

The Influence of Social Media Marketing and Influencers on Purchase Decisions of Culinary MSMEs in Bandung Regency

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Abstract

Purchase decision is a crucial concept in marketing because various elements that support or hinder a purchase decision significantly affect the choice to acquire a good or service. One element that affects the purchase decision is social media marketing and influencers. This research was carried out to understand the extent of the impact of marketing through social media and influencers on purchase decisions. This research method implements qualitative and quantitative analysis using questionnaire data collection techniques. Sampling was done by probability sampling with simple random sampling involving 100 respondents. To analyze the data to answer the research question, validity and reliability tests, descriptive analysis, classical assumption testing, multiple linear regression, and hypothesis testing both partially and simultaneously were used. The results showed that (1) every aspect of the purchase decision received a positive rating in the good category. (2) respondents also gave a good rating on social media marketing in all questions (3) for influencers; they scored good on 4 and a fair rating on 2. (4) Social media marketing positively influences individual purchasing decisions. (5) Influencers positively impact purchase decisions (6) Simultaneously, social media marketing and influencers positively and significantly influence purchase decisions. That way, if the marketing strategy on social media and the use of influencers in promotions in the MSME culinary sector are more effective, then it will affect the level of consumer purchase decisions for MSME culinary.

Keywords: Social Media Marketing, Influencer, Purchase Decision, Culinary, MSME

JEL Codes: M3, L81, D12

1. Introduction

The development of the information and communication technology era has brought significant changes to many aspects of life, including in the marketing field. Marketing through social media and influencers is one form of digital marketing that is currently popular and impacts consumer behavior. Social media is a fairly effective platform for product and service

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promotion in various industries, including the culinary industry of MSMEs (Micro, Small, and Medium Enterprises). Rahman., R & Sarah.,S (2024) stated that social media marketing is a process that supports someone to promote through a website or other services through a Social Media platform to communicate directly with various parties by utilizing a much larger community that can carry out modern marketing compared to face-to-face advertising channels. It can be concluded that social media marketing is a marketing strategy that utilizes social media platforms to reach consumers more widely and effectively (Muchtar et al., 2024).

Research shows that online promotion conducted through social media has a positive influence on consumer purchasing interest in the culinary business sector. As one example, a study conducted in Palembang identified that online promotion and endorsement on social media significantly increased consumer purchasing intention in the culinary business of MSMEs. This can be convincing that social media can effectively increase consumer awareness and interest in MSME culinary products.

In addition to social media marketing, the use of influencers is also a powerful strategy in influencing consumer purchase decisions. (Novianti et al., 2024). Influencers are individuals who have a large influence on social media and can influence their followers' behavior and purchasing decisions. Research in East Java shows that influencers who have honesty, trustworthiness, and good knowledge about the product can significantly increase consumer purchase intention. (Sahati et al., 2024). Influencers who have a good relationship with the product and can convey messages interestingly and credibly can change consumer behavior and increase their purchase intention so that they can make purchasing decisions (Rizky et al., 2023).

Bandung Regency is one of the areas that has many MSME business people, especially in the culinary field (Wijaya et al., 2024). We can see and feel the many culinary product innovations we can find in Bandung Regency, both directly and through social media platforms such as Instagram and Tiktok. Every business owner hopes that the business they are engaged in can develop better and be widely known by consumers. The tight competition between MSMEs and technological advances certainly indirectly requires them to continue to innovate and aggressively carry out promotions in order to develop their business and convince consumers to decide to purchase.

Tokopedia's Head of Category Development, Pranidhana Mahardhika, concluded in his article that changes in consumer behavior in the field ultimately pushed culinary MSME entrepreneurs to inevitably enter the digital era, as evidenced by the increasing number of MSME businesses in the Bandung Regency area in 2022 – 2023 (Herlinawati et al., 2019).

According to existing data and trends, the number of MSMEs in Bandung Regency is expected to continue to increase until 2024. In this case, they can utilize social media marketing strategies and the use of influencers as a strategy to increase their sales. The use of social media marketing and Influencers for MSME behavior in Bandung Regency has an impact on reaching wider consumers and increasing brand awareness not only for local residents, but also outside the area. In addition, by choosing the right influencer, MSMEs in Bandung Regency can build consumer trust and increase product purchasing value (Oktavianti et al., 2024).

