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THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER PURCHASING DECISIONS AT UD ASSYARIF PP. SALAFIYAH SYAFI'ITYAH SUKOREJO SITUBONDO

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Abstract:

This study aimed to identify the influence of social media on consumer purchasing decisions and analyze the factors that influence that influence. This research was conducted at UD Assyarif PP. Salafiyah Shafi'iyah Sukorejo Situbondo. Data was collected through questionnaires distributed to 100 respondents who were UD Assyarif consumers. The results showed that the influence of social media on consumer purchasing decisions was significant in terms of the standard beta coefficient of 0.377. In this case, social media affects consumer perceptions of products, brand awareness, trust, and consumer loyalty. This research has practical implications for companies developing effective marketing strategies through social media. Companies can utilize social media to build brand awareness, trust, and consumer loyalty. In addition, companies should also pay attention to factors that influence the influence of social media on consumer purchasing decisions, such as age, education, and online buying experience.

Keywords: Consumers, purchase decisions, Social Media

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INTRODUCTION

The internet and technological advancements have altered how consumers obtain information about the goods and services they consume¹. Social media is now the most widely used medium for communication, information sharing, and providing goods or services to businesses to market their goods and services². Users of social media platforms can build online communities to share information, concepts, and other types of content. Businesses will struggle to locate and interact with customers, improve sales through advertising and promotions, track consumer trends, and offer customer care or support without social media³. Social media platforms, on the other hand, will make

¹ David A Aaker, *Managing Brand Equity* (simon and schuster, 2009).

² Mar Gómez, Carmen Lopez, and Arturo Molina, 'An Integrated Model of Social Media Brand Engagement', *Computers in Human Behavior*, 96 (2019), 196–206 <<https://doi.org/10.1016/j.chb.2019.01.026>>.

³ Yan Gao, Jiaqi Wang, and Chenchen Liu, 'Social Media's Effect on Fitness Behavior Intention: Perceived Value as a Mediator', *Social Behavior and Personality: An International Journal*, 49.6 (2021), 1–11 <<https://doi.org/10.2224/sbp.10300>>.

everything more quickly and easily available. Social networks offer a range of interactive venues for information dissemination, and they are now a popular stopping point for researchers looking at consumer motivation and behavior⁴.

Within the tools in UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo's marketing plan are social media. The business promotes its products on social media platforms like Facebook, Instagram, and WhatsApp. According to a prior study, social media has a very favorable and large impact on customer or consumer purchase decisions⁵. Consumers' desire to purchase a product can be directly influenced by social media, which serves as a separate driving force from information gained from the media⁶. Incidents like these lead to the conclusion that using social media at UD Assyari'f PP may significantly influence potential customers' purchase decisions. Salafiyah Syafi'iyah Sukorejo.

They researched consumer driving motivations with specific characteristics. According to research findings, men's motivation to buy skincare products is influenced by five personal factors, including concern for skin health and physical attractiveness⁷. Social media will influence consumers' information searches and purchasing behaviors⁸. According to a study by Kozinets, social media is used as a more reliable source of information about various aspects of consumer behavior, including buying habits⁹. According to Khatib, social media significantly impacts decision-making during the information search and purchase stages¹⁰. It has also been shown that favorable media reviews influence reviews and purchase decisions. Negative feedback will make users decide not to make a purchase. The impact of social media can provide unrealistic expectations and cause feelings of inadequacy and inferiority for adolescents or young people^{11,12}.

Social media has provided new ways to influence consumer behavior and purchasing decisions in the context of marketing. Although there have been previous

⁴ Xi Chen and others, 'Examining Customer Motivation and Its Impact on Customer Engagement Behavior in Social Media: The Mediating Effect of Brand Experience', *SAGE Open*, 11.4 (2021), 1–16 <<https://journals.sagepub.com/doi/pdf/10.1177/21582440211052256>>.

