



## ANALYSIS OF THE EFFECT OF SOCIAL MEDIA AND EXPERIENTIAL MARKETING ON CONSUMER PURCHASE DECISIONS OF RAINBOW RICE MEDAN

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### Abstract

*The culinary business is currently a business that has the potential to grow quite rapidly. That way the businessmen must have more efforts to maintain the existence of their culinary business. In this case, social media plays an important role in the media that conveys information ranging from promotions to what products or menus are sold by the businessman. The location of this research was carried out at Rainbow Rice Medan on Jalan Captain Muslim, Megapark Komplek Megacomm. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The population in this study are consumers who have already purchased products from Rainbow Rice Medan. The number of samples in this study is unknown. The influence of Social Media variables on Purchase Decisions with a coefficient value of 1.101, a P-Values value of 0.000 0.05 and a T statistics value of 9.985 1.661 (significant). The F-Square value is 1.063. The influence of the sense of the Panca Indra variable on purchasing decisions with a path coefficient value of -0,302, a P-Values value of 0.032 0.05 and a T statistics value of 2.145 1.661 (significant). The F-Square value is 0.091. The effect of the Feeling variable on the Purchase Decision with the path coefficient value of 0.140, the P-Values value of 0.465 0.05 and the T statistics value of 0.730 1.661 (not significant). F-Square of 0.008. The influence of the Thinking variable on the Purchase Decision with the path coefficient value of 0.137, the P-Values value of 0.569 0.05 and the T statistics value of 0.570 1.661 (not significant). F-Square of 0.006. The influence of the Action variable on the Purchase Decision with the path coefficient value of -0.399, the P-Values value of 0.066 0.05 and the T statistics value of 1.839 1.661 (no significant effect). F-Square of 0.087. The influence of the relationship variable on purchasing decisions with a path coefficient value of 0.178, a P-Values value of 0.275 0.05 and a T statistics value of 1.093 1.661 (not significant). F-Square of 0.022. Stimulant Effect on Purchasing Decisions There is a simultaneous positive and significant effect of all independent variables on the dependent variable with an R-Square value of 0.836, a P-Values value of 0.000 0.05 and a T Statistics value of 25,752 1.661 (significant). It can be concluded that the Raibow Rice Medan is known by the public through social media such as Instagram.*

**Keywords:** *Social Media, Experiential Marketing, Consumer Purchase Decision.*

### 1. INTRODUCTION

The culinary business is currently a business that has the potential to grow quite rapidly. Considering that the city of Medan itself is one of the largest culinary cities in Indonesia, there is no doubt that the cuisine is diverse and always reliable in terms of taste. So do not be surprised if people who visit Medan want to enjoy the culinary delights offered by the people of Medan. In the midst of the current COVID-19 pandemic, not a few culinary businesses have failed to maintain their existence because of the many rules that apply starting from the PSBB (Large-Scale Social Restrictions) to the current one, namely PPKM (Enforcement of Community Activity Restrictions) which rules This was made to prevent the spread of the corona virus so that culinary businessmen also had a decreased impact on sales turnover. That way the businessmen must have more efforts to maintain the existence of their culinary business. In this case, social media plays an important role in the media that conveys information ranging from promotions to what products or menus are sold

by the businessman. The presence of social media changes the perspective of the community, the main function of social media. Social media such as Facebook, Twitter, Instagram and the like are media for communicating and adding to a network of friends. However, seeing the increase in social media users, it also changes the function of social media. Social media plays an important role in the media that conveys information ranging from promotions to what products or menus are sold by the businessman. The presence of social media changes the perspective of the community, the main function of social media. Social media such as Facebook, Twitter, Instagram and the like are media for communicating and adding to a network of friends. However, seeing the increase in social media users, it also changes the function of social media. Social media plays an important role in the media that conveys information ranging from promotions to what products or menus are sold by the businessman. The presence of social media changes the perspective of the community, the main function of social media. Social media such as Facebook, Twitter, Instagram and the like are media for communicating and adding to a network of friends. However, seeing the increase in social media users, it also changes the function of social media.

With the development of technology that is increasingly rapidly becoming a very influential supporter in the culinary business, culinary entrepreneurs in Medan such as @tumpengmedan, @dapurumah\_ak, @ratu\_tumpengmedan and many similar culinary businesses use social media as a strategy in marketing their products. This is also supported by the current state of the pandemic. Business owners promote vigorously on social media. Many unexpected innovations are used by businessmen by involving social media in their business. This is also done by the culinary business of Rainbow Rice Medan.

