INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE DECISION AT PT. SAKTI MANDRAGUNA (SAKTI CARGO) BEKASI

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ABSTRACT

*Purpose: This study was to determine the effect of social media marketing on purchasing decisions at Sakti Cargo in Bekasi. The research method used is a quantitative method. **Methods :** The number of samples used in this study were 91 respondents. The sampling technique was carried out using proposive sampling using SPSS software version 25.0 for windows. **Analysis data:** For the data analysis process used simple regression analysis, coefficient of determination and hypothesis testing. **Result and discussions:** With the results of simple regression analysis, Y = 27.181 + 0.471 + e. Whilethe hypothesis test using the t test shows a significance value (0.000) <0.05, meaning that Social mediamarketing has a significant influence on purchasing decisions at Sakti Cargo in Bekasi. The value of the coefficient of determination is 52.6%,*

Keywords : Purchase decisions, Social Media Marketing, Social Media.

INTRODUCTION

In line with the development of an increasingly advanced era, resulting in changes in consumer behavior in terms of fulfilling the needs or desires of consumers, resulting in increasingly fierce competitionin the business of products and services for entrepreneurs. The tighter the competition between companies, the more types of goods or services offered, so that consumers benefit from choosing alternative products that suit their wishes. Likewise, companies in marketing their products or services can use various media, one of which is social media marketing. Understanding Social Media Marketing is the use of business through selected social media channels to understand customersand involve them in communication and collaboration to achieve business marketing goals (Bharata, 2016: 20). Many companiesthink that only by applying social media marketing can make it easier and add value to their products, cheaper and more efficient. The impact on sales will increaseif many consumers and customers visit the site and know the brand that is being offered. One of the goals of effective

marketing is to introduce the existence of a product to be top of mind and become the choice of consumers to buy the products offered (Savitri, 2020: 26).

Human life cannot be separated frombuying and selling transactions. Before making a purchase, someone will usually give consideration before buying a product. Purchasing decisions are individualactivities that are directly involved in making decisions to make purchases of products offered by sellers. The purchase decision, according to Kotler & Armstrong(2008: 225) is the stage in the buyer's decision-making process where consumersactually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

THEORETICAL BASIS

According to Kotler and Armstrong (2009: 5), "Marketing is a social and management process that makes individuals and groups obtain what theyneed and want through the creation andreciprocal exchange of products and valueswith others".

According to Cannon, Perrealut, McCarthy (2008: 6), marketing is an

activity that aims to achieve company goals, carried out by anticipating the needs of customers or clients and directing the flow of goods and services that meet the needs of customers or clients from producers.

Based on the above definition it can be concluded that, marketing is a process or activity in determining consumer demand for goods or services in order to satisfy consumers and can realize the goals of a company.

Buying decision

According to Savitri (2020: 13), purchasing decisions are basic psychological processes in selecting, choosing or buying products or services in order to fulfill human needs and desires.

According to Efendi (2016: 249), purchasing decisions are the key to consumer behavior, where consumers take action in connection with the consumption of products and services needed.

Based on the above definition, it can be concluded that the purchase decision is an act of being chosen by consumers in choosing or buying products or services based on considerations in terms of quality, price and products that are already known by the public.

Purchase Decision Dimensions and Indicators

According to Kotler and Keller (2012: 184) states there are stages that are used as dimensions to arrive at purchasing decisions, including the following:

1. *Problem Recognition*/ **Problem Introduction**

The indicator for the Problem Recognition dimension is the suitability of the product with the needs

2. *Searching for Information*/ **Information Search**

The Searching for Information indicator is product/service information

3. *Alternative of Evaluation*/ **Alternative Evaluation**

Alternative of Evaluation indicators are product choices and product advantages

4. *Determinant of Purchase*/ **Buying decision**

The indicator of Determinant of Purchase is the time of purchase

5. *Post Purchase Behavior*/ **Behavior After Purchase**

Post Purchase Behavior indicator is Repeat Purchase and Willing to recommend

Social Media Marketing

According to Tsitsi (2013: 366) social media marketing is a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes.

Social media marketing Interactive marketing communication activities between companies and customers and vice versa to create sales of products and services from the company (Ratnasari, 2016: 50).

Based on the above definition, it can be concluded that, social media marketing is a marketing activity by utilizing online networks to create content that attracts the attention of readers in order to create awareness, recognition, and memory of a brand's product or service, so as to build a broad target market.

Dimensions and Indicators of Social Media Marketing

Research by Alhadid (2015: 315) describes five elements that are used as dimensions in creating relationships with customers or building traffic on social media networks, namely:

1. *Online Communities*/ **online community**

Online Communities indicator is the relationship between members

2. *Interaction*/ **interaction**

Interaction indicators are Ease of opinion and Ease of interaction

3. *Sharing of Content*/ **share content**

Sharing of Content indicators are the desire to share information and the desire to express opinions

4. *Accessibility*/ **accessibility**

Accessibility indicators are Ease of access and Ease of taking roles.