⁵ Rita Astuti, 'Pengaruh Media Sosial Terhadap Keputusan Pembelian (Studi Kasus Pada Gallery Umma Laily)' (Politeknik Harapan Bersama Tegal, 2021) <<http://eprints.poltektegal.ac.id/799/>>.

⁶ Ratih Indriyani and Atita Suri, 'Pengaruh Media Sosial Terhadap Keputusan Pembelian Melalui Motivasi Konsumen Pada Produk Fast Fashion', *Jurnal Manajemen Pemasaran*, 14.1 (2020), 25–34 <<https://doi.org/10.9744/pemasaran.14.1.25-34>>.

⁷ Mai Ngoc Khuong and Hoang Thi My Duyen, 'Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products—A Study in Ho Chi Minh City, Vietnam', *International Journal of Trade, Economics and Finance*, 7.2 (2016), 44–50 <<http://www.ijtef.org/vol7/497-M008.pdf>>.

⁸ W Glynn Mangold and David J Faulds, 'Social Media: The New Hybrid Element of the Promotion Mix', *Business Horizons*, 52.4 (2009), 357–65 <<https://doi.org/10.1016/j.bushor.2009.03.002>>.

⁹ Robert V Kozinets, 'The Field behind the Screen: Using Netnography for Marketing Research in Online Communities', *Journal of Marketing Research*, 39.1 (2002), 61–72 <<https://doi.org/10.1509/jmkr.39.1.61.18935>>.

¹⁰ Fahed Khatib, 'The Impact of Social Media Characteristics on Purchase Decision Empirical Study of Saudi Customers in Aseer Region', *International Journal of Business and Social Science*, 7.4 (2016), 41–50.

¹¹ Ellaisha Samari and others, 'A Qualitative Study on Negative Experiences of Social Media Use and Harm Reduction Strategies among Youths in a Multi-Ethnic Asian Society', *PLoS One*, 17.11 (2022), e0277928 <<https://doi.org/10.1371/journal.pone.0277928>>.

¹² Hanna-Mari Husu and Vesa Välimäki, 'Staying inside: Social Withdrawal of the Young, Finnish "Hikikomori"', *Journal of Youth Studies*, 20.5 (2017), 605–21 <<https://doi.org/10.1080/13676261.2016.1254167>>.

studies examining the relationship between social media and consumer purchasing decisions, there is still a research gap in understanding the influence of social media, especially on consumer purchasing decisions at UD Assyarif PP. Salafiyah Shafi'iyah Sukorejo Situbondo. Among them are local contexts: UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo is a business entity that operates in a specific local environment. Examining the influence of social media on consumer purchasing decisions in this context will provide a deeper understanding of how social media influences purchasing behavior in this particular environment. Specific social media influences: While previous research has shown the influence of social media on consumer purchasing decisions in general, it is still worth examining how certain social media influences, such as reviews and recommendations from customers or local influencers, influence consumer purchasing decisions at UD. Assyarif PP. Salafiyah Shafi'iyah Sukorejo Situbondo. This research seeks to fill this knowledge gap by understanding how social media influences consumer purchasing decisions at UD Assyarif PP. Salafiyah Shafi'iyah Sukorejo Situbondo.

This research seeks to fill this knowledge gap and provide By using web-based applications and media, social media can be used to share knowledge, information, and opinions¹³. Consumer motivation to buy products will be influenced by reviews, photos, and videos posted on social media, according to Jashari and Rustemi (2017). 61.5% are motivated by friend reviews; 51% by product photos or videos; and 38.5% by consumer comments. UD Assyari PP. Salafiyah Syafi'iyah Sukorejo Situbondo has more information about the impact of social media on consumer purchasing decisions.

