

The Impact of Social Media Promotion on Purchasing Decisions at Jetiga Ala Caffé

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ABSTRACT

This research aims to determine the impact of social media promotions on purchasing decisions at Jetiga Ala Cafe. This research uses quantitative methods, with non-probability sampling techniques and sampling using accidental sampling. The population in this study was 188 cafe-style Jetiga Instagram followers with a sample size of 128 respondents used in this study. Based on the data obtained, the calculated t value is 10.196 with a significance of $0.000 < 0.05$. It can be concluded that social media promotion has a positive and significant effect on purchasing decisions, and based on the coefficient of determination test, the R Square value is 0.452 or 45.2% of the purchasing decision variable. influenced by social media promotions while the rest is influenced by other factors not discussed in this research.

Keywords: social media, promotion, purchasing decisions

1. INTRODUCTION

Current developments in social media must be utilized optimally in everyday life. It cannot be denied that current technological developments are able to make it easier for humans to carry out all their activities. Marketing via social media is called social media marketing. Social media marketing is an online marketing effort by creating visibility, existence and presence of a website on social media networks such as Facebook, Twitter, Instagram, WhatsApp, social bookmarking and others. In short, social media marketing is a marketing effort that uses social media as a channel.

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According to Harper Boyd (2000), promotion is an effort to persuade people to accept products, concepts and ideas that will influence purchasing decisions. The purchasing decision is a stage that consumers carry out before purchasing a product. According to Sunyoto (2014), consumer behavior is the activities of individuals who are directly involved in obtaining and using goods or services, including the decision-making process in preparation for determining these activities. According to Kotler (2002), purchasing decisions are the actions of consumers to make purchases of products.

Jetiga ala cafe promotes its cafe through social media Instagram. From the data, sales using social media Instagram in October 2022 earned 35.69%, in November Jetiga ala cafes earned income with a percentage of 33.58%

and in December Jetiga ala cafes experienced a percentage decrease of 30.73% . It can be interpreted that in the last 3 months sales of cafe-style jetiga have decreased significantly. This is because the use of Instagram social media at Jetiga Ala Cafe is not optimally utilized as a promotional medium, several things that Jetiga Ala Cafe has not maximized in promoting the Cafe are the lack of activity in uploading the latest menu or menus that are best sellers at the cafe and the lack of updates regarding ongoing promotions so that overall the cafe-style Jetiga Instagram has not been realized effectively. This causes Jetiga Ala Cafe customers to not know what promotions are currently taking place.

2. LITERATURE REVIEW

Social Media Promotion

According to Afifah (2016), social media promotion is focused on efforts to create content (posts, writing, images, videos) that attract attention and encourage readers to share this content through their social networks. According to Deddy & Agnes (2018), proper social media promotion is the core of a product, because with this business, business people can attract the attention of consumers and make goods more memorable and widely distributed. In Risma Amalia and Sugeng Purwanto's research (2022) stated that Expanding expertise is a social media business promotion by directly reaching fans, followers, customers or clients, and they can interact, market and resell without the need for intermediaries as is needed in the future. then by using the online platform.

Gunelius (2011) states that in terms of social networking and use by marketers, social media promotion is a form of marketing that can be used to create visibility, recognition, behavior and memory of a brand, company, product, person or other entity. Meanwhile, according to Nory Jones et al. (2016) stated "That social media promotion is more cost-effective than traditional media and has the ability to better target customers." This shows that social media promotion is more cost-effective than traditional media and has the ability to better target customers. According to Kotler and Keller (2016), social media promotion includes online activities and programs created to involve consumers or prospects in order to increase awareness, directly or indirectly, and increase image or income from sales of goods and services.

According to Gunelius (2011), the dimensions of social promotion are 1) Content Creation, 2) Content Sharing, 3) Connecting, 4) Community Building. Meanwhile, according to Hauer (in Agung Satria, 2020: 274) there are 4 dimensions of social media promotion, including: 1) Context, 2) Communication, 3) Collaboration, 4) Connection.

Buying decision

Purchasing decisions according to Alma (2020) state that consumer decisions are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. This attitude towards consumers has an impact on how they manage information and make decisions about what products they will buy. According to Rudy et al., (2021) emphasize that the decision making process is a purchase. Consumer decisions for purchases that integrate knowledge to choose between two or more alternative products available and are influenced by various factors, such as quality, price, location, promotion, convenience, services, etc. Meanwhile, according to Augusta (in Vicky Brama, 2021) consumers must make decisions that are most profitable for them when choosing a product from various alternatives based on their own needs.

