

The Influence of Social Media Marketing and Lifestyle on Purchasing Decisions in Small to Medium Enterprises Diyos Shoes Cleaning Shoe Cleaning Services

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Abstract

This research aims to determine the influence of social media marketing and lifestyle on purchasing decisions in small and medium businesses for the shoe washing service Diyos Shoes Cleaning. The population in this research is Diyos Shoe Cleaning consumers. The sample in the study amounted to 62 people using the *Lemeshaw method*. The data analysis method used is descriptive analysis and multiple linear regression analysis. The research results show that simultaneously, social media marketing and lifestyle have a significant influence on purchasing decisions in small and medium businesses for the shoe washing service Diyos Shoes Cleaning. Partially, social media marketing has a positive and significant influence on purchasing decisions in small and medium businesses for Diyos Shoes Cleaning shoe cleaning services, and lifestyle also has a positive and significant influence on purchasing decisions in small and medium businesses for Diyos Shoes Cleaning shoe washing services. From the results of the determinant coefficient analysis, we obtained *R Adjusted Square* of 0.823, this means that 82.3 percent of purchasing decision variables can be explained by social media marketing and lifestyle variables while the rest can be explained by other variables not examined in this research.

Keywords:

Social Media Marketing; Lifestyle; Purchasing Decisions

JEL Code: Written by editor

Received Month Date Years; Received in revised form Month Date Years;
Accepted Month Date Years; Available online Month Date Years (Written by editor)

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Introduction

Indonesia is in the national economic recovery phase after experiencing an economic crisis due to the Covid 19 pandemic in 2020. Micro, Small and Medium Enterprises (MSMEs) are believed to be an important support and key to national economic recovery. A common problem currently experienced by the MSME industry is the lack of knowledge of small entrepreneurs in attracting buyers to make Purchase Decisions (Y). As a result, sales of the MSME industry experienced a decline.

Improving purchasing decisions is a particular difficulty because there are several factors that influence it, namely social media marketing, *word of mouth*, and lifestyle (X3), service quality and others. According to Kotler & Armstrong (2017) purchasing decisions are influenced by cultural, social, personal and psychological factors. Lifestyle is part of social life and is also a factor that can influence purchasing decisions. In line with that, social media is a medium that can influence purchasing decisions because in it potential consumers can see reviews about a product or service to be purchased before deciding to purchase a product.

Diyos Shoes Cleaning is one of the MSMEs in Medan City which operates in the field of shoe care services and products. In line with the marketing phenomenon previously explained, from the observations it can be seen that Diyos Shoes Cleaning has not utilized digital marketing properly so this is a problem that is prone to occurring in the MSME industry. This problem is clearly visible when seen from the comparison of competitors' transactions that maximize digital marketing. The following is a comparison of sales of Diyos Shoes Cleaning with its competitors in the same capacity by maximizing digital marketing as a marketing strategy.

Table 1
Comparison of Transaction Amounts

Information	Diyos Shoes Cleaning	Couple of Shoes
Utilization of Instagram	Yes	Yes
Utilization of TikTok	No	Yes
Utilization of Facebook	No	Yes
Utilization of Google Maps	Yes	Yes
Utilization of Reviews	Yes	Yes
Number of daily Transactions (average)	13 Transactions	19 Transactions

From the pre-survey results above, it can be seen that the number of sales transactions obtained by Diyos Shoes Cleaning is less than its competitors who

make maximum use of online marketing media. These transactions or sales can certainly occur if consumers make good and appropriate purchasing decisions. The purchasing decision made by consumers regarding a product or service is the basis for sales which will lead to the sustainability of the MSME industry. Due to the problem phenomenon and pre-survey that the researcher has carried out, the researcher is interested in conducting research with the title The Influence of Social Media Marketing and Lifestyle on Purchasing Decisions in Micro, Small and Medium Enterprises, Diyos Shoes Cleaning Services.

Literature review

According to Gunelius (in Fauzi, 2018) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory and action for brands, businesses, products, people or other entities and is carried out using tools from social web such as blogging, microblogging, social networking, social bookmarking, and content sharing. Gunelius (in Fauzi 2018) describes four tools that can be used to maximize participation in social media marketing (the 4 C's of social media marketing participation), namely:

1. Content Creation, namely by creating unique content related to the business, ensuring that the content represents the brand, as well as being useful and attractive to the target market or potential consumers.
2. Content Sharing, namely by sharing business-related content with the target market or potential consumers, if possible the content can be re-shared (republished) by online audiences, thereby reaching a wider potential market
3. Connecting: Ensuring that the content can connect with online audiences and other social networks, thereby building brand credibility while building loyalty
4. Community Building, namely by building a social community that allows someone to meet more people who have the same interests, building a social community can help expand a business network and expand the reach of an online audience.

