Social Media Marketing Against Decisions Purchase at Kopi Kenangan Batam

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Abstract

The purpose of this research is to see the influence of Social Media marketing on the dependent variable, namely consumer purchasing decisions at Kopi Kenangan in Batam. The explanatory research technique is the technique used in this research, and uses hypothesis testing to clarify the cause and effect relationship between research variables. By taking a quantitative approach, collecting data and information using a questionnaire which will be distributed to customers of Kedai Kopi Kenangan Batam. This research used the population of Kopi Kenangan consumers in Batam with an age range of 21-26 years as research objects, which used 88 respondents as samples using a purposive sampling technique. After conducting research on 88 respondents, the results showed that the variables Social Media, feel, think, act and relate as dependent variables simultaneously influenced consumer purchasing decisions as the dependent variable.

Keywoard: *Social Media Marketing, Buying decision.*

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INTRODUCTION

Some places that are famous for their coffee seeds include Aceh, Lampung, Java, Medan, and Sulawesi. Long-cultivated and highly economically valued, coffee is one of the crops. Between 1696 and 1707, the Dutch first developed coffee in Indonesia, switching from Arabica to Robusta. Due to its flavour and aroma, coffee is nowadays a drink that is much sought after by all ages, including teenagers, adults and the elderly. In Indonesia, the coffee shop industry is growing quite rapidly. Most Indonesians love the culture of drinking coffee. There are a lot of coffee shops with a variety of cultures, some traditional, some classic and some modern. According to Kurhayadi in Yusuf & Aep (2023) drinking coffee is no longer just a way to wake up but has become a lifestyle choice, and coffee shops are in great demand. This way of life is in line with the social nature of Indonesian society.

The lifestyle of coffee consumption and the ease of obtaining high-quality coffee beans as the main raw material make it a profitable business farm and encourage entrepreneurs to pioneer coffee shop businesses in Indonesia. Even in today's era, coffee is not only a favourite drink of men; the number of people, including women, who started enjoying coffee has also been increasing since the end of the decade. Coffee shops in Batam City have also popped up a lot.

More than 100 coffee shops have been spread across the city of Batam and are undergoing fairly rapid development. Coffee Memorial is one of the coffees that is rising in popularity and is known among young people, especially in the city of Batam. The founder of Souvenir Coffee Shop, named Edward Tirtanata, built his brand in 2016. Because nowadays there are many different coffee shops, customers will be more selective in choosing the coffee shop to visit. Today's coffee shops not only serve typical and delicious coffee but also have an attractive interior that will keep the consumer excited for a while. As a result, Souvenir Coffee Shop not only sells coffee products of the highest quality but also provides a pleasant experience for consumers to learn more about their purchasing decisions. Coffee Memory has undertaken a SWOT analysis to implement a social media marketing strategy that considers how consumers make judgements about what to buy. Social media marketing is a two-way communication that inspires brand identity and gives value to the general public by identifying and meeting the needs and wishes of consumers profitably. (Mulyadi, 2023). According to Kushendar (2022), consumer behaviour includes actions taken by individuals or groups of consumers when evaluating a product to buy. There are five research indication steps that are used to produce purchasing decisions, including need identification, information search, alternative evaluation, purchasing decision, and after-purchase behaviour.

RESEARCH METHOD

Explanatory research is a technique used in this research. Explanatory research uses hypothesis testing to clarify the cause and effect relationship between research variables. (Effendi, 2012). By conducting a quantitative approach, collecting data and information using a questionnaire that will be shared to the consumers of Batam Memory Coffee Shop. This study uses a population of consumers Memory coffee in Batam with the age range of 21-26 years will be used by the researchers as an object, with a sample of 88 respondents using purposive sampling techniques.

The data to be used is the primary data contained in the questionnaire shared with respondents relating to the independent variable that covers Social Media(X1), and the dependent variable of this research is the purchase decision (Y). The method of analysis of this research data is double linear regression, with analytical tools.

RESULT AND DISCUSSION

In this study, the sample of respondents used were consumers from the Batam Memorial Coffee Shop, with an average of having made purchases in Memory Coffee more than twice. Using a sample test of a total of 88 people consisting of 67 women and 33 men with ages ranging from 19 to 24 years.