Researchers will concentrate on how social media affects customer purchasing choices at UD Assyarif PP. Salafi'iyah Sukorejo Situbondo. This study hopes to paint a clearer picture of how social media may be used as a powerful marketing tool to boost sales by evaluating the impact of social media on consumer behaviour. This research is expected to help shed light on pertinent concerns, such as how big of an impact social media has on consumer purchasing behaviour. How can social media be used to increase customer loyalty? And what elements do social media users consider while making a purchase?

Knowing these things will enable UD. Assyarif to create marketing plans that better use social media to boost sales and solidify client relationships. This study is also anticipated to make a theoretical contribution to enhancing the marketing of the company's products in relation to how social media affects consumers' purchase decisions.

LITERATURE REVIEW

According to Andreas Kaplan and Michael Haenlein, social media is a collection of web-based programs built on Web 2.0 principles and tools¹⁴. Social media platforms are built on Web 2.0. Social media comes in various formats, including social networking, online forums, weblogs, blogs, microblogging, wikis, broadcasts, images, videos, ratings,

¹³ Vanna Sanna and others, 'Targeted Nanoparticles Encapsulating (-)-Epigallocatechin-3-Gallate for Prostate Cancer Prevention and Therapy', *Scientific Reports*, 7.1 (2017), 41573 <<https://doi.org/10.1038/srep41573>>.

¹⁴ Michael Haenlein and Andreas M Kaplan, 'An Empirical Analysis of Attitudinal and Behavioral Reactions toward the Abandonment of Unprofitable Customer Relationships', *Journal of Relationship Marketing*, 9.4 (2010), 200-228 <<https://doi.org/10.1080/15332667.2010.522474>>.

and social bookmarking. According to Jayson DeMers, the variables used to measure social media marketing are: (1) good writing; (2) interesting photographs; and (3) frequency of posting activities¹⁵.

The capacity of potential customers to recognize and remember a brand as a component of a particular product category is known as brand awareness. According to Duriyanto, the following factors are used to measure brand awareness: (1) the popularity of a brand; (2) the level of brand understanding; and (3) the brand as the first choice¹⁶. Consumer buying interest is the process consumers go through to buy a good or service based on various considerations. This event is the stage where consumers choose among the various brands included in the choice set, then finally purchase the alternative they like the most. Djafarova and Rushworth state that the following signs measure buyer intention: interest in the product, desire to buy the product and product selection¹⁷.

When a consumer decides to buy a product, this is the purchase decision stage in the decision-making process. Every purchase is preceded by a process known as consideration," which always occurs before the transaction is completed¹⁸. Among the metrics used to measure consumer decisions are: (1) product stability; (2) product recommendations; and (3) Buy new items¹⁹.

Technology Acceptance Model (TAM)

Due to the TAM hypothesis, a user's willingness to adopt technology can be influenced by perceived benefits and ease of use factors²⁰. TAM can assist users in comprehending the variables that affect customer purchasing decisions after seeing shared advertisements or promotions on social media²¹. TAM is used to research how social media affects small and medium businesses (SMEs). The functioning of social media can be influenced by a number of aspects, such as social influence, subjective norms, image, professional relevance, product quality, and result visibility, which are all examined in an expanded TAM. Users' individual behavior is also investigated using TAM on the most well-known social network, Facebook. TAM is a solid foundation for developing new online portals, particularly in the B2B.

¹⁵ Jayson DeMers, 'The Top 10 Benefits of Social Media Marketing', *Forbes. Com*, 11 (2014).

¹⁶ Darmadi Duriyanto, *Brand Equity Ten Strategi Memimpin Pasar* (Gramedia Pustaka Utama, 2004).

¹⁷ Elmira Djafarova and Chloe Rushworth, 'Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users', *Computers in Human Behavior*, 68.3 (2017), 1-7 <<https://doi.org/10.1016/j.chb.2016.11.009>>.

¹⁸ Promothesh Chatterjee, Caglar Irmak, and Randall L Rose, 'The Endowment Effect as Self-Enhancement in Response to Threat', *Journal of Consumer Research*, 40.3 (2013), 460-76 <<https://doi.org/10.1086/671344>>.

