Social Media Marketing and Purchase Decisions

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Abstract. The purpose of this study is to examine and analyze the effect of social media marketing on the number of visitors to Tekodeko Coffee in Semarang. Individuals that visited Tekodeko Coffee made up the research sample. This study used a sample size of 91 people drawn from original data collected via a questionnaire instrument. Validity testing, reliability testing, normality testing, multicollinearity testing, heteroscedasticity testing, and hypothesis testing with multiple linear regression analysis, coefficient of determination testing, t-test, and f-test are all part of the data analysis method. According to the findings of our study, the factors Social Presence (X1) and Media Richness (X2) have no significant influence on the frequency of visits to Tekodeko coffee in Semarang.

Keywords: Social Presence, Media Richness, Visitation Rate

Abstrak. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis pengaruh pemasaran media sosial terhadap jumlah pengunjung Kopi Tekodeko di Semarang. Individu yang mengunjungi Tekodeko Coffee dijadikan sampel penelitian. Penelitian ini menggunakan jumlah sampel sebanyak 91 orang yang diambil dari data asli yang dikumpulkan melalui instrumen kuesioner. Uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, dan uji hipotesis dengan analisis regresi linier berganda, uji koefisien determinasi, uji t, dan uji f merupakan bagian dari metode analisis data. Berdasarkan temuan penelitian kami, faktor Social Presence (X1) dan Media Richness (X2) tidak mempunyai pengaruh yang signifikan terhadap frekuensi kunjungan kopi Tekodeko di Semarang.

Kata Kunci: Kehadiran Sosial, Kekayaan Media, Tingkat Kunjungan

INTRODUCTION

The surge in consumer behavior, especially in acquiring internet-enabled technological equipment such as gadgets, can be linked to contemporary lifestyle patterns in information consumption (Aditi & Nani, 2020; H. S. Saragih & Jonathan, 2019). In the past,

information consumption patterns were dominated by conventional patterns, but currently these patterns are shifting towards digital platforms (Saragih et al., 2022). The ease of internet connectivity motivates individuals to get involved in the digital world which offers the latest information in real-time (Purwanto et al., 2011; Tarigan et al., 2022). This phenomenon also leads to increased interpersonal engagement through the digital realm, where the digital realm functions as a communication medium and platform for commercial transactions, which is usually called e-commerce (Hendriarto et al., 2021).

E-commerce is defined as the use of websites to conduct transactions or support the online sale of goods and services (Sumerli & Putri, 2021; Sutaguna, A, et al., 2023; Sutaguna, Fardiansyah, et al., 2023). The aforementioned shift has resulted in a shift in consumer purchasing patterns, away from the traditional practice of physically visiting markets or stores and toward a greater propensity to explore online platforms and make informed decisions about desired products or services (Susanti et al., 2022; Oktaga et al., 2022).

E-commerce has concurrently enhanced business landscape competition, as customers can now get desired outputs without physical presence (Sirna et al., 2020). The rise of e-commerce has prompted firms to participate in innovation activities, hence stimulating the production of new products (Sudirjo, Hadiyati, et al., 2023; Sudirjo, Nyoman, et al., 2023). The digital sphere enables interpersonal interactions through numerous social media platforms, such as Facebook, Instagram, and Twitter, in addition to serving as a communication channel (Sutaguna, Zaroni, et al., 2023). Social media serves as a dissemination channel for information (Geofakta Razali et al., 2023; Juliyadi et al., 2022). Social media enables people to share numerous types of media, such as text (Ardyansyah et al., 2022; Ilham Ilham et al., 2023), images, audio (Sulistiyani & Sudirjo, 2020), and video(Sudirjo, Razali, et al., 2023), with one another and with businesses(Purwanto et al., 2021; Sudirjo, Hadiyati, et al., 2023). In Indonesia, the usage of social media platforms has grown substantially, as seen by the enormous number of individuals participating (Poerwaningrum & Sudirjo, 2016; Repatiningsih & Sudirjo, 2015; Sudirjo & Kristanto, 2015).

H1: *Social Media Marketing has a positive and significant effect on the level of visits to Tekodeko Coffee in Semarang.*

H2: *Social Media Marketing which includes social life (Social Presence) and Self Disclosure, simultaneously influences the level of visits to Tekodeko Coffee in Semarang*

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METHODS

This study is an example of quantitative research. This study's population consists of every user of Tekodeko Coffee. Because the population size is uncertain, the Unknown Populations formula is used to determine the sample size. Based on these calculations, the needed sample size is determined to be 91 respondents. The data source employed is primary data, i.e., data obtained directly from respondents via questionnaire by researchers. In the questionnaire, there are questions pertaining to the respondent's personal information as well as indicators for each variable utilized in this study. This study's variable indicators were measured using a Likert scale with five possible responses: Strongly agree (SS) with a score of 5, Agree (S) with a score of 7, Disagree (KS) with a score of 3, Disagree (TS) with a score of 2, and Strongly disagree (STS) with a score of 1. The acquired data will undergo many testing phases before being examined. The initial step is to test the study data collection device (validity test, reliability test). The second step is the traditional assumption test (normality test, multicollinearity test, heteroscedasticity test). All hypotheses suggested in this research will be tested in the third stage using partial testing (t tests), simultaneous tests, and coefficient of determination tests.

