

**THE EFFECT OF FACEBOOK SOCIAL MEDIA PROMOTION, PRODUCT QUALITY AND PRICE ON THE PURCHASE DECISION OF ZACK KREZZ CHIPS (CASE STUDY ON ZACK KREZZ CHIPS CUSTOMERS SEI RAMPAH DISTRICT)**

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**ABSTRACT**

This study aims to determine the effect of Facebook Social Media Promotion, Product Quality and Price on Purchase Decisions for Zack Krezz Chips Customers, Sei Rampah District. This type of research is explanatory research that explains the causal relationship between variables through hypothesis testing with a quantitative approach. The sample in this study were 72 respondents using a non-probability sampling technique with a simple random sampling approach. The test tool used is Statistical Product and Service Solutions (SPSS) using SPSS 25 software. The results of this test conclude that Facebook Social Media Promotion has a significant effect on purchasing decisions.

Keywords: Facebook *Social Media*, *Product Quality*, *Price And Purchase Decision*

**1.INTRODUCTION**

**1.1 BACKGROUND**

Background of the Problem At this time the needs of the community in the field of snacks are increasing, this can be proven by the large number of Micro, Small and Medium Enterprises in the field of snacks in various regions, in the current era, Micro, Small and Medium Enterprises, especially in the field of snacks, have very big opportunity. Many business people reap the benefits of the snack food business, but not a few fail because of inadequate and maximum marketing strategies. Business success in winning the competition requires handling marketing strategies and building good relationships with customers (Khoiro et al., 2019). As a reliable business person, it is expected to be able to provide what consumers need so that consumers feel satisfied, because if consumers are dissatisfied with a product, quality or price offered, it is possible that other consumers will leave the company and will switch to competing products. Kreasi Sejahtera Abadi is one of the Micro, Small and Medium Enterprises that is engaged in managing snacks. Through the Zack Krezz Chips trademark, the Micro, Small and Medium Enterprises of the creation of eternal prosperity produce many variants of Chips, namely Potato Chips, Cassava Chips, Choco Banana Chips, Crispy Mushrooms, Pigos Chips, Sweet Banana Chips and Crispy Soya Chips.

This Micro, Small and Medium Enterprise was first established on February 26, 2011 and started its business with the trademark Cassava Gaul Bang Zack. This trademark change is at the request of one retailer who considers the trademark difficult to remember because it is too long and is considered a non-trademark sentence. After a long process, the Zack Krezz Chips trademark was decided. Chips Zack Krezz collaborates with many outlets, including 212 Mart, Medan Mart, Bina Swalayan, Medan Souvenirs, Kualanamu Airport, Traditional Snack House and others.

Research conducted by Putri Wulandari (2020), it is known that the results of the analysis show that Facebook social media promotion has a positive and significant effect on purchasing decisions. Promotional factors in social media 4 Facebook, as the main element in a marketing campaign, is an intensive collection of tools. According to Tjiptono (2015) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Meanwhile, according to Kotler et al., (2016) promotion is an activity that communicates product advantages and persuades target customers to buy it. From the two definitions above, it can be concluded that promotional activities are a communication activity

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between buyers and sellers regarding the existence of products and services, in order to ensure, persuade and influence attitudes and behaviors that encourage the exchange of information. Chips Zack Krezz also uses social media Facebook as a means of promotion. By using the social media promotion tool Facebook Chips, Zack Krezz can interact with consumers directly, starting from those who comment on prices, where they are located, and not a few consumers who directly order in large quantities. Marketing through social media is one form of advertising that uses social media communities where advertisers (producers or brand owners) can directly interact and build dialogue with their consumers (Wenats, 2012). Zack Krezz chips use Facebook social media promotion for consumers, because it is more effective and easily accessible by all people at a cost that is not too high. Here is the Facebook account that Chips Zack Krezz uses to promote his products.