¹⁹ Ya You, Gautham G Vadakkepatt, and Amit M Joshi, 'A Meta-Analysis of Electronic Word-of-Mouth Elasticity', *Journal of Marketing*, 79.2 (2015), 19-39 <<https://doi.org/10.1509/jm.14.0169>>.

²⁰ Rupak Rauniar and others, 'Technology Acceptance Model (TAM) and Social Media Usage: An Empirical Study on Facebook', *Journal of Enterprise Information Management*, 27.1 (2014), 6-30 <<https://doi.org/10.1108/JEIM-04-2012-0011>>.

²¹ Farzana Parveen and others, 'Factors Influencing the Use of Social Media by SMEs and Its Performance Outcomes', *Industrial Management & Data Systems*, 115.3 (2015), 570-88 <<https://doi.org/10.1108/IMDS-07-2014-0205>>.

Integrated Marketing Communications (IMC)

IMC is a philosophy highlighting the significance of integrating many marketing resources into a cohesive marketing strategy to accomplish a more successful marketing mission²². IMC can assist you in comprehending the integration of social media with other marketing tools while using it as a tool for marketing. Use channels like print and television advertising to attain more successful marketing goals. IMC entails the blending and coordinating numerous communication channels for distribution methods, advertising messaging, and persuasive consistency about the business and its goods²³.

IMC wants to foster an environment that prevents customers from defecting. Through tailored message integration, IMC entails coordinating all advertising tools to achieve precision, consistency, and maximum communication effect. By offering a clear and consistent communication plan to increase consumer confidence in a product, the use of IMC can assist businesses in achieving long-term benefits²⁴. All communication channels can be incorporated into one solution using the straightforward idea of IMC. The IMC model seeks to indirectly or directly affect the target group's behavior²⁵.

To accomplish marketing objectives more successfully, IMC's philosophy highlights the significance of incorporating several marketing tools into a coordinated marketing plan. IMC can assist in understanding how social media can be linked with other marketing media to accomplish more effective marketing goals. Social media is currently used as a tool for marketing and promotion. IMC entails integrating and organizing numerous communication channels to convey engaging messages about a store and its key products clearly, consistently, and effectively²⁶. IMC wants to foster an environment where customers remain loyal to the business.

Theory of Influence (Influence Theory)

According to the influence theory, other people might impact our actions and decisions. In this article, it is stated that social media may be a valuable marketing tool. This idea can aid in understanding how other users on social media, such as friends or influencers, might affect a consumer's purchase choice²⁷. The power of a person to shape other people's opinions in online social communities is referred to as social media influence theory in marketing. Social media offers entrepreneurs a powerful platform to promote their brands, sell products, and win over new clients. Businesses might examine an individual's social media analytics, such as LinkedIn connections, Twitter followers, or

²² Kenneth E Clow, *Integrated Advertising, Promotion and Marketing Communications*, 4/E (Pearson Education India, 2012).

²³ Indriana Akhyani, 'Integrated Marketing Communication "Gadis Modis" Sebagai Usaha Mikro Kecil Dan Menengah Dalam Meningkatkan Loyalitas Konsumen', *COMMICAST*, 1.1 (2020), 10–13 <<https://doi.org/10.12928/commicast.v1i1.2411>>.

²⁴ Nadia Astri Amalia, Faisal Nomaini, and Oemar Madri Bafadhal, 'Analisis Komunikasi Pemasaran Terpadu PT. Astra Internasional TBK-Honda Motor Palembang' (Sriwijaya University, 2019) <<https://repository.unsri.ac.id/13459/>>.

²⁵ Agus Tia Ningsih and Muhammad Firdaus, 'Strategi Integrated Marketing Communication (IMC) Telkomsel Dalam Mempertahankan Loyalitas Pengguna Tcash Di Pekanbaru', *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, 5.2 (2018), 1–12.

