costs. Social media is a means that makes business easier, so that social media users become targets for business people or companies to market their products through social media. The use of social media as a means of business activities is known as Social Media Marketing. According to Tuten (2008), Social Media Marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals. Social Media Marketing is a form of marketing that uses an internet system with online communities, social networks and sites for sharing opinions of each person with the aim of building good communication so that in using social media marketing there is an effort by a company to persuade consumers to evaluate and like the products or services offered. Social Media Marketing is a form of direct or indirect marketing strategy carried out to build awareness, recognition and memory of a product or other form using tools from the social web such as blogging, microblogging, social networking, social bookmarking, content sharing and is a forum for promotion and communication through social media by utilizing a much larger community that has greater possibilities for marketing than through traditional advertising channels (Gunelius, 2011).

Social Media Marketing is a form of direct or indirect marketing strategy carried out to build awareness, recognition and memory of something. Social Media Marketing is able to encourage business people to promote products through their websites or services via online social media channels, and build communication channels by utilizing a much larger community for marketing than through traditional advertising channels (Gunelius, 2011). One of the social media that is widely used for business activities is Instagram.

According to Gunelius (2011), there are four dimensions to be used as indicators as variables for the success of Social Media Marketing.

1. Content Creation.

Interesting content is the basis of strategy in conducting social media marketing. The content created must be interesting and must represent the personality of a business so that it can be trusted by target consumers. Content Creation can be seen from creating content that is interesting and can represent the personality of a business so that it can be trusted by target consumers.

2. Content Sharing.

Sharing content with social communities can help expand a business's network. Sharing content can lead to both indirect and direct sales depending on the type of

content shared. Content Sharing can help expand a business's network and expand its online audience.

3. Connecting (Relationship).

Connecting is a relationship that exists between the giver and recipient of a message who have the same interests. Social networks allow a person to meet more people who have the same interests. An extensive network can build relationships that can generate more business. Honest and careful communication must be considered when doing social networking. A social networking site is a service-based site that allows users to create profiles, view a list of available users, and invite or accept friends to join the site.

4. Community Building .

The social web is a large online community of individuals where interaction occurs between people living all over the world using technology. Building communities on the internet who have similar interests can occur with social networking. Community Building aims to find target consumers who are interested in the products and services offered by interacting with one another.

Purchasing decisions refer to consumer behavior where there is behavior that shows how individuals, groups and organizations choose, buy, use and how people feel satisfied because they have purchased goods or services and experiences that suit their needs and desires (Kotler & Armstrong, 2016). Therefore, in the process of creating consumer interest in making decisions to purchase a product, there needs to be superior effort from business people or companies in managing Social Media Marketing.

According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. Buchari (2011), defines a purchasing decision as a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, other people and the process of making a choice so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that arise regarding what product was purchased. Purchasing decisions are a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable (Machfoedz, 2013).

Kotler (2006), recommends the AIDA (Attention-Interest-Desire-Action) model to stimulate the factors that drive consumer purchasing decisions, which will be explained as follows:

1. Attention.

A message that attracts attention is a first step for a company where the message will be known, recognized and remembered by consumers.

2. Interest .

Interested means that the message conveyed creates feelings of curiosity, wanting to observe and wanting to hear and see more carefully. This happens because there is interest that attracts consumers' attention to the message shown.

3. Desire.

Thought occurs from desire, this is related to consumer motives and motivations in purchasing a product. Purchasing motives are divided into two, namely: rational motives and emotional motives. This is where consumers' rational motives consider the advantages and disadvantages shown by a product. Meanwhile, emotional motives relate to individual feelings or emotions.

4. Action.

Occurs with the strong desire of consumers so that decisions are made in purchasing the products offered.

La Moringa is a business operating in the culinary sector which was inaugurated on December 16 2019 in Kupang City with various processed food products made from Moringa leaves, which are then produced and served as typical souvenirs from East Nusa Tenggara. By using Moringa leaves as the main ingredient, La Moringa produces healthy products because one of its benefits is to maintain the body's immunity, especially during the current Covid-19 pandemic, which will encourage people to look for healthy food and drink products. La Moringa uses Instagram social media marketing as a strategy to introduce and market its products and uses influencer services as an advertising model to carry out review activities about its products. Even though it has only been operating for approximately 3 years, there are now more than 5,000 followers on the Instagram account @la_moringantt and they continue to provide information through their Instagram account and post testimonials every day via Instagram stories. This shows that even though it has only been operating for a short time, La Moringa is already known by the wider community because it continues to develop products made from Moringa leaves so that it is considered unique and makes people curious to try it.

Based on the description above, this research aims to determine and analyze the influence of Social Media Marketing on La Moringa Product Purchasing Decisions.

