

THE EFFECT OF USING ENDORSE SERVICES AND SOCIAL MEDIA PROMOTION ON CONSUMER PURCHASE DECISIONS PROMISE OF SOUL COFFEE SHOP SURAKARTA

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ABSTRACT

This study aims to determine: (1) To determine the effect of endorsement services and significant effect on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta, (2) To determine the effect of social media promotions can increase attractiveness of purchasing decisions on consumers of Jiwa Coffee Shop. Surakarta, and (3) To determine the effect of using endorse services and social media promotions on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta. This study uses a causal associative method using a quantitative approach. The population in this study were consumers who had made a purchase at the Promise Jiwa Coffee Shop Surakarta. The sampling technique used accidental sampling with a total sample of 100 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used multiple regression.

The results of the study show that: (1) endorsement services have no effect on purchasing decisions for customers of Promise Jiwa Coffee Shop (t count =1.406; significance value $0.163 > 0.05$; and regression coefficient =0.208); (2) social media promotions have no effect on purchasing decisions for customers of the Promise Jiwa Coffee Shop (t count =1,641; significance value $0.104 > 0.05$; and regression coefficient =0.185); and (3) endorsement services and social media promotions have no effect on purchasing decisions for customers of Promise Jiwa Coffee Shop Surakarta (F count =2,979 with a significance of $0.056 > 0.05$).

Keywords: *endorse services, social media promotions and Purchase Decisions.*

INTRODUCTION

Along with the development of the current era, companies are required to always develop and innovate to be able to sell more products and continue to make their products sell well in the market. Because the level of competition is becoming increasingly sharp in entering this era of globalization. With so many competitors emerging with all kinds of advantages and new strategies they have prepared to demand that we as economic actors who run a certain business must be ready to take steps that can bring us to compete with competitors appropriately. Increasingly fierce competition, companies are required to be more creative in carrying out their business activities. In addition, companies must always think about how to get the best in order to gain and maintain market share.

Information about the product is one of the important factors that influence consumers in making purchasing decisions. Information obtained by consumers both positive and negative will affect consumer perceptions of a product. Information dissemination can be done by promotion. With this, the Promise Jiwa Coffee Shop uses social media such as Instagram as a means of promotion and communication with consumers.

Through social media, the Promise Jiwa Coffee Shop can also communicate with consumers interactively. Marketers can also find out consumer responses to the products offered by looking at testimonials or posted comments. Good communication can strengthen good relations with consumers. This will indirectly be separate for consumers because consumers feel cared for. When consumers get satisfaction,

consumers will give positive testimonials and then will recommend to others.

Endorsement as a rental service in terms of promoting a product, and can greatly assist companies in increasing the attractiveness of consumers to buy a product. One form of promotion carried out by business actors to attract new consumers. The use of endorsement services is a sales promotion tool that can create a stronger and faster response.

Purchase decision is an action taken by someone to determine what product to buy. Schiffman and Kanuk (2010) explain that the process of making purchasing decisions on consumers is influenced by factors that share internal factors and external factors carried out by business owners. According to Kotler and Keller (2007), the purchase decision consists of five stages, namely: need recognition, information search, alternative evaluation, purchase decision, and forced purchase. High consumer purchasing decisions can result in high sales volume so that the profits to be obtained by the company are higher and can have a good influence on survival.

Data released from Google shows that the 7 most popular social media sites in 2017, Facebook occupy the first position, followed by WhatsApp, Line, Telegram, Twitter, Instagram, and Tiktok. Kopi Janji Jiwa is a business that is engaged in the culinary field in the form of services. Kopi Promise Jiwa is located in Surakarta. As a driving force for the success of its sales, it wants to introduce itself in a more interactive communication process to consumers, therefore Kopi Tuwo uses endorse services from the personal Instagram social media account @kopikodejiwa or with other advertisements to promote anything that Kopi Janji Jiwa has to offer and provide information. to the public what is Kopi Promise Jiwa. The posting from the account provides information about culinary in Surakarta City and information about news that is more popular in Surakarta City. Kopi

Janji Jiwa also has its own Instagram social media account, @kopipromisejiwa, which contains everything in Kopi Janji Jiwa. Promotions with Endorsement Services and Social Media promotions are effective and efficient promotions at this time, the digital world in the 4.0 era, almost all people use social media. As a business owner in the culinary field, Kopi Janji Jiwa maximizes promotions using endorse services and social media promotions that allow it to be known more widely and increase sales at Kopi Mantap Jiwa. This can be seen from the following table: Kopi Janji Jiwa also has its own Instagram social media account, @kopipromisejiwa, which contains everything in Kopi Janji Jiwa. Promotions with Endorsement Services and Social Media promotions are effective and efficient promotions at this time, the digital world in the 4.0 era, almost all people use social media. As a business owner in the culinary field, Kopi Janji Jiwa maximizes promotions using endorse services and social media promotions that allow it to be known more widely and increase sales at Kopi Mantap Jiwa. This can be seen from the following table: Kopi Janji Jiwa also has its own Instagram social media account, @kopipromisejiwa, which contains everything in Kopi Janji Jiwa. Promotions with Endorsement Services and Social Media promotions are effective and efficient promotions at this time, the digital world in the 4.0 era, almost all people use social media. As a business owner in the culinary field, Kopi Janji Jiwa maximizes promotions using endorse services and social media promotions that allow it to be known more widely and increase sales at Kopi Mantap Jiwa. This can be seen from the following table: 0 almost all people use social media. As a business owner in the culinary field, Kopi Janji Jiwa maximizes promotions using endorse services and social media promotions that allow it to be known more widely and increase sales at Kopi Mantap Jiwa. This can be seen from the following table: 0 almost all people use social media. As a business owner in the