Rainbow Rice Medan is one of the culinary businesses in Medan. Rainbow Rice Medan is rainbow rice made from natural ingredients. Starting from tumpeng rice which is identical to the color yellow, this businessman has a creative idea by making a contemporary tumbeng. This contemporary tumpeng is the first rainbow rice in the city of Medan which is produced from natural ingredients. With colors where the color is obtained from the essence of the fruit. The concept of this rainbow rice is to create a unique product but still healthy and served in a triangular cone shape with attractive colors. The colors contained in the rainbow rice are red from beets, yellow from turmeric, green from suji leaves and purple from purple sweet potatoes. The rainbow rice is also paired with various side dishes on offer, such as eggs, sausage, naget, fried chicken and mozzarella fried chicken. The following variants of the rainbow rice menu are offered on the Rainbow Rice Medan menu list. The presence of this rainbow rice was inspired by one of the celebgram posts on Instagram social media which was `introducing colors to their children with rice ingredients. This made the Rainbow Rice Medan businessman decide to create a delicious and healthy and unique rainbow rice culinary business. The presence of this rainbow rice was inspired by one of the celebgram posts on Instagram social media which was `introducing colors to their children with rice ingredients. This made the Rainbow Rice Medan businessman decide to create a delicious and healthy and unique rainbow rice culinary business. The presence of this rainbow rice was inspired by one of the celebgram posts on Instagram social media which was `introducing colors to their children with rice ingredients. This made the Rainbow Rice Medan businessman decide to create a delicious and healthy and unique rainbow rice culinary business.

The fast culinary business in Medan makes culinary businessmen have to have unique and interesting ideas from their products so that the owner of Rainbow Rice Medan chooses to sell rainbow rice and he became the pioneer of the first rainbow rice in the city of Medan. To survive, culinary entrepreneurs must be able to build a positive image of their business, this is because there



are many competitors who run the same business. Especially for this type of culinary business, of course, many alternative solutions are needed regarding decision making. One of the efforts to build a positive image is through a brand. In giving a brand, the most important thing is that the brand can identify and differentiate (differentiate) the goods or services of one seller from the goods and services of other sellers (Kolter, 2007).

Rainbow Rice Medan has been established since September 14, 2018 in conjunction with the inauguration of the Grand Opening of food street Megapark, which is located at Komplek Megacomm Captain Muslim. Rainbow Rice Medan chose to join in filling the stand provided by Megapark. The rainbow rice served can be enjoyed by various groups ranging from children, adults and the elderly. In addition, the owner of Rainbow Rice Medan not only serves consumers buying rainbow rice which is offered to eat on the spot, but also uses E-commerce to provide ordering services that can be done at home to buy their products.

Purchase decisions are the most important actions taken by consumers in buying a product that will be consumed to satisfy the needs and desires of consumers (Robby & Anjarwati, 2016). Consumers are the main actors in the buying decision process, so if a businessman wants a business that is created to be successful, he must be active in influencing consumers both from promotion through social media and the quality of the products it offers. The increasingly tight competition in the culinary business, makes Rainbow Rice Medan more and more trying to make the right strategy in marketing its products, one of the strategies is to promote its products through its Instagram account, namely @rainbowricemedan.

In addition to social media factors, the company also uses a marketing strategy, namely experiential marketing. The experiential marketing strategy creates a positive experience for customers in consuming products or services that can be used as a reference for marketers to predict customer behavior in the future (Kusumawati, 2011). Experiential marketing is a response given by customers to a product so that there is a purchase of the product offered. According to the concept, there are 5 aspects of experiential marketing involved in marketing, namely: the five senses (sense), feelings (feel), think (think), act (action) and relationships (relates). Various efforts have been made by Rainbow Rice Medan to maintain its business, such as advertising products on social media, provide promos on certain days, and many other things. However, this has not been effective and sales are declining.

## 2. IMPLEMENTATION METHOD

This research was conducted to find out how the influence of Social Media and Experiential Marketing on Purchase Decisions at Rainbow Ricw Medan. The location of this research was carried out at Rainbow Rice Medan on Jalan Captain Muslim, Megapark Komplek Megacomm. The population in this study are consumers who have already purchased products from Rainbow Rice Medan. The number of samples in this study is unknown so that a technique or formula is used according to the theory of Naresh K Malhotra.