²⁶ Akhyani.

²⁷ Sanjukta Pookulangara and Kristian Koesler, 'Cultural Influence on Consumers' Usage of Social Networks and Its' Impact on Online Purchase Intentions', *Journal of Retailing and Consumer Services*, 18.4 (2011), 348–54 <<https://doi.org/10.1016/j.jretconser.2011.03.003>>.

Facebook friends, to determine their impact on social media²⁸. Social media marketing can benefit from several psychological influences and persuasion theories, including the reinforcement hypothesis, conversion theory, information manipulation theory, and social proof. Reviews and recommendations from trustworthy sources, well-known companies, or coworkers are highly compelling social evidence. Social impact can be correlated with values, empathy, legitimacy, and social proof. Companies that can comprehend these theories will be better equipped to develop effective social media marketing strategies and consider the influence of other users on social media.

Consumer Purchase Decision Theory (Consumer Decision Making)

According to the theory of consumer purchase decisions, various elements, such as psychological, social, and situational aspects, impact customer purchasing decisions²⁹. This theory can assist in understanding how these elements may affect customer purchasing decisions after viewing advertisements or promotions on social networks in the context of using social networks as a marketing tool. According to prior studies, consumer motivation also has a substantial impact on purchasing decisions, and social media has a very tangible effect as well. Another study will examine how social media marketing by businesses affects consumers' decisions to buy Mayoutfit Gegerkalong Bandung items. Consumer purchase decisions may also be influenced by social media and word-of-mouth (WOM).

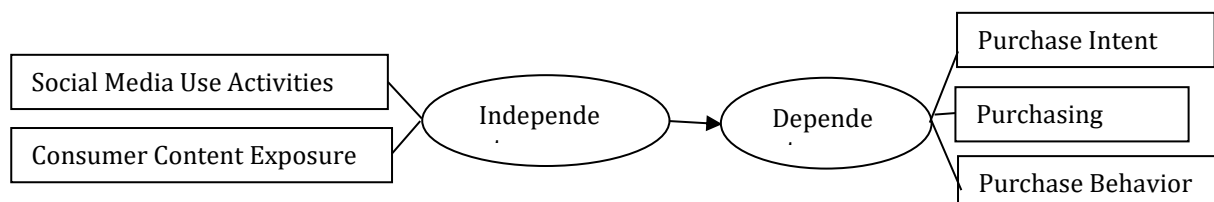
CONCEPTUAL FRAMEWORK BETWEEN VARIABLES

Independent Variables include:

- Social Media Use Activities: The quantity and regularity of consumers' social media use.
- Consumer Content Exposure: How much exposure customers receive to content on social media.

Dependent variables include:

- Purchase Intent: The consumer's desire to purchase a particular good or service is one of the dependent variables.
- Purchasing Attitude: The consumer's perspective on a particular brand or product.
- Purchase Behavior: The actual steps a buyer takes when making a purchase.
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Picture 1. Conceptual Framework

²⁸ K Lee, 'How to Win Friends and Influence Your Audience: 10 Theories to Know For Greater Persuasion', Retrieved January, 16 (2014), 2017.

²⁹ Amiruddin Ahamat, Muhammad Sham Shahkat Ali, and Norfaziela Hamid, 'Factors Influencing the Adoption of Social Media in Small and Medium Enterprises (SMEs)', *International E-Journal of Advances in Social Sciences*, 3.8 (2017), 338-48 <<https://doi.org/10.18769/ijasos.336544>>.

RESEARCH METHODS

The survey method is used for data collection techniques by distributing questionnaires³⁰. A survey method uses a relatively small sample to collect information or data about a large population³¹. The sample used in this study was 100 people. In this study, the technique that will be carried out is Purposive Sampling considering whether consumers are shopping at UD. Assyarif departs from social media and the average age is 20 years and over as well as UD Assyarif PP consumers. Salafiyah Shafi'iyah Sukorejo Situbondo who used social networks in his purchase decisions.