culinary field, Kopi Janji Jiwa maximizes promotions using endorse services and social media promotions that allow it to be known more widely and increase sales at Kopi Mantap Jiwa. This can be seen from the following table:

Table 1.1 Number of Coffee Shops in Surakarta

Year	Amount	Percentage (%)
2017	22 units	6%
2018	40 units	11%
2019	72 units	20%
2020	102 units	29%
2021	118 units	33%

Source: primary data processed (2021).

Based on the table, it can be seen that there is an increase every year. The highest increase occurred in 2018 – 2019 by 29% with an increase of 32 Coffee Shops spread across Surakarta. Meanwhile, the highest number of Coffee Shops in Surakarta will be in 2021 at 33% with a spread of 118 units in Surakarta.

To increase the existence of coffee shops in the midst of a pandemic, various methods and innovations may be needed. Even so, coffee shop culture may need a short term amendment, but one thing remains the same people love coffee.

Globally, coffee is a billion-dollar industry that experts predict will grow despite a slowdown in other parts of the export market. So a 2021 coffee shop prediction is needed to monitor its development. From data obtained from the agricultural data center and information system of the Ministry of Agriculture, coffee consumption in Indonesian society in 2016 reached around 250 thousand tons and grew by 10.54% to 276 thousand tons.

Based on these data, it can be seen that coffee consumption in Indonesia during the 2016-2021 period is estimated to grow by an average of 8.22% / year. Meanwhile, in 2021, the supply of coffee is estimated to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425,000 tons. With the continued proliferation of coffee shop businesses in Indonesia, it is estimated that

the industry will continue to be excellent among the urban community.

Based on the background of the problem, identification of the existing problems, the formulation of the problem in this study is the effect of using endorse services and social media promotions that have not met the level of consumer purchasing decisions at the Promise Jiwa Coffee Shop Surakarta. Therefore, to facilitate this research, the formulation of the problem can be described in several research questions: Does the endorsement service variable have a significant and significant effect on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta?; Can social media promotion variables increase the attractiveness of purchasing decisions to consumers of Jiwa Coffee Shop Surakarta?; and Does the variable of using endorse services and social media promotions affect the purchasing decisions of the consumers of Promise Jiwa Coffee Shop Surakarta?.

The purpose of this study was to determine the effect of endorsement services and significantly influence purchasing decisions on consumers of Jiwa Coffee Shop Surakarta; to determine the effect of social media promotions on increasing attractiveness to purchasing decisions on consumers of Jiwa Coffee Shop Surakarta.; and to determine the effect of using endorse services and social media promotions on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta. In this study, so that it is not too broad and the problem is more focused, the researchers limit the scope of the research as follows: research is focused on social networking media Instagram because Instagram is a social networking media that is becoming a trend and is widely used by the people of Indonesia;

THEORETICAL BASIS

Previous Research Results

In this study, there are several previous studies that can be used as a

reference for this study. The previous researchers in this study are as follows:

1. Journal of the Effect of Using Endorsement Services and Social Media Promotion on Purchase Decisions (Case Study on Tuwo Joyogrand Coffee Consumers in Malang). The results of this study indicate that: The influence of endorsement services, social media promotion simultaneously on purchasing decisions. Respondents in this study amounted to 80 of the consumers of Kopi Tuwo Joyogrand Malang which was the sample of this study using the Slovin formula. Based on the data that has been tested and collected, it can be concluded that: 1. There is a simultaneous influence of the variables of Endorsement Services and Social Media Promotion on Purchase Decisions. 2. There is a partial effect of the Service Endorsement variable on the Purchase Decision. 3. There is a partial effect of the Social Media Promotion variable on the Purchase Decision.
2. Journal of Analysis of the Effect of Using Celebrity Endorser Syahrini on Interest in Buying Delicious Noodles in the Special Region of Yogyakarta. Journal created by *{Formatting Citation}* 2017. The subjects of this research are general consumers who have seen advertisements for delicious noodle products on television, the sample technique uses visual samples and the witness sample method, the number of samples used is 80 people. The results show that (1) there is a significant effect of credibility on the interest in buying delicious noodle products. (2) there is a significant effect on the compatibility of buying flowers in delicious noodles. (3) there is a positive and significant effect between credibility, compatibility and attractiveness along with interest in buying delicious noodles.
3. Journal of the Effect of Endorsers on Instagram Social Media on Consumer Purchase Behavior. Journal created by Anita Tantri Wibowo. The results of the analysis of the characteristics of the respondents that can be seen in this study are women, the majority of whom are aged 21-25 years. The income of the majority of respondents is Rp. 1,000,000 to Rp. 2,000,000. The majority of respondents open Instagram in one month more than 30 times by doing online shopping in the last six months, the majority 1 to 5 times. The results of this study indicate that the independent variable significantly affects the dependent variable. The results also show that there is a positive influence between the dimensions of trustworthiness, expertise, respect, and endorser similarity on consumer buying behavior. But this is different from the attractiveness endorser dimension variable which has a negative or opposite effect. This is caused by several factors, namely, the existence of overexposure to the endorser and the overshadowing of the brand (overshadowing several brands) carried out by several endorsers which can cause consumers to feel bored and not interested in the endorser.
4. Journal of the Effect of Using Vlogger Endorser on Advertising in Shaping Consumer Purchase Intention. The results of this study indicate that the data of all respondents are female, obtained by age, respondents aged between 21 years and 30 years are 133 respondents (65%) from 206 respondents, for the majority of undergraduate education as many as 125 respondents (61%) from 206 respondents, the majority of the respondents' occupations were students as many as 141 respondents (68%) from 206 respondents, the average pocket money owned was 1 million to 3 million as many as 99 respondents (48%) from 206 respondents.

