

Purchasing Decisions In Terms Of Social Media Marketing, Brand Image, And Price

Keputusan Pembelian Ditinjau dari Social Media Marketing, Brand Image, dan Harga

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Abstract. *The potential for business with social media marketing in the current era becoming a trend, especially in culinary MSMEs which are in great demand, that MSME actors can easily market their products which will later make consumers familiar with the product brand the price offered. This study aims determine the effect of social media marketing, brand image, and price on purchasing decisions at Jupe Bangil Pasuruan's MSMEs shops. This research is a descriptive research using quantitative methods. The population used in this study are all consumers who have purchased MSMEs products from Kedai Jupe. Data collection techniques questionnaire with a total of 100 respondents. The sampling technique uses non-probability sampling with purposive sampling method. Data analysis technique used in this study was multiple linear regression using the SPSS version 24 program. The results showed that Social Media marketing, Brand Image, and Price had significant and positive effect on purchasing decisions.*

Keyword- *Social Media Marketing, Brand Image, Price, Purchase*

Abstrak. *Potensi bisnis dengan social media marketing di era sekarang menjadi trend, terutama pada UMKM kuliner yang sedang banyak diminati, Sehingga para pelaku UMKM dapat dengan mudah memasarkan produknya yang nantinya akan membuat konsumen mengenal merek produk tersebut sampai dengan harga yang ditawarkan. Penelitian ini bertujuan untuk mengetahui Pengaruh Social Media Marketing, Brand Image, dan Harga terhadap keputusan pembelian pada UMKM Kedai Jupe Bangil Pasuruan. Penelitian ini merupakan penelitian deskriptif dengan menggunakan metode kuantitatif. Populasi yang digunakan dalam penelitian ini yakni seluruh konsumen yang pernah membeli produk UMKM Kedai Jupe. Teknik pengumpulan data pada penelitian ini menggunakan kuesioner dengan jumlah 100 responden. Teknik pengambilan sampel menggunakan non probability sampling dengan metode purposive sampling. Teknik analisis data yang digunakan pada penelitian ini adalah regresi linier berganda dengan menggunakan program SPSS versi 24. Hasil yang diperoleh penelitian ini menunjukkan bahwa Social Media marketing, Brand Image, dan Harga berpengaruh signifikan dan positif terhadap keputusan pembelian.*

Kata Kunci- *Social Media Marketing, Brand Image, Harga, Keputusan Pembelian*

I. INTRODUCTION

In the current era, the business world has many changes and advances. Advances in technology and lifestyle have changed people's mindsets. Competition in the millennial generation is getting more challenging, and marketers must constantly develop innovations and seize market share [1]. The existence of social media growth is simultaneously moving fast with business potential around the world, especially in Indonesia. The potential for business with social media marketing in the current era is becoming a trend [2], especially in culinary MSMEs, which are in great demand, so that MSME actors can efficiently market their products, which will later make consumers familiar with the product brand. Every MSME actor competes to sell their products through various digital media by displaying seller products or information about products connected to the internet [3], with the ease of finding products for MSME actors to make consumers consider purchasing decisions.

The purchase decision is a person's attitude towards a particular product after going through various considerations by seeking information about a specific product or brand and evaluating it correctly. Each of these alternatives will later solve a problem, leading to a purchase decision [4]. Purchasing decisions are consumers' desires when they want to buy an item regarding what product to buy, whether to believe or not and when and where to buy it [5].

Purchasing decision indicators:

1. Product choice, purchasing decisions on a product considered appropriate in selecting various products.
2. Choice of brands, associations that have a positive value on consumers towards a brand with emotional factors

based on the most appropriate brand.

3. Time of purchase, Judging from the frequency of purchasing a product in a certain period.
4. Number of purchases. Purchase decisions are seen from how many purchases are in a certain period of time
5. Method of payment, Consumers see in terms of the process of income that will be made in making decisions [6].

Social Media Marketing is a form of indirect and direct marketing used to build consumer memory [7]. Social media sites are also a means of interacting with many people to reach a broad relationship with consumers and easily express ideas to improve the brand image of their products so that they are better known [8].

