
The Impact of Social Media Marketing on Purchase Decisions at Karya Niaga Electronics Store in Pendopo Pali

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Abstract

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Social media has become a ubiquitous tool used by people worldwide for various purposes, including product marketing. The objective of this study is to investigate the impact of social media on purchase decisions. This research was conducted using a quantitative approach. The population consisted of social media users in Pendopo Pali who had shopped or received services at Karya Niaga Electronics Store in Pendopo Pali. A total of 65 respondents participated in this study by completing a questionnaire distributed via Google Forms. Data analysis included validity, reliability, and hypothesis tests using SPSS.

The results indicated that social media marketing significantly influences consumer purchase decisions at Karya Niaga Electronics Store, with a significance value of $0.000 < 0.05$. This study suggests that businesses should leverage social media creatively for marketing purposes to remain competitive. Future research should further explore the impact of social media marketing on consumer purchase decisions.

INTRODUCTION

In recent years, technological advancements have continuously transformed various aspects of human life. The internet, as a critical component of modern technology, has played a particularly influential role across different social strata and activities, with social media being a primary use of this technology. As reported by Gunawan and Ratmono (2021), 90% of internet users are active on social media platforms. Over time, the technology sector has experienced rapid progress, especially with the rise of the internet as one of the most significant technological breakthroughs to date.

The internet has become an essential daily resource for individuals across the globe, facilitating information dissemination and communication, particularly through social media (Eriyanto, 2021). In the current era, the internet is widely used in various fields, including healthcare, education, and economic sectors such as marketing and

product promotion. Social media, a key feature of the internet, is used by nearly all internet users and has experienced significant growth over time.

In the business world, marketing through social media has become a prevalent strategy, influencing consumer purchasing decisions. According to Julianto (2022), marketing strategies executed through social media, along with brand image, significantly impact consumer purchase decisions. Given the extensive reach of social media, nearly all business owners utilize these platforms to promote their products and engage with potential customers. Kholidah and Arifiyanto (2020) further explain that purchasing decisions are influenced by several factors, including cultural, social, personal, and psychological aspects. Social media marketing has proven to have a positive effect on consumer purchase decisions (Dewi, Imbayani, & Ribek, 2021), and its convenience allows businesses to market their products anytime and anywhere.

Several factors influence consumer behavior, including cultural and social elements, which drive their purchasing decisions (Kholidah & Arifiyanto, 2020). In the case of Toko Elektronik Karya Niaga in Pendopo, Pali Regency, fierce business competition has prompted the store to innovate by utilizing social media for marketing. According to the store's owner, offline marketing alone has not yielded significant results. Consequently, they shifted to social media marketing, which has proven effective in influencing consumer purchasing decisions. Research conducted by Narottama and Moniaga (2022) highlights that various marketing tools used in social media marketing have a simultaneous and significant impact on purchasing decisions.

Based on the challenges discussed, this study aims to investigate the extent to which social media marketing influences consumer purchasing decisions at Toko Elektronik Karya Niaga Pendopo Pali.

METHODS

This research employed a quantitative research method. The population consisted of social media users residing in Pendopo Pali, specifically those who had shopped at or used services from Karya Niaga Electronics Store in Pendopo Pali. A sample of 65 respondents was selected using accidental sampling, a technique where the sample is chosen based on convenience. A Likert scale questionnaire was distributed via a Google Form link to respondents in Pendopo, Pali Regency. Respondents answered statements in the questionnaire, each of which had a numerical value attached.

Table 1. Likert Scale Instrument

No	Description	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

The data analysis technique used was quantitative analysis, which is applied to estimate specific parameters. Quantitative methods involve the use of numerical data from data collection, interpretation, to data presentation. The analysis focused on

specific variables or phenomena in human life, which have distinctive characteristics (Jaya, 2020). The tests included in the data analysis were validity, reliability, and hypothesis testing.