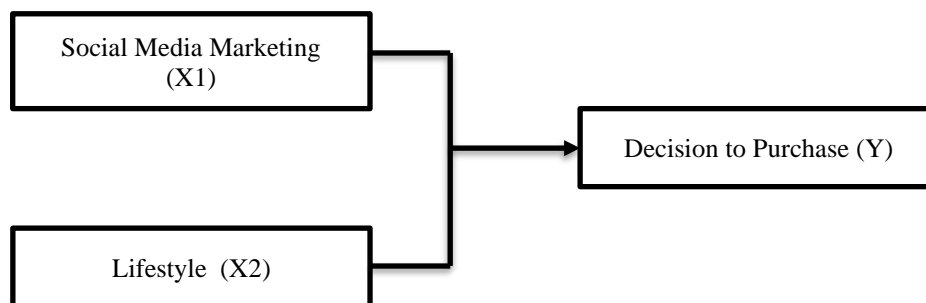
According to Kotler (2002) in Sumarwan et al (2014) lifestyle is a person's pattern of living in the world which is expressed in their activities, interests and opinions. Lifestyle describes "a person's whole self" in interacting with his environment. Lifestyle will develop in each dimension of activity, interest, opinion or AIO (activity, interest, opinion) proposed by Sutisna (2015) defined as the following lifestyle:

1. Activity is a real action.
2. Interest is an act of excitement that accompanies special or continuous attention.
3. Opinions are verbal or written answers that people give in response to a situation.

According to Kotler and Keller (2016) stated that, " *Purchase decision is the buyer's decision about which brand to purchase* " which means that a purchasing decision is an action at the stage of the decision process where consumers actually purchase a product. According to Tjiptono (2016) , consumer decisions to purchase a product can be measured by five indicators, including:

1. Product Choice, consumers can make decisions to buy a product or use their money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering. For example: the need for a product, the diversity of product variants and product quality.
2. Brand Choice, consumers must make decisions about which brand to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand. For example: brand trust and popularity.
3. Choice of Dealer, consumers must make a decision which dealer to visit. Each buyer has different considerations in determining a dealer, this could be due to factors such as close location, low prices, complete inventory of goods and so on. For example: ease of getting products and product availability.
4. Purchase Time, consumer decisions regarding purchasing time can vary, for example: some buy once a month, once every three months, once every six months or once a year.
5. Number of Purchases, consumers can make decisions about how many products they will buy at one time. There may be more than one purchase made. In this case, the company must prepare a large number of products according to the different desires of buyers. For example: the need for a product.

Then described in a conceptual framework structured as follows:



Based on the problem formulation and conceptual framework stated above, the temporary hypothesis in this research is as follows:

- H1: Social media marketing has a positive and significant effect on purchasing decisions for Diyos Shoes Cleaning services.

- H2: Lifestyle has a positive and significant effect on purchasing decisions for Diyos Shoes Cleaning services.
- H3: Social Media Marketing and Lifestyle has a significant influence on the decision to purchase Diyos Shoes Cleaning services.

Research method

The population in this study are consumers who have used shoe cleaning services at Diyos Shoes Cleaning. The sampling technique in this research is that samples are taken using a non-probability sample design, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling method uses the Lemeshow formula.

$$n = \frac{(Z\alpha^2)(p)(q)}{d^2}$$
$$n = \frac{(1,96^2)(0,2)(0,8)}{0,1^2}$$
$$n = \frac{0,614656}{0,01}$$
$$n = 61.4656 = 62 \text{ people}$$

Sample selection criteria are as follows:

1. Aged 17 years and over
2. Consumers who have used Diyos Shoes Cleaning Shoe Washing Services.

The data used in this research consists of 2 types of data, namely:

1. Primary data

Primary data is data obtained directly from respondents in the form of interviews and questionnaires with Distro employees in Medan Selayang District or through direct field observations carried out by researchers for the purposes of the study in question.

2. Secondary Data

Secondary data is data obtained from written documents by studying various articles, books, journals and the internet that are related to and support this research. The data needed includes related theories, research guides, distro UMKM data and so on that support research.

Data collection methods in this research were carried out through interviews with distro owners and employees, filling out questionnaires distributed to all research samples and documentation studies. Researchers obtained data and written documents from various articles in books, journals and the internet that are related and support the truth and validity of the results obtained from this research. The analysis technique used in this research is multiple linear regression analysis.