Specifically, the results of this study can be translated into: 1. The attractiveness of vloggers has a positive effect on consumer attitudes towards advertising. The higher the attractiveness of a vlogger, the better the audience's response to the ad. 2. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising, the easier it is for a vlogger to be trusted by the audience, the better the audience's response to the ad will be. 3. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising. The higher and better the skills possessed by a vlogger, the better the audience response will be. 4. Attitude towards advertising has a positive effect on purchase intention. The better an audience's assessment of the advertisements contained in the beauty vlog, the higher the audience's intention to buy the beauty products contained in the beauty vlog. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising, the easier it is for a vlogger to be trusted by the audience, the better the audience's response to the ad will be. 3. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising. The higher and better the skills possessed by a vlogger, the better the audience response will be. 4. Attitude towards advertising has a positive effect on purchase intention. The better an audience's assessment of the advertisements contained in the beauty vlog, the higher the audience's intention to buy the beauty products contained in the beauty vlog. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising, the easier it is for a vlogger to be trusted by the audience, the better the audience's response to the ad will be. 3. The source of trust in vloggers has a positive effect on consumer attitudes towards advertising. The higher and better the skills possessed by a vlogger,

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5. *Journal Analysis of the Effect of Promotion, Price, Product Quality and After-Sales Service on Purchase Decisions for Honda Motorcycles (Case Study on Students of the Faculty of Economics, Diponegoro University, Semarang).* The results show that the researcher took the minimum sample for this study which had 4 independent variables, which was $4 \times 20 = 80$ people. In this study, the number of samples from HAIR will be 80 respondents. To get a good estimate and interpretation of this study, the sample studied was set at 80 respondents.

Theoretical basis Endorsement Services

endorser according to Terence A. Shimp (2003) is an ad supporter or what is known as an advertisement star in supporting product advertisements. According to Shimp, endorser, they are divided into 2 (two) types, namely typical-person endorser which are ordinary people who are not famous for advertising a product, and celebrity endorser which are the use of famous people (public figures) in supporting an advertisement. These two types of endorser have the same attributes and characteristics but the difference is a character, whether famous or not. Celebrities are often used because of their celebrity attributes including beauty, courage, talent, usefulness, strength and attractiveness which often represent the attractiveness desired by the company. Celebrities can also be used as an appropriate tool to represent the targeted market segment.

Ad Attractiveness

According to Kotler (2003) advertising appeal is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. Advertising appeal refers to the approach used to attract consumers' attention and influence how they feel about a product.

Machfoedz (2010), that advertising is all forms of information presentation and indirect promotion carried out by sponsors to offer ideas, non-personal goods or services paid by sponsors to provide information to the public. The messages to be conveyed can be presented in different delivery styles, namely by displaying: footage of individual or group life, individual lifestyles, product fantasies, moods, music to bring the message to life, showcase the company's expertise and experience. In producing products, scientific evidence of product excellence, evidence of testimonies of famous people (Morrisan, 2010).

The purpose of advertising is to increase sales, besides that the purpose of advertising can also shape products produced by the company or introduce products to consumers so that consumers who previously did not know about a product, become aware of the existence of the product, are expected to foster brand awareness.

Social Media Promotion

Social media is a site where people communicate with their friends, whom they know in the real world and the virtual world. Social media can have a real impact on increasing online sales (Solis, 2010:21). Promotion mix is a combination of the most recent strategies of advertising variables, personal selling and other promotional tools, all of which are planned to achieve company goals. Thus, to create marketing activities, companies must be able to combine various existing variables in order to attract consumers to make purchasing decisions.

The purpose of promotion is to introduce a product with the aim that consumers buy the product. Thus the sales volume can increase and can increase the company's profit. This can be achieved by a company if the promotion that is run is really right so that the implementation of the promotion can be successful effectively.

