

The Effect of Social Media Marketing on Purchase Decision of K-Pop Idol Iz*One's Albums in Palembang

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Abstract

This study aims to investigate the influence of social media marketing on album purchase decisions, as well as to explore the causes of the wide reach of fans in Palembang City in deciding to purchase the Idol K-pop album Iz*One. Data from fans who use Instagram and Twitter are collected through a questionnaire. This study implements a simple linear regression method to analyze data. The results of the investigation show that social media marketing has a significant effect on the decision to buy Idol K-pop album Iz*One. This study can provide insights for K-pop idol agencies. The result indicates that to reach Indonesian fans and affect purchasing decision, an agency should optimise their social media marketing strategy.

Keywords: digital marketing, social media marketing, k-pop, purchase decisions, consumer behaviour

1. Introduction

The development of the current era 4.0, K-pop Idol competition is getting tighter in determining the target market globally. Popularity is difficult to reach if the target market does not match what the public is interested in. Seeing the advancement of the era, it is only natural for K-pop Idol management to start marketing their idols using Digital Marketing media. Digital Marketing components such as Social Media Marketing are considered more effective than other strategies, because they can reach people all over the world. Social Media Marketing components that have great potential to reach overseas fans are Instagram and Twitter, where Instagram and Twitter are able to reach and influence K-pop fans among teenagers who actively play social media Instagram and Twitter. In Indonesia, K-pop idols are no stranger to people. This is due to the spread of Idol's popularity which uses one of the components of the Digital Marketing strategy, namely Social Media Marketing with the media of Instagram and Twitter, which targets the K-pop fan market in Indonesia.

Iz*One is one of the well-known K-Pop idols who has successfully penetrated the international market. Idol Iz*One is a K-pop Idol which is a vocal group combined Japanese and South Korean women who have now become idols of young people. Under the label Swing Entertainment and Off the Record Entertainment in South Korea, as well as AKS in Japan, they offer a new color to the world K-Pop music scene. Since 2018 Iz*One has been formed by CJ E&M through a competition reality show on TV Produce48. Iz*One members were then selected through online voting (Saretta, 2020). Iz*One's Idol fans, who have spread globally, are fanatically competing in buying merchandise, especially albums to show their consumptive behavior. The buying decision itself is caused by the consumptive nature of the fans. This consumptive consumer behavior is used by management as best as possible to increase attractive promotions.

Based on the phenomenon that occurs from the research background, the writer has an interest in researching more deeply about how Social Media Marketing-based promotions can influence the decision to purchase Iz*One's Idol K-pop album in Palembang. Therefore, the researcher

will conduct further research on the influence of social media marketing on the purchase decision of iz*one's k-pop idol album in Palembang city. Research Problem Formulation Based on the uarian from the research background and problem identification above, it can be formulated that the problem in this research is: How is the influence of social media marketing on the decision to buy K-Pop album Iz*One Idol in Palembang? The purpose of this study was to determine and analyze the influence of social media marketing on purchasing decisions of Iz*One K-pop albums in Palembang. As well as knowing how much influence Social Media Marketing has had in spreading the popularity of K-pop idols in Indonesia, especially in the city of Palembang.

2. Literature Review

2.1 Management

Management according to Naim & Asma (2019) is a distinctive process, which consists of the following actions: Planning, Organizing, Activating and Monitoring which are carried out to determine and achieve targets that have been determined through the use of human resources and other sources.

2.2 Management Functions

Management functions according to (Hery, 2019), include:

1. Planning: (a) Selection or setting of organizational goals and; (b) Determining the strategies, policies, projects, programs, procedures, methods, systems, budgets and standards needed to achieve the standards.
2. Organizing: (a) Determination of the resources and activities needed to achieve objectives; (b) The design and development of organizations or work groups to achieve goals; (c) Assignment of responsibilities; (d) Delegation of authority to individuals; (e) Composition of personnel: recruitment, training, development, placement and orientation of employees in a favorable and productive work environment.
3. Directing: getting or getting employees to do what they want and need to do. This function asks employees to move towards achieving organizational goals.
4. Monitoring: discovery, application of means and equipment to ensure that the disaster has been carried out in accordance with the established style.

2.3 Marketing Management

Marketing management is defined as an art and science in selecting target markets and getting, maintaining, and growing customers by creating, delivering, and communicating superior customer value (Hery, 2019). According to Gary Armstrong *et al.* (2015), marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return.