According to a survey by We Are Social, the trend of social media users in 2024 in Indonesia will reach 167 million users (60.4%) of the total population of 276.4 million people with WhatsApp as the most widely used social media platform. Based on the description above, the author has the intention and purpose to find out how Social Media Marketing and Influencers

can influence consumer purchasing decisions (Rizkya et al., 2024). So the author is interested in taking the title "The Influence of Social Media Marketing and Influencers on the Purchase Decision of Culinary MSMEs in Bandung Regency".

2. Literature Review

2.1 Understanding Purchase Decision

The influence of purchasing decisions or what is commonly called Purchase Decision is an important concept in marketing because consumer purchasing decisions are greatly influenced by various factors that encourage or inhibit them in purchasing a product or service.

In (Lombardi et al., 2022) Research shows that purchase Decision is a process in which consumers evaluate the various product options available to them, considering the emotional and psychological aspects and the value they will receive after purchase. This decision is often influenced by factors such as brand trust and previous consumer experiences.

According to (Chaudhuri & Holbrook, 2001) Purchase Decisions are now influenced not only by product information but also by the emotional experience resulting from interactions with the brand or product. They also noted the importance of social media and online comments in increasing consumer confidence in their decisions.

Hsu, (2022) The concept of Purchase Decision has been updated to emphasize that it is no longer linear. Consumers often move back and forth between the stages of information search, alternative evaluation, and final decision due to changes in preferences influenced by digital experiences and external factors such as social media and product reviews.

2.2 Social Media Marketing

Asante-Asamani et al., (2022) social media marketing uses platforms such as Facebook, Instagram, LinkedIn, and Twitter to promote products and services through integrated content and advertising strategies. He believes that social media marketing is a very effective way to increase brand awareness, build customer loyalty, and increase sales by reaching a wider audience through more targeted and data-driven methods. I believe this is a useful tool. Using social media platforms can be very helpful in promoting your products and services, especially through content and advertising, which are common today.

Kotler et al., (2021) explain that social media marketing is the use of social media platforms to build relationships with consumers and promote brands or products in a more interactive and targeted manner. They also emphasize that social media allows companies to communicate directly with their audiences, create stronger levels of engagement, and increase brand awareness through various types of content, including images, videos, and customer reviews. There are several important elements that must be present in a marketing strategy via social media according to Jason McDonald in his book entitled Social Media Marketing Workbook namely: Relevant and Interesting Content, Audience Engagement, Paid Advertising, Analysis and Measurement, Consistency and Publishing Schedule.

2.3 Understanding Influencers

In her book *Discovering Public Relations: An Introduction to Creative and Strategic Practices* (Doz, 2020), Karen Freberg defines influencers as people who have a strong influence on social media and are able to influence their audience to make decisions, whether it is a purchasing decision or a certain behavior. Influencers can come from various fields such as fashion, beauty, health, or technology, and they use social media platforms to share content that shapes the

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opinions and actions of their audience.

Palumbo et al., (2020) Influencers are individuals who have a significant number of followers on social media platforms, and are known for their authority, trustworthiness, or reputation in a niche or product category. These influencers can influence their audiences through communication based on credibility and built relationships.

According to Wright et al., (2020) An influencer is someone who can move their audience through the content they create and distribute on social media. Influencers can use platforms such as Instagram, YouTube, or TikTok to share their views and influence the opinions of their followers, often resulting in purchasing decisions or other social influences.

According to Kotler & Keller, (2016), Influencers are people who have the talent to influence other people's decisions because their position is considered to have authority, expertise, or influence in a particular field. Influencers are often used in marketing strategies to help build credibility and consumer trust for a specific brand.

According to experts, it is concluded that influencers are individuals with great influence on social media who have the ability to influence their audience's decisions through the credibility, trust, and relationships they build. They usually have a large and active following on social media platforms, which allows them to influence consumer behavior or opinions. There are several indicators that can be used to determine the strength of an influencer: Dependence, Attraction (Charm), Expertise

2.4 Previous Research

Table 1. Previous Research

NO	JOURNAL TITLE	WRITER	RESEARCH RESULT	EQUALITY	DIFFERENCE
1	The Influence of <i>Digital Marketing and Influencers</i> on the Decision to Purchase Culinary MSME Products in Tangerang City During COVID-19	Wiliana & Purwaningsih, 2022	The results of the study show that <i>Digital Marketing and Influencers</i> influence the Purchase Decision of Culinary MSME Products in Tangerang City During COVID-19	The independent variables studied were <i>Influencers</i> and the dependent variable was Product Purchase Decisions.	In other independent variables, the researcher did not add the independent variable <i>Digital Marketing</i> .
2	The Influence of Social Media Usage on Purchasing Decisions at Jiksau Food UMKM	Mustapa et al., 2022	Based on the research results, it can be concluded that social media has a positive and significant	The independent variables studied were social media and the dependent	In other independent variables, the researcher added the independent variable <i>Influencer</i> .

