THE INFLUENCE OF SOCIAL MEDIA USERS ON PURCHASING DECISIONS ON UKM IN PONTIANAK

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*Abstract : There are 57% of the 100 instragram social media users who are used as respondents, with the method of retrieving Accidental Simple Random Sampling, the data obtained is processed using Structural Equation Modeling (SEM) through the IBM Amos v26 program. The purpose of this study is to analyze the extent to which social media users influence purchase decisions. **Findings**. It is derived from the marketing dimension that Online Communities, Interaction, and Sharing of Content have no positive effect on Social Media, but Accessibility and Credibility have a positive effect on Social Media. Social Media has an influence on Purchasing Decisions, and social media cannot be said to be an intervening variable that affects the relationship between independent variables and dependent variables into indirect and un observable and measurable relationships.*
Keywords: Marketing; Social Media; Purchasing Decisions

1. Introduction

Internet users in Indonesia in 2017 amounted to 143.26 and Penetration reached 72.18% for Kalimantan, APJII, (2017). The most use is chat app 89.35% followed by social media 87.13% video 69.64% APJII, (2018). The use of social media as a tool to provide and receive information is a considerable potential for SMEs to market their products to consumers, the function of advertising is to bring consumers together with a product, and the purpose is of course not to entertain, but to inform the public about the terms of a product.

The use of social media can also be used as a strategy plan for UKM in marketing their products in order to survive and deal with the problem, the reason for using social media to conduct business is: 1) Marketing strategy, 2) External and internal marketing communication media, 3) Cost Factor, 4) Ease of use, 5) Benefit of use of medsos, (Wulandari and Supratman, 2018), this is

done because not a few UKM actors fail because it is wrong in determining and planning strategies, one of the causes of the company's business failure because the strategy preparation process within the company does not go well.

The utilization of technology such as social media is currently considered very important for the growth of UKM, so as to provide added value to consumers because, social media as An Integrated Marketing Communication (IMC) is able to provide a competitive advantage for UKM, at least UKM can communicate to existing customers and attract new potential customers so that UKM can survive in the midst of competition, Siswanto, T. (2013).

With the utilization of social media is also considered to be able to trim the series of actions of consumers in purchasing a product, so that in determining and planning a strategy, understanding of consumers should also

be considered because according to Kotler & Amstrong, (2012), actually the purchase is not only an action (e.g. because of the product), but consists of several interconnected actions.

This research focuses on the types of social media based on the medsos platforms that indonesians most live on, among them YouTube 43%, Facebook 41%, WhatsApp 40%, Instagram 38%, We Are Social, (2018), while the purpose of this study is to analyze the extent of the influence of social media users on purchasing decisions on UKM in Pontianak area, so that the results of this study can be additional insight and understanding of consumer behavior , who is also a social media user in making purchasing decisions.

UKM need to understand these factors. The purchasing decision in this study refers to Priansa, (2017), which states that consumer purchasing decisions are actually a set of a number of decisions on: 1. product type, 2. product form, 3. Brand, 4. Seller, 5. Number of Products, 6. Time of Purchase, 7. Payment method. Social Media is an internet-based application group that uses Web 2.0 ideology and technology, where users can create or exchange information on the app, Kaplan and Haenlin, (2010). L. Moriansyah, (2015), social media is a marketing communication tool that can be categorized based on the reasons or motivations of marketers using social media (antecedants) and targets of marketing programs (consequences) that can be achieved by using social media.

This research tries to dig deeper into consumer purchasing decisions through social media which refers to the dimensions of social media marketing according to Singh, (2010) in As'ad, H & Anas Y (2014) consists of: 1) Online Communities: Vibrant communities create loyalty and encourage discussion, which can contribute to business development and improvement. Taprial, & Kanwar, (2012). 2) Interaction: Social networking sites enable greater interaction with the online community through broadcasting the latest information relevant to consumers, Fischer, & Reuber, (2011). 3) Sharing of Content: The sharing dimension is about the extent to which a person changes, distributes, and accepts content in social media settings. Babac, (2011). 4) Accessibility: Social media is easily accessible and requires minimal or no use. Social media is easy to use and requires no special skills, knowledge to use. Taprial, & Kanwar, (2012). 5) Credibility: It's about conveying your message clearly to people, building credibility for what you say or do, connecting emotionally with your target audience, motivating buyers and generating loyal customers.