2.4 Social Media Marketing

Social Media Marketing is promotion or marketing carried out using social media (Instagram, Facebook, Twitter, Telegram, etc.) (Wahid, 2021; Wahid & Wadud, 2020). Mileva & DH (2018) argues that social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out by use tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing.

There are 5 indicators of Social Media Marketing Variables according to (As'ad *et al.*, 2014), including:

1. Online Communities. A company or business can use social media to build a community around its product / business. A vibrant community creates loyalty and encourages discussion, which can contribute to business development and improvement (Taprial & Kanwar, 2012).
2. Interaction. Facebook page or Twitter account can notify all the followers of a particular subject quickly and simultaneously (Berselli *et al.*, 2012). Social networking sites allow greater interaction with the online community through broadcasting current, consumer-relevant information (Fischer & Reuber, 2011).
3. Sharing of Content. The sharing dimension is about the extent to which a person changes, distributes, and receives content in a social media setting. (Babac, 2011).
4. Accessibility. Social media is easily accessible and requires little or no cost to use. Social media is easy to use and doesn't require any special skills, knowledge to use. (Taprial & Kanwar, 2012).
5. Credibility. It is all about getting your message across clearly to people, building credibility for what you say or do, connecting emotionally with your target audience, motivating buyers and generating customer loyalty. Social media provides an excellent platform for all businesses (big 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).

2.5 Components of a Purchasing Decision

According to (Sunyoto, 2012) the purchase decision has a structure of seven components consisting of:

1. Decisions about the type of product Consumers can make decisions to buy a product or use the money for other purposes. Companies should focus on the people who are interested in buying the product and other alternatives they are considering.
2. Decisions about the shape of the product. The decision regarding the shape of the product concerns the size, sound quality, style, and others. The company must first carry out marketing research to find out what consumers like about the product in order to maximize the appeal of its brand.
3. Decisions about brands. Consumers must make decisions about which brands to buy because each brand has its own differences.
4. Decisions about the seller. The consumer must make a decision on where to buy the product. Manufacturers, wholesalers and retailers need to know how consumers choose a particular seller.
5. Decisions about the number of products. Consumers can make decisions about the number of products he will buy. Companies must be able to prepare the number of products according to the different desires of buyers.
6. Decisions about when to purchase. The decision to buy an item is closely related to the availability of money owned by consumers. Companies must know the factors that influence consumer decisions in determining the time of purchase so that the company can manage production time and marketing activities.
7. Decisions about payment methods. Consumers must make decisions about the method or method of payment for products purchased, whether in cash or in installments. The

company must know what the buyer wants the payment method for.

2.6 Theoretical Framework

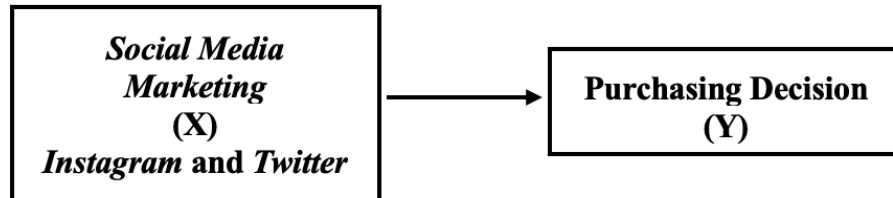


Figure 1. Theoretical Framework

It is suspected that there is an influence of social media marketing on the decision to purchase Iz*One's Idol K-pop album in Palembang. The hypothesis can be described as follows:

H₀: There is no influence of social media marketing on purchasing decisions

H_a: There is an influence of social media marketing on purchasing decisions

3. Research Method

3.1 Population and Sample

In the research that was conducted, the population that became the source of the research data was 400 fans and non-fans of teenagers aged 14-27 years who resided in the city of Palembang. The source of the data population was taken from the Palembang WIZ*ONE community, members of the Hansarang Club Palembang, and teenage fans who were scattered without joining any particular club or community. Researchers used the Slovin formula to examine a portion of the sample from the existing population, where the researcher would take 80 samples of teenagers as fans of Idol K-po Iz*One as a research source. To determine the number of samples, the error rate that the authors use is 10%.

3.2 Data Analysis Techniques

Researchers used quantitative analysis methods and data analysis. Research instrument test, simple linear regression test, correlation coefficient test, determination coefficient test, statistical test and classical assumption test in managing research data. Data were analyzed using the Likert scale score method. Likert scale is used to measure attitudes, opinions, and perceptions of a person or a group of certain social phenomena. Research data that has been disseminated, collected and calculated and analyzed with IBM SPSS 26 and SPSS 16 to prove the influence of the independent variable (social media marketing) and the dependent variable (purchase decision).