			influence on variable was purchasing purchasing decisions at the Jiksau Food UMKM.		
3	The Influence of <i>Social Media Marketing</i> , Product Quality and <i>Influencers</i> on UNIQLO Product Purchase Decisions	Lionawan, Daniel Christian Tarigan, 2023	Based on the results of the hypothesis test, it is concluded that the quality of UNIQLO products has a significant influence on consumers who are influenced by influencers. This shows that consumer perceptions of product quality can affect their interest in UNIQLO products.	The independent variables studied were <i>Social Media Marketing</i> and <i>Influencers</i> and the dependent variable was purchasing decisions.	In other independent variables, the researcher did not add the independent variable Product Quality.
4	The Influence of <i>Social Media Marketing</i> on Consumer Purchasing Decisions at Culinary Tourism Destinations in Denpasar City	Narottama & Moniaga, 2022	Based on the research results, it can be concluded that <i>social media marketing</i> has an influence on consumer purchasing decisions.	The independent variables studied were <i>social media marketing</i> and the dependent variable was purchasing decisions.	In other independent variables, the researcher added the independent variable <i>Influencer</i> .
5	The Influence of Instagram Influencer Endorsements on Purchasing Decisions at PKP JIS High School	Puspita & Handayani, 2024	There is a positive and significant influence where the results of testing the influence of Endorsement Influencer on purchasing decisions	The independent variables studied were Influencers	In other independent variables, the researcher added the independent variable Social Media Marketing.

statistically
show positive
and significant
results. This is
proven by the
value of the T-
test results
which show
that t_{count}
 $29.936 > t_{table}$
 0.344 and sig.
 $0.001 < \alpha 0.05$.
S

3. Research Method

3.1 Research Methods

Research method is a scientific way to obtain information and can be used to solve a problem. In this study, the author uses quantitative methods. According to (Sugiyono, 2019) Quantitative research methods can be interpreted as research methods based on the philosophy of positivism. They are used to research certain populations or samples, collect information using research instruments, and analyze quantitative information with the aim of testing established hypotheses. This method is used to answer the problem formulation, namely, how Social Media Showcasing and Influencers can influence the Buy Choice of culinary UMKM.

3.2 Data Collection Techniques

According to Sugiyono, (2019), an expert in research methodology, data collection techniques are defined as steps or methods taken by researchers to collect information to answer problems faced in research. These techniques include various methods, such as observation, interviews, questionnaires, documentation, and questionnaires, all of which are adjusted to the objectives of the research.

In this study, several data collection techniques were used: Questionnaires, Literature Studies, and Online Research.

3.3 Sampling Techniques

In the sample determination process, the author uses the *Slovin formula* to calculate the sample size (number of respondents), namely:

$$n = \frac{N}{1 + N (e)^2}$$

Information:

n = Number of samples

N = Number of population

e = Percentage of allowance for inaccuracy

So :

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$$n = \frac{3.831.505}{1+3.831.505 (0.1)^2}$$

$$n = 100$$

Based on this formula, the population calculated is 3,831,505. By setting the error rate at 10%, a sample consisting of 100 respondents can be taken.

Research Model

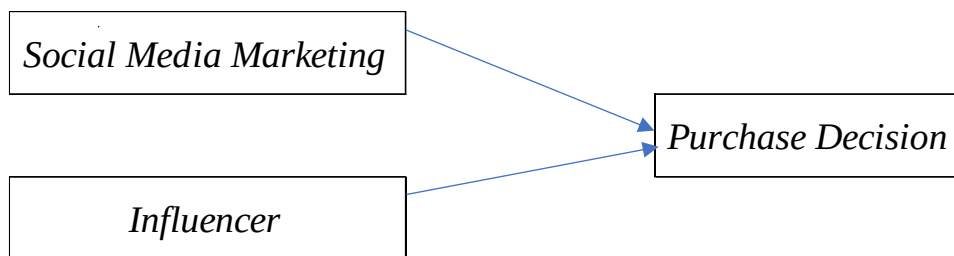


Figure 1. Research Model

4. Findings and Discussions

4.1 Findings

Respondents were grouped into 2 genders, namely male and female. Respondents were grouped into 4 age categories, namely <21 years, 21 - 30 years, 31 - 40, and >41 years. Respondents were grouped into 4 categories of employment status, namely Students, Civil Servants, Employees and others.