Based on the results of previous research that is relevant to this research, including research from Ciara Selvina Barus, Donalson Silalahi (2021) whose research results say that According to research findings, service quality and social media promotion have a positive and significant influence on the decision-making process consumer. Service quality and social media promotions can contribute 87.7% of consumers' purchasing decisions. Next is research from Iksan Maulana, Kartin Aprianti (2021) According to the study's findings, Instagram social media promotions have a big impact on people's decisions to make purchases by 33.7% influenced by social media promotions via Instagram

3. RESEARCH METHODS

The scope and object of research in this research is promotion via social media, the independent variable and purchasing decisions as the dependent variable. Data collection techniques are observation, interviews and questionnaires. Operational definition of variable: An independent variable is a variable that influences or is the cause of the change or emergence of the dependent variable. The independent variable in this research is promotion via social media (X1). Variable and connection according to Hauer (in) in (Agung Satria, 2020:274)

The dependent variable is often called the output, criterion, consequent variable. In Indonesian it is often called a dependent variable. The variable that is influenced or is the result, because of the independent variable. In this research the dependent variable is the purchasing decision. Purchasing decisions according to Rudy et al., (2021:15) emphasize that purchasing decisions are a process of making consumer decisions for purchases that integrate knowledge to choose between two or more alternative products available and are influenced by various factors, such as quality, price, location, promotions, comfort, services, etc. Indicators of purchasing decisions According to M. Syahirman et al (2022:47-48) are as follows: Attention, Interest, Search (Search for Information), Action, Share, Data analysis techniques used in this research is a quantitative descriptive method. Data analysis is the process of compiling data so that it can be interpreted. Data analysis is a very important step in research, especially if the research intends to draw conclusions from the problem being studied. To analyze data, a method or data analysis method is needed. The data analysis method is used to analyze research data so that it can be interpreted so that the resulting report is easy to understand. The following data analysis methods are used in this research: Validity test, reliability test, data normality test, multiple linear regression test, t test (partial test), F test (simultaneous test), coefficient of determination. And use SPSS 23.

4. RESULT AND ANALYSIS

The results of this research are:

1. Validity Test

The validity test is carried out to correct and find out whether each statement in the questionnaire with the number of each variable can be used for data collection. For the number of respondents from this study of 128, the r product moment table is at sig 0.05 two tailed to determine the two-way table test. If $N = 128$ at a significance level of 0.05 and $N-2 = 126$ then the r table value is 0.146. Because the calculated r is greater than the r table, it can be determined that the social media promotion statement is an independent variable and all statements totaling 11 items are declared valid. This is also obtained by the purchasing decision variable where all 9 item statements are considered valid, because the calculated r value is greater than the table

Table 1
Validity Test

Variables	Statement Item	R hitung	R table (Significance Level 5 %)	Item Status
X	Statement Item 1	0,462	0,146	Valid
	Statement Item 2	0,684	0,146	Valid
	Statement Item 3	0,630	0,146	Valid
	Statement Item 4	0,628	0,146	Valid
	Statement Item 5	0,521	0,146	Valid
	Statement Item 6	0,518	0,146	Valid
	Statement Item 7	0,738	0,146	Valid
	Statement Item 8	0,651	0,146	Valid
	Statement Item 9	0,717	0,146	Valid
	Statement Item 10	0,546	0,146	Valid
	Statement Item 11	0,746	0,146	Valid
	Statement Item 1	0,624	0,146	Valid
	Statement Item 2	0,638	0,146	Valid
	Statement Item 3	0,561	0,146	Valid
	Statement Item 4	0,664	0,146	Valid

Y	Statement Item 5	0,656	0,146	Valid
	Statement Item 6	0,737	0,146	Valid
	Statement Item 7	0,589	0,146	Valid
	Statement Item 8	0,511	0,146	Valid
	Statement Item 9	0,430	0,146	Valid

Source: Primary data

Based on the table above, the results of the data processing test can be seen that all items from the statements in the questionnaire are declared valid, because $r_{count} > 0.146$, all statements can be used as data collection tools.

2. Reliability Test

Reliability Test Reliability is if the instrument is reliable enough to be used as a data collection tool because the instrument is good. A measuring instrument is said to be reliable or trustworthy if the measuring instrument used is stable, reliable and can be used in forecasting. In this research, examiners used the SPSS program. If the Alpha value is > 0.60 then it is reliable. Testing the reliability of the questionnaire in this research, the author used the Cronbach's Alpha (α) method

Table 2
Reliability Test

Variabels	Reliability Coeficient	Cronbach's Alpha	Information
Social media Promotion (X)	11 statement items	0,833	Reliabel
Keputusan Pembelian (Y)	9 Items	0,777	Reliabel

Source: Primary Data

Based on the table above, it can be seen that each variable has a Cronbach Alpha > 0.60 , so it can be concluded that all variables Promotion via social media (X1) and Purchase Decision (Y) are reliable.

3. Normality Test

According to Ghazali (2018:161) The normality test is to find out whether the residuals or confounding variables in the regression model are normally distributed or not. Approximately normal and normal distributions are good models. The following shows a p-plot graph of normality test results.