4. Findings and Discussions

Based on the data that has been collected, 80 respondents consist of K-popers Palembang. From the data that has been obtained consists of male and female respondents, age of the respondent (14-30 years), and respondents who are members of the community and respondents who are not part of the community but like things about K-Pop. 26 male respondents, 54 female respondents who filled out the questionnaire. The researcher found a variety of teenagers who belong to the K-popers community and who are not included in the community. There are approximately 20 different k-pop communities participating in the questionnaire filling.

4.1 Test Research Instruments

4.1.1 Validity Test

Each of the Social Media Marketing and Purchasing Decision variables has 8 questions that the researcher has adjusted with each indicator. The total questions for each indicator on these two variables reached 16 questions. Each question item has $r_{count} > r_{table}$ (0.1852) which states that the data that the researcher has managed is valid or has a positive value on the Social Media Marketing variable on the Purchasing Decision variable.

4.1.2 Reliability Test

In testing these data, to measure the reliability test is Cronbach's Alpha > 0.60 . Data obtained for each variable is Cronbach's Alpha > 0.60 . So the results obtained are the independent variable and the dependent variable is reliable because the Cronbach's Alpha test data is greater than the measurement of 0.60.

4.2 Simple Linear Regression Test

Table 1. Simple linier regression test result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,559	5,360		-,851	,398
	SOCIAL MEDIA MARKETING	1,093	,151	,635	7,256	,000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

From the data generated, it can be explained that the relationship between variables in the regression model between equations is as follows: $Y = a + bX \rightarrow Y = - 4,559 + 1,093 X$

4.3 Coefficient correlation test

Table 2. Coefficient correlation test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	,403	,395	3,762

a. Predictors: (Constant), SOCIAL MEDIA MARKETING

Correlation coefficient data testing was tested using Table R contained in the Summary Model in data processing IBM SPSS 26. From the data that researchers tested, the results showed that R (Correlation Coefficient)=0.635, it can be said that there is a relationship between independent variables (Social Media Marketing) the dependent variable (Purchase Decision). There is an influence between the Social Media Marketing variables on the Purchasing Decision variable by 63.5%. In the Interpretation measurement, a High Interval result was found.

4.4 Determination Coefficient Test

Table 3. Determination coefficient test result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,635 ^a	,403	,395	3,762
a. Predictors: (Constant), SOCIAL MEDIA MARKETING				

In testing the coefficient of determination (R^2), the coefficient of determination (R^2 / R Square) is 0.403. That the measurement of the independent variable (Social Media Marketing) on the dependent variable (Purchase Decision) is 40.3%.

4.4 T-Test (Partial)

Table 4. T-test partial result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,559	5,360		-,851	,398
	SOCIAL MEDIA MARKETING	1,093	,151	,635	7,256	,000
a. Dependent Variable: KEPUTUSAN PEMBELIAN						

The Independent variable (Social Media Marketing) has a significant value in the table of 0.000, while the significant level is set at 0.05 or 5%. While the value of T-count is t-count (7,256) > t-table (1,991). It can be concluded that H_0 is rejected and H_a is accepted because there is an influence between the independent variable (Social Media Marketing) on the dependent variable (Purchase Decision).

4.5 Classical Assumption Test

4.5.1 Normality Test

To test the normality data, researchers used the IBM SPSS 26 Statistics in the One-Sample Kolmogorov-Smirnov Test table. Based on the results of the normality test data that researchers have done, it is known that the significant value of the Social Media Marketing variable is 0.014 > 0.05 and the Purchasing Decision variable, it is known that the significant value is 0.200 > 0.05, the data is greater than the 0.05 significance value. It is concluded that the data on these variables are normally distributed.