Validity Test

Table 2. Validity Test

Variables/Indicators	r Count	r Table	Information
<i>Purchase Decision</i>			
Interest in a product, product diversity and product quality	0.723	0.195	Valid
The affordability of prices that consumers get compared to competitor prices in large malls	0.787	0.195	Valid
Feeling satisfied with the culinary products of MSMEs purchased based on information from <i>Influencers</i> on <i>Social Media</i>	0.841	0.195	Valid
Ease of obtaining a product and product availability	0.801	0.195	Valid
Willing to recommend UMKM culinary products to family/friends	0.791	0.195	Valid
<i>Social Media Marketing</i>			
Using more than 3 hours/day on social media	0.788	0.195	Valid
Find out many culinary references for MSMEs through social media	0.690	0.195	Valid
Always look for information via social media first before deciding to purchase.	0.692	0.195	Valid

<i>Social Media Marketing</i> makes it easier for consumers to find price and discount information.	0.656	0.195	Valid
High ratings on social media are very helpful in deciding on a purchase.	0.672	0.195	Valid
Customer reviews and testimonials on social media are very helpful in making purchasing decisions	0.698	0.195	Valid
<i>Influencers</i>			
Culinary products from MSMEs that have been recommended by an <i>influencer</i> have their own appeal to be purchased.	0.834	0.195	Valid
Culinary content for MSMEs created by <i>Influencers</i> is always interesting and informative	0.877	0.195	Valid
The ratings given by <i>influencers</i> influence a person's decision to buy a product.	0.831	0.195	Valid
The more <i>Influencers</i> share their experiences with a product, the more they influence someone's decision to buy that product.	0.788	0.195	Valid
<i>Influencers</i> have knowledge about how to describe MSME culinary products	0.840	0.195	Valid
Following the social media account of an influencer who often recommends UMKM culinary products	0.822	0.195	Valid

Based on the results of Table 2, the calculated r value of all tested indicators is greater than the r table. It can be concluded that all of the indicator items have positive values and are declared valid so that they can be used for analysis in further research.

Classical Assumption Test Results

Normality Test

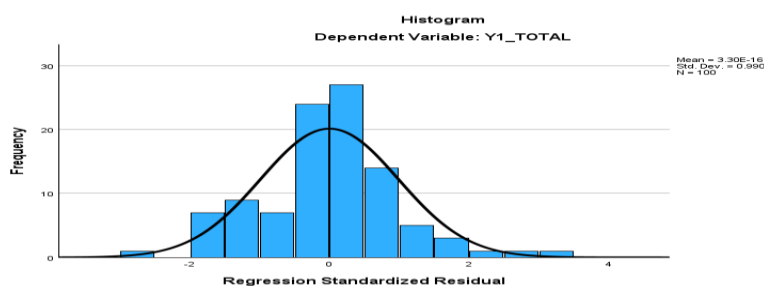


Figure 2. Histogram Normality Test Results

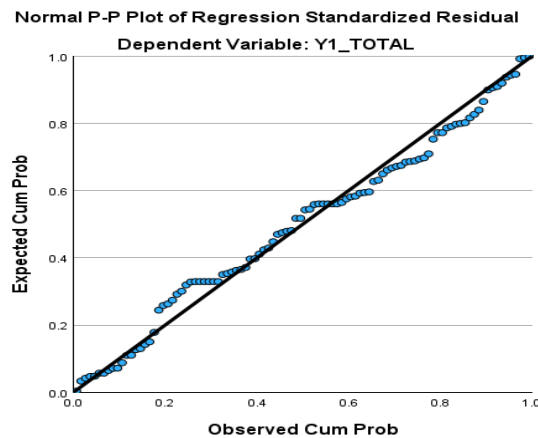


Figure 3. Results of the P-Plot Normality Test

Based on Figures 2 and 3, it can be concluded that the research is normally distributed because there is an upward curved line in Figure 3 which shows that the research is normally distributed and it can be seen from the research results using P-Plot that there are dots spread in the diagonal line area which also shows that the research is normally distributed.