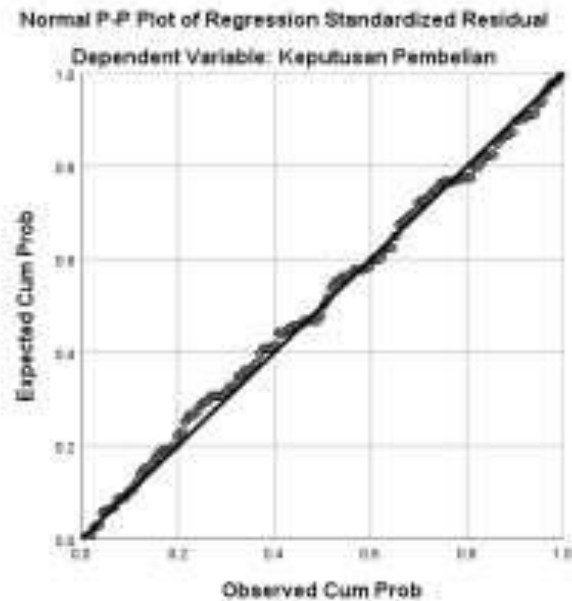


Figure 1. P Plot Normality Test Source SPSS ver 26

In the picture above, it can be seen that the plotting data (dots) follow a diagonal line, so it can be concluded that the data in this study is normally distributed.

4. Simple Linear Regression Analysis Test

In this research, a simple linear regression analysis test is used to predict how big a positive relationship social media promotion will have on purchasing decisions. This test was carried out with the help of SPSS 26 for Windows. The results of the simple linear regression analysis test can be seen in the table below

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	12.024	2.384		5.044
	Promosi Media Sosial	.551	.054	.672	10.196

a. Dependent Variable: Keputusan Pembelian

Figure 2. Simple Linear Regression Analysis

Based on the image above, it can be concluded that the constant value (a) is 12.024, while the social media promotion value or regression coefficient (b) is 0.551. From these results it can be included in the regression equation as follows:

$$Y = a + bX + e$$

$$Y = 12.024 + 0.551X$$

The results of the equation above can be explained as a constant of 12.024, which means that the consistency value of the purchasing decision variable is 12.024, the X regression coefficient is 0.551, which states that by adding 1% of the social media promotion value, the purchasing decision will increase by 0.551. The regression coefficient is positive, so it can be concluded that the direction of influence of Social Media Promotion (Variable X) on Purchasing Decisions (Variable Y) is positive. And seen based on the significance value obtained from the table above of $0.000 < 0.05$, it can also be concluded that the social media promotion variable (X) has an influence on the purchasing decision variable (Y).

5. T test

The t test was carried out to show the extent of influence between the independent variable and the dependent variable. A variable is said to have a significant effect on other variables if the significance value is less than 0.05. The t table value with an alpha of 5% and the sample size n minus k the number of variables used results in a t table of 1.657.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
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a. Dependent Variable: Keputusan Pembelian

Figure 3 t test

In the table above it is concluded that the calculated t value is 10.196 with a significance value of $0.000 < 0.05$. It can be concluded that social media promotion has a positive and significant effect on purchasing decisions because the calculated t value $>$ t table and the significance value is smaller than 0.05 so that H_0 is rejected and H_a is accepted.

6. Coefficient of Determination Test (R²)

The coefficient of determination is used to test the goodness-fit of the regression model. The coefficient of determination value is between zero and one ($0 < R^2 < 1$). A small R^2 value means that the capacity of the independent variable to explain variations in the dependent variable is very limited. But if the value is close to one, then the independent variable provides almost all the information needed to predict the variation in the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	.452	.448	3.63733

a. Predictors: (Constant), Promosi Media Sosial

Figure 4 Coefficient of Determination (R²)

Based on the table above, it shows that the coefficient of determination test results obtained an R Square value of 0.452, which means that 45.2% of purchasing decision variables are influenced by social media promotions while the rest are influenced by other factors not discussed in this research.

5. CONCLUSION

Based on the research results and discussions that have been described, it can be concluded that from the test results there is a positive and significant influence from the social media promotion variable. This is proven by the calculated r value $> r$ table and the significance is less than 0.05, this shows that the independent variable and the dependent variable are significantly correlated. And the Pearson correlation value is 0.672, it is concluded that social media promotion is positively related to purchasing decisions with a strong degree of relationship. If Jetiga cafe-style carries out social media promotions regularly and actively, purchasing decisions will increase. From the test results, there is a calculated t value of 10.196 with a significance value of $0.000 < 0.05$. It is concluded that social media promotion has a positive and significant effect on purchasing decisions because the calculated t value $> t$ table and the significance value is smaller than 0.05 so that H_0 is rejected and H_a accepted. From the results of the coefficient of determination test, an R Square value of 0.452 was obtained, which means that 45.2% of purchasing decision variables were influenced by social media promotions, the rest were influenced by other variables not examined in this research.

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