Questionnaires were used to collect data from respondents representing the study population^{32,33}. Questionnaires can be distributed online through social networks used by consumers, such as Instagram or Facebook. After collecting enough data, researchers analyzed the data using linear regression statistical techniques to find information on how much social media influences consumer purchasing decisions. Data analysis techniques used:

a. Descriptive analysis

Descriptive statistics include the presentation of data through tables, graphs, pie charts, pictograms, mode calculations, medians, averages (measurement of central tendency), decile calculations, percentiles, calculation of data distribution through calculation of averages and standards of deviations, and percentage calculations.

b. Classical Assumption Test

A multiple linear regression model can be called a good model if it meets the criteria of BLUE (Best Linear Unbiased Estimator). BLUE can be achieved if it meets the Classical Assumptions. Classical assumption tests include: multicollinearity test, heteroscedasticity test, normality test, and autocorrelation test.

c. Multiple Linear Regression Analysis

Multiple regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and dependent variables by using an interval scale³⁴.

RESEARCH HYPOTHESIS

The premise of this research is that social media promotion impacts consumer purchasing choices at UD Assyarif PP. Salafiyah Shafi'iyah Sukorejo Situbondo. The hypothesis that needs to be validated is the researcher's short-term response to the problem under investigation. According to Sugiyono (2009: 96), formulating research problems that have been given in the form of questions is temporary and responded to

³⁰ Sugiyono Sugiyono, 'Metode Penelitian Kuantitatif Kualitatif Dan R&D', CV. Alfabeta, Bandung, 2017.

³¹ Soetandjo Wignjosoebroto, 'Metode Penelitian Hukum Konstelasi Dan Refleksi', Jakarta: Yayasan Pustaka Obor Indonesia, 2013.

³² Anis Setyowati and Moch Khoirul Anwar, 'Pengaruh Literasi Halal Dan Religiusitas Terhadap Minat Konsumsi Produk Halal Masyarakat Kabupaten MADIUN', *Lisan Al-Hal: Jurnal Pengembangan Pemikiran Dan Kebudayaan*, 16.1 (2022), 108–24 <<https://doi.org/10.35316/lisanalhal.v16i1.108-124>>.

³³ Gergely Szolnoki and Dieter Hoffmann, 'Online, Face-to-Face and Telephone Surveys—Comparing Different Sampling Methods in Wine Consumer Research', *Wine Economics and Policy*, 2.2 (2013), 57–66 <<https://doi.org/10.1016/j.wep.2013.10.001>>.

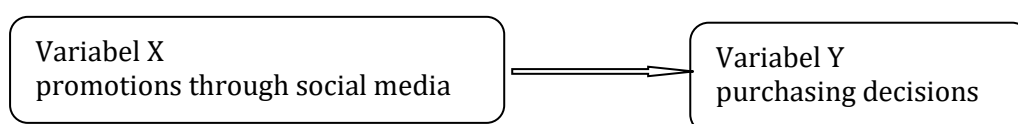
³⁴ Jacob Cohen and others, *Applied Multiple Regression/Correlation Analysis for the Behavioral Sciences* (Routledge, 2013).

with hypotheses. Problems like this are only discussed in passing because the solutions offered are based only on the theory in question and not yet on the empirical data collected through data collection.

The following is the formulation of the hypothesis proposed by the author in this study regarding the subject matter studied and also based on the views of other experts:

"There is a positive and significant influence between the use of promotions through social media on consumer purchasing decisions at UD Assyarif Pp. Salafiyah Syafi'iyah Sukorejo Situbondo"

This study studied two factors based on the hypotheses mentioned above. The first variable is set as an independent variable and is called Social Media Promotion "X". The dependent variable for the second variable is Purchase Decision "Y". The pattern of association between the two variables of the study is explained as follows:



Picture 2. Influence between variables

RESULTS AND DISCUSSION

a. Test classical assumptions

The multicollinearity test shows that all VIF values < 10 , meaning that it can be explained that in this study, multicollinearity does not occur. So it can be concluded that the multicollinearity test is fulfilled so that the data can provide different information for each independent variable.

