

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION APPAREL PRODUCTS

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Abstract

This research aims to analyze the influence of social media marketing on intention to purchase clothing products. Social media marketing is seen from several dimensions, namely interactivity, informativeness, personalization, trendiness and WOM. Data for this research was collected through a survey method using a questionnaire as a data collection instrument. The respondents in this research were 108 respondents. This research uses a quantitative approach with multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. The research results show that partially Interactivity has a significant effect on the intention to buy Rabbani products, Informativeness has a significant effect on the intention to buy Rabbani products, Personalization has a significant effect on the intention to buy Rabbani products, Trendiness has a significant effect on the intention to buy Rabbani products and Worth of mouth has a significant effect on the intention to buy Rabbani products. Simultaneously, interactivity, informativeness, personalization, trendiness and worth of mouth have a significant effect on the intention to purchase Rabbani products.

Keywords: *interactivity, informativeness, personalization, trendiness, worth of mouth, purchase intention*

1. INTRODUCTION

The use of social media in Indonesia is ranked second at 18.9% (Indonesian Internet Service Providers Association, 2019). Social media is a group of internet-based applications built on Web 2.0 technology that supports the creation and exchange of user-generated content, also allows users to participate, share in communication and is packaged in various forms, including blogs, social networks, forums, wikis, and others (Kaplan & Haenlein, 2010). Social media currently has various applications such as Instagram, Facebook, YouTube, Twitter and many more. Not only used by individuals, many companies also use social media as a product marketing medium or as customer service for their consumers (Adita et al., 2019). Then, digital developments provide growing opportunities for entrepreneurs in increasing consumer buying interest, according to Kotler, (2018) buying interest is consumer behavior where consumers have the desire to choose and consume a product. Purchase interest will arise if a consumer already knows the quality and quality of a product and information about a product. For the types of products marketed in e-commerce, in 2020 gadget products will be at the top as the product category that is most popular with social media users, followed by fashion in second position, beauty products in third position, then health products in fourth position, and home equipment in fifth position. (Winardi, 2020). (Zakawali, 2021) also said that fashion products are the most popular online product category. As many as 61% of fashion consumers buy fashion products online. The following is data on the percentage of sales of several clothing products that are mostly done online:

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Percentage Of Online Clothing Sales					
Brand	2018	2019	2020	2021	2022
Zoya	4.20	1.30	2.00	7.30	15.90
Rabbani	28.80	21.80	22,20	26.80	29.30
Dannis	13.90	12.20	13.60	14.80	15.60
Atlas	24,20	14.40	14.80	18.70	17.70
Al-Mia	13.30	15.00	16.20	15.50	13.20

Source : (Top Brand Award, 2023)

Based on above, it shows that there is a phenomenon of very sharp competition between several clothing products. Every company strives to be able to dominate the market in order to increase the purchasing power of online consumers. Over the last 5 years, Rabbani products have been the products with the highest sales online and tend to increase and continue to compete with several other products including Atlas, Al Mia, Dannis, and Zoya. This data also shows that Rabbani has been able to compete in winning the market over the last few years. This phenomenon shows that Rabbani products have attempted to provide various information about products to consumers through their content. PT. Rabbani continues to try to win the competition by increasing interaction with consumers through several social media such as Facebook, Twitter, Instagram where Rabbani is very fast in responding to its customers. Findings in research conducted by (Guha et al., 2021; Yadav & Rahman, 2017; Hati & Audika, 2022) concluded that Interactivity has a significant effect on Purchase Intention. This shows that social media marketing has an impact on the purchasing behavior of people who regularly use social networking sites to obtain information.

2. LITERATURE REVIEW

Marketing Management

Overall marketing management is the way a company does business by preparing, determining and distributing products, services and ideas that can meet the needs of the target market (Tjiptono, 2019).

Consumer Behavior

Consumer behavior is a decision-making process by consumers in choosing, buying, using and utilizing products, services, ideas or experiences in order to satisfy consumer needs and desires (Firmansyah, 2019).

Purchase Intention (Buying Interest)

According to Kotler and Keller, (2016) Purchase interest is behavior that appears as a response to an object that shows the consumer's desire to make a purchase.

