

The Influence of Sosial Media Marketing on Interest and Decision Consumer Purchase in Food and Beverage Business in Cilacap

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Abstract

Business development in Cilacap experiences an increase every year, so that the competition between companies is getting tougher. In setting a strategy to face competition, namely by implementing online marketing through social media, with an increasing number of social media users. This study aims to find out social media marketing on consumer interest and purchasing decisions in food and beverage businesses in Cilacap. In this study the sample used was purposive sampling with a total of 60 respondents. Data collection was carried out using a questionnaire with a Likert measurement scale. The analysis technique uses SEM-PLS. The results of the study show that the elements of social media marketing have a positive and significant effect on buying interest and purchasing decisions of consumers in food and beverage businesses in Cilacap.

Keywords: social media marketing, purchase intention, purchase decision

A. Introduction

The development of a culinary business in Cilacap has experienced a significant increase every year, so that the competition between companies will become increasingly stringent. One strategy in dealing with a competition is to carry out an appropriate marketing strategy. At this time the most common thing to do is to use a marketing system using the internet. Due to the large number of internet users, as well as its use which is easier and cheaper. The main reason people use the internet is to use social media such as Facebook, Instagram and others. Instagram is able to apply visual strategies that make it effective for promoting a product (Huey, L.S., Yazdanifard, 2014) Thus many companies are competing in marketing their products and services using social media.

The trend of using social media has also made positive changes for society, especially in terms of lifestyle, one of which is public awareness of healthy and organic

food and beverage products (Roem, E.R., Sarmiati, S., 2019). With the Covid-19 pandemic in 2019, people have changed their eating and drinking patterns to increase their body's resistance to maintain health. The things above are well read by business actors who are now increasingly engaged in the healthy culinary business. This condition certainly causes culinary business competition in the city of Malang to become increasingly challenging for healthy food businesses. So far, marketing has been carried out via Instagram, but the company has not yet studied in detail whether what has been done can have an impact on consumer purchases.

Consumer buying interest can be increased by companies through social media marketing. Consumer buying interest can arise when consumers are more inclined to choose to buy a product or service, because there is a need from the consumer (Madahi, A., Sukati, 2012). The existence of buying interest is able to make consumers have a purchasing decision process, where consumers choose to make a purchase or not. Therefore, companies must pay attention to the elements in "The 7C Customer Interface Framework" in social media marketing as well as possible, so that marketing through social media can influence consumer interest and purchasing decisions, and make companies able to compete with other healthy culinary businesses

Some of the conditions and problems above, became the basis for the author's reasons for conducting this research. The aims of this research were: (1) To find out the effect of social media marketing on consumer interest in the healthy food business. (2) Knowing the effect of buying interest on consumer purchasing decisions in the food business. (3) Knowing the effect of social media marketing on purchasing decisions through consumer buying interest in the food

B. Literature Review

1. Social media marketing

In his book (Evans, 2010) says that social media marketing is practiced to engage customers in online social locations where customers naturally spend time. According to (Anggriana, R., 2017) social media marketing is a form of marketing used to create

awareness, recognition, memory and even action towards a brand, product, business, individual or group either directly or indirectly by using tools from the social web such as blogging, microblogging and social networking

2. Interest to Buy

Definition of Repurchase Intention According to (Abdullah, 2018) repurchase intention is a purchase based on past purchasing experience. High repurchase intention reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after the consumer has tried the product and then likes or dislikes the product.

3. Purchase Decision

Decision making in an action by consumers after receiving stimulation from a product that is seen by prospective buyers. Decision making the consumer is a complex process because it includes activities someone to make a decision from two or more options and analyze products from various elements and consumer knowledge. According to (Tjiptono, 2017) "Consumers buy a product not solely because they are after its functional benefits, but more than that they are also looking for certain meanings (such as self-image, prestige, even personality)

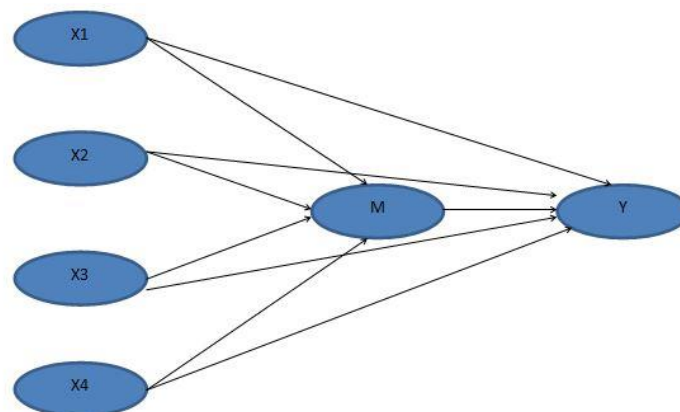


Figure 1. Conceptual Framework

C. Research Method

The time of the research was conducted in July 2023. The research location is in the food and beverage business located in Cilacap, Central Java. The determination of

respondents was carried out using a purposive sampling method, with the criteria of active social media users. There are two data collection techniques in this study, namely primary data collection and secondary data collection. Primary data was collected using: 1) Closed questionnaires, so that respondents can immediately choose the answer choices that have been provided in the form of a five-category Likert scale, 2) Interviews conducted with food and beverage sellers, to find out an overview of the company and promotions carried out through the media social