## **2. LITERATURE REVIEW**

### **2.1.Theory Used**

According to Buchari, (2013) the definition of marketing management is described as follows: "Marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs), in order to obtain a favorable exchange rate with target buyers within the framework of organizational goals." So, from the explanation of the definition of marketing management above, it can be concluded that marketing management is the process of analyzing, planning, implementing, and controlling marketing programs, the art of choosing markets and retaining customers to achieve company goals. Therefore, the implementation of this marketing management must be done as well as possible.

### **2.2.Social Media Promotion**

Promotion is a communication from a company that informs, persuades and reminds potential buyers of a product in order to influence their opinion or get a response (Zeithaml et al., 2013). Promotion is all activities carried out by the company to communicate and promote its products to its marketing targets. Several forms of promotion, known as the promotion mix, are advertising, personal selling, sales promotion, public relations, and direct marketing tools that companies use to achieve their advertising and marketing goals (Kotler & Keller, 2016).

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds (Rulli, 2015). Today, the practice of marketing with social media is starting to develop and is used as a strategic tool for product marketing, brand promotion, and the brand of a company. Social media is a gathering place for people who want to share information and a place to make new friends and interact with other friends online.

## **3.RESEARCH METHOD**

### **3.1.Type of Research**

The type of research that will be conducted in this research is explanatory research. According to Sugiyono, (2017) Explanatory Research is research that has the aim of explaining the position of the variables studied and the effect of one variable on another variable. The causal relationship in this study is to show the effect of Facebook Social Media Promotion, Product Quality and Price on Zack Krezz's purchasing decisions.

### **3.2.Nature of Research**

The nature of the research in this study is replication. Replication research is research conducted by adopting the same variables, indicators, research objects, or analytical tools as previous research. This research is a replication study of Ekky Suti Wibisono conducted in 2019 with the title "The Effect of Product Quality, Price, and Consumer Satisfaction on Consumer Purchase Decisions". The difference in this study lies in the addition of the variables used, namely

Promotion Through Social Media Facebook (X1), Product Quality (X2), Price (X3) and Purchase Decision (Y)

### **3.3. Population and Sample**

#### **Population**

Sugiyono, (2017) Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population used in this study were the buyers of Zack Krezz Chips belonging to the Kreasi Sejahtera Abadi Micro, Small and Medium Enterprises with a total population of 260 people. 2. Sample Size Determination Techniques Sugiyono, (2017) The sample is part of the number and characteristics possessed by the population. To determine the sample size, this study uses the Slovin formula, namely:  $n = \frac{1}{1 + \frac{e^2}{N}}$  Information:  $N = \text{Total Population}$   $n = \text{Total Sample}$   $e = \text{Error Margin } 10\%$   $39$   $N=260$  People =  $260 \frac{1}{1 + (0.1)^2} = 72.2222 = 72$  People Based on these calculations,

#### **Sampling Technique**

The sampling technique used in this study is the Probability Sampling technique where the sample is taken using the Simple Random Sampling method which is the taking of sample members from the population that is carried out randomly without regard to the strata in the population (Sugiyono, 2017).

### **3.4. Data Collection Method**

This study uses a questionnaire and interview techniques in using the required data  
Questionnaire

(Questionnaire) The questionnaire method (questionnaire) is a list of questions/statements that are systematically compiled and then sent to the respondents to be filled out. The instruments for the list of questions/statements can be in the form of fields to be filled out by respondents, checklists (in the form of choices by marking in the provided column), and scales (in the form of choices by marking the column based on a certain level) (Fathoni & Hasiholan, 2013). Before it can be used, the questionnaire must first be tested for validity and reliability. Based on the results of the questionnaire test, it can be seen whether the questionnaire is feasible and can be used to obtain data for which the results will be analyzed. According to (Sugiyono, 2017) the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

### **3.5. Operational Definition**

Research Variables According to Sugiyono, (2017) the operational definition is the determination of the construct or trait to be studied so that it becomes a variable that can be measured. The operational definition describes the specific method used to research and operate the construct, making it possible for other researchers to replicate the measurements in the same way or develop a better way of measuring the construct.