The heteroscedasticity test can be explained that heteroscedasticity does not occur because there is no clear pattern or point. Spread above and below the number 0 on the Y axis, so it can be said that the heteroscedasticity test is fulfilled.

The Normality Test that the pattern spreads around the diagonal line and follows the direction of the diagonal line, or the histogram graph shows a distribution pattern. Normal, then the regression model in this study satisfies the normality assumption.

Autocorrelation Test Based on the table, it can be seen that the D-W number obtained is 1.971, which indicates the absence of autocorrelation in this study, so the conclusion is that the autocorrelation test requirements are met.

b. Multiple Linear Regression Analysis

Simultaneous Hypothesis Test (F Test)

Based on the F_{test} , a calculated F_{value} of 29.095 and a sig value were obtained. $F_{0.000}$. Sig. The F_{value} is smaller than the alpha value (α), which in this study was 5% (0.05). The results of this study show that factors of atmosphere, product, price, promotion, service, trust, and consumer characteristics simultaneously (together) influence purchasing decisions at UD. Assyarif PP. Salafiyah Syafi'iyah on social media. Based on the test results,

it can be explained that to encourage consumers to make purchases at UD. Assyarif in social media takes a good combination of these factors, ranging from external to internal consumer factors, namely atmosphere, product, price, promotion, service, trust, and consumer characteristics.

Partial Hypothesis Test (Test t)

This t-test intends to examine the effect of independent variables (atmosphere, product, price, promotion, service, trust, and consumer characteristics) on the dependent variable (purchase decision at UD. Assyarif PP. Salafiyah Shafi'iyah Sukorejo on social media) separately. The partial influence analysis of atmospheric variables showed a calculation of 2.039 with a significance level of 0.044. The significance value is less than the value of α 5% (0.05), indicating that atmospheric variables significantly affect purchasing decisions at UD. Assyarif on social media.

The results of the partial influence analysis on product variables showed a calculated value of 1.527 with a significance level of 0.130. The significance value is greater than the value of α 5% (0.05), thus indicating that the product variable has no significant effect on purchasing decisions at UD. Assyarif on social media. The results of the partial effect analysis of price variables showed a calculated value of 0.168 with a significance level of 0.867. The significance value is greater than the value of α 5% (0.05), thus indicating that the price variable has no significant effect on purchasing decisions at UD. Assyarif on social media.

The partial influence analysis of promotion variables showed a t-count of 2.312 with a significance level of 0.023. The significance value is less than the value of α 5% (0.05), indicating that promotional variables significantly affect purchasing decisions at UD. Assyarif on social media. The partial effect analysis of service variables showed a calculation of 0.606 with a significance level of 0.546. The significance value is greater than the **value** of α 5% (0.05), thus indicating that the service variable does not significantly affect purchasing decisions at UD. Assyarif on social media.

The partial influence analysis of the confidence variable showed a t-count of 2.154 with a significance level of 0.034. The significance value is less than the value of α 5% (0.05), indicating that the confidence variable significantly affects purchasing decisions at UD. Assyarif on social media. The partial influence analysis of consumer characteristic variables showed a calculation of 4.987 with a significance level of 0.000. The significance value is less than the value of α 5% (0.05), thus indicating that consumer characteristic variables significantly affect purchasing decisions at UD. Assyarif on social media.

Test the Coefficient of Determination Hypothesis (Test R₂)

The coefficient of determination (R₂) is used to determine the percentage contribution of the simultaneous influence of the independent variable to the dependent variable. The magnitude of the coefficient of determination (R₂) ranges from 0 to 1 ($0 < R^2 < 1$). In this study, the coefficient of determination (R₂) seen from the Adjusted R² shows 0.655, meaning that this result ranges from 0 to 1, indicating that in this study, the independent variable has an influence of 65.5% on the dependent variable.