Social media provides an excellent platform for all businesses (large or small) to network and reach their target audience, connect with them directly and generate trust by listening to what they have to say. Taprial, & Kanwar, (2012). Schematically, the research framework can be described as follows:
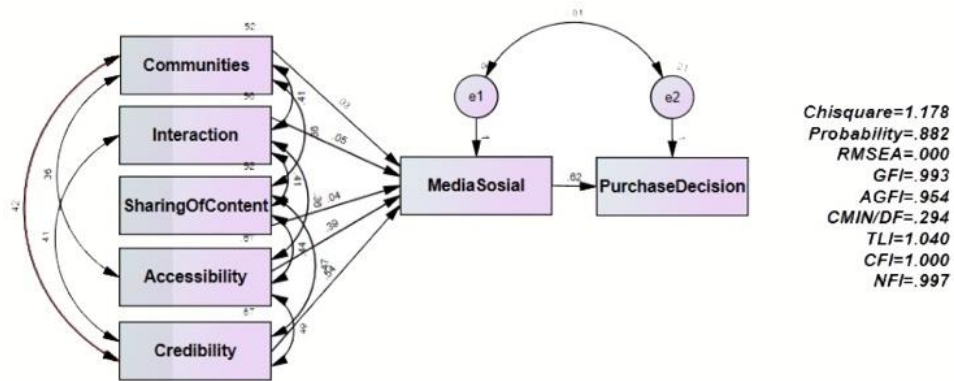
Figure 1. Research Model

The output model in the image above, is done by looking at the significant level between the relationship of each variable seen through the critical ratio (c.r) and the significance probability or P value of each variable in the form of output Regression Weights.

Table 1. Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
MediaSosial	<---	Communities	-.029	.070	-.420	.674	par_2
MediaSosial	<---	Interaction	.045	.081	.560	.575	par_3
MediaSosial	<---	SharingOfContent	.044	.079	.560	.576	par_4
MediaSosial	<---	Accessibility	.389	.054	7.231	***	par_5
MediaSosial	<---	Credibility	.542	.063	8.618	***	par_6
PurchaseDecision	<---	MediaSosial	.625	.087	7.173	***	par_1

Source: Data processed

Testing can be seen from P value if it has a very small value (*** = 0.00) and is below 0.05 so it can be said that there is an acceptable influence and hypothesis, from the table above it can be seen that Accessibility, and Credibility, affecting Social Media and Social Media affecting Purchase Decision has a value of *** = 0.00 while other variables have a value above 0.05.

Table 2. Standardized Total Effects (Group number 1 - Default model)

	Credibility	Accessibility	Communities	SharingOfContent	Interaction	MediaSosial
MediaSosial	.542	.389	.044	.045	-.029	.000
PurchaseDecision	.339	.243	.027	.028	-.018	.625

Source: Data processed

From the results of the table above it is known that the variables that have the greatest total influence are Credibility on social media variables of 0.542 and Purchase Decision 0.339, while social media has the largest total influence on purchase decision variables of 0.625.

Table 3. Standardized Direct Effects (Group number 1 - Default model)

	Credibility	Accessibility	Communities	SharingOfContent	Interaction	MediaSosial
MediaSosial	.575	.413	.041	.041	-.027	.000
PurchaseDecision	.000	.000	.000	.000	.000	.734

Source: Data processed

From the results of the table above it is known that the variable that has the greatest direct influence on social media with a value of 0.575 is Credibility and the variable that has the other largest direct influence on the Purchase Decision variable is the Social Media variable, which is 0.734.

Table 4. Standardized Indirect Effects (Group number 1 - Default model)

	Credibility	Accessibility	Communities	SharingOfContent	Interaction	MediaSosial
MediaSosial	.000	.000	.000	.000	.000	.000
PurchaseDecision	.339	.243	.027	.028	-.018	.000

Source: Data processed

From table 11 above it is known that the variable that has the greatest indirect influence on purchase decision with a value of 0.339 is Credibility, and another variable that has an indirect influence on purchase decision is Accessibility with a value of 0.234. The results of hypothetical tests conducted by producing that

H1: Online Communities has no positive effect on Social Media, which can be seen from the acquisition of a value of p = 0.674 > 0.05 so that the first Hypothesis can be said to be rejected.

H2: Interaction has no positive effect on Social Media, which can be seen from the acquisition of a value of p = 0.575 > 0.05 so that the second hypothesis can be said to be rejected

H3: Sharing of Content has no positive effect on Social Media, which can be seen from the acquisition of a value of p = 0.576 > 0.05 so that the third hypothesis can be said to be rejected

H4: Accessibility has a positive influence on Social Media, which can be seen from the acquisition of a value of p = 0.000 (***) < 0.05 so that the fourth hypothesis can be said to be accepted.

H5: Credibility has a positive influence on Social Media, which can be seen from the acquisition of a value of p = 0.000 (***) < 0.05 so that the fifth Hypothesis can be said to be accepted.

H6: Social Media has a positive effect on Purchase Decisions, which can be

seen from the acquisition of a value of p = 0.000 (***) < 0.05 so that the sixth Hypothesis can be said to be accepted.

