

# The Influence of the User Interface and Social Media Marketing in Increasing Purchase Decision MSME Banyumas Tempeh Chips

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## Abstract

Banyumas Regency based on data from the Small and Medium Enterprises Cooperative Office of Central Java province as of 2023 has 8,549 registered MSMEs where around 40% of the total MSMEs are tempeh chip entrepreneurs. The tempe chip MSMEs are of course never separated from the various existing problems, namely the decline in sales of tempe chips which has an impact on decreasing monthly and even annual income, resulting in a decrease in operating profit. The purpose of this study was to examine the influence of user interface and social media marketing variables on purchasing decision variables. The sample used in this study was 97 respondents with a purposive sampling technique. Based on the results of research conducted using Smart PLS, it shows that user interface and social media marketing variables have a positive effect toward purchasing decision variables. The ability of MSMEs to improve the quality of the user interface will increase consumer purchase decisions. The better the use of social media will increase consumer purchase decisions. The implication of this research is that the results of the research are able to become the resources for MSME tempeh chip in determining the right strategy to improve their purchase decision.

**Keywords:** User Interface, Social Media Marketing, Purchase Decision

## A. Introduction

Micro, Small and Medium Enterprises (MSMEs) are one of the drivers of the community's economy. More than 50% of Indonesian people depend on the wheels of economic rotation by becoming MSME actors. This makes MSMEs have an important role in economic growth in Indonesia because MSMEs are the main source of income for many people. The performance of MSMEs compared to other sectors is more capable of producing an active and productive workforce. According to Andriana, et al (2022) in a study entitled Performance of MSMEs in the Digital Era, increased productivity from the MSME sector is easier to reach because it usually only requires technological improvements that have been able to increase the effectiveness and efficiency of the MSME performance.

Banyumas Regency based on data from the Small and Medium Enterprises Cooperative Office of Central Java province as of 2023 has 8,549 registered MSMEs are tempeh chip entrepreneurs. Tempe chips are a typical food from Banyumas district made from soybeans which have been processed into very thinly sliced tempeh, then topped with flour dough which has been given special spices and dry fried. Tempe chips are well known in various regions in Indonesia and this food is spread almost evenly throughout the Banyumas area. The protein content found in soybeans as the main basic ingredient in making chips contains lots of protein and minerals so that tempeh chips are very good for consumption as daily food. Usually the taste of Banyumas tempeh chips is salty with a savory onion aroma. Tempe chips are a culinary destination for tourists visiting Banyumas and every moment of holidays and holidays experience an increase in sales and demand.

The tempe chip SMEs are certainly never separated from the various problems that exist. Starting from the problems that occur within the company, namely the decline in sales of mendoan and tempeh chips which have an impact on monthly and even annual income, resulting in a decrease in operating profit. This problem stems from a lack of consumer buying interest which causes consumer purchasing decisions to drop drastically. The price of soybeans as the basic ingredient for making tempeh will also increase in 2022 the price per kilogram of soybeans is Rp. 14,250.00 then in 2023 it will increase drastically to Rp. 25,500., per kilogram. The increase in the price of basic materials led to an increase in the selling price of tempeh chips products, causing a decrease in buying interest from consumers which resulted in a decrease in consumer purchasing decisions which resulted in a decrease in sales. Price according to Untari and Rapani (2023) is a sacrifice made by consumers to be able to feel the value and benefits of a product.

Another problem is that many MSMEs have not done digital marketing and are still selling their products. Tempeh chip MSME players have not all taken advantage of digital platforms that are well managed to support marketing activities. The results of Hawa (2021) state that the user interface of digital marketing platforms and marketing through social media is able to drive consumer purchasing decisions. Increased consumer

purchasing decisions will encourage increased sales and operating profits.

The next problem is that most tempe chip SMEs in Banyumas have not added a nutrition label to the packaging. Most tempe products are packaged only with plain clear plastic or some only have the MSME's name and raw materials added. Product packaging with added nutrition labels has a physical and psychological impact. According to Gunawan and Kunto (2022) when consumers know the nutritional composition of a product, it will increase their consumer purchasing decisions.

Based on the description of the problem above, the problem solving approach that will be carried out is using quantitative research methods. Sulyanto (2018) states that the quantitative method is a problem-solving method by conducting a series of systematic investigations of phenomena by collecting data using research instruments in the form of questionnaires whose results are then measured by mathematical or computational statistical techniques.