Buying decision

In getting to know consumers, it is necessary to study consumer behavior as a manifestation of all activities of the human soul in everyday life. Other people's influence perceptions of internal motives will interact to determine the final decision that is considered the most appropriate.

The characteristics of the buyer and the buyer's decision-making process produce certain purchasing decisions, namely product selection, type selection, and supplier selection. Determination of the time of purchase and the amount spent. The characteristics of the buyer have a major influence on the buyer's response, while the decision-making process has an influence on the outcome of the decision.

Relationship Between Variables

1. The relationship between the Endorsement Service variable on the buyer's decision. Endorsement services have an impact on consumers when the endorser provides information about a product that is clear or informative and represents the image of the product which will later lead to a purchase decision.
2. The relationship between Social Media Promotion variables on purchasing decisions. Advertisements through social media and TV stations that are continuously and actively involved in business operations have a positive impact on purchasing decisions.

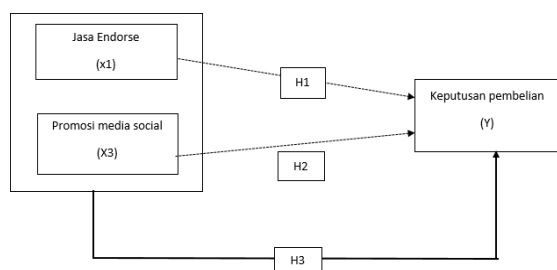


Figure 2.1 conceptual framework

Information:

- a. Simultaneous Influence
- b. Partial influence

Research Hypothesis

The hypothesis is a temporary answer to the research problem formulation which aims to direct and provide guidance on the subject matter and research objectives. The hypotheses formulated based on the formulation of the problem in this study are as follows:

- 1) The influence of endorsement services on purchasing decisions

Research conducted by Ghea Paramita (2017) on the Effect of Celebrity Endorser and Product Quality on Purchase Decisions Through Brand Image on Image Cosmetics. This study shows that there is a positive and significant influence of celebrity endorsement and product quality on

consumer purchasing decisions. There is a partial effect of the endorsement service variable on consumer purchasing decisions. So that the formulation of the hypothesis in this study is that there is an effect of the endorse service variable on consumer purchasing decisions. With a significant level (probability) = 5% = 0.05 and from the results of Multiple Regression obtained F-count probability = 51.488. Based on the results of data processing, the probability value of F-count (0.000) < Level of Significant (0.05), then Ho is rejected or Ha is accepted, so that it can be concluded that Celebrity Endorser and Product Quality on Purchase Decisions Through Brand Image in Image Cosmetics simultaneously influence the Purchase Decision of Muhammadiyah University Students of Yogyakarta who have purchased and used Citra cosmetic products. Based on this the authors make the following hypothesis:

H1: there is a positive and significant effect of the endorsement service variable on the purchasing decision of the Kopi Jiwa Kopi Shop Surakarta coffee product.

- 2) Effect of Social Media Promotion on purchasing decisions

Research conducted by Bagas Aji Pamungkas and Siti Zuhroh (2016) on the effect of social media promotion and Word Of Mouth on purchasing decisions (a case study at Kedai Bontacos, Jombang). This study shows that there is a significant positive effect between promotion through social media on consumer purchasing decisions. There is a partial effect of the social media promotion variable on consumer purchasing decisions. So that the formulation of the hypothesis in this study is that there is an influence of social media promotion variables on consumer purchasing decisions. Shows a significance of 0.000. Because this value is smaller than 0.05 (0.000 <

0.05), the hypothesis which states "There is Simultaneous Effect of Promotion Through Social Media and Word Of Mouth on Purchase Decisions at Bontacos" is accepted.

H2: there is a positive and significant effect of social media promotion variables on purchasing decisions for Kopi Jiwa Kopi Shop Surakarta coffee products.

- 3) Effect of Endorsement Services and Social Media Promotion on purchasing decisions

This research was conducted by M Naufal Luthfi Azis (2019) with the title The Effect of Using Endorsement Services and Social Media Promotion on Purchase Decisions (Case Study on Tuwo Joyogrand Coffee Consumers in Malang). The overall results show that the use of endorsement services and social media promotions has a positive and significant effect on consumer purchasing decisions. Thus, the formulation of the hypothesis in this study is that there is an effect of endorsement services and social media promotion variables on consumer purchasing decisions. Showing a significance with a value of 0.000 which means below 0.05, it can be said that the variable of endorsement services and social media promotions has a simultaneous effect on purchasing decisions. Based on this the authors make the following hypothesis:

H3: There is an effect of the Service Endorsement and Social Media Promotion Variables on the decision to purchase Kopi Jiwa Kopi Shop Surakarta simultaneously.

RESEARCH METHODS

Research sites

The research was conducted on Jl. Moh Husni Thamrin No. 12, Manahan, Kec. Banjarsari, Surakarta City, Central Java. The population in this study is consumers who visit and enjoy an instagramable atmosphere in the city of

Surakarta. In this study, the total population is unknown, so the number of samples can be calculated using the following formula (Djarwanto and Subagjo, 1996).

$$n = \frac{N}{1 + Ne^2}$$

Information:

n : number of samples

N : total population

E : error rate

$$n = N / (1 + N e^2) = 400 / (1 + 400 \times 0.1^2) = 80$$

Based on the above calculations, the number of samples in this study were 80 respondents.