H7: Marketing dimensions have no indirect effect on purchasing decisions through social media as intervening variables.

To find out the results of the formulation of the relationship hypothesis can not be seen in the table of standard total effects, standardiedz direct effects, and standard indirect effects. When compared to the indirect effects table for the indirect influence of the Community, Content Interaction Sharing, Credibility, Accessibility, and Purchasing Decisions through social media earned results of 0.480. This means that Social Media in this study is not an intervention variable so it can answer.

2. Research Method

This research was conducted on UKM actors in Pontianak, West Kalimantan which aims to analyze the extent of the influence of social media users on purchasing decisions on UKM in Pontianak area. The variables in this study are Online Communities, Interaction, Sharing of Content, Accessibility, Credibility as Exogenous Variables that are considered to have an influence on other variables, and Purchase Decisions are used as Endogenous Variables that are considered influenced, while social media as variables that affect relationships between variables and become indirect relationships.

This research method uses explanatory research, by making 100 consumers as respondents who make purchases through social media from UKM actors as respondents, with accidental simple random sampling method. This study used questionnaires that have been compiled and developed from previous research related to these variables on an operational basis, as a primary data collection tool processed using Structural Equation Modeling (SEM) through the IBM Amos v26 program.

From the results of the validity test between each item with a total value at the level of 0.01 has a positive correlation coefficient indicating the siginifikan on the score of each item with the total score seen from Pearson Correlation ($r > 0.3$) as well as a probability that it is smaller than alpha and can be declared valid.

Table 5. Uji Reliabilitas

Variabel Item	Cronbach's Alpha	N of Items
Communities	0.851	3
Interaction	0.905	4
SharingOfContent	0.857	3
Accessibility	0.906	2
Credibility	0.907	3
MediaSosial	0.768	2
PurchaseDecision	0.918	7

Source: Data processed

The results of the test, it can be seen that the value of cronbach's alpha coefficient on each variable above or greater than 0.6 so that it can be said that the variable is 64esentenced and can be declared reliabel.

Table 6. Indeks Goodness Of Fit

Goodness of index	Estimate	Cut Off Value	Kesimpulan
Chi-square	1,178	Small	Acceptable Fit
Probability	0,882	≥0,05	Good fit
RMSEA	0,000	≤0,08	Good fit
GFI	0,993	≥0,90	Good fit
AGFI	0,954	≥0,90	Good fit
CMIN/DF	0,294	≤2,00	Good fit
TLI	1,040	≥0,95	Good fit
CFI	1,000	≥0,95	Good fit
NFI	0,997	≥0,90	Good fit

Source: Data processed

The output result of the calculation is done using the SEM model as on the Table of Goodness of Fit Index by producing a goodness of fit index in good condition, so it can be said that the overall goodness of fit measure in the research model has met the criteria.

Tabel 7. Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
Credibility	1.667	5.000	-1.039	-4.241	.748	1.527
Accessibility	1.500	5.000	-.806	-3.291	.130	.266
SharingOfContent	1.667	5.000	-.923	-3.770	1.058	2.159
Interaction	2.000	5.000	-.885	-3.613	.634	1.295
Communities	1.333	5.000	-.758	-3.097	1.173	2.395
MediaSosial	1.500	5.000	-1.031	-4.210	1.028	2.099
PurchaseDecision	1.714	5.000	-.989	-4.039	1.091	2.227
Multivariate					8.895	3.962

Source: Data processed

In the table above can be seen the output result of critical ratio (c. r.) there is no value that is at + 2.58 or – 2.58 so it can be said in a regression model, the variable used is normal distribution.

Tabel 8. Sample Covariances (Group number 1)

	Credibility	Accessibility	Sharing OfContent	Interaction	Communities	Media Sosial	Purchase Decision
Credibility	.665						
Accessibility	.495	.668					
SharingOfContent	.465	.435	.517				
Interaction	.412	.360	.405	.496			
Communities	.422	.362	.357	.411	.517		
MediaSosial	.580	.553	.452	.392	.387	.593	
PurchaseDecision	.365	.343	.288	.249	.272	.361	.430

Condition number = 121.536
Eigenvalues
2.994 .311 .198 .156 .134 .068 .025
Determinant of sample covariance matrix = .000

In the table above it can be seen that, to know the indication of the presence of multicholinearity and singularity i.e. by looking at the output of the value sees the determinant value of sample covariance matrix = 0.000 which is small or close to zero so it can be said that there is no indication of multicholinearity and there is a strong correlation between variables.

3. Results and Discussions

For the establishment of marketing strategies in an effort to win competition by analyzing the extent to which the influence of social media users on purchasing decisions takes several literates as the basis for establishing strategies in influencing.

a. Online Communities on Social Media

Marketing through social media is currently in creating and encouraging discussion with consumers, so as to create relationships in providing emotionally binding messages to businesses in the form of Online Communities has no effect on social media users themselves but has a direct influence on purchasing decisions by consumers.