Social Media

According to (As'ad & Alhadid, 2014) Social media marketing is one of the marketing strategies used by business people to become part of a network with people via the internet or online.

Interactivity

Interaction is the extent to which social media platforms offer opportunities for two-way information through posting information that is appropriate to the target social media users can encourage discussion and improve relationships between potential consumers and brands (Rimadias et al., 2021).

Informativeness

According to (Yadav & Rahman, 2017) Informativeness shows the extent to which e-commerce social

media offers accurate, useful and comprehensive information.

Personalization

Personalization shows the extent to which e-commerce social media offers customized services to meet customer preferences (Yadav & Rahman, 2017).

Trendiness

Trendiness that is, the content uploaded to a particular brand's social media is the latest content and is uploaded to always follow existing developments (Huda et al., 2022). Temporary opinion (Yadav & Rahman, 2017) trendiness shows the extent to which e-commerce social media offers trendy content.

Word Of Mouth

According to Kotler and Armstrong (2016), word of mouth communication is personal communication about a product between potential consumers, neighbors, friends, family and co-workers.

3. IMPLEMENTATION METHOD

Location and Research Subjects

This research was conducted in Lhokseumawe City and the subjects of this research were consumers who purchased Rabbani Clothing Products in Lhokseumawe City.

Population

The population in this research are consumers who purchase Rabbani clothing products, whether purchases are made online or purchases made through official Rabbani outlets. However, determining the population is consumers who are interested in buying products after seeing product marketing on social media. In this study, the population taken was large and the number is not known with certainty (infinite).

Sample

Purposive sampling is a sampling technique that relies on the researcher's judgment to select people (Berndt, 2020). Meanwhile, the sampling approach is carried out sequentially *Accidental sampling*, namely a technique for determining samples based on chance, or who happens to meet the researcher and meets the criteria as a sample and can be used as a sample or if that person is appropriate or suitable as a data source. The Hair (2014) formula for calculating the number of samples in research is as follows: (Number of Indicators) x (5 to 10). Based on the Hair formula guidelines, the sample size used in this research was calculated as 108 respondents. Based on the calculation of the number of indicators plus the number of variables, namely $(18 \times 6) = 108$ respondents.

Method of collecting data

The data collection technique is carried out by interviewing respondents with the help of research instruments (questionnaires), where respondents are asked to provide answers by marking a check list (√) in the answer column provided. To make it easier to collect data in this research, the researcher compiled a questionnaire and distributed it online using the Google Form facility.

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**4. RESULT SAND DISCUSSION
RESULTS**

Validity Test

		Validity Test Result		
No	Statement Indicators	Mark Rcount	Mark r table	Note
1	<i>Interactivity(X1)</i>			
	1. Statement 1	0.826	0.195	Valid
	2. Statement 2	0.646	0.195	Valid
	3. Statement 3	0.824	0.195	Valid
2	<i>Informativeness(X2)</i>			Valid
	1. Statement 1	0.744	0.195	Valid
	2. Statement 2	0.673	0.195	Valid
	3. Statement 3	0.694	0.195	Valid
3	<i>Personalization(X3)</i>			
	1. Statement 1	0.484	0.195	Valid
	2. Statement 2	0.590	0.195	Valid
	3. Statement 3	0.674	0.195	Valid
4	<i>Trendiness(X4)</i>			
	1. Statement 1	0.482	0.195	Valid
	2. Statement 2	0.673	0.195	Valid
	3. Statement 3	0.699	0.195	Valid
5	<i>Worth Of Mouth(X5)</i>			
	1. Statement 1	0.744	0.195	Valid
	2. Statement 2	0.613	0.195	Valid
	3. Statement 3	0.478	0.195	Valid
6	<i>Purchase Intention(Y)</i>			
	1. Statement 1	0.656	0.195	Valid
	2. Statement 2	0.628	0.195	Valid
	3. Statement 3	0.741	0.195	Valid

Source: Research Results, Data processed 2023

Based on the values obtained from all indicator statements for the variables interactiveness, informativeness, personalization, trendiness, wow and purchase intention. To measure the variables in this study, each of them has a large person correlation from rtable, the rtable value for $(df) = n - 2 = 100 - 2 = 98$, so the rtable value is 0.195. Based on the results in this table, it can be concluded that all statement indicators in this research are declared valid.