### **3.6. Data Analysis Method**

#### **Validity test**

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the question or statement on the questionnaire is able to reveal something that will be measured by the questionnaire (I. Ghozali, 2013). According to Ghozali, (2013) measuring validity can be done by doing a correlation between the score of the questions with the total score of the construct or variable. The significance test is carried out by comparing the calculated r value with the r table for degree of freedom ( $df$ ) =  $n-2$ , in this case n is the number of samples. So the df used is  $32-2 = 30$  with an alpha of 5% then it produces a table r value (two-sided test)

- 1) Result of r count > r table = valid
- 2) Result of r count < r table = invalid

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If r count (each item can be seen in the corrected item – total correlation column) is greater than r table and the value of r is positive then the statement is declared valid.

**Reliability Test**

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to 45 statements is consistent or stable from time to time (I. Ghozali, 2013). In this test, the researcher measures the reliability of a variable by looking at the Cronbach Alpha with a significance greater than 0.60. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60. 2.

**Classic assumption test**

Before testing the hypothesis, it will first be tested for deviations from the classical assumptions

**3.7. Multiple Linear Regression Analysis**

In this study, the data analysis technique used is multiple linear regression. Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory/independent variables) used to test the selected hypothesis. The equations are as follows:

$$Y = + 1 X1 + 2 X2 + 3 X3 + e$$

Information :

Y = Purchase decision

= Constant

1...β2= Regression coefficient

X1 = Social Media Promotion

X2 = Product Quality

X3 = Price e = standard error

**3.8.. Test Hypothesis**

**t test (Partial)**

According to Ghozali, (2013) the t statistic test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. One way to do the t test is to compare the critical value of the t statistic according to the table. Meanwhile, according to Sugiyono, (2017) the t test is used to determine the contribution of each independent variable partially to the dependent variable, using the test of each independent variable's regression coefficient whether or not it has a significant effect on the dependent variable. To test whether each independent variable has a significant effect on the dependent variable partially with = 0.05. So the way to do it is: a. If (P-Value) < 0, 05 means that the independent variable partially affects the dependent variable. b. If (P-Value) > 0.05, it means that the independent variable partially does not affect the dependent variable

**F Test (Simultaneous)**

According to Sugiyono, (2017) the F test is used to determine whether the coefficients of the independent variables have a real effect or not on the dependent variable. To test whether each independent variable has a significant effect on the dependent variable together with = 0.05. So the way to do it is: 50 a. If (P-Value) < 0.05, it means that the independent variable simultaneously affects the dependent variable. b. If (P-Value) > 0.05, it means that the independent variable simultaneously does not affect the dependent variable

**4. RESEARCH RESULTS AND DISCUSSION**

**4.1. Object of Research Description**

A young man named Zack is more familiarly known by his friends trying to make processed snacks that are healthy and hygienic. His motivation in opening this business was due to the economic demands at the time of college and his desire to create new job opportunities and empower the potential of the people around him but which was in line with his hobby, namely



snacking. From there, Zack Krezz's various Kripik business began. Precisely on February 26, 2011 from Sei Rampah village which is an area that produces a lot of raw materials for cassava and bananas. Starting from the production of 10 kg of cassava per day, now Zack Krezz's Chips business has produced up to 1.5 tons per month. The materials used are selected and quality raw materials so as to produce products of maximum standard.

#### **4.2. Company Achievements**

The production of Zack Krezz Chips, which so far has only been marketed around the Sergai tourism area, several gift shops in Tebing Tinggi, Medan and Kisaran can now arrive at the courtyard of Hagia Sofia, Turkey. In August 2020, Zack Krezz Chips, which consisted of about 10 people who were members of the Kresja Business Group, had students from IPB who were doing service and assistance for local MSMEs. After a few weeks of strengthening assistance, there are several improvements in the management of this business, and it is planned that in the future it will penetrate the market to the Java area, more specifically Bogor, but eventually it can reach Turkey. And how proud the owner of Zack Krezz is when his products are received by the Turkish people with extraordinary enthusiasm, especially cassava chips,