Online communities and forums are formed by consumers and consumer groups without the influence of advertising and corporate affiliations or get support from companies where members who are incorporated in online communities can communicate with the company and one other member through posts, instant messaging and chat discussions about special interests related to the products and brands kotler, Phillip & Keller, Kevin Lane. (2012).

The use of social media for a business today is important given the high number of social media users providing opportunities for the development of a business. A company or business can use social media to build a community around its products or businesses, Taprial, V. & Kanwar, P., (2012). Vibrant communities create loyalty and encourage discussion, which can contribute to business development and improvement.

b. Interaction with Social Media

Interaction through social media as an exchange or activity conducted by consumers with businesses has not shown relevant interaction with consumers in inviting consumers to participate and provide a good experience.

Social networking sites enable greater interaction with online communities through broadcasting up-to-date information relevant to consumers, Fischer, E. & Reuber, R. (2011). The disadvantage of advertising is that there is no direct interaction with buyers and may not succeed in attracting the attention of the viewer, Putri. B.R.T, (2017).

c. Sharing of Content on Social Media

Sharing of Content or sharing content as a whole has not been able to create changes in distributing its products to consumers for needs or tastes through social media but has an impact on purchasing decisions.

Sharing of Content is about the extent to which a person alters, distributes, and accepts content in social media settings, Babac, R. (2011). The high penetration of social media also provides an opportunity for manufacturers to promote products or services through social media, so that the ability to create content that can attract attention and represent consumers by utilizing social media to share it, has the opportunity to get attention and be able to be remembered by consumers, Juditha, C. (2017).

d. Accessibility to social media

The ease or accessibility provided by businesses to consumers in providing ease of access to information, has a positive influence through social media of businesses. The importance of the social media marketing dimension shows and for each that, the most influential dimension is accessibility and interaction with brand equity, As'ad, H. A and Anas Y. A., (2014). By providing ease of consumers from all aspects it is possible to create value both for customers and for the business itself. Davis et al,2012 states that the indicators used are: Easy to learn, easy to use, easy to make transactions, easy to obtain what the user wants.

e. Credibility on social media

In creating good value so that it can connect directly and generate trust in consumers, businesses have credibility that gives a positive influence on social media so as to reflect responsibilities that can motivate and produce loyal consumers. Credibility is clearly delivering messages to people, building credibility with words and actions that connect emotionally with the audience, motivate shoppers and generate loyal customers, Taprial, V. & Kanwar, P., (2012).

Social media provides an excellent platform for all businesses to build networks and reach their target audience, connect with them directly and generate trust by listening to what they say. So the delivery of information in building easy-to-understand interactions is a strategy that can be used to gain trust by consumers. A persuasive message will be more effective if we know that the

messenger is an expert in his field, Azwar S. (2011).

f. Social media on purchasing decisions

Social media users, both businesses and consumers, have a positive influence on purchasing decisions that portray reality, and provide easy access to information quickly in various content, be it writing, images, videos, and so on. Thus, it shows that the use of social media positively affects purchasing decisions over the internet and supports the research hypothesis. Social media as an internet-based application group is built on the basis of Web 2.0 ideology and technology and enables the creation and exchange of user-generated content, Kaplan, Andreas M.; Michael Haenlein, (2010).

4. Conclusions

The marketing dimension has a direct influence on purchasing decisions or purchase decisions through social media and has a closeness to this research, so the use of social media on cannot be said to be an intervening variable that affects relationships between other variables. The indirect influence of social media on purchasing decisions is through buying interests, and the high number of purchase decisions influenced by social media through buying interests and other factors.

So that social media can be said as a tool to provide information in marketing a product, Moriansyah, L. (2015) steaming social media is a marketing communication tool that can be categorized based on the reasons or motivations of marketers using social media (antecedants) and targets of marketing programs (consequences) that can be achieved by using social media.

The importance of understanding consumer behavior in determining the right strategy in reaching the market from one of the results of the study shows the dimensions that can influence online purchasing decisions judging by the influence of dimensions of trust, ease, quality of information, and display of products exerting a significant influence simultaneously on purchasing decisions through marketing on social media, M.C, Pudjihardjo, H. Wijaya, (2015).

So for businesses, it is important to innovate and strive to expand their business, in creating new, creative and innovative strategies that are able to create buying interests where indirectly can influence purchasing decisions made by consumers through social media, and to build good relationships with consumers forming communities, so that with the community can share with each other in terms of ability, knowledge, information that is trending today , and can move together. Establish interactive communication so as to build trust in each other, as well as share ideas and arguments, and share information that is able to attract the attention of consumers.

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