Reliability Test

Reliability Test Results		
Variable	Cornbach's Alpha	Information
<i>Interactivity(X1)</i>	0.808	Reliable
<i>Informativeness(X2)</i>	0.776	Reliable
<i>Personalization(X3)</i>	0.677	Reliable
<i>Trendiness(X4)</i>	0.714	Reliable
<i>Worth Of Mouth(X5)</i>	0.712	Reliable
<i>Purchase Intention(Y)</i>	0.757	Reliable

Source: Research Results, Data processed in 2023

Based on it can be seen that the Cornbach's Alpha value of the Interactivity variable (X1) is 0.808, the Cornbach's Alpha value of the Informativeness variable (X2) is 0.776, the Cornbach's Alpha value of the Personalization variable (X3) is 0.677 and the Cornbach's Alpha value of the Trendiness variable (X4) is 0.714, the Cornbach's Alpha value of the Wom variable (X5) is 0.712, the Cornbach's Alpha value of the purchase intention variable (Y) is 0.757. These results show that the Cornbach's Alpha results for each variable are > 0.60, so all variables can be declared reliable.

Regression Analysis Results

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.023	.479		.047	.962
Interactivity	.169	.078	.194	2,163	.033
Informativeness	.183	.081	.190	2,263	.026
Personalization	.214	.090	.207	2,378	.019
Trendiness	.221	.084	.262	2,646	.010
Worth Of Mouth	.189	.084	.177	2,246	.027
R	0.686				
R2	0.470				
Adjusted R2	0.441				
F Count	16,674				
Sig	0,000				

a. Dependent Variable: Purchase Intention

Source: Research Results, Data processed 2023

Based on the output in Table 4.12 above, it can be seen that this value is obtained from the multiple linear regression analysis equation below:

$$Y = 0.023 + 0.169 (X1) + 0.183 (X2) + 0.214 (X3) + 0.221 (X4) + 0.189 (X5)$$

1. The regression coefficient for the Interactivity variable is positive and significant, meaning that increasing Interactivity will increase purchase intention by 0.169.
2. The regression coefficient for the Informativeness variable is positive and significant, meaning that increasing Informativeness will increase purchase intention by 0.183.
3. The regression coefficient for the Personalization variable is positive and significant, meaning that increasing Personalization will increase purchase intention by 0.214.
4. The regression coefficient for the trendiness variable is positive and significant, meaning that increasing trendiness will increase purchase intention by 0.221.
5. The regression coefficient for the worth of mouth variable is positive and significant, meaning that increasing worth of mouth will increase purchase intention by 0.189.

DISCUSSION

The Influence of Interactivity on Intention to Purchase Rabbani Products

Based on the research results of hypothesis testing (H1), it shows that the interactivity variable has a significant influence on purchase intentions. Based on the results of the calculations that have been carried out, the calculated t value is 2.163 and the t table is 1.661 with a significance level of 0.033. So it can be concluded that the statistical test results of H1 are accepted. This shows that the interaction carried out is good and can even influence interest in buying products, because customers can easily interact so that it will be easier to get information about the product which can create buying

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interest from customers. The research results are in line with research conducted by (Guha et al., 2021), concluding that Interactivity has a positive and significant effect on Purchase Intentio. This shows that social media marketing has an impact on the purchasing behavior of people who regularly use social networking sites to earn money. information. The research results are also in line with research (Yadav & Rahman, 2017; Hati & Audika Daningsih, 2022) which also concluded that Interactivity has a positive and significant effect on Purchase Intention.