Social Media Marketing Indicators:

1. Context, "How we frame our story," namely the language and content of the messages conveyed by the company, must be considered, such as how clear the message is and choosing words that are easy to understand and also interesting
2. Communication is "The practice of sharing our sharing stories as well as listening, responding and growing," The company provides up-to-date information and responds well to consumers
3. Collaboration, "Working together to make things better and more efficient and effective" when consumers give likes and comments that other users can see and share with friends, is more efficient and practical
4. Connection, "The relationship we forge and maintain," namely, the company maintains how the relationship is made so that consumers will continue to re-access the company's social media later [9].

Brand image is a brand on a product with specific qualities and characteristics, which will later provide an overview of the general understanding of the product so that competitors' products easily recognize the product. The higher the value of the brand image of MSME players in the eyes of consumers, the better the product will be [10]. When a product has trust, value, and image and has its characteristics, in the eyes of consumers, it will have benefits in terms of quality and uniqueness [11].

Brand Image Indicators:

1. Strength, a brand advantage that rests on the physical appearance of the product, product price, the functioning of all production facilities, as well as the appearance of the supporting facilities for the product.
2. Uniqueness is the ability of a product to have characteristics and differences from other products to make a difference or have differentiation.
3. Ease of remembering and pronouncing the brand (favorable), the event of remembering the product purchased and making an impression on the minds of consumers, then the brand is accessible to pronounce [12].

Price has become one of the competitive strategies of business actors, for product pricing is carried out according to the method chosen to place its relative position in the competition [13]. Price is an element in a marketing program adjusted to product features, channels, and communication. The price communicates the intended value positioning of the business actor's product or brand to the market share [14]. Price is also many funds determined as a value consumers can issue to sellers to get feedback on products or services [15].

Price Indicators:

1. Price affordability, consumer purchasing decisions are seen from the final price whether to receive good value as expected.
2. Appropriateness of price and product quality, seen from the price offered, whether it is under the quality of the product purchased.
3. Price competitiveness, from the same product type, the prices given by different companies or sellers compete with reasonable offers, and consumers will later choose them.
4. Conformity of price with benefits, the price offered is balanced or under the needs of consumers [16].

The SMEs used in this study are Kedai Jupe SMEs in the city of Pasuruan, Bangil District, spicy culinary SMEs that provide various product variants by utilizing digital media in the form of social media, access to these SMEs is challenging to find. Still, with social media, consumers can easily find the location. The Jupe Shop Brand Image among the people of Pasuruan Regency is famous for its Spicy Culinary, and the Jupe Shop provides affordable prices.

This research is motivated by [10], which shows that brand image and price are influenced by purchasing decisions. Still, there is a gap where this research focuses on two variables with a contribution of 55%. The rest is a contribution from variables not examined. With this information, this study will develop by adding independent variables to see the interrelationships between variables. Because the object of this research is MSME, the researcher adds social media marketing variables based on the described phenomena.

Based on the description above, the researcher intends to determine the influence of social media marketing, brand image, and price on purchasing decisions in MSMEs. This kind of research also needs to be analyzed to contribute information about digital marketing MSMEs and the brand image of their products so that they know up to the prices offered. So that be used for the development of marketing research. The results obtained can also help marketers in developing their businesses.

II. METHODOLOGY

This type of research uses an explanatory survey method with a quantitative approach—the data obtained from consumers who had purchased MSME products from Kedai Jupe Bangil Pasuruan. The population of this study is consumers of MSMEs Kedai Jupe in the Pasuruan Regency, East Java, whose number cannot be known [14]. The sampling technique in this study used the non-probability sampling method through purposive sampling, or samples based on predetermined parameters which had the following criteria: 1) had purchased MSMEs products from Kedai Jupe, and 2) knew and followed social media accounts Jupe shop.