RESULT

The initial step is a test of data quality, which includes a validity test and a reliability test. This test examines the validity and dependability of each statement question in measuring variables. If the value of r. count is more than the value in the r value table, the questionnaire questions are deemed legitimate; if the value of r. calculate is less than the value in the r value table, the questionnaire questions are deemed invalid. The test findings are deemed credible if the Croanbach Alpha score is less than 0.50. The computation led us to the conclusion that every item in the measuring variables is genuine and dependable.

Table 1. Model Summary Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575a	.757	.737	.575

Source: SPSS Output 2022

Table 1's computations reveal that the value of the coefficient of determination is R Square = 0.757%. This indicates that the capacity of the independent variable to explain the

dependent variable is 75.7%, with the remaining 55.3% explained by other factors not included in this study.

The f test (simultaneous test) is utilized to determine if all independent variables have a significant effect on the dependent variable. This test is conducted by comparing the significance of the values Fcount and Ftable to see if the model is accurate. If Fcount is greater than Ftable, then the regression model is valid, indicating a combined impact. The test outcomes are shown in table 2.

Table 2. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.751	7	5,513	19.981	.000
	Residual	31.739	95	.331		
	Total	57.890	99			

Source: SPSS Output 2022

The Fcount value is 19,981 more than Ftable 2.31, and the significance level is 0.000 0.05, therefore it can be inferred that Social Presence (X1), Media Richness (X2), Self Presentation (X3), and Self Disclosure (X7) have a significant influence on the Visit Level (Y).

The next objective of the partial test is to determine whether or not the impact of each independent variable on the dependent variable is statistically significant. We may compare the values of tcount > ttable to determine in part if these independent factors have an influence on consumer satisfaction. The results of the tests are shown in Table 3.

Regression analysis is useful for assessing how the relationship between corporate ethics and work discipline affects paid employment. This analysis is required for finding regression with restricted variance, namely Y = a + b1X1 + b2X2 + e, which is calculated using the SPSS program. The table below gives more information on the results of the regression analysis on work ethics and discipline.

Table 3. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.712	.523		1.350	.177
	Social Presence (X1)	-.055	.132	-.077	-.725	.572
	Media Richness (X2)	.173	.118	.159	1.757	.175
	Self Presentation (X3)	.059	.090	.570	.550	.511
	Self Disclosure (X7)	.583	.097	.502	7.227	.000

Source: SPSS Output 2022

According to the output data, tcount is 0.725 and ttable is 1.985 (t table > t statistic), and the acquired significance value is 0.572 (significance > 0.05), therefore it can be inferred that the Social Presence variable (X1) partially has no influence on the number of visits (Y), so H1 is rejected. According to the output data, tcount is 1.757, t table is 1.985 (t table > t statistic), and the resulting significance value is 0.175 (significance > 0.05), therefore it can be inferred that the Media Richness variable (X2) partially has no influence on the number of visits (Y). According to the output data, tcount is 0.557 and ttable is 1.985 (t table > t statistic), and the acquired significance value is 0.511 (significance > 0.05), therefore it can be inferred that the Self Presentation variable (X3) has a marginally non-significant influence on the number of visits (Y). According to the output data, t statistic is 7.227 and t table is 1.985 (t table t statistic), and the acquired significance value is 0.000 (significance 0.05), therefore it can be stated that the Self Disclosure variable (X7) has a partial influence on the number of visits (Y).

DISCUSSION

The Influence of Social Presence Variables on Visit Levels (Y)

Based on the findings of the hypothesis test, it can be determined that the Social Presence variable (X1) partially has no influence on the number of visits (Y), hence refuting H1. This study's findings indicate that Social Presence (X1) has no influence on visiting rates (Y). Social Presence is defined as sound, visual, or physical contact that occurs during the communication process; therefore, social media can represent interaction, social media is an intermediary for interaction, social media brings people closer, social media is closer in conveying ideas, and social media has no effect on the number of visits (Y).

The Influence of Self Presentation Variables on Visit Levels (Y)

Based on the findings of the hypothesis test, it is possible to infer that the variable Self Presentation (X3) has no significant influence on the number of visits (Y), so H3 is rejected. According to the findings of this study, Self Presentation (X3) had no influence on the number of visits (Y). Self Presentation is the aim to make a favorable impression by influencing others and building an image of associations that are congruent with one's personality identity; thus, social media symbolizes Self Presentation.

CONCLUSION

Based on the conclusions obtained in this research, it is proposed suggestions as a complement to the research results that can be given are as follows:

1. Social Media is one of the marketing tools in marketing a product, in this case it is recommended for companies to strengthen or develop those related to their Self Disclosure, because increasing it will affect other variables has also increased, it can be seen from the results that Self Disclosure has the strongest influence.

2. It is recommended for companies to market their products on various existing social media so that the marketing carried out will spread more widely. Because social media is now consumed by people who use gadgets or technology.

3. For further research, it is hoped that new variables will be used so that the research results can be more varied and find newer research on Social Media Marketing issues.

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