Heteroscedasticity Test

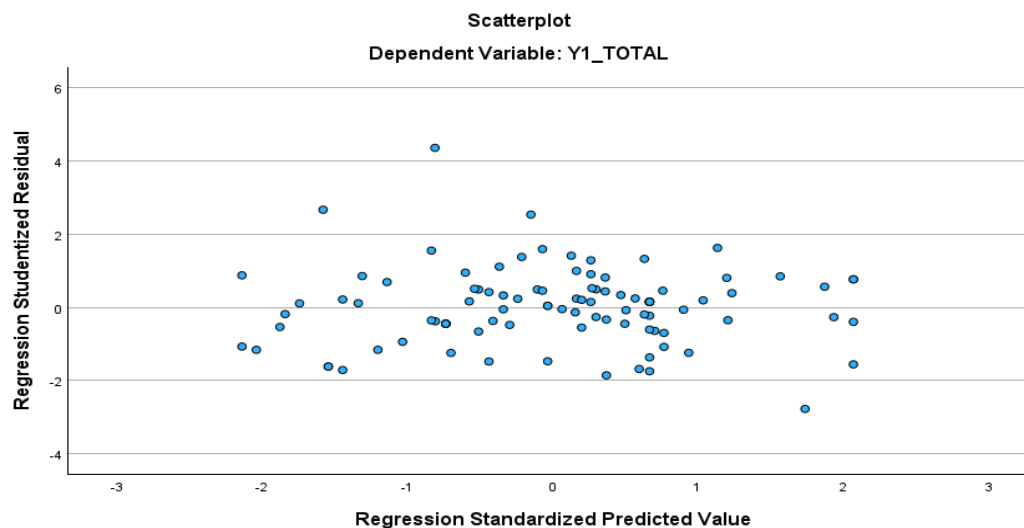


Figure 4 Scatterplot Heteroscedasticity Test Results

Source: Processed Data 2025

From Figure 4, it can be seen that if the distribution of points has no pattern or is spread randomly from the number 0 on the Y axis, this means that there are no symptoms of heteroscedasticity in the regression model and it is suitable for use in research.

Multicollinearity Test Results

Table 3. Multicollinearity Test Results

	B	Std. Error			Tolerance	VIF
1 (Constant)	5.902	1.392	4.239	0.000		
<i>Social Media Marketing</i>	0.242	0.078	3.109	0.002	0.596	1.677
<i>Influencer</i>	0.329	0.070	4.675	0.000	0.596	1.677

Sumber: Data Diolah 2025

Table 3 shows that the tolerance value of the independent variable *Social Media Marketing* is 0.596, and *Influencer* is 0.596. Both have values greater than 0.1. In the VIF value, the independent variable of *Social Media Marketing* is 1.677, and the *Influencer* is 1.677. Both have values smaller than 10. So, it can be concluded that there are no symptoms of multicollinearity in the study.

Multiple Linear Regression Test

Based on the data processing results in Table 3, the constant value or a value is 5.902, *Social Media Marketing* (β_1) is worth 0.242 and *Influencer* (β_2) is worth 0.329. Then the multiple linear regression equation can be obtained as follows:

$$Y = 5.902 + 0.242X_1 + 0.329X_2$$

It means:

1. The constant value of *Purchase Decision* (Y) of 5.902 indicates that if there is a change in the *Social Media Marketing* (X1) and *Influencer* (X2) variables, then *Purchase Decision* (Y) is 5.902.
2. *Social Media Marketing* has a positive multiple linear regression coefficient of 0.242, meaning that if *Social Media Marketing* (X1) is increased once, then *Purchase Decision* (Y) will increase by 0.242.

Influencers have a positive multiple linear regression coefficient of 0.329, meaning that if *Influencer* (X2) is increased once, *Purchase Decision* (Y) will increase by 0.329.

Partial Test (t-Test)

Based on the testing criteria, if the value is not greater than 0.05 then H0 is rejected. From Table 3 the results of the hypothesis testing of each variable are as follows:

- a. The significance level on the *Social Media Marketing* variable (X1) is 0.002 and the value is less than 0.05, so H0 is rejected and H1 is accepted. It can be concluded that *Social Media Marketing* (X1) affects *Purchase Decisions* (Y).
- b. The level of significance for the *Influencer* variable (X2) is 0.000. If the value is less than 0.05, then H0 is rejected, and H1 is accepted. It can be concluded that the *Influencer* (X2) affects the *Purchase Decision* (Y).