The State of Art of this study was taken from the research gap of several previous studies including:

- a) Hawa's research (2022) as the lead proposer entitled "User Interface and Social Media Marketing as a Driver for Purchasing Decisions on Tokopedia E-Commerce" the result is that the user interface and social media marketing have a positive effect on purchasing decisions, have not examined prices and nutrition labeling of decisions purchase.
- b) Untari and Rapani's research (2023), entitled The Influence Of Price Toward Consumer Purchase Decisions At XYX Retail Stores At Bekasi, the result is that price has a positive effect on purchasing decisions.
- c) Research by Gunawan and Kunto (2022), has examined the labeling of nutrition on purchasing decisions.
- d) Research by Suangkupon, et al (2020), the results are that buying interest has a positive effect on purchasing decisions.

From the description of the research above, it can be concluded that the state of art of this research is to combine and complement the above studies, namely to create new research that aims to examine the effect of the user interface, social media marketing,

price, and nutritional labeling on purchasing decisions with buying interest as mediating variable in UKM chips tempe in Banyumas district.

## **B. Literature Review**

### **1. Purchase Decision**

Purchase decision refers to the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The consumer decision-making process involves five basic steps: problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation. The buying decision process is a journey that a customer takes when making a purchase, and it flows through three stages: before, during, and post-purchase. Some purchase decisions are minor, like buying toothpaste, while others are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process. Many factors can influence the buying decision process, including personal factors like age, gender, lifestyle, and personality, as well as social factors like family, friends, and culture. To influence purchase decisions, companies can use reviews, analyze buyer preferences, use simplicity for decision-making, and understand that people make emotional decisions and rational justifications.

### **2. User Interface**

The user interface (UI) refers to the visual and interactive elements of a software application or system that allow users to interact with it. It encompasses all the components, such as menus, buttons, forms, and icons, that users see and interact with on their screens. A well-designed user interface is crucial for providing a positive user experience (UX) and ensuring that users can easily navigate and interact with the software. It should be intuitive, visually appealing, and efficient, allowing users to accomplish their tasks effectively and efficiently.

### **3. Social Media Marketing**

Social media marketing is the process of using social media platforms to promote a brand, product, or service. It involves creating and sharing content on social media networks such as Facebook, Twitter, Instagram, LinkedIn, and others, with the goal of

engaging with a target audience and driving traffic to a website or landing page. Social media marketing can take many forms, including text, images, videos, and other multimedia content. It can also involve paid advertising, influencer marketing, and other tactics to reach a wider audience and increase brand awareness.

The benefits of social media marketing include increased brand visibility, improved customer engagement, and the ability to reach a highly targeted audience. It can also be a cost-effective way to promote a business, as many social media platforms offer free tools and analytics to help businesses measure their success. However, social media marketing also requires a strategic approach and careful planning to be effective. It's important to understand your target audience, choose the right social media platforms, and create content that resonates with your audience. With the right strategy and execution, social media marketing can be a powerful tool for businesses to reach and engage with their customers.

## **Hypothesis**

### **a. The Effect of User Interface On Purchase Decision**

Hawa (2022), states that user interface plays a crucial role in influencing purchase decisions. A well-designed and intuitive interface can enhance the overall user experience, build trust, and ultimately drive conversions that convinces customers to buy a product. Hawa (2022) states that user interface has a positive effect toward purchase decision. Permana (20230), also states that user interface has a positive effect toward purchase decision. Based on the description above, the hypothesis in this study are:

$H_1$  : user interface has a positive effect on purchase decision.

### **b. The Effect of Social Media Marketing On Purchase Decision**

Putri (2023) states that social media marketing has a positive effect on purchase decision. Companies can use social media to increase brand awareness, perceived product quality, perceived value, brand image, and consumer trust, all of which can influence a consumer's purchasing decision. Companies can achieve these goals by using social media to share product information, promotions, and marketing

information, as well as by engaging in communication with consumers. Based on the description above, the hypothesis in this study are:

H<sub>2</sub>: social media marketing has a positive effect on purchase decision.

### C. Research Method

This study uses a quantitative approach. The research was conducted in the Banyumas district to examine the effect of user interface, social media marketing, price, and nutritional labeling on purchasing decisions with purchase intention as a mediating variable. The stages of this research activity are:

#### 1. Preparatory stage

In this stage, researchers have conducted research on electronic word of mouth (2021), the results of which are e-WOM have a positive effect on brand image and purchasing decisions. Then the research conducted by the proposer, Hawa (2022) results that the user interface and social media marketing have a positive effect on purchasing decisions. Research to be carried out by the proposer in 2022 regarding increasing brand equity, the result of which is that digital services will increase brand equity. This stage also aims to prepare research needs such as studying previous research literature, making research instruments. Research conducted by Sari (2013) regarding nutrition states that the existence of information about nutrition and nutrition makes consumers confident to use these products.