Data analysis and result

Normality test

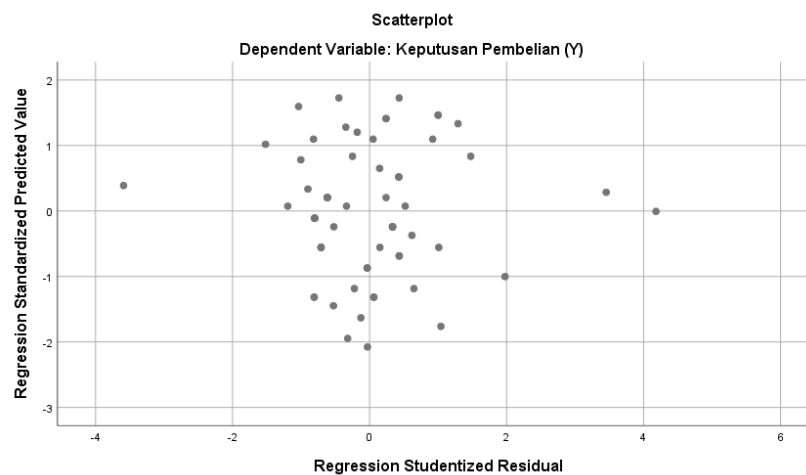
Table 2.
Kolmogorov Smirnov test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		62
Normal Parameters ^{a, b}	Mean	20.2096774
	Std. Deviation	2.49130293
Most Extreme Differences	Absolute	.073
	Positive	.060
	Negative	-.073
Statistical Tests		.073
Asymp. Sig. (2-tailed)		.200 ^{c, d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Table 2 shows that the residual probability value (asyp.sig.2-tailed) is 0.200, which is greater than sig- α (0.05), so it can be concluded that the research data is normally distributed.

Heteroscedasticity Test

Figure 1.
Heteroscedasticity Scatterplot



From Figure 1, it can be seen that the points are spread randomly and do not form a clear pattern and are spread both above and below zero on the Y axis. This can be concluded that heteroscedasticity does not occur in the regression model.

Multicollinearity Test

Table 3.
Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,559	,906		6,138	,000		
	Social Media Marketing (X1)	,458	,106	,473	4,333	,000	,252	3,966
	Lifestyle (X2)	,326	,076	,466	4,267	,000	,252	3,966

a. Dependent Variable: Purchase Decision (Y)

From Table 3 it can be seen that the VIF value is <10 and tolerance is > 0.1, so it can be concluded that there is no multicollinearity problem in this stud

Multiple Linear Regression Test

Table 4.
Multiple Linear Regression Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,559	,906		6,138	,000		
	Social Media Marketing (X1)	,458	,106	,473	4,333	,000	,252	3,966
	Lifestyle (X2)	,326	,076	,466	4,267	,000	,252	3,966

a. Dependent Variable: Purchase Decision (Y)

The formulation form is as follows:

$$Y = 5.559 + 0.458 X_1 + 0.326X_2$$

Based on the formula above, it can be interpreted as follows:

1. Constant 5.559, this shows a constant level, where the purchasing decision variable (Y) is without the social media marketing variable (X1) and also the lifestyle variable (X2).
2. The coefficient X1 shows that the Social Media Marketing variable has a positive effect on purchasing decisions. In other words, when social media marketing is improved, purchasing decisions will increase.
3. The coefficient X2 shows that the lifestyle variable (X2) has a positive effect on purchasing decisions. In other words, when lifestyle is improved, purchasing decisions will increase.

Hypothesis testing

Table 5.
F Statistical Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	378,602	2	189,301	136,751	,000 ^b
	Residual	81,672	59	1,384		
	Total	460,274	61			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Lifestyle (X2), Social Media Marketing (X1)						

From the Anova table above, it can be seen that the value of Fcount (136.751) > Ftable (2.393) means the regression model is declared feasible. The significant value is <0.05, then the regression model is feasible. From Table 5, it can be seen that the significant value (0.00) <0.05 means the regression model is declared feasible. Based on Table 5, the value of Fcount > Ftable. This shows that the independent variables *social media marketing* and *lifestyle* simultaneously influence the dependent variable, namely the decision to purchase Diyos Shoes Cleaning shoe cleaning services.

Table 6.
T Statistical Test Results

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,559	,906		6,138	,000		
	Social Media Marketing (X1)	,458	.106	,473	4,333	,000	,252	3,966
	Lifestyle (X2)	,326	,076	,466	4,267	,000	,252	3,966

a. Dependent Variable: Purchase Decision (Y)

Social media marketing variable is known to partially have a positive and significant influence on purchasing decisions for Diyos Shoes Cleaning shoe cleaning services. This can be seen from the t table value ($4.333 > 1.671$). These results show that social media marketing has a positive and significant influence on purchasing decisions for Diyos Shoes Cleaning shoe cleaning services.