Research variable

a) Dependent Variable

The dependent variable is influenced by other variables, or variables that depend on other variables. The dependent variable is often referred to as the response or effect variable. This variable is denoted by the letter Y. In this study there are two dependent variables, as follows:

Y = purchase decision

Purchasing decisions are a series of elements that reflect consumer decisions in buying, which is the stage where consumers are faced with a choice to make a purchase or not, which is measured by indicators:

- a. Needs and wants for a product.
- b. Desire to try.
- c. Confidence in product quality.
- d. Repurchase decision.

b) Independent Variable (Independent Variable)

Independent variables are independent variables which in relation to other variables act as causes or variables that affect the dependent variable. There are also those who call this variable the name of the driving variable and the input variable which is often referred to as the predictor. This variable is denoted by X. In this study, there are two independent variables, namely:

X1 = Endorsement Service

X2 = Social Media Promotion

Promotion in this study is an activity of combining information from the seller to

the buyer or other parties in the channel to influence attitudes and behavior:

- a. Promotion reach.
- b. Quantity of ad serving in promotional media.
- c. Quality of message delivery in ad serving in promotional media.

Variable operational definition

In this study, the variables to be analyzed are endorse services and social media promotions and consumer purchasing decisions. The operational definitions of variables in this study are:

Table 3.1 Variable Operational Definition

No	Variable	Definition	Indicator
1	Endorsement services (X1)	<i>endorser</i> according to Terence A. shimp (2003) is an ad supporter or what is known as an advertisement star in supporting product advertisements.	<ol style="list-style-type: none"> a. Can be trusted b. Skill c. Physical attraction d. Quality is appreciated
2	Social media promotion (X2)	Social media is a site where people communicate with their friends, whom they know in the real world and the virtual world. Social media can have a real impact on increasing online sales (Solis, 2010:21).	<ol style="list-style-type: none"> a. Promotion reach. b. Quantity of ad serving in promotional media. c. Quality of message delivery in ad serving in promotional media.
3	Purchase decision (Y)	The purchase decision is the stage in the purchase decision-making process where consumers will actually buy (Achidah et al, 2016:05).	<ol style="list-style-type: none"> a. Needs and wants for a product. b. Desire to try. c. Confidence in product quality. d. Repurchase decision.

Instrument or Data Collection Tool

In a study, data plays an important role, namely as a means of proving hypotheses and achieving research objectives. The questionnaire on purchasing decisions is measured using a Likert scale, which consists of:

- a. Strongly Agree (SS) at 4
- b. Agree (S) at 3
- c. Disagree (TS) at a value of 2
- d. Strongly Disagree (STS) at a value of 1

In this study, instrument trials were conducted to determine whether the research instrument used was good or bad. The methods used are as follows: instrument validity test and reliability test.

The data used in this study are primary and secondary data. The data collection technique used in this research is by distributing questionnaires. Researchers used 100 respondents. The deployment process is carried out online. For distributing the questionnaire, we will use the google form, and ask for help from several respondents to distribute the questionnaire to relatives and colleagues who have respondent criteria that are in accordance with this study. **Population and Sample**

In this study, the target population is the general consumer who has seen the Instagram of the Promise Jiwa Coffee Shop Surakarta. The population in this study cannot be ascertained how many in number (indefinite). The sample in this study amounted to 80 respondents who had made a purchase and viewed the Instagram of the Promise Jiwa Coffee Shop Surakarta. The sampling technique is non-probability sampling with purposive sampling and incidental sampling methods.

In this study, the total population is unknown, so the number of samples can be calculated using the following formula (Djarwanto and Subagjo, 1996).

$$n = \frac{N}{1+Ne^2}$$

Information:

n : number of samples

N : total population
 E : error rate
 $n = N / (1 + N e^2) = 500 / (1 + 500 \times 0.1^2)$
 $= 100$

Based on the above calculations, the number of samples in this study were 100 respondents.

Analysis Tools

In this study using quantitative data where the data is expressed in the form of numbers, it will be easier if the analytical tool used is SPSS (Statistical Program and Service Solution for Windows version 26). Some of the analyzes used in this study are as follows: descriptive analysis, and classical assumption test (multicollinearity test, heteroscedasticity test, and normality test).

Hypothesis testing

For analyzing the influence of endorsers on online consumer buying behavior, this study uses multiple linear regression analysis, F test, t test and Coefficient of Determination Test (R²). Multiple linear analysis is a measurement of the influence of variables involving more than one independent variable. Data analysis method used in this research is quantitative analysis method. Where to achieve the first goal is to analyze the effect of using endorse services and social media promotions on consumer decisions in making purchases using multiple regression analysis (Multiple regression analysis).