#### **4.3. Discussion**

Based on the results of hypothesis testing that has been done, the next step is to explain the relationship between the variables in this study which is then associated with consumer behavior, previous studies and management science so that it can support pre-existing statements. Explanation of the results as follows:

##### **Effect of Social Media Promotion**

Facebook (X1) on Purchase Decisions (Y) Based on the results of the analysis of hypothesis 1, it can be seen that Facebook Social Media Promotion on Purchase Decisions obtained the tcount for the Facebook Social Media Promotion variable of 3,003. Because the value of tcount (3.003) > ttable (1.994) and the resulting significance value of 0.000 is smaller than 0.05, H1 is accepted, meaning that the independent variable Facebook Social Media Promotion partially has a significant effect on the dependent variable of Purchase Decision. The results of this study are in accordance with the results of research conducted by Wulandari, (2020) regarding "The Effect of Facebook and Word Of Mouth Social Media Promotions on Purchase Decisions at Keboen Cafes in North Binjai". Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds (Rulli, 2015). Based on the data on the frequency distribution of the Facebook Social Media variable (X1), the average score of respondents' answers is 4.11. The respondents agree that Zack Krezz Chips respond well to every customer order with an average score of 4.29. This means that customers will make purchasing decisions if the seller is friendly and responds well to their customers. Based on the data on the frequency distribution of the Facebook Social Media variable (X1), the average respondent's answer score is 4.11. The respondents agree that Zack Krezz Chips respond well to every customer order with an average score of 4.29. This means that customers will make purchasing decisions if the seller is friendly and responds well to their customers. Based on the data on the frequency distribution of the Facebook Social Media variable (X1), the average score of respondents' answers is 4.11. The respondents agree that Zack Krezz Chips respond well to every customer order with an average score of 4.29. This means that customers will make purchasing decisions if the seller is friendly and responds well to their customers.

##### **Product Quality Effect**

(X2) on Purchase Decisions (Y) Based on the results of the analysis of hypothesis 2, it can be seen that Product Quality on Purchase Decisions obtained the tcount for the Product Quality variable of 4.333. Because the value of tcount (4.333) > ttable (1.994) and the resulting significance value of 0.000 is smaller than 0.05, H2 is accepted, meaning that the independent variable Product Quality partially has a significant effect on the dependent variable of Purchase Decision. The results of this study are in accordance with the results of research conducted by Wibisono, (2019) regarding "The Influence of Product Quality, Price, and Consumer Satisfaction

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on Consumer Purchase Decisions of UD. Rizky Barokah in Balongbendo". According to Kotler & Keller (2016) Product quality is one of the main positioning tools of a marketer. Positioning is the act of designing products and marketing mixes in order to create a certain impression in the minds of consumers. Based on the data on the frequency distribution of the Product Quality variable (X1), the average score of the respondents' answers was 4.07. The respondents agreed that Zack Krezz Chips had a good perception of quality with an average score of 4.26. This means that customers will make a purchase decision if the perception of the product is good.

**Price Effect**

(X3) on Purchase Decisions (Y) Based on the results of the analysis of hypothesis 3, it can be seen that the Price of Purchase Decisions obtained the tcount value for the Price variable of 3,245. Because the value of tcount (3.245) > ttable (1.994) and the resulting significance value of 0.002 is smaller than 0.05, H3 is accepted, meaning that the independent variable Price partially has a significant effect on the dependent variable of Purchase Decision. The results of this study are in accordance with the results of research conducted by (Arifin, 2018) About the Effect of Price, Products and Promotions on Purchase Decisions for Yamaha Motorcycles at PT. Suracojaya Abadimotor Cab. Antang. Kotler (2012) price is the amount of money charged for an item or service, or the amount of money that consumers exchange for the benefits of having or using the product or service. Price is also a consideration for consumers to buy, so special considerations are needed to determine the price. Based on the variable frequency distribution data Price (X1) the average score of respondents' answers is 4.01 that respondents agree that Zack Krezz Chips have a price that is in accordance with the quality of the 83 products received with an average score of 4.22. This means that customers will make a purchase decision if the price paid is in accordance with the product received. Based on the variable frequency distribution data Price (X1) the average score of respondents' answers is 4.01 that respondents agree that Zack Krezz Chips have a price that is in accordance with the quality of the 83 products received with an average score of 4.22. This means that customers will make a purchase decision if the price paid is in accordance with the product received. Based on the variable frequency distribution data Price (X1) the average score of respondents' answers is 4.01 that respondents agree that Zack Krezz Chips have a price that is in accordance with the quality of the 83 products received with an average score of 4.22. This means that customers will make a purchase decision if the price paid is in accordance with the product received.