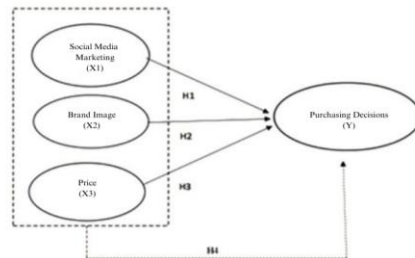


Figure 1. Figure Model

The sampling formula for the infinite population in this study uses the Lemeshow formula, with a sample size of 96.04 [17]. However, based on the researcher's consideration, the sample value (n) is rounded to 100 respondents. Data sources were processed questionnaire measured using a Likert scale, with 20 statement items for each variable. Five statements were analysed using SPSS 24 using analysis techniques for validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

III. RESULT AND DISCUSSION

A. Validity Test

Variabel	Item	R Hitung	R Tabel	Keterangan
Social Media Marketing	X1.1	0,693	0,3	Valid
	X1.2	0,665	0,3	Valid
	X1.3	0,693	0,3	Valid
	X1.4	0,732	0,3	Valid
	X1.5	0,537	0,3	Valid
Brand Image	X2.1	0,715	0,3	Valid
	X2.2	0,664	0,3	Valid
	X2.3	0,658	0,3	Valid
	X2.4	0,693	0,3	Valid
	X2.5	0,726	0,3	Valid
Price	X3.1	0,738	0,3	Valid
	X3.2	0,670	0,3	Valid
	X3.3	0,678	0,3	Valid
	X3.4	0,714	0,3	Valid
	X3.5	0,673	0,3	Valid
Purchasing Decisions	Y.1	0,647	0,3	Valid
	Y.2	0,667	0,3	Valid
	Y.3	0,691	0,3	Valid
	Y.4	0,731	0,3	Valid
	Y.5	0,642	0,3	Valid

Table.1 Validity Test

Of the 20 items, known that all questionnaire statement items starting from variable (X) and variable (Y) have a value from the R table above 0.30 (> 0.30), so the instrument items from the questionnaire statement are declared valid and trusted for retrieving research data.

B. Reliability Test

According to [18], the calculation of the reliability test has provisions that if the Cronbach alpha value is more significant than 0.6, it can be said to have reliability.

Variabel	N	Nilai Cronbach alpha	Nilai	Keterangan
Social Media Marketing	5	0,684	0,6	Reliabel
Brand Image	5	0,726	0,6	Reliabel
Price	5	0,732	0,6	Reliabel
Purchasing Decisions	5	0,703	0,6	Reliabel

Table 2. Reability Test Result

We obtained the results that the Cronbach alpha reliability coefficient value on the social media marketing variable is 0.684, the brand image variable is 0.726, the price variable is 0.732, and the purchasing decision variable is 0.703. Based on the reliability test results, it can be declared reliable because the Cronbach alpha value exceeds 0.60 (> 0.60).

C. Classical Assumption Test:

1. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.56602827
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.101 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

Table 3. Normality Test

The normality test results obtained in this study were a sig value of 0.101 $>$ 0.05. The data is distributed if $p \geq 0.05$, so from the above results, it concluded that all the variables have a standard data distribution.

2. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946 ^a	.894	.891	.575	1.988

a. Predictors: (Constant), Harga, Brand Image, Social Media Marketing

b. Dependent Variable: Keputusan Pembelian

Table 4. Autocorrelation Test

The test results of this study show that the Durbin Watson value is 1.988. $dl = 1.6131$ and $du = 1.7364$, $k = 3$ and $n = 100$. With this in mind, after calculating and comparing with the Durbin-Watson table, the Durbin-Watson value in this study is 1.988, which is between du and $(du < d < 4-du)$, that is, $1.7364 < 1.988 < 2.2636$.

So it was concluded that there was no autocorrelation in the regression model of this study.

3. Heteroscedasticity Test

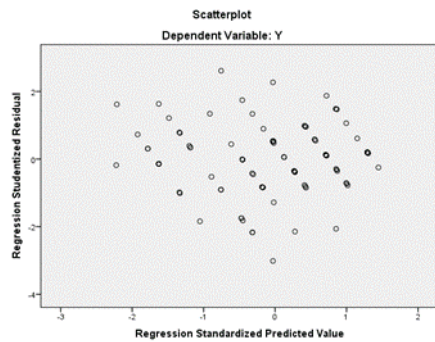


Figure 2. Heteroscedasticity Test

The image plot graph of the study occurs when dots spread, which does not form a specific pattern, and formation is random, and the direction in which the image is positioned above below the number 0 on the Y axis. So there is no heteroscedasticity.

4. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.851	.826		1.030	.305		
	X1	.253	.069	.245	3.657	.000	.245	4.075
	X2	.487	.058	.494	8.331	.000	.313	3.197
	X3	.727	.048	.757	15.081	.000	.437	2.290

a. Dependent Variable: Y

Table 5. Multicollinearity Test

Each variable in this study has a VIF value for the social media marketing variable of 4.075 (<10), brand image variable of 3.197 (<10) and price variable of 2.290 (<10). Based on these results, the variables used do not experience the correlation between variables, so they are free from multicollinearity problems.

D. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.851	.826		1.030	.305
	Social Media Marketing	.253	.069	.245	3.657	.000
	Brand Image	.487	.058	.494	8.331	.000
	Harga	.727	.048	.757	15.081	.000

Table 6. Multiple Linear Regression Analysis

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$= 0.851 + 0.253 X_1 + 0.487 X_2 + 0.727 X_3$$

Based on the regression equation, it interpreted that:

- a. Constant (a)
a is a constant value with a positive value of 0.851. Shows that if the variables social media marketing (X1), brand image (X2), and price (X3) increase or are influential in one unit, then the purchasing decision variable (Y) also increases.
- b. Social Media Marketing
The value of b1 (regression coefficient X1) is 0.253, indicating that the variable positively affects purchasing decisions, which means that the social media marketing variable increases by one unit by 0.253.
- c. Brand Image
The value of b2 (regression constant value X2) is 0.487, indicating that the variable positively affects purchasing decisions, which means that the brand image variable increases by one unit by 0.487.
- d. Price
The b3 value (regression constant value X3) is 0.727, indicating that the variable positively affects purchasing decisions, which means that the price variable increases by one unit by 0.727.

E. Hypothesis Testing

1. Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.851	.826		1.030	.305
Social Media Marketing	.253	.069	.245	3.657	.000
Brand Image	.487	.058	.494	8.331	.000
Harga	.727	.048	.757	15.081	.000

Table 7. Partial Test (t-test)

If the probability value is <0.05 , then it will partially affect the purchasing decision

- a. Social media marketing
The calculated t value is 3.687 while the t table is 1.988, then $t \text{ count} > t \text{ table}$ ($3.687 > 1.988$) with a significant deal of $0.000 < 0.05$, conclude the social media marketing variable (X1) positive and significant effect between independent variables brand image on the dependent variable purchase decision (Y).
- b. Brand image
The calculated t value is 8.331 while the t table is 1.988, $t \text{ count} > t \text{ table}$ ($8.331 > 1.988$) with a significant deal of $0.000 < 0.05$, conclude the social media marketing variable (X2) positive and significant effect between the independent variables brand image on the dependent variable purchase decision (Y).
- c. Price
The value of t count is 15.081 while the t table is 1.988, then $t \text{ count} > t \text{ table}$ ($15.081 > 1.988$) with a significant deal of $0.000 < 0.05$ conclude the price variable (X3) positive and significant effect between the independent variables brand image to the dependent variable purchase decision (Y).

2. Simultaneous Test (Test f)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.522	3	89.507	270.905	.000 ^b
	Residual	31.718	96	.330		
	Total	300.240	99			

a. Dependent Variable: Keputusan pembelian

b. Predictors: (Constant), Harga, Brand Image, Social Media Marketing

Table 8. Simultaneous Test (Test f)

The significance value of the f test for the influence of social media marketing (X1), brand image (X2), and price (X3) is $0.000 < 0.05$. $f_{count} > f_{table}$, f_{count} is $270.905 > 3.09$. This states that the variables of social media marketing (X1), brand image (X2), and price (X3) simultaneously influence purchasing decisions (Y).

3. Multiple correlation coefficient test (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.894	.891	.575

Table 9. Multiple correlation coefficient test (R)

From the table above, the results obtained for the value of the R table are equal to 0.946 or (94.6%). have concluded that the value of the R table is positive and indicates a relationship between the independent variable and the dependent variable, which is quite substantial because the weight is more than 50%.