In this study, the dependent variable is the purchase decision on the Promise Jiwa Coffee Shop, while the independent variables are endorse services and social media promotions. The relationship model of purchasing decisions with these variables can be arranged in a function or equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y : Purchase decision (dependent variable)

X₁: Service endorsed variable (independent variable)

X₂ : Social media promotion variable (independent variable)

a : Constant
 b₁ : Regression coefficient of endorsement service variable
 b₂ : Regression coefficient of social media promotion variable : error

RESULTS AND DISCUSSION

Research instrument test results

This study aims to determine: (1) the effect of endorsement services has a significant and significant effect on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta. (2) the influence of social media promotions can increase the attractiveness of purchasing decisions on consumers of Jiwa Coffee Shop Surakarta. (3) the influence of the use of endorse services and social media promotions on purchasing decisions on consumers of Jiwa Coffee Shop Surakarta. The subjects in this study are consumers who have made purchases at Promise Jiwa Coffee Shop Surakarta totaling 100 respondents. The results of the study are presented as follows.

1. Characteristics of Respondents

The characteristics of respondents observed in this study include:

a) Gender

And the results of the data analysis obtained the percentage of respondents as follows:

Table 4.1 characteristics of respondents by gender

Information	Amount	Percentage
Man	35	35%
Woman	65	65%
Total	100	100%

Source: primary data processed(2021)

b) Age

Characteristics of respondents based on age can be seen in the following table:

Table 4.2 Characteristics Respondents by Age

Information	Amount	Percentage
17-20	22	22%
21-25	60	60%
26-30	11	11%
>30	7	7%
Total	100	100%

Source: primary data processed(2021)

c) Work

The data from the analysis obtained the percentage of respondents based on work by collecting questionnaires through the google form media and direct questionnaires as follows:

Table 4.3 *Characteristics of Respondents Based on Occupation*

Information	Amount	Percentage
Student	11	11%
Student	45	45%
Private employees	19	19%
Government employees	5	5%
Other	20	20%
Total	100	100%

Source: primary data processed(2021)

d) Income

Description of the characteristics of respondents based on income is presented in the following table:

Table 4.4 *Characteristics of Respondents Based on Income*

Information	Amount	Percentage
< 500,000	36	36%
500,000-1,000,000	32	32%
>1,000,000	32	32%

Source: primary data processed (2021)

2. How Many Visits

A description of the characteristics of respondents based on their arrival or visit at the Promise Jiwa Coffee shop Surakarta can be seen in the research table as follows:

Table 4.5 *Characteristics of Respondents Based on Visits*

Information	Amount	Percentage
A total of < 2 times	59	59%
A total of 2 – 5 times	28	28%
A total of > 5 times	13	13%
Total	100	100%

Source: primary data processed (2021)

Based on the table above, it can be seen that the frequency of arrivals/visits at the Promise Jiwa Coffee Shop is divided into 3 categories, namely <2 times with a percentage of 59%, 2-5 times with a percentage value of 28%, and >5 times with a percentage value of 13%. . Thus, it can be

said that the respondents who frequently visited the Promise Jiwa Coffee Shop in this study were those who visited <2 times with a percentage value of 59% of the total 100 respondents.

Test Instrument Data

1. Validity test

Based on the results of the validity test in this study, it shows that each item of endorsement services, social media promotions, purchasing decisions has a greater r arithmetic value (>) than r table (0.195). Thus, it can be concluded that all indicators or questions used in this study are valid and can be used for data collection.

2. Reliability test

Based on the results of the reliability test, it shows that all variables in this study have Cronbach's Alpha values greater than 0.60 so it can be said that all the measurement concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a reliable questionnaire.

Classic assumption test

1. Normality test

Table 4.6 Normality Test Results One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.66087148
Most Extreme Differences	Absolute	.066
	Positive	.066
	negative	-.039
Test Statistics		.066
asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: primary data processed (2021)

Based on the table of normality test results above, it shows that all research variables have a significance value greater than 0.05 at (sig>0.05), so it can be

concluded that the research data are normally distributed.

2. Multicollinearity Test

Table 4.7 *Multicollinearity Test Results*

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Endorsement Services	.952	1.050
Social Media Promotion	.952	1.050

a. Dependent Variable: Purchase Decision
Source: primary data processed (2021)

Based on the table above, the multicollinearity test can be said that there is no multicollinearity because the VIF value is less than 10. Endorse services (X1) are 1.003 and Social Media Promotion (X2) are 1.003. So it can be concluded that the data in this study does not occur multicollinearity because the VIF value is less than 10 so it can be stated that the model does not experience multicollinearity symptoms.

3. Heteroscedasticity Test

A good regression model is homoscedasticity or there is no heteroscedasticity (Ghozali, 2006). One way to detect heteroscedasticity is to look at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual value SRESID.

