

Social Media as a Means of Promotion for Improve Purchase Decisions Kino Chips in Lubuklinggau

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Abstract

This study aims to determine the effect of social media as a promotional tool to increase purchasing decisions for kino chips in Lubuklinggau. In this study, data collection was carried out by distributing questionnaires to 100 respondents using the incidental sampling method. This type of research uses quantitative methods, data collection methods in this study use interviews, observation and documentation which are carried out at UKM Kino chips Lubuklinggau. The data analysis technique used was the classical assumption test (linearity test and normality test), multiple linear regression, t test and f test, where researchers used the help of the SPSS version 22 program. The results of the regression analysis obtained the equation: $y = 4.485 + 0.556 + 0.429$ which means that purchasing decisions are influenced by social media and promotions. The results of the social media t test yield $t_{count} = 3,735$ which is greater than the t_{table} value of 1,985. The promotional value $t_{count} = 4,255$ is greater than the t_{table} value of 1,985 which means that social media and promotions have a partial effect on increasing the purchase decision of kino chips in Lubuklinggau. In conclusion, social media and promotion together have a significant effect on increasing the purchase decision of kino chips in Lubuklinggau. This is evident from the results of the F test obtained arithmetic of 57,978 which is greater than the value of $f_{table} = 3.09$ and the sig f simultaneous significance level is 0.000.

Keywords: social media, promotion, purchase decision.

1. Introduction

Social media is a digital platform that can be used for both personal and organizational purposes to interact with one another . Use as a promotional medium can be done by creating content in the form of images, writing, videos and a combination of all of them . The huge business potential in social media is used by business people to increase promotion through social media. There are several choices of social media that can be used and the selection of social media used must also consider users or those who use social media. Popular social media in Indonesia include YouTube, Facebook, WhatsApp, Twitter (Soleh et al., 2021) .

Marketing is not enough just with product development, quality improvement, affordable prices, strict product distribution, but most importantly companies must be able to communicate with consumers to carry out promotions. According to (Simamora, 2020) promotion is all forms of communication that are used to confirm (to inform), persuade (to persuade), and remind (to remind) the target market about products produced by organizations, individuals or households.

2. Literature Review

The use of social media can be used as a seller-buyer transaction. Marketing activities using social media or through blogs, social networks, Facebook and Instagram are

strategic steps in promoting product results. Promotion on social media is influencing users to use the products offered with unique and interesting content shown on a homepage in an application (Suwardi & Yusuf, 2021) .

Promotion through social media under the auspices of trusted companies and products can influence purchasing decisions as the product of first choice compared to other products. Therefore, (Indika & Jovita, 2017) invites marketers or business people to use social media to promote their products, because social media is an important marketing tool to reach the younger generation market segment more quickly and effectively.

The use of social media as a promotion to increase purchasing decisions has been carried out by kino chips as a media for sales promotion. A phenomenon related to social media is the use of influencer services. *Influencers* are indeed very helpful in terms of promotion on social media, but their services are quite expensive for SMEs and posts on social media accounts must be unique and interesting content to convince consumer purchasing decisions.

The phenomenon related to promotion, namely the existence of social media for UKM kino chips only focuses on social media promotion because kino chips see opportunities from social media as a marketing tool that can reach the younger generation market segment more quickly and effectively. This phenomenon is of interest to researchers to find out how much influence the increase in purchases using social media and promotions has.

3. Research Method

This research was conducted with a quantitative type approach. Quantitative type research can be used to examine a population, collect data that has statistical properties and aims to test hypotheses determined by the researcher himself (Zainullah, 2021) .The population in this study uses a population whose exact number is unknown (Sugiyono, 2018) . The sample is part of the number and characteristics of the population (Sugiyono, 2018) . The method in this study is *non-probability sampling* , namely sampling by not giving each population unit the same opportunity to be sampled. How to take samples using *Incidental approach sampling*, is a sampling technique whose determination is based on coincidence, that is, anyone who accidentally (accidentally) meets the researcher will be used as a sample (Kurniawan & Puspitaningtyas, 2019) . The sample used in this study is 100 people with consumer studies who have bought or will buy kino chips in Lubuklinggau City.