5. *Credibility*/ credibility

Credibility indicator is the ease of getting information and the relevance of information

HYPOTHESES

A hypothesis is a tentative answer to a research problem, the truth of which is still being tested empirically. The hypothesis can also be said as an answer to a research problem that is theoretically considered the highest level of truth (Sugito, 2013: 27). Furthermore, the hypothesis in this study can be described as follows (Sugiyono, 2013: 64):

H0 : There is no significant effect between social media marketing variables on consumer purchasing decisions at Sakti Cargo.

Ha : There is a significant influence between social media marketing variables on consumer purchasing decisions at Sakti Cargo.

METHODS

The research method used is a quantitative method. Sources of data in the form of primary data and secondary data. The population in this study was 1,000 Sakti Cargo consumers, and the number of samples used in this study was 91 respondents. The sampling technique was carried out using a non-probability sampling technique, namely proposive sampling using SPSS software version 25.0 for windows.

The criteria for becoming a respondent are:
1. Respondents have social media accounts instagram, tiktok, facebook.
2. Respondents have visited Sakti Cargo's social media accounts (Instagram, Tiktok, and Facebook).
3. Respondents have used Sakti Cargo's delivery service at least once.

RESULTS AND DISCUSSION

This study uses a tryout to 30 respondents with N = 30 significant level

5% has r_{tabel} product moment 0.361 and all question items are declared valid and reliable. Then it is used to obtain primary data and distributed to 91 respondents along with the results of the validity and reliability tests.

The testing criteria in this study were as many as N = 91 respondents with a significant level of 5% having r_{tabel} product moment is 0.1735, if it is greater than 0.1735 then the question is said to be valid. r_{hitung} Based on the validity test that has been carried out, it can be explained that the overall variables, namely social media marketing, and purchasing decisions based

on the results of the tabulation of the correlation value on each question item have a value of r count > r table, indicating that all question items on the social media marketing variable are declared valid, so that it can be used as an instrument in research.

According to Sukron (2021: 72), reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. Where the questionnaire is said to be reliable if the Cronbach Alpha value is greater than > 0.60 while if the Cronbach Alpha value (α) < 0.60 then the indicator used by the variable is not reliable.

Table 1
Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Social Media Marketing	0.947	18
Buying decision	0.934	14

Based on table 1 shows that the value of Cronbach's alpha social media marketing variable is 0.947 and brand trust is 0.934, the value is greater than 0.6, it can be concluded that both variables are good or reliable.

Data analysis

Simple regression analysis is used to predict or test the effect of one independent variable or independent

variable on the dependent variable or dependent variable.

Table 2

Simple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	27,181	3.552		7,653	0
SMM	0.471	0.047	0.725	9.93	0

Source: results of SPSS data management version 25.0 (2022)

Based on the results of the simple regression test, the results are entered in the following formula:

Y = a +bX

Purchase Decision = 27,181 + 0,471 social media marketing

Correlation Coefficient Analysis

In the path analysis method, to find the relationship between research variables, it is calculated from the correlation between social media marketing variables and purchasing decisions. The following is the result of calculating the correlation coefficient using SPSS 25.0 software:

Table 3

Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725a	0.526	0.5	4.371

a. Predictors: (Constant), Social Media Marketing

	SMM	KP
Pearson Correlation SMM		.725
Sig. (2-tailed)		0
N	91	91
Pearson Correlation KP	.725**	1
Sig. (2-tailed)	0	
N	91	91

Source: results of SPSS data management version 25.0 (2022)

Based on table 3 above, it can be seen that the correlation value between variables is 0.725, this shows that the correlation or relationship (social media marketing) simultaneously on the dependent variable (purchase decision). The following are the results of the coefficient of determination of this study:

Table 4
Coefficient of Determination Results

Source: result of SPSS data management version 25.0 (2022)

Based on table 4 above, the coefficient of determination (R Square) is 0.525 so it can be said that the independent variable social media marketing (X) has a simultaneous effect on purchasing decisions on Sakti Cargo (Y) of 52.6%. If (100% - 52.6%) the result is 47.4% which means that there is 47.4% of the influence of other variables not examined.

T Test

The t test shows how far the influence of the independent variables individually in explaining the dependent variable. The following are the results of the t-test of this study:

Table 5
T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

between large variables and the dependent variable is a strong correlation because it is 0.60 - 0.799.

Coefficient of Determination

The coefficient of determination is a reference for measuring the contribution of the influence of the independent variable

(Constant)	27,181	3.552			7,653	0
SMM	0.471	0.047	0.7		9.93	0
a. Dependent Variable: Purchase Decision						

Source: result of SPSS version 25.0

Research Discussion

The results of this study indicate thatthe social media marketing variable has a value of t_count (9.930) > t_table (1.662), with a significance of 0.000, it means that there is a significant influence of the socialmedia marketing variable on purchasingdecisions.

The results of this study indicate thatthe social media marketing variable has a positive and significant effect on the purchase decision of shipping services by PT Sakti Cargo.

CONCLUSION

*Social media marketing*has a positiveand significant effect on the dependent variable, namely the purchase decision variable. Based on the significance level

<0.05 (0.000 <0.05), it can be said that the independent variable of social media marketing (X) has a significant effect on purchasing decisions (Y).

Based on the calculation of R Squareyielded 52.6%. This means that social media marketing is able to explain the purchase decision of Sakti Cargo delivery services by 52.6%, while the remaining 47.4% is explained by other variables that are not accurate.

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