The most dominant independent variable influencing purchasing decisions at UD. Assyarif PP. Salafiyah Syafi'iyah Sukorejo

Determination of the dominant independent variable by looking at the highest standardized beta coefficient. Based on Table 1, the variable consumer characteristics (X4) has the highest influence with a standardized coefficient beta of 0.377 compared to other variables.

DISCUSSION

Based on data processing utilizing linear regression analysis techniques, it is demonstrated that there is a positive correlation between the use of social media and customer purchase decisions at UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo. The findings of this investigation show that social media use has a 0.65 impact on customer purchase decisions. This finding demonstrates that customers are more likely to purchase if they use social media to research products.

A linear regression analysis is done to assess the level of influence that the independent variable of social media has on the dependent factor, which is consumer purchasing decisions. The analysis's findings indicate that social media use significantly influences UD Assyarif customers' decisions to make purchases. The analysis results show that social media use significantly influences UD Assyarif's customer decisions to make purchases. According to the study's analysis, social networks influence consumers' purchasing choices at UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo. To effectively employ social networks in its marketing plan, UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo must pay particular attention to them. Increasing your online presence and interactions with customers on social media are two ways to do this. Additionally, to more successfully influence consumer purchasing decisions, UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo must pay attention to the caliber of material offered on their social media platforms. The data are examined using multiple linear regression analysis in the table below:

Table 1. Research variable descriptive statistics

Variable	Number of Respondents (n)	Mean	Std. Deviation
Social Media Influence	100	3,65	0,89
Price	100	3,45	0,76
Product Quality	100	3,25	0,62
Promotion	100	3,60	0,83

Table 2. Multiple Regression Analysis Results

Variable	Coefficient Regression (β)	Std. Error	t-value	Signifikansi (p-value)
Constant	0,20	0,22	0.90	0.369
Media Influence Social	0,52	0,08	6.42	0.000
Price	0,18	0,10	1.83	0.070
Product Quality	0,28	0.12	2.34	0.021

At UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo Situbondo, multiple regression analysis with an F value 34.2 and a significance value (p-value) of 0.000 reveals that the influence of social network variables, pricing, and product quality is significant on consumer purchasing decisions. The regression coefficient also demonstrates that social media influencers significantly impact customer purchasing decisions more than product quality and price variables. In other words, for every unit rise in the effect of social media, consumer purchase decisions increase by 0.52 units, according to the regression coefficient for the variable influence of social media, which is 0.52. Consumer purchase decisions rise by 0.28 units when product quality improves, according to the regression coefficient for the product quality variable of 0.28. Consumer purchasing decisions rise by 0.18 units when product prices decline, according to the regression coefficient for the price variable of 0.18.

Additionally, the constant is not significant (p-value > 0.05) according to multiple regression analysis so it can be disregarded in the analysis. UD Assyarif PP. According to the study's findings, Salafiyah Syafi'iyah Sukorejo's consumer purchasing decisions are most significantly influenced by social media.

CONCLUSION

It can be concluded that this study obtains results about social networks that have a significant influence on consumer purchasing decisions. The variables of social media (X1), price (X2), product (X3), and promotion (X4) together influence the purchasing decision at UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo on Social Media can be seen from the Adjusted R Square value of 0.655. In addition, the results of the Fcount value were 29.095, and the sig. F 0.000. sig. the F value is smaller than the alpha (α) value which in this study is 5% (0.05). In the partial test, only two variables have a partial effect, namely Social Media (X1) and Promotion (X4). While the price (X2) and product (X3) partially have no significant effect on purchasing decisions at UD Assyarif PP. Salafiyah Syafi'iyah Sukorejo on Social Media.

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