4. Multiple Determination Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.894	.891	.575

Table 10. Multiple Determination Test (R2)

The percentage influence of the independent variable on the dependent variable showed a coefficient of simultaneous determination (Rsquare) of 0.894 or 89.4%. This means indicates that the effect of social media marketing (X1), brand image (X2), and price (X3) on purchasing decisions (Y) is 89.4%. In comparison, the remaining 10.6% is influenced by other variables not examined in this study.

Discussion

The results of processing the research data above show how much influence social media marketing, brand image and price have on purchasing decisions. The data is processed using statistical SPSS data processing ver 24.

- 1. First Hypothesis (H1): Effect of social media marketing (X1) on purchasing decisions (Y)**
 The results of this analysis indicate that the social media marketing variable has a positive and significant effect on the purchasing decision of MSMEs Kedai Jupe, which means that the social media marketing of the MSMEs Jupe shop is getting better. It will increase purchasing decisions for consumers. Because jupe shop's social media always displays updates regarding product information correctly.
 This study's results align with research conducted by Sania and Maria (2022), which states that social media marketing significantly affects purchasing decisions at Sate Taichan Goreng MSMEs [19]. However, in contrast, research determined by [20] shows that purchasing decisions do not affect social media marketing.
- 2. Second Hypothesis (H2): Effect of brand image (X2) on purchasing decisions (Y)**
 The results of this analysis indicate that the brand image variable positively and significantly affects the purchasing decision of MSMEs Kedai Jupe, which means that the brand image of MSMEs Kedai Jupe's unique idea, the theme is by the culinary variants being easy to remember, consumers efficiently buying decision.
 This study's results align with Aditnya, IBN, and Agus (2022) research, which states that brand image significantly influences purchasing decisions for UMKM Ngudi Rejeki Klorida [21]. However, it differs from the research [22], which shows no effect of brand image on purchasing decisions.
- 3. Third Hypothesis (H3): Effect of price (X3) on purchasing decisions (Y)**
 The analysis results show that the price variable has a positive and significant effect on the purchasing decision of the MSMEs Kedai Jupe, which means that the prices MSMEs shop Jupe are affordable. Various price variants easily adjust consumers' budgets consumers can easily make purchasing decisions. This study's results align with research conducted by Eky and Sudarwanto (2018), which states that price significantly affects purchasing decisions at MSMEs Hidab Rabbani [23]. However, in contrast to research conducted by [24], the results show

no effect of price on purchasing decisions.

4. Fourth hypothesis (H4): Effect of social media marketing (X1), brand image (X2), and price (X3) on purchasing decisions (Y)

The results of the fourth hypothesis research state that social media marketing, brand image, and price simultaneously influence purchasing decisions at Kedai Jupe MSMEs. Consumers can easily find information about MSME products and easily remember their product brands with a unique brand image and relatively affordable prices and payment options. Offline or online, buy products easily using digital platforms connected to social media so that consumers can consider a lot to make purchasing decisions.

This research supports research conducted by [8], which states that social media marketing positively and significantly affects purchasing decisions. Researchers led by [10] state that brand image has a significant impact on buying decisions. In research conducted [1], the price variable has a substantial effect on purchasing decisions.

IV. CONCLUSION

Based on the results of research and discussion regarding the influence of social media marketing, brand image and price, it is concluded that social media marketing has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. There is a positive and significant effect of price on purchasing decisions. There is a positive and significant influence of social media marketing, brand image and price on purchasing decisions simultaneously.

In this study, the price variable is the most dominant variable influencing purchasing decisions. The description above shows that social media marketing can easily reach consumers to display various product variants. Its unique and easy-to-remember brand image can also be recognized up to the price offered so that MSMEs Kedai Jupe can convince consumers to buy. The results of this study were used as material for evaluating social media marketing, brand image, and prices at Jupe Kedai MSMEs showing effective results in increasing purchasing decisions. The results of this study can also be used as reference material for further research. And can develop models and other variables that will later influence purchasing decisions in MSMEs.

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Conflict of Interest Statement:

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.