The types of data used in this research are secondary data and primary data. Primary data is data obtained directly by researchers , primary data taken by researchers is the distribution of questionnaires to consumers of kino chips in Lubuklinggau City. Secondary data is data obtained indirectly or through other sources, for example through company records or archives, or provided by the mass media . In this study researchers used primary data. Data collection techniques used in this study were observation, questionnaires and documentation. In this study the researcher made observations by collecting data which was carried out by direct observation of the object under study. Collecting data researchers conducted a questionnaire. The questionnaire is a set of written questions that have been formulated beforehand, in which the respondents write or record their answers, generally in predetermined alternatives. Therefore, the

researchers distributed questionnaires to Kino chips Lubuklinggau UKM consumers. Documentation is used to obtain data regarding the general description of related agencies, vision, mission and organizational structure of Kino Chips. In this technique the researcher obtains data in the form of an overview of the business.

In principle, research is measuring social and natural phenomena. Researching with existing data is more appropriate if it is called making a report rather than conducting research. However, on the lowest scale, reports can also be expressed as a form of research (Sugiyono, 2018). Validity test is a test carried out to determine the validity/accuracy/accuracy of a question item in measuring the variables studied (Kurniawan & Puspitaningtyas, 2019). The validity test in this study was carried out at UKM babanana chips Lubuklinggau with a total of 20 respondents. The Reliability Test is a test carried out to determine the reliability (level of trust) of a question item in measuring the variables studied (Kurniawan & Puspitaningtyas, 2019). This test uses the Alpha formula which according to Rukajat (2018) to find reliability values. The normality test is in testing the regression model of confounding or residual variables having a normal distribution. The T and F tests assume that the residual values follow a normal distribution, how to detect them with graphical analysis and statistical tests (Rukajat, 2018). The use of the normality test in the regression model is normally distributed if the significant value is > 0.05 (Aprianto, 2017). The linearity test is a way to see if the model specifications used are correct or not or to find out if the empirical studies used must be linear, quadratic and cubic (Rukajat, 2018). The use of the linearity test has a normal relationship if the independent variable and the dependent variable are < 0.05 (Aprianto, 2017). Multiple linear regression is used to test the effect of the independent variables on the dependent variable (Pamuskas & Zuhro, 2016). Rukajat (2018) says the multiple linear regression formula is as follows: $Y = a + b_1X_1 + b_2X_2 + e$

4. Findings and Discussions

Results Validity Reliability. Before the statistical test is carried out, the question/statement items will first be tested using validity and reliability tests. The data tested comes from the independent variables, namely social media and promotions, as well as the purchase decision dependent variable. Where the validity and reliability tests were tested outside the population and sample, which was carried out on 20 respondents with babanana chips SMEs with a value of $r_{table} = 0.444$. Based on the results of calculating the validity test of Social Media (X1) conducted on 20 customer respondents at UKM Babanana Chips Lubuklinggau with 8 questions, all items per indicator are above the smallest value of 0.508 against $r_{table} 0.444$ in other words that all statement items regarding the Media variable Social (X1) can be declared valid, because overall $r_{count} (CITC) > r_{table}$ at a significant level of 5% so that it is feasible for further research. The validity of the Promotion (X2) which was carried out on 20 customer respondents at UKM Babanana Chips Lubuklinggau with 10 questions, all items per indicator were above the smallest value of 0.566 against $r_{table} 0.444$ in other words that all statement items regarding the Promotion variable (X2) can be declared valid, because overall $r_{count} (CITC) > r_{table}$ at a significant level of 5% so that it is feasible for further research. The validity of the Purchase Decision (Y) conducted on 20 customer respondents at UKM Babanana Chips Lubuklinggau with 10 questions, all items per indicator are above the smallest value of 0.658 against $r_{table} 0.444$ in other words that all statement items

regarding Decision variables. Purchase (Y) can be declared valid, because overall r_{count} (CITC) $> r_{table}$ at a significant level of 5% so that it is feasible for further research. Reliability is carried out to measure whether the measurement result score is free from measurement errors or shows a consistent level of measuring instrument. The results of the reliability test show that the measuring instrument used is 100% reliable if the alpha value is > 0.5 or 0.444 . From the processed data using the *reliability analysis test*, it shows that all data can be declared reliable, this can be seen from the alpha value obtained > 0.5 or 0.444 . The results of processed data can be seen in the table below.