## 3. RESULTS AND DISCUSSION

**Table 1** Outer Loading Results

	SOCIAL MEDIA (X1)	SENSE (X2)	FEEL (X3)	THINK (X4)	ACTION (X5)	RELATE (X6)	KP (Y)
X1.1	0.836						
X1.2	0.944						
X1.3	0.919						

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X1.4	<b>0.822</b>		
X1.5	<b>0.835</b>		
X1.6	<b>0.835</b>		
X1.7	<b>0.881</b>		
X2.1		<b>0.957</b>	
X2.2		<b>0.942</b>	
X3.1			<b>0.960</b>
X3.2			<b>0.979</b>
X3.3			<b>0.964</b>
X4.1			<b>0.958</b>
X4.2			<b>0.968</b>
X5.1			<b>0.949</b>
X5.2			<b>0.957</b>
X6.1			<b>0.990</b>
X6.2			<b>0.942</b>
X6.3			<b>0.865</b>
Y.1			<b>0.849</b>
Y.2			<b>0.836</b>
Y.3			<b>0.919</b>
Y.4			<b>0.923</b>

Table 1 shows that the outer loading value exceeds 0.70, then the item that becomes the indicator is considered capable of explaining the variable and vice versa. In the table above, it can be seen that all the items that become indicators in this study are valid and worthy of being a measuring tool for each variable because they are able to explain their respective variables.

**Table 2** Cross Loading Results

	MS (X1)	S (X2)	F(X3)	T(X4)	A(X5)	R(X6)	KP (Y)
X1.1	0.836	0.626	0.747	0.708	0.716	0.707	0.807
X1.2	0.944	0.728	0.829	0.801	0.805	0.801	0.894
X1.3	0.919	0.700	0.791	0.771	0.775	0.785	0.846
X1.4	0.822	0.606	0.667	0.664	0.664	0.673	0.772
X1.5	0.835	0.820	0.777	0.835	0.756	0.743	0.697
X1.6	0.843	0.785	0.857	0.852	0.920	0.873	0.676
X1.7	0.881	0.925	0.871	0.930	0.847	0.830	0.731
X2.1	0.853	0.957	0.836	0.889	0.823	0.822	0.698
X2.2	0.744	0.942	0.788	0.834	0.768	0.792	0.603
X3.1	0.856	0.807	0.960	0.890	0.875	0.868	0.756
X3.2	0.919	0.865	0.979	0.967	0.950	0.935	0.804
X3.3	0.856	0.814	0.964	0.905	0.892	0.884	0.763
X4.1	0.850	0.923	0.880	0.958	0.861	0.849	0.701
X4.2	0.897	0.835	0.950	0.968	0.935	0.905	0.803
X5.1	0.843	0.796	0.872	0.882	0.949	0.881	0.691
X5.2	0.864	0.804	0.912	0.899	0.957	0.867	0.747
X6.1	0.843	0.848	0.879	0.884	0.886	0.930	0.705
X6.2	0.871	0.828	0.877	0.859	0.901	0.942	0.772
X6.3	0.702	0.645	0.777	0.750	0.714	0.865	0.664
Y1	0.886	0.642	0.754	0.740	0.758	0.729	0.849
Y2	0.715	0.548	0.632	0.626	0.580	0.602	0.836
Y3	0.770	0.588	0.715	0.676	0.659	0.708	0.919
Y4	0.773	0.641	0.711	0.711	0.650	0.714	0.923

Table 2 shows the value of cross loading on each indicator of each variable, which shows a higher value than the other indicators and it can be concluded that the correlation value of each



construct is higher than the other indicators. From the results of cross loading, it appears that there is no discriminant validity problem.

**Table 3** Results of F-Square

	MS (X1)	S(X2)	F(X3)	T(X4)	A(X5)	R(X6)
KP (Y)	1.063	0.091	0.008	0.006	0.087	0.022

Table 3 shows that the variable MS (X1) has an effect of 1.063 on the variable KP (Y) which is included in the category of large influence. The PI variable (X2) has an influence of 0.091 on the KP variable (Y) which is included in the moderate influence category. Variable P (X3) has an effect of 0.008 on the variable KP (Y) which is included in the category of small influence. Variable B (X4) has an effect of 0.006 on the variable KP (Y) which is included in the category of small influence. Variable T (X5) has an effect of 0.087 on the variable KP (Y) which is included in the category of large influence. Variable H (X6) has an effect of 0.022 on the variable KP (Y) which is included in the category of moderate influence.

#### 4. CONCLUSION

Based on the results of the research as disclosed above are as follows (1) Social Media has a positive and significant effect on the Purchase Decision of Rainbow Rice Medan. (2) Panca Indra has a positive and significant effect on the Purchase Decision of Rainbow Rice Medan. (3) Feelings have a negative and insignificant effect on the Purchase Decision of Rainbow Rice Medan. (4) Thinking has a negative and insignificant effect on the Purchase Decision of Rainbow Rice Medan. (5) The action has a positive and insignificant effect on the Purchase Decision of Rainbow Rice Medan. (6) The relationship (X6) has a negative and insignificant effect on the Purchase Decision (Y) of Rainbow Rice Medan. (7) Simultaneously there is a positive and significant influence on the Purchase Decision (Y) of Rainbow Rice Medan.

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