Table 1. Autocorrelation Model Test Results Summary

Model R	R Square	Aadjusted R Square	Std. Error of the Estimate	Durbin-Watson
1.205a	,042	-.010	2.77348	2,030

a.Predictors: (Constant), Social Media
b.Dependent Variable: Purchase Decision

Table 2. T Coefficient Test Results

Model	B	Std. Error	Standardize d oefficients Beta	Q	Sig.	Collinearity Statistics Qolera	VIF
	-4,505	1,523		-2,958	0.004		**-4,505**
SOCIAL MEDIA	0,327	0,126	0,193	2,585	0,011	0,593	**1,685**
FEEL	0,329	0,139	0,185	2,369	0,020	0,546	**1,830**
THINK	0,255	0,138	0,149	1,850	0,067	0,510	**1,959**
ACT	0,341	0,114	0,235	3,001	0,003	0,542	**1,843**
RELATE	0,408	0,119	0,281	3,413	0,001	0,488	**2,049**

Dependent Variable: Buy Decision

With a total of 88 respondents, then you have to get a t count value > t table of 1,983 and a significance value < 0.050 in order to be able to have a partial positive effect for all variables. Based on table 6 of the T-test, the hypothesis is as follows:

-*Social Media*(X1) obtained a calculated t value of 2.585 > 1.983 with a sig value of 0.011 < 0.050. So the conclusion is that Social Media (X1) has a partial influence on Purchasing Decisions (Y).
-*Feel*(X2) obtained a calculated t value of 2.369 > 1.983 with a sig value of 0.020 < 0.050. So the conclusion is that Feel (X2) partially influences decisions Purchases (Y)
-*Think*(X3) obtained a calculated t value of 1.850 < 1.983 with a sig value of 0.067 > 0.050. So the conclusion is that Think (X1) has no partial effect on Purchasing Decisions (Y)

-*Act*(X4) obtained a calculated t value of 3.001 > 1.983 sig value 0.003 < 0.050. So the conclusion is that Act (X4) has a partial effect on Purchase Decision (Y)
-*Relate*(X5) obtained a calculated t value of 3.413 > 1.983 with a sig value of 0.001
< 0.050. So the conclusion is that Relate (X5) has a partial effect on
Purchase Decision (Y)
Based on the above classification, it can be concluded that in conducting Social Media marketing strategies Memory Coffee Shop limits significant positive partially using variables Social Media, feel, act and relate. Whereas for approach with variables think less influenced partially.

Table 3. ANOVA F Test Results

Model	Regression	Sum of Squares	Df	Mean Square	F	Sig.
1	on	523,878	5	104,776	41,507	0,000b
	Residual	237,282	94	2,524		
	Qtotal	761,160	99			

A.Dependent Variable: Purchase Decision
B.Predictors: (Constant), Social Media, Feel, Think, Act, Relate

It can be seen in table 7 that the results of the f value test are significant, the influence of Social Media Marketing as an independent variable has an influence on the dependent variable, namely simultaneous purchasing decisions of 0.000 < 0.05 and the calculated f value is 41.507 > the f value based on the table is 2.31. So the conclusion is that Social Media marketing has a simultaneous positive effect on Purchasing Decisions.

Table 4. Coefficient Test Results Determination (R2)

Model	R	R Square	Aadjusted R Squa	Std. Error of the Estimate
1	.830a	,688	,672	1,589

a. Predictors: (Constant), Social Media, Feel, Think, Act, Relate,
B. Dependent Variable: Purchase Decision

Determines how much variance dependent variables can be determined by independent variables using determination coefficient tests. Based on table 8 above the determination coefficient test of 0.672 or at obtained R2 value of 68.8%. It can be inferred that Social Media Marketing that has the instruments Social Media, feel, think, act, and relate has the value of

variation towards the purchase decision of 68,8%, while the remaining (88%-68.8%) of 31.2% is displayed by other variables not studied.

CONCLUSION

Based on the results of research related to the influence of social media marketing on purchasing decisions on consumers, it can be concluded that Social Media Marketing as a dependent variable (X) simultaneously has a significant positive influence on the Buying Decision as an independent variable(Y). While partially, the application of Social Media Marketing has a less influential variable namely the think variable which is one of the five variables instruments that exist in Social Media marketing.

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