Table 1. Reliability Test Results

NO	Variable		Cronbach's Alpha	r_{table} = 0.05 N=20	Reliability
1	Social media		0.795	0.444	Reliable
2	Promotion		0.904	0.444	Reliable
3	Buying decision		0.937	0.444	Reliable

The normality test is intended to determine whether the residuals of the regression model studied are normally distributed or not. The method used to test for normality is to use the Kolmogorov-Smirnov test > 0.05 , then the normality assumption is fulfilled.

Table 2. Normality

		<i>Unstandardized residual</i>
N		100
<i>Normal Parameters^{a,b}</i>	<i>Means</i>	.0000000
	<i>std. Deviation</i>	3.14223678
<i>Most Extreme Differences</i>	<i>absolute</i>	.086
	<i>Positive</i>	.086
	<i>Negative</i>	-.085
<i>Test Statistics</i>		.086
<i>asympt. Sig. (2-tailed)</i>		.063 ^c

A significant value is obtained from the Exact Sig. (2-tailed) is $0.063 > 0.05$, it can be concluded that the assumption of normality is fulfilled and this research can be used in

further research.

Linearity testing needs to be done, to find out which model is proven to be a linear model or not. The criteria in the linearity test are that two variables are said to have a linear relationship if they obtain a significance value of $f < 0.05$ or $f > 0.05$, then the X variable has a relationship with the Y variable.

Table 3. Linearity Test Results

Variable	Significance	Information
Social media	0.070	linear
Promotion	0.300	linear

Based on table 3 above, it shows that the first result of the significance of the social media variable (X1) on purchasing decisions (Y) is 0.070. This means $0.070 > 0.05$. So it can be concluded that the two variables can be said to be related linearly. Then the results of the significance of the promotion variable (X2) on the purchase decision (Y) is 0.300. This means $0.300 > 0.05$. So it can be concluded that the two variables can be said to be related linearly. Recapitulation of multiple linear regression results can be seen in the following table:

Table 4. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	4,485	3,510		1,278	.204
	Social media	.556	.149	.371	3,735	.000
	Promotion	.429	.101	.423	4,255	.000
a. Dependent Variable: Purchase Decision						

Based on table 4 above, it is known that the results of the regression calculations obtained the value of $b_1 = 0.556$ and $b_2 = 0.429$ while the value of $a = 4.485$. Then these values are entered into the multiple linear regression equation as follows: $Y = 4.485 + 0.556X_1 + 0.429X_2$. A constant value of $a = 4.485$ states that if there is no change in Social Media and Promotion or the value is zero then the value of the Purchase Decision variable is 4.485. Social Media regression coefficient of $b_1 = 0.556$ states that every increase in social media by one unit will increase Purchase Decision of 0.556. Promotion regression coefficient of $b_2 = 0.429$ states that each increase in promotion by one unit will increase the Purchase Decision by 0.436.

Table 5. T Test Results (Partial)

	<i>Model</i>	<i>t</i>	<i>Sig.</i>
1	<i>(constant)</i>	1,278	.204
	Social media	3,735	.000
	Promotion	4,255	.000

The significance value of all variables has a value of more than $t_{table} = 1.985$. The conclusion that can be drawn is that social media and promotion partially have a significant effect on increasing the purchase decision of kino chips in Lubuklinggau.

Table 6. F Test Results (Stimulants)

<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>MeanSquare</i>	<i>f</i>	<i>Sig.</i>
1 <i>Regression</i>	1168,508	2	548,254	57,978	.000 ^b
<i>residual</i>	977,492	97	10,077		
Total	2146,000	99			

Based on the analysis of research data with the f test, it was found that the calculated f value obtained was 57.978 while the f_{table} was 3.09. The criterion for this test is if $f_{count} > f_{table}$ then the hypothesis is accepted and vice versa. This shows that there is a significant influence between Social Media and Promotion on purchasing decisions.

Social Media on Purchase Decision. The results of the equation for the estimated value of the regression function $Y = 4.485 + 0.556$ indicate that for every one unit increase in social media value, the purchase decision value increases by 0.556. The results of this study indicate that there is a significant relationship between social media and purchasing decisions. Testing the hypothesis with the t test determines the value of t_{table} with a level of confidence with a level of 0.05. So it can be seen from the results of the calculation of the social media variable t test (X1) that it has a t_{count} of 3.735 > t_{table} value of 1.985. This shows that H_0 is accepted so that partially the social media variable has a significant influence on increasing the purchase decision of kino chips in Lubuklinggau. This means that the research hypothesis which states that "it is suspected that social media has an effect on increasing the purchase decision of kino chips in Lubuklinggau" is proven and the hypothesis is accepted. This is in line with previous research conducted by (Adhawiyah & Anshori, 2019) that social media has an effect on purchasing decisions. The results of this study are in line with the view (Suwardi & Yusuf, 2021) that promotions on social media influence users to use the products offered with unique and interesting content shown on a homepage in an application.