The Influence of Informativeness on Intention to Purchase Rabbani Products

Based on the results of the hypothesis testing research (H2), it shows that the innovativeness variable has a significant influence on purchase intentions. Based on the results of the calculations that have been carried out, the calculated t value is 2.263 and the t table is 1.661 with a significance level of 0.026. So it can be concluded that the statistical test results H2 are accepted. The results of this research prove that informative activities have a high impact on SMM activities of products, meaning that informative posts on brand pages do attract consumers' attention because they provide new information to users about the product. Informativeness shows the extent to which social media offers accurate, useful and comprehensive information. The research results are in line with research conducted by (Guha et al., 2021; Yadav & Rahman, 2017; Hati & Audika Daningsih, 2022) concluding that informativeness has a positive and significant effect on purchase intention. The research results (Guha et al., 2021) concluded that informative activities were found to have a high impact on SMM activities. This shows that informative posts on brand pages do attract consumers' attention because they provide new information to users about the product.

The Influence of Personalization on Intention to Purchase Rabbani Products

Based on the results of the hypothesis testing research (H3), it shows that the personalization variable has a significant influence on purchase intentions. Based on the results of the calculations that have been carried out, the calculated t value is 2.378 and the t table is 1.661 with a significance level of 0.019. So it can be concluded that the statistical test results of H3 are accepted. Personalization can strengthen perceived brand value and build consumer trust in the brand in social media marketing activities which have an influence on consumer engagement and increase consumer understanding of the brand. Personalization indicates the extent to which social media offers services that are tailored to meet customer preferences (Yadav & Rahman, 2017). The research results are in line with research conducted by (Yadav & Rahman, 2017; Hati & Audika Daningsih, 2022) concluding that personalization has a positive and significant effect on purchase intention. Meanwhile, research results (Guha et al., 2021) conclude that personalization has no effect on purchase intention.

The Influence of Trendiness on Intention to Purchase Rabbani Products

Based on the results of the hypothesis testing research (H4), it shows that the trend variables have a significant influence on purchase intentions. Based on the results of the calculations that have been carried out, the calculated t value is 2.646 and the t table is 1.661 with a significance level of 0.010. So it can be concluded that the statistical test results of H4 are accepted. Social media is considered a more reliable, timely and less expensive source of information than traditional promotional activities. The research results are in line with research conducted by Cheung et al., (2019) which proves that trendy marketing content can strengthen consumers' purchasing intentions.

The Influence of Worth of Mouth on Intention to Purchase Rabbani Products

Based on the results of the hypothesis testing research (H5), it shows that the value of mouth variable has a significant influence on purchase intentions. Based on the results of the calculations that have been carried out, the calculated t value is 2.246 and the t table is 1.661 with a significance level of 0.027. So it can be concluded that the statistical test results of H5 are accepted. With e-worth of mouth, we can see how much reach consumers spread and post information on social media platforms in sharing information about the brand and exchanging opinions with other people (Rimadias et al., 2021).

The results of this research are in line with research conducted by Yadav & Rahman, (2017) which concluded that worth of mouth has a positive and significant effect on purchase intention. This shows that social media users mostly involve themselves in activities such as sharing and recommending related brands or products. crafts to their friends and colleagues that they find important, useful, trendy and fashionable.

5. CONCLUSION

1. Interactivity has a significant effect on intention to purchase Rabbani products, it can be concluded that H1 is accepted. The research results show that by facilitating the sharing of information about products, interactivity strengthens consumers' understanding of the advantages and value of Rabbani products
2. *Informativeness* has a significant effect on the intention to purchase Rabbani products, it can be concluded that H2 is accepted. This shows that when a product provides accurate information, consumers tend to have a better understanding of the characteristics and advantages of the product, thereby increasing trust and purchasing intentions.
3. *Personalization* has a significant effect on the intention to purchase Rabbani products, it can be concluded that H3 is accepted. This shows that information search facilities create experiences that are tailored to consumer desires.
4. *Trendiness* has a significant effect on the intention to purchase Rabbani products, it can be concluded that H4 is accepted. This shows that the latest information is very important. Consumers tend to be more interested and motivated to purchase Rabbani products if they are provided with the latest information about the latest trends, be it in design, materials or product features.
5. *Worth of mouth* has a significant effect on the intention to purchase Rabbani products, it can be concluded that H5 is accepted. This shows that when consumers recommend Rabbani products to their friends, this creates a significant positive effect. Personal recommendations from trusted people are often considered strong references, and friends who receive these recommendations tend to have higher purchase intentions.

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