4.5.2 Heteroscedesity Test

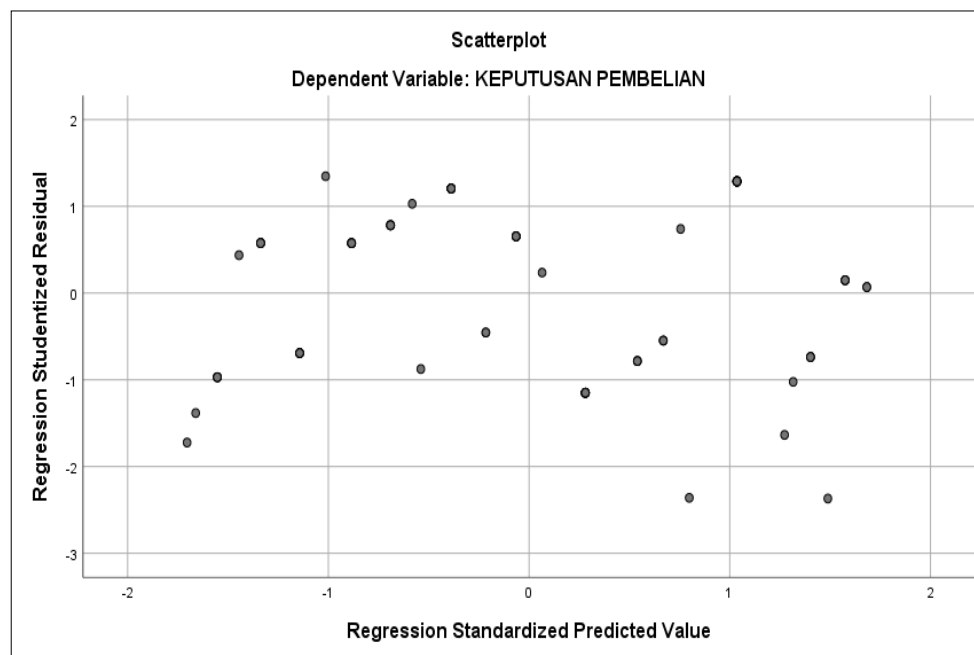


Figure 2. Heteroscedesity Test

Heteroscedesity data can be predicted through the Scatterplot pattern, test data that do not experience Heteroscedesity the pattern will spread above and below or around 0, the spread of the pattern does not form a clustered and narrow wave, but is patterned in the range of 0 points.

4.5.3 Multicollinearity Test

The Social Media Marketing variable indicates that the Tolerance Value and VIF = 1,000, where the test value is more than 10. It can be concluded that the Social Media Marketing variable data is free from multicollinearity.

4.5.4 Autocorrelation Test

With the formula obtained is Table $DW > dU$ and $\leq (4 - dU)$, in the Autocorrelation Test it is known that the value of Durbin-Watson (DW) = 1,813. While the significant table value is 0.05 with a sample size of 80 from the Social Media Marketing variable ($K = 1$) = 1.80 with the dU results obtained in the table DW = 1.6620. Then the results obtained in the DW test are greater than the dU limit and less than $(4 - dU) = 4 - 1.6620 = 2.338$.

4.6 The Influence of Social Media Marketing on Purchasing Decisions

From research that researchers have tested and analyzed, it is known that the Social Media Marketing (X) variable has an influence on the Purchasing Decision variable (Y). It is proven in the simple regression test that the t-count value $(7,256) > t\text{-table} (1,992)$ and the t-table $(0,000) < t\text{-significant level} (0.05)$. This proves that the effect of the hypothesis H_0 is rejected and H_a is accepted because of the influence. Whereas in the measurement of the Determination Coefficient (R^2) the Independent variable (Social Media Marketing) on the dependent variable (Purchase Decision) was 40.3%.

From the results of simple linear regression data analysis, the results obtained are $Y = - 4,559 + 1,093 X$. In the measurement of the dependent variable, if there is only 1 independent variable, the results of the SPSS data test are more than 1 for each increase. This has a positive and

significant effect because every 1% increase in the independent variable will cause an increase in the dependent variable of 1.093%.

In the measurement using the validity test, the value of $R\text{-count} > R\text{-table}$ (0.1852). The analysis obtained in the test shows that each data is tested valid. Whereas in measuring reliability using the Cronbach's Alpha measurement model, the data tested was greater than 0.60 (Cronbach's Alpha > 0.60), it was stated that the data was reliable. The conclusion is that the Validity Test and Reliability Test are positive on the Social Media Marketing variable against the Purchasing Decision variable.

5. Conclusion

The results of this study found that Social Media Marketing has a considerable impact on K-pop culture, especially in increasing sales and album purchase decisions among fans. In the research conducted, researchers set boundaries only for K-pop fans in the city of Palembang. In this research, it was found that many fans were interested in participating in the research. For future researchers, it is hoped that it can expand the reach of the research so that many k-popers can participate in further research.

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