RESEARCH METHOD

This research uses a descriptive quantitative approach. Based on the research objectives and variables studied, this type of research is associative research. The population in this study were followers of the Instagram account @la_moringantt, totaling 5716 users. This research uses a Probability Sampling technique, where each element of the population has the same opportunity to be selected as a sample (Sugiyono, 2018). Meanwhile, the sampling method in this research uses Accidental Sampling or a chance sampling technique based on the condition that the respondent happens to be a follower of the Instagram account @la_moringantt who is an active Instagram user (Sugiyono, 2018). The sample in this study was 98 respondents. The data collection technique used is a questionnaire, which is a data collection technique carried out by researchers by giving a set of questions or written statements to respondents to answer (Sugiyono, 2018). Researchers also conducted literature studies by analyzing various existing literature such as theses, books and journals related to Social Media Marketing and Purchasing Decisions.

FINDINGS AND DISCUSSION

Table 1.

Reliability Test Results

Variab le	Alpha Coefficient	Criteri a	Informatio n
X	0.760	>0.60	Reliable
Y	0.777	>0.60	Reliable

Reliability Testing is intended to measure the reliability of a questionnaire and test the extent to which a measurement result is relatively consistent, if the measurement is repeated two or more times. Reliability includes three main things, namely measure stability, equivalent and measure internal consistency. A variable is said to be Reliable if it provides a Cronbach Alpha (α) value > 0.60 with the criteria "Reliable" (Ghozali, 2005).

Table 2.

Coefficient Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.970	2.047		.474	.636
Social Media Marketing	.834	.023	.865	16.872	.000

a. Dependent Variable: Keputusan Pembelian

It is known that t count (16.872) $>$ t table (1.660), and the significance value (0.000) $<$ α (0.05). So, the calculated t value $>$ t table and the significance value $<$ α , then H_0 is rejected and H_a is accepted. So these results mean that the Social Media Marketing variable has a significant influence on La Moringa product purchasing decisions.

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865a	.748	.745	2.13972

- | |
|---|
| a. Predictors: (Constant), Social Media Marketing |
| b. Dependent Variable: Purchase Decision |

Table 3.

Coefficient of Determination Test Results

Based on the table above, it can be seen that the results of the analysis of the coefficient of determination in this study have an R Square value of 0.748. Thus, this means that the Social Media Marketing variable has a contribution of 74.8% to the Purchasing Decision variable for La Moringa products, while the remaining 25.2% is influenced by other variables not examined in this research.

Based on the results of hypothesis testing carried out in this research regarding "The Influence of Social Media Marketing on La Moringa Product Purchasing Decisions (Study on Followers of the Instagram Account @la_moringantt), it shows that the Social Media Marketing variable (X) has a significant effect on the Purchasing Decision variable (Y) . This is proven by the results of the t test which produces t count 16.872 > t table 1.660 with a significance level of $0.000 < 0.05$ obtained from data processing using the IBM SPSS 25 application. Thus, Ho is rejected which means the Social Media Marketing variable has a significant influence on Purchase Decision variables.

Social Media Marketing Instagram which is used by La Moringa as a strategy in marketing its products influences purchasing decisions because marketing via social media helps consumers to obtain information about the products offered by directly looking at the posted images. This increases consumer knowledge (followers of the Instagram account @la_moringantt) about a product in the process of making a decision to buy so that the influence provided by Social Media Marketing can create a more personal social relationship between La Moringa and its followers who can ask questions related to the product without having to meet in person. Apart from that, it also encourages consumers to decide to buy the products offered by La Moringa through social media marketing because it is easier to get information about the desired product online. Thus, the results of this research are in line with previous research by Mileva & Fauzi (2018), which states that the Social Media Marketing variable has a significant

effect on purchasing decisions. The results of this research also support the concept put forward by Gunelius (2011), that Social Media Marketing is a forum for promotion and communication through social media by utilizing a much larger community which has greater possibilities for marketing than through traditional advertising channels.

CONCLUSIONS

Social Media Marketing has a significant influence on purchasing decisions for La Moringa products. This is proven by the results of the t test hypothesis testing which produces $t_{count} 16.872 > t_{table} 1.660$ with a significance level of $0.000 < 0.05$.

The results of this research show that the Social Media Marketing variable which is supported by its four dimensions, namely Content Creation, Content Sharing, Connecting, and Community Building, has a significant effect on the La Moringa Product Purchase Decision variable by followers of the Instagram account @la_moringantt. So, it is hoped that La Moringa will continue to develop creative ideas in utilizing the existing Instagram Social Media Marketing as one of the most effective Social Media Marketing in introducing and promoting the products it produces.

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