The data analysis technique used is descriptive statistical data analysis. Results data Questionnaire answers were processed using the SEM-PLS model test. The use of questionnaires makes this research require validity and reliability tests which are also carried out with Smart PLS. There are six variables used in this study, namely the four independent variables in the form of context (X1); contents(X2); communication (X3); and connection (X4), one mediating variable in the form of buying interest (M), and one dependent variable in the form of purchase decision (Y)

1. Operational Definition of Research Variables

- a. CONTex (X1) is a site layout design and delivery to users with both functional and aesthetic aspects (Reyport and Joworski in Yang, 2016)
- b. Content (X2) is a contained information that is offered by the site, so that it can provide assistance to users (Reyport and Joworski in Yang, 2016)
- c. Communication (X3) is communication that occurs between site users and parties site owner or company (Rayport and Jaworski in Yang, 2016).
- d. Connection (X4) is a formal connection or relationship between a site and other sites, so that users have additional information (Lee and Benbasat, 2004).
- e. Purchase intention (Y1) is all the possibilities that will be carried out by consumers in terms of purchasing products with previously been looking for a variety of information from many sources (Shahnaz and Wahyono, 2016).
- f. Purchase decisions (Y2) are problem solving activities by individuals in choose the appropriate alternative behavior from several alternative choices behavior that is considered as the most appropriate action in buying with more first

through the stages of the decision-making process (Firmansyah, 2019).

2. Research Hypothesis

- H1: Social media marketing context variable has a positive and significant effect on purchase intention
- H2: Social media marketing content variable has a positive and significant effect on purchase intention
- H3: Social media marketing communication variable has a positive and significant effect on purchase intention
- H4: Social media marketing connection variable has a positive and significant effect on purchase intention
- H5: Purchase intention has a positive and significant effect on purchasing decisions
- H6: Social media marketing context variable has a positive and significant effect on purchasing decisions through purchase intention
- H7: Social media marketing content variable has a positive and significant effect on purchasing decisions through purchase intention
- H8: Social media marketing communication variable has a positive and significant effect on purchasing decisions through purchase intention
- H9: Social media marketing connection variable has a positive and significant effect on purchasing decisions through purchase intention

D. Results and Discussion

1. Evaluation of the PLS SEM Model

a. Evaluation of Measurement Models

The research data shows the factor loading of each indicator either X1, X2, X3, X4, M, and Y are worth > 0.30 , and the P-value for each indicator is < 0.001 . This means that each indicator on all variables meets the requirements convergent validity

b. Structural Model Evaluation

1) Path coefficient diagram

The results of the path coefficient and P-value diagrams of this study show that all the path coefficients of variable X to variable M and the path coefficients of variable M to variable Y have a positive and significant effect, while all path coefficients of variable X to variable Y have a positive effect

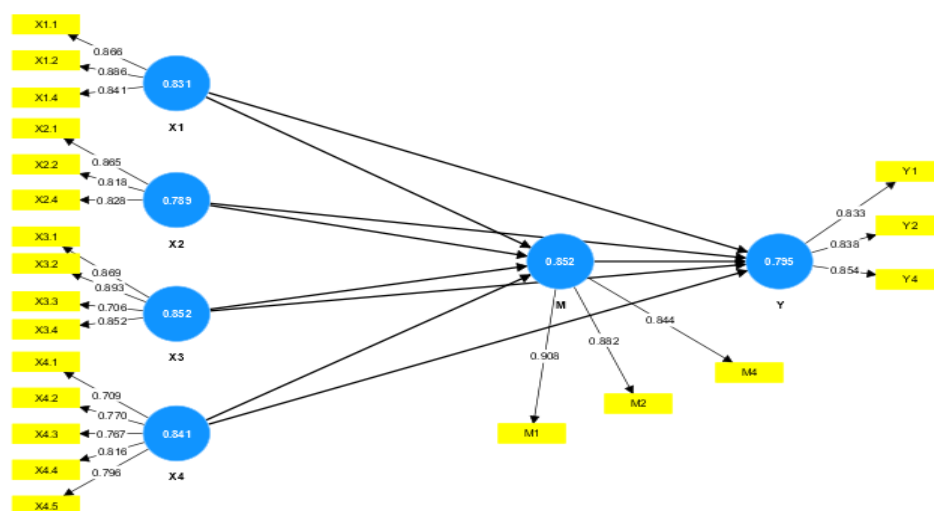
2) R-Square (R2)

	R-square	R-square adjusted
M	0.649	0.629
Y	0.731	0.711

the R-square value (R2) of the purchase intention variable (M) is 0.649, indicating that content, context, communication, connection have a 64.9% influence on purchase intention and the remaining 36.1% is influenced by other variables not tested in this study. The R-square value (R2) of the purchasing decision variable (Y) is 0.731, indicating that buying interest has a 73.1% influence on purchasing decisions and the remaining 26.9% is influenced by other variables not tested in this study