Effect of Promotion on Purchase Decision. The results of the equation for the estimated value of the regression function $Y = 4.485 + 0.429$. It shows that for every one unit

increase in social media value, the value of the purchase decision increases by 0.429. The results of this study indicate that there is a significant relationship between promotions and purchasing decisions. Testing the hypothesis with the t test determines the value of t_{table} with a level of confidence with a level of 0.05. So it can be seen from the results of the calculation of the promotion variable t test (X_2) that it has a calculated t value of $4.255 > t_{table}$ value of 1.985. This shows that H_2 is accepted so that partially the promotion variable has a significant effect on increasing the purchase decision of kino chips in Lubuklinggau. This means that the research hypothesis which states that "promotion has an effect on increasing the purchase decision of kino chips in Lubuklinggau" is proven and the second hypothesis is accepted. This is in line with previous research conducted by (Lininati, 2019) that promotions affect purchasing decisions. The results of this study are in line with the view (Indika & Jovita, 2017) Promotion through social media under the auspices of trusted companies and products can influence purchasing decisions as the product of first choice compared to other products.

Influence of Social Media as a means of promotion to increase purchasing decisions. The results of the recapitulation of multiple linear regression as for the regression equation to estimate the dependent variable using all independent variables are as follows : $Y = 4.485 + 0.556 + 0.429$. A constant value of $a = 4.485$ states that if there is no change in social media and promotions or the value is zero then the value of the Purchase Decision variable is 4.485. The social media regression coefficient of $b_1 = 0.556$ states that every increase in social media by one unit will increase the Purchase Decision by 0.556. The promotion regression coefficient of $b_2 = 0.429$ states that each increase in promotion by one unit will increase the Purchase Decision by 0.429. Testing the third hypothesis is the calculation f test obtained $f_{count} = 57.978 > f_{table} = 3.09$. So social media and promotions are positively and significantly related to purchasing decisions. This proves that the third hypothesis of this study which reads "It is suspected that social media is a means of promotion to increase purchasing decisions" is proven true and the third hypothesis can be accepted. The results of this study indicate that social media and promotions are partially or simultaneously related to purchasing decisions. With the understanding that if social media and promotions are carried out optimally together, then it will make a good contribution and have a positive and significant impact on increasing purchasing decisions for kino chips in Lubuklinggau. This is in line with previous research conducted by (Lukito & Fahmi, 2020) which states that promotions with social media have a positive and significant effect on purchasing decisions. This positive influence shows that promotion with effective social media will further increase purchasing decisions.

5. Conclusion

Social media partially has a significant effect on increasing the purchase decision of kino chips in Lubuklinggau. It can be seen from the processed data shows that the $t_{count} = 3.735$ is greater than the t_{table} value of 1.985 with a sig significant level. = 0.000. Promotion partially has a significant effect on increasing the purchase decision of kino chips in Lubuklinggau. It can be seen from the processed data shows that the $t_{count} = 4.255$ is greater than the t_{table} value of 1.985 with a sig significant level. = 0.000. Social media and promotion together (simultaneous) have a significant influence on increasing the purchase decision of kino chips in Lubuklinggau. It can be seen from the processed data, it shows that the calculated f value = 57.978 is greater than the f_{table} value = 3.09 and the significance level

simultaneously significant is 0.000. Kino Chips social media accounts must be more active in conveying information and providing innovations to create more interesting content in the form of images, writing, videos to combine everything so that consumers can understand and be more interested in the information posted on social media. Promotion of kino chips must be increased not only through social media but also offline or directly to the public so that the general public is more familiar with kino chips, so that they can have more influence in making purchasing decisions. Based on the results of the research above, both individually (partially) and jointly (simultaneous) it turns out that social media and promotion variables strongly influence the level of purchasing decisions. So based on the results of the research, in this case the Lubuklinggau kino chips UKM should maintain commitment and increase consumer loyalty so that trusted products can influence purchasing decisions as the product of first choice compared to other products.

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