RESULTS AND DISCUSSION

The study was quantitative in nature, aiming to assess the influence of social media marketing on consumer purchase decisions. The data were collected from 65 respondents who had previously shopped at or received services from Karya Niaga Electronics Store in Pendopo Pali. The data were analyzed using statistical methods, with Likert scale scores ranging from 1 to 5. The independent variable was social media, while the dependent variable was consumer purchase decision.

A validity test was conducted to determine whether the questionnaire was valid. The results of the validity test are shown below:

Table 2. Social Media Variable Validity Test Results

Variable	Statement Item	Total Person Correlation	R Table	Description
Social Media	Statement 1	0.912	0.244	Valid
Social Media	Statement 2	0.904	0.244	Valid
Social Media	Statement 3	0.894	0.244	Valid
(Source: SPSS, 2024)				

Table 3. Consumer Purchase Decision Variable Validity Test Results

Variable	Statement Item	Total Person Correlation	R Table	Description
Purchase Decision	Statement 1	0.679	0.244	Valid
Purchase Decision	Statement 2	0.884	0.244	Valid
Purchase Decision	Statement 3	0.889	0.244	Valid
Purchase Decision	Statement 4	0.850	0.244	Valid
Purchase Decision	Statement 5	0.870	0.244	Valid
(Source: SPSS, 2024)				

From Tables 2 and 3, we can see that each variable is valid, as the total Person Correlation values are greater than the R Table values (correlation values are greater than 0.244). Next, a reliability test was performed to assess whether the questions and statements used were trustworthy, as shown in the following table:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Description
Social Media	0.887	0.6	Reliable
Purchase Decision	0.886	0.6	Reliable
(Source: SPSS, 2024)			

The Cronbach's Alpha values for all variables were above 0.60, indicating that the questionnaire used for each variable was reliable and could be trusted as a measurement tool. Additionally, a t-test was conducted to show the extent to which an independent statistic can explain variations in the dependent statistic. The results of the t-test are shown below:

Table 5. t-Test Results (Partial)

Coefficientsa	Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Constant	2.257	1.926	1.172	0.246	
Social Media	1.030	0.128	0.697	8.026	0.000
(Source: SPSS, 2024)					

The t-value for the influence of social media on purchase decisions was 8.026, while the t-table value at $df = 62$ was 1.670. Since $8.026 > 1.670$, and the significance value was $0.000 < 0.05$, this indicates that social media has a significant partial influence on purchase decisions. Thus, the hypothesis "there is an influence of social media marketing on the purchase decisions of Karya Niaga Electronics Store consumers" is accepted. Moreover, the R^2 test was also conducted to determine how well the independent variable could explain the dependent variable. The results are shown in Table 6:

Table 6. R^2 Test Results

Model Summary	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.847a	0.717	0.708	0.178	
(Source:SPSS, 2024)					

The Adjusted R Square value was 0.717, meaning that 71.7% of the purchase decision could be explained by social media marketing, while the remaining 29% was influenced by other variables not included in the study. Based on the findings, it can be concluded that social media marketing has a significant influence on consumer purchase decisions at Karya Niaga Electronics Store. These results align with previous research by Sophia, Abdullah & Ilham (2022), which stated that "there is a positive and significant relationship between online marketing and purchase decisions. This implies that higher online marketing efforts lead to increased consumer purchase decisions." Similarly, Aulia & Indriani (2023) noted, "there is a positive influence of social media marketing interactivity on purchase decisions, although no significant effect was found regarding purchase decisions through social media features."

CONCLUSION AND RECOMMENDATION

This study concludes that social media marketing has a significant influence on consumer purchase decisions at Karya Niaga Electronics Store, as evidenced by the

t-test results where t-value (8.026) was greater than the t-table value (1.670), with a significance value of $0.000 < 0.05$. The questionnaire used was both valid and reliable. It is recommended that business owners further utilize social media creatively for marketing purposes to remain competitive. Future researchers are encouraged to identify other variables that may influence consumer purchase decisions.

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