The following are indicators or proxies for each variable: (1) indicators for purchasing decisions are needs, wants, stability, price suitability, buying decisions, and repurchasing decisions, (2) user interface indicators are clear design, responsive design, attractive appearance, as well as an informative display Hawa (2022), (3) social media marketing indicators are entertainment, interaction, and word of mouth Eve (2022),

#### 2. Observation stage

This stage is collecting secondary data and primary data. Primary data was collected through a questionnaire filled out by research respondents. This activity was carried out by distributing research instruments in the form of questionnaires to respondents, namely consumers who had used and consumed Banyumas tempeh chips.

After the data has been collected, the results of the questionnaire will be scored and analyzed using smartPLS.

### 3. Data analysis stage

This stage will test the validity and reliability of research instruments. Then do data analysis using smart PLS. The calculation results will be the basis for analyzing and interpreting the actual research results in the field

## D. Results and Discussion

The validity and reliability of all indicators are accepted. Because the output result of Cronbach alpha is more than 0.6. Then the output results from rho\_A, Composite Reliability, and the average construct variance (AVE) are more than 0.5. So it can be said that all the indicator variables in this study passed the validity and reliability tests. Both discriminant validity and convergent validity as well as Composite Reliability and Cronbach alpha.

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Purchase decision	0.875	0.832	0.803	0.767
User Interface	0.937	0.842	0.953	0.789
Social Media Marketing	0.810	0.818	0.877	0.779

Adjusted R Square is usually used for multiple regression tests, while R Square is used for simple regression. Based on the table above it can be concluded. User interface and social media marketing variables are able to influence purchase decision variable by 51.5%, while the other 48.5% are influenced by other variables that are not in this study.

Hypothesis is accepted because the result have p values more than t table and signification value less than 0.05. User interface toward purchase decision has p values of 0.008 less than 0.05 and t value more than t table (2.987 more than 1.97) which means they have a positive and significant effect. Social media marketing toward purchase decision

has p values of 0.001 less than 0.05 and t value more than t table (3.987 more than 1.97) which means they have a positive and significant effect.

## Discussion

From the results of research conducted using smart PLS data analysis, user interface has a positive effect on purchase decision on MSME Banyumas tempeh chips. Based on the results of the research, it shows that the first hypothesis confirms. Respondents shows that if umkm chips, tempeh chips Banyumas used a user interface display that had a clear design, responsive design, an attractive appearance, and an informative display, they would be easily attracted so as to be able to increase consumer purchasing decisions.

Using smart PLS data analysis, the result show that social media marketing has a positive effect on purchase decision on MSME Banyumas tempeh chips. Based on the results of the research, it shows that the second hypothesis confirms. Respondents felt that if the Banyumas Tempe Chips UMKM used entertaining social media, easily built interactions with customers, and encountered a lot of word of mouth about Banyumas Tempeh Chips UMKM products, they would be easily attracted so as to be able to increase consumer buying decisions.

## E. Conclusion

The result of the studi are :

1. User interface has a positive effect on purchase decision.
2. Social media marketing has a positive effect on purchase decision.

## Implication

Based on the result , the implication of this stufy are :

1. After knowing that the user interface has a positive influence on purchasing decisions, MSME Banyumas tempeh chips should make an Attractive Design. Attractive UI design can help attract users' attention and make them more interested in exploring the products or services offered. Make sure your UI design is easy to understand and doesn't confuse users. Company make sure the product information presented in your UI is clear and easy to understand. Clear and complete information about products or



services can help users make better purchasing decisions. Easy-to-use search feature can help users quickly find the product or service they are looking for. Make sure your search feature is easy to use and returns accurate results. User reviews can help users make better purchasing decisions. Make sure the UI displays user reviews clearly and is easily accessible.

2. After knowing that the social media marketing has a positive influence on purchasing decisions, MSME Banyumas tempeh chips should create compelling content because engaging and relevant content can help grab consumers attention and entice them to buy your product or service. Make sure the content you create is of high quality and in line with your target audience. Company should make attractive promotions. Attractive promotions can help improve consumer purchasing decisions. Company can create special promotions for your social media followers or provide special discounts for purchases via social media. Company can use influencer campaigns. It can help improve consumer purchasing decisions by leveraging the influence of famous people or influencers on social media.

Company should make positive testimonials. Positive testimonials from customers can help improve consumer buying decisions. You can ask customers to leave testimonials on social media or share their experience with your product or service. The last is creating interactive content such as quizzes or polls can help increase consumer engagement and help them make better purchasing decisions.

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