Table 4.8 *Heteroscedasticity Test Results*

Variable	Significance	Information
Endorsement Services	0.465	Non Heteroscedasticity
Social Media Promotion	0.522	Non Heteroscedasticity

Source: primary data (2021)

Hypothesis testing

Furthermore, to find out whether the hypothesis proposed in this study is accepted or rejected, hypothesis testing will be carried out using the t test and F test. The results of hypothesis testing are explained as follows:

1. Multiple Regression Analysis

Hypothesis testing is used to determine the effect of the variable of Endorse Services and Social Media

Promotion on Consumer Purchase Decisions at Promise Jiwa Coffee Shop Surakarta. Multiple linear regression analysis was chosen to analyze the proposed hypothesis in this study. Following are the results of multiple regression analysis conducted using the SPSS program.

Table 4.9 *U . resultsji Multiple Linear Regression*

Variable	Coefficient Regression (b)	t-count	Sig	Conclusion
Endorsement Services	0.208	1,406	.163	Significant
Social Media Promotion	0.185	1,641	.104	Significant
Constant=21,765				
Adjusted R ² = 0.038				
F count= 2,979				
Sig = 0.056				

Source: primary data processed (2021)

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 21.765 + 0.208X_1 + 0.185X_2 + e$$

Based on these equations, it can be explained as follows:

- The constant value of 21.765 can be interpreted if the variable of Endorse Services and Social Media Promotion is considered constant or does not change, then the purchasing decision variable will be 6.277.
- The value of the beta coefficient on the endorse service variable is 0.208, meaning that every change in the endorse service variable (X1) is one unit, it will result in a change in purchasing decisions of 0.208 units, while social media promotion is zero. An increase of one unit in the endorse service variable will increase the purchase decision by 0.208 units, conversely a one unit decrease in the

endorse service variable will decrease the purchase decision by 0.208 units.

- c. The value of the beta coefficient on the social media promotion variable is 0.185, meaning that every change in the social media promotion variable (X2) is one unit, it will result in a change in purchasing decisions of 0.185 units, while endorse services are zero. An increase of one unit in the social media promotion variable will increase the purchase decision by 0.185 units, on the contrary, a decrease of one unit in the endorse service variable will reduce the purchase decision by 0.185 units.

2. T test (partially)

The t test is a test to show the significance of the individual influence of the independent variables in the model on the dependent variable. This is intended to determine how far the influence of one independent variable explains the variation of the dependent variable. If the significance value is less than 0.05 ($\text{sig} < 0.05$), it can be concluded that the independent variable partially has a significant effect on the dependent variable.

Table 4.10T. *Test Results*

Model	B	Std. Error	Beta	T	Sig.	Unstandardized Coefficients	Standardized Coefficients
1 (Constant)	21,765	3.467		6.277	.000		
Endorsement Services	.208	.148	.142	1.406	.163		
Social Media Promotion	.185	.113	.166	1,641	.104		

a. Dependent Variable: Purchase Decision
Source: primary data (2021)

The explanation of the t-test results for each independent variable is as follows:

a. Endorsement Services

The statistical results of the t-test of the endorsed service variable

obtained a t-count value of 1.406 with a significance value of 0.163 greater than 0.05 ($0.163 > 0.05$), and the regression coefficient has a positive value of 0.142, hence the hypothesis which states that "Janji Jiwa Coffee Shop" received.

b. Social Media Promotion

The statistical results of the t-test of the social media promotion variable obtained a t-count value of 1.641 with a significance value of 0.104 greater than 0.05 ($0.104 > 0.05$), and the regression coefficient has a positive value of 0.166. Coffee Shop" accepted.

3. F test (simultaneously)

Multiple regression analysis using the F test (Fisher) aims to determine the effect of all variables which include: Endorse Services and Social Media Promotion on Consumer Purchase Decisions of Promise Jiwa Coffee Shop in Surakarta. If the significance value is less than 0.05 ($\text{sig} < 0.05$) then the regression model is statistically significant.

Table 4.11F. *Test Results*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	43.057	2	21,528	2,979	.056b
Residual	700,943	97	7,226		
Total	744,000	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Social Media Promotion, Endorsement Services

Source: primary data processed (2021)

From the test results, the calculated F value is 2,979 with a significance of 0.056. Because the significance value is greater than 0.05 ($0.056 > 0.05$), it can be concluded that this study is able to prove the effect of endorsement services and purchase promotions together on purchasing decisions for customers of Jiwa Coffee Shop Surakarta.

4. Coefficient of Determination (Adjusted R²)

The coefficient of determination is a tool to measure the influence of the

independent variable (X) on the dependent variable (Y). The magnitude of the coefficient of determination ranges from 0 to 1, the magnitude of the coefficient of determination approaches the number 1, the greater the influence of the independent variable on the dependent variable. The following are the results of the coefficient of determination R2:

Table 4.12 *Coefficient of Determination Test Results*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.241 a	.058	.038	2,688

a. Predictors: (Constant), Social Media Promotion, Endorsement Services

b. Dependent Variable: Purchase Decision

Source: primary data processed (2021)

Based on the results of the Adjusted R2 test above, a value of 0.038 is obtained. This shows that purchasing decisions are influenced by the variable of endorsement services and social media promotions by 3.8%, while the remaining 96.2% is influenced by other factors not included in this study.