**Effect of Facebook Social Media Promotion**

(X1) Product Quality (X2), Price (X3), and Consumer Satisfaction (X3) on Purchase Decisions (Y) Based on the results of the analysis of hypothesis 4, it can be seen that in the simultaneous test, the Fcount value is 280.437 with a significance of 0.000. Because the value of Fcount is 14.961 > Ftable (2.74) and the resulting significance value is 0.000 and this value is much smaller than = (0.05), it can be concluded that the hypothesis H4 is accepted. This means that the variables of Facebook Social Media Promotion, Product Quality and Price simultaneously have a significant effect on the Purchase Decision variable. Judging from the results of the R test above, the R value is 0.371 or 37.1%, it means that the ups and downs of the dependent variable, namely Purchase Decisions are influenced by the independent variables, namely Facebook Social Media Promotion, product quality and price of 37.1% while the remaining 62.9% is influenced by other factors outside of this research variable. This shows that the level of purchasing decisions on Zack Krezz Chips can be reflected in the attractive Facebook Social Media Promotion, good product quality and affordable prices. G. Implications of Research Results The implications of this research are divided into two parts, namely practical and theoretical implications. Theoretical implications relate to the development of research results for future researchers related to Facebook Social Media Promotion (X1), Product Quality (X2), Price (X3) and Purchase Decision (Y).

**5. CONCLUSIONS AND SUGGESTIONS**

### 5.1. Conclusion

This study is to answer the research objectives, namely to determine the effect of Facebook Social Media Promotion, Product Quality and Price on Purchase Decisions on Zack Krezz Chips. The results of hypothesis testing using multiple linear regression test with three independent variables and one dependent variable indicate that: 1. The results of this study indicate that hypothesis 1 is accepted, meaning that there is a significant influence between Facebook Social Media Promotion (X1) on Purchase Decision (Y) on Zack Krezz Chips, Sei Rampah District. 2. The results of this study indicate that hypothesis 2 is accepted, meaning that there is a significant influence between Product Quality (X2) on Purchase Decisions (Y) on Zack Krezz Chips, Sei Rampah District. 3. The results of this study indicate that hypothesis 3 is accepted, it means that there is a significant influence between price (X3) on purchasing decisions (Y) on Zack Krezz Chips, Sei Rampah District. 4. The results of this study indicate that hypothesis 4 is accepted, meaning that there is a significant influence between Facebook Social Media Promotion (X1), Product Quality (X2) and Price (X3) on 88 Purchase Decisions (Y) on Zack Krezz Chips, Sei Rampah District.

### 5.2. Suggestions

The author's suggestions for this research are as follows: 1. For companies a. It is recommended to add new products with different sizes, namely 70 grams at a cheaper price so that the target market at the age of 21-30 years and among students can be increased. b. To achieve and expand sales targets among men, Zack Krezz chips are suggested to add flavor variants, for example coffee flavor so that men are interested and intend to buy it. c. To increase sales at the age >40 years who rarely access the internet or do not even have a Facebook account but have a steady income, it is recommended that Zack Krezz Chips promote their products through other media such as newspapers, brochures, or banners that do not require internet access. 2. For further researchers, they can conduct research again using different characteristics of respondents or a wider coverage of the sample area or renew the research period so as to produce more supportive and accurate information. 3. It is recommended for the government to support existing MSMEs more and provide more productive training so that they are adequate for the businesses they run and can continue to grow and survive in the long term

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