The lifestyle variable partially has a positive influence on the decision to purchase Diyos Shoes Cleaning shoe cleaning services. This can be seen from the t table value ($4.267 > 1.671$). These results show that lifestyle has a positive and significant influence on purchasing decisions for Diyos Shoes Cleaning shoe cleaning services.

Table 7.
Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907 ^a	,823	,817	1.17655
a. Predictors: (Constant), Lifestyle (X2), Social Media Marketing (X1)				
b. Dependent Variable: Purchase Decision (Y)				

The R Square value/coefficient of determination is 0.823. An R Square value of 0.823 or equal to 82.3% means that 82.3 percent of the Purchase Decision variable can be explained by *social media marketing* and *lifestyle variables*. Meanwhile, the remaining 17.7 percent was influenced by other variables outside this regression equation or variables that were not studied.

The Influence of Social Media Marketing on Purchasing Decisions

Based on the results of the t test, it can be concluded that the independent variable *Social Media Marketing* (X1) partially has a positive and significant effect on the decision to purchase Diyos Shoes Cleaning shoe cleaning services. These results are in line with observations and interviews conducted by researchers with respondents. Most respondents think that when Diyos Shoes Cleaning's social media marketing is carried out well, it will have an impact on the level of purchasing decisions because:

1. Social Media Marketing can increase awareness of the products or services offered by Diyos Shoes Cleaning.
2. The existence of Social Media Marketing is able to bridge the interaction between Diyos Shoes Cleaning and customers.
3. Good social media marketing will produce good reviews and recommendations, thereby increasing the trust of potential customers.
4. Social Media Marketing is able to target the right potential consumers.

The Influence of Consumer Attitudes on Loyalty

Based on the results of the t test, it can be concluded that the independent variable *Lifestyle* (X2) partially has a positive and significant effect on the decision to purchase Diyos Shoes Cleaning shoe cleaning services. These results are in line with observations and interviews conducted by researchers with respondents. Most respondents think that when the respondent's *lifestyle* improves, this will have an impact on the level of purchasing decisions because:

1. The trend and influence of a clean lifestyle has made respondents pay more attention to cleanliness, including the cleanliness of the shoes they use every day.
2. Good environmental awareness makes respondents' lifestyles pay more attention to the use of old shoes to be washed at Diyos Shoes Cleaning so that shoes can be used in the long term and slows down the addition of used shoe waste.
3. A comfortable lifestyle by wearing clean shoes makes consumers make quick purchasing decisions for Diyos Shoes Cleaning shoe cleaning services.
4. The social media lifestyle makes respondents interested in purchasing Diyos Shoes Cleaning services.

The Influence of Country of Origin and Consumer Attitudes towards Loyalty

Based on the results of the F test, it is known that *social media marketing* and lifestyle variables simultaneously have a positive and significant effect on the decision to purchase Diyos Shoes Cleaning shoe cleaning services.

Conclusion

Based on the results of the research conducted, researchers can draw the following conclusions:

Social Media Marketing and *lifestyle* together have a positive and significant influence on purchasing decisions for Diyos Shoes Cleaning shoe cleaning services.

1. *Social Media Marketing* partially has a positive and significant effect on purchasing decisions for Diyos Shoes Cleaning shoe cleaning services.
2. *Lifestyle* partially has a positive and significant influence on the decision to purchase Diyos Shoes Cleaning shoe cleaning services.

Author contribution

Author: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The authors declare that the authors have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Acknowledgements

The authors thank the anonymous referees for their helpful comments and suggestions.

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(Appendix)

Appendix 1.
Validity Test

Variable	Item	Loading Factor	r-tabel	Information
Social Media Marketing (X1)	X1.1	0,572	0,361	Valid
	X1.2	0,691		Valid
	X1.3	0,825		Valid
	X1.4	0,783		Valid
Lifestyle (X2)	X2.1	0,720		Valid
	X2.2	0,735		Valid
	X2.3	0,631		Valid
	X2.4	0,565		Valid
	X2.5	0,665		Valid
	X2.6	0,696		Valid
Decision to Buy (Y)	Y.1	0,722		Valid
	Y.2	0,655		Valid
	Y.3	0,821		Valid
	Y.4	0,832		Valid
	Y.5	0,573		Valid

Table shows that all questionnaire statement items are valid because the value of $r_{count} > r_{table}$ (0.361). Thus, the questionnaire can be continued with reliability testing.

Reliability test

Variabel	Cronbach's Alpha	N of Items	Cut Off	Keterangan
X1	0,689	4	0,60	Reliabel
X2	0,649	6	0,60	Reliabel
Y	0,734	5	0,60	Reliabel

Based on Table 3.5, it is known that all variables have a Cronbach's Alpha value > 0.6 . Thus it can be concluded that all statement items are reliable.