Simultaneous Test (f-Test)

Table 4. Simultaneous Test Hypothesis (FTest)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	590,020	2	295,010	41,904	<.001 ^b
	Residual	682,890	97	7,040		
	Total	1272.910	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Influencers, Social Media Marketing

Source: Processed Data 2025

Based on Table 4, the sign value is <0.001 and the calculated F is 41.9. When compared with the alpha (α) used, the sign (<0.001) < alpha (0.05). It can be concluded that the *Social Media Marketing variable (X1)* and *Influencers (X2)* jointly influence the *Purchase Decision (Y)* of UMKM Culinary.

4.2 Discussions

From the data that has been tested as a whole, a discussion is then made of the research results for all the data that has been obtained from respondents in each research variable, which is described as follows:

The Influence of Social Media Marketing on Purchase Decisions

From the results of multiple regression, *Social Media Marketing (X1)* has a positive value of 0.242, which means that if *Social Media Marketing (X1)* is increased every 1 time, *Purchase Decision (Y)* will increase by 0.242. Furthermore, from the results of the simple coefficient correlation, an r value of 0.585 is obtained which is located at a correlation of 0.40 - 0.599, which means that the relationship between the two variables is quite strong and in the same direction. The coefficient of determination value is 0.343, which means that changes in *Purchase Decision* are influenced by *Social Media Marketing* by 34.3% and are influenced by other factors that can increase *Purchase Decision* by 65.7%.

Social Media Marketing hypothesis test (X1) obtained a significance level of 0.002 and is smaller than 0.05. So from these results H0 is accepted and H1 is rejected, meaning that *Social Media Marketing (X1)* has a significant effect on *Purchase Decision (Y)*.

The Influence of Influencers on Purchase Decisions

From the results of multiple regression, *Influencer (X2)* has a positive value of 0.329, which means that if *Influencer (X2)* is increased every 1 time, *Purchase Decision (Y)* will increase by 0.329. Furthermore, from the results of the simple coefficient correlation, an r value of 0.640 is obtained which is located at a correlation of 0.60 - 0.799, which means that the relationship between the two variables is considered strong and in the same direction. The coefficient of determination value is 0.410, which means that changes in *Purchase Decision* are influenced by *Influencers* by 41.0% and are influenced by other factors that can increase *Purchase Decision* by 59.0%.

Influencer hypothesis test (X2) the significance level is 0.000 and is smaller than 0.05. So from these results H0 is accepted and H1 is rejected, meaning that *Influencer (X2)* has a significant

effect on *Purchase Decision* (Y).

5. Conclusion

Based on the results of research and discussion related to the Influence of Social Media Marketing and Influencers on Culinary Purchase Decisions of MSMEs, the following conclusions can be drawn:

1. Purchase Decision (Y) variables for respondents are assessed both on each question/statement item and in total. This shows that consumers tend to choose MSME products in deciding their purchases in the culinary field. This is evidenced by the high scores on each statement/questionnaire that has been distributed.
2. The Social Media Marketing variable (X1) for respondents is assessed well for each question/statement item and as a whole. This shows that consumers have utilized Social Media Marketing in helping to decide on purchasing UMKM culinary. This is also proven by the high score on each statement/questionnaire that has been distributed.
3. The Influencer variable (X2) for respondents was considered good for 4 questions/statements and was considered less good for 2 other questions/statements. However, the overall value still shows a good category. This shows that consumers tend to need recommendations from Influencers in deciding to purchase MSME culinary. This is also evidenced by the score obtained for each statement/question in the questionnaire that has been distributed.
4. From the research results, it was concluded that there was an influence of Social Media Marketing (X1) on Purchase Decision (Y) as shown by the results of partial testing where the significance level was $0.002 < 0.05$, which indicated a positive influence on Purchase Decision (Y).
5. From the research results, it was concluded that there was an influence of Influencer (X2) on Purchase Decision (Y) as shown by the partial test results where the significance level was $0.000 < 0.05$, which indicated a positive influence on Purchase Decision (Y).
6. Between Social Media Marketing and Influencers with Purchase Decision has a strong and unidirectional relationship. This can be proven by simultaneous hypothesis testing with a sign value of <0.001 and F count of 41.9 which states that Social Media Marketing and Influencers have a simultaneous effect on Purchase Decision in Culinary UMKM.

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