3) The influence of social media marketing on purchase intention

a) Context Variable on Buying Interest



The context variable in social media marketing consists of three indicators,

which have a positive and significant effect on the purchase intention variable. The visual feed display indicator is the most powerful measure in consumers' assessment of context variables. Content on feeds that has unity and neatness can make viewers go further to follow Instagram accounts (Cook, 2020). The large number of followers who are interested in following accounts can make it easier to share information about products, thereby influencing interest in consumer purchasing decisions. The completeness of company information and account information can attract consumers to believe in existence, because many consumers first search for information online about the product to be purchased (Chakti, 2019). Consumer trust. It certainly can foster consumer buying interest in food and beverage products in Cilacap

b) Content variable on buying interest

The content variable in social media marketing which consists of three indicators has a positive and significant effect on the purchase intention variable. The consumer testimonial content indicator is the most powerful measure of consumer evaluation of content variables.

c) Communication variable on buying interest

The communication variable in social media marketing, which consists of four indicators, has a positive and significant effect on the purchase intention variable. The caption language indicator is the strongest measuring indicator in consumers' assessment of the communication variable. It can be seen that every Instagram feed content post always has a caption that has a non-formal style, is interesting, but still polite and easy to understand. According to (Ozer, 2012), that communication between users (followers) and account owners in social networks plays an important role in influencing the desire to purchase products from a brand. Therefore, the communication variable in this study must be given more attention, because it has the lowest path coefficient value among the four variables in other social media marketing.

d) Connection variable on buying interes

The connection variable in social media marketing which consists of four indicators has a positive and significant effect on the purchase intention variable. The connection indicator with telephone number and WhatsApp is the strongest measuring indicator in consumers' assessment of the connection variable. The link in the Instagram bio must be able to attract users to be able to contact company contacts outside of Instagram, this must be the goal of maintaining the continuation of the conversation with the user, so that it can maintain the continuity of the relationship from time to time without any interference from competitors that can attract consumers (Phillips, 2017)

2. The influence of buying interest on purchasing decisions

The variable of buying interest which consists of four indicators influences positively and significant to the purchase decision variable. The explorative interest indicator is the most powerful measuring indicator in consumers' assessment of the buying interest variable on purchasing decisions. This is in accordance with the number of respondents who are private employees to increase their work productivity, so that it is in line with research by Risaldi et al (2017) where nutritious food is the main requirement that determines the level of work productivity for workers.

3. The Influence of Social Media Marketing on Purchase Decisions through Purchase Intention

a. Context Variable on Purchase Decision through Purchase Interest

The data from the two-way hypothesis test shows that the context variable has the results of the $t > t$ table test, which means that the context variable in social media marketing has a significant effect on the purchase decision variable through the mediation variable of buying interest.

b. Content Variable on Purchase Decision through Purchase Interes

The data from the two-way hypothesis test shows that the content variable has the results of the $t > t$ table test, which means that the content variable in social media marketing has a significant effect on the purchase decision variable through the mediating variable of buying interest.

c. Communication Variable on Purchase Decision through Purchase Interest

The data from the two-way hypothesis test shows that the communication variable has the results of the $t > t$ table test, which means that the communication variable in social media marketing has a significant effect on the purchase decision variable through the mediation variable of buying interest.

d. Connection Variable to Purchase Decision through Purchase Interest

The data from the two-way hypothesis test shows that the connection variable has the results of the $t > t$ table test, which means that the connection variable in social media marketing has a significant effect on the purchase decision variable through the mediation variable of buying interest.

E. Conclusion

1. Social media marketing consisting of context, content, communication, and variables connection has a significant and positive influence on consumer buying interest. Social media marketing that has been carried out by beverage and food MSMEs in Cilacap can be a supporter of consumer buying interest, with the connection variable having the greatest path coefficient value in influencing consumer buying interest.
2. Purchase intention has a significant and positive influence on purchasing decisions consumer. Buying interest can be the cause of a purchase decision consumers, with explorative interest indicators having the most path coefficient values powerful in influencing consumer purchasing decisions.
3. Social media marketing consisting of context, content, communication, and variables connection has a significant and positive influence on purchasing decisions through consumer buying interest Purchasing interest acts as a partial mediating variable or total relationship between social media marketing variables

and decision variables purchase, the connection variable has the greatest t-value in influencing purchasing decisions through consumer buying interest.

Suggestion

1. The connection variable shows the dominant influence on social media marketing variables on consumer buying interest and purchasing decisions. On the facet completeness, the authors suggest maintaining existing links and added a relationship with the company's TikTok account link, as well as a relationship with food ordering application from the Grab application (Grabfood).
2. The communication variable shows the lowest influence among social variables other marketing media on consumer buying interest and decisions purchase. In terms of complementing communication, the author suggests using Instagram features such as polls, questions, quizzes, as well as several features in "Create" others to be used when broadcasting via Instagram story.
3. The author suggests to other researchers who will conduct research on the same topic with this study to examine additional variables of trust in decisions purchases in social media marketing. In addition, it is also necessary to add indicators and other variables in the 7C customer interface such as community, commerce, and costumization which was not examined in this study

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