Discussion

This study aims to determine the effect of endorsement services and social media promotions on consumer purchasing decisions at the Promise Jiwa Coffee Shop Surakarta. The results of the study can be presented as follows:

- 1) The effect of endorsement services on consumer purchasing decisions

The results showed that the endorsement service variable obtained a t value of 1.406 with a significance value of 0.163 greater than 0.05 ($0.163 > 0.05$), and the regression coefficient has a positive value of 0.142 then this study did not succeed in proving the first hypothesis which states that "Endorse services affect the purchasing decisions of customers" Promise Jiwa Coffee Shop" Rejected.

In addition, judging from the characteristics of the respondents in this

study, it is dominated by female consumers, aged 21-25 years, working as students, with a monthly income of around 500,000 – 1,000,000. Thus, the respondents in this study were dominated by female respondents, in which women tended to pay attention to product offerings made by artists. And the average age in this research is 21-25 and work as a student, which is the age that is very careful when paying attention to reviews from consumers who have bought before. Through the results of research that has been done, endorse services have a positive influence on consumer purchasing decisions. This means that the endorsement services provided by the Promise Jiwa Coffee Shop do not affect consumer purchasing decisions.

- 2) Effect of Social Media Promotion on Purchase Decision

The results showed that the social media promotion variable was obtained t count of 1.641 with a significance value of 0.104 greater than 0.05 ($0.104 > 0.05$), and the regression coefficient has a positive value of 0.166 so this study did not succeed in proving the first hypothesis which states that "social media promotion affects the purchasing decisions of customers" Promise Jiwa Coffee Shop" rejected.

In addition, judging from the characteristics of the respondents in this study, it is dominated by female consumers, aged 21-25 years, working as students, with a monthly income of around 500,000 – 1,000,000. Thus, the respondents in this study were dominated by female respondents, in which women tended to pay attention to promotions on existing social media. Because women prefer to see promotions through social media, because social media is more responsive when there are complaints from consumers. And the average age in this study is 21-25 and work as a student, which is the age that is very careful when paying attention to promotions. Through the results of research that has been done, social media promotion has no influence on consumer purchasing

decisions. This means that the social media promotions carried out by the Promise Jiwa Coffee Shop do not affect consumer purchasing decisions.

3) The Effect of Endorsement Services and Social Media Promotion on Purchase Decisions

From the test results, the calculated F value is 2,979 with significance of 0.056. Because the significance value is greater than 0.05 ($0.056 > 0.05$), it can be concluded that this study does not prove the effect of endorsement services and purchase promotions together on purchasing decisions for customers of Jiwa Coffee Shop Surakarta.

The results of the Adjusted R² test in this study obtained a value of 0.038. This shows that purchasing decisions are influenced by the variable of endorsement services and social media promotion is 3.8%, while the remaining 96.2% is influenced by other factors not included in this study.

From the regression equation, it is analyzed that the purchasing decision variables whether or not endorse services and social media promotions will continue to influence consumer purchasing decisions. If the increase is one unit together, which means that Endorsement Services and Social Media Promotion have an influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research that has been done regarding the effect of endorsement services and social media promotions on consumer purchasing decisions, the following conclusions can be drawn:

1. Endorsement services have no effect on consumer purchasing decisions.

Based on the characteristics of the respondents in this study, it was dominated by female consumers, aged 21-25 years, working as students, with

a monthly income of around Rp. 500,000 – 1,000,000. Thus, the respondents in this study were dominated by female respondents, where women were more likely to pay attention to the artist who offered the product and were very careful when paying attention to reviews from consumers who had bought before. Through the results of research that has been done, endorse services have a positive influence on consumer purchasing decisions. This means that the endorsement services provided by the Promise Jiwa Coffee Shop do not affect consumer purchasing decisions.

2. Promotion Social Media has no effect on Purchase Decisions.

Based on the characteristics of the respondents in this study, it was dominated by female consumers, aged 21-25 years, working as students, with a monthly income of around Rp. 500,000 – 1,000,000. Thus, the respondents in this study were dominated by female respondents, in which women were more likely to pay attention to promotions on existing social media. Because women prefer to see promotions through social media, because social media is more responsive when there are complaints from consumers. Through the results of research that has been done, social media promotion does not have a positive influence on consumer purchasing decisions. This means that the social media promotions carried out by the Promise Jiwa Coffee Shop do not affect consumer purchasing decisions.

3. Influence Endorsement Services and Social Media Promotion on Purchase Decisions. From the regression equation, it is analyzed that the purchase decision variable if there is no joint endorsement and social media promotion service then the purchase decision will not increase if the increase is one unit of the Social Media Promotion and Endorse Service

variable, it will increase the purchasing decision variable by one unit together. - sama, which means that the location of endorsement services and social media promotions has an influence on purchasing decisions.

Suggestion

Based on the results of research, discussion, and conclusions obtained, the suggestions that can be given are as follows: must maintain and improve product quality so that consumers are interested in the products offered; must provide additional information through other social media; and based on the results of the study, it is known that the endorsement service and social media promotion variables have no effect on consumer purchasing decisions. Because the presence or absence of endorse services and social media promotions will continue to influence consumer purchasing decisions.

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