



THE EFFECT OF SOCIAL MEDIA MARKETING ON PURCHASE DECISIONS THROUGH CONSUMER BUYING INTEREST AS AN INTERVENING VARIABLE CASE STUDY OF COFFEE SHOP KOPIKUNI MEDAN

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Abstract

The culture of drinking coffee is not just thirst-quenching but can be a companion to daily activities such as gathering with friends, running a business, attending reunions, and so on. As a result, the culture of drinking coffee has become an integral part of our lifestyle, yet we continue to ignore the fact that it has caused the popularity of coffee consumption to skyrocket. This type of research uses a quantitative approach. This research was conducted at Kopikuni Medan. The sample of this research is 22 X 5 110 respondents. Test the validity and suitability of the model Loading Factor, Average Variance Extracted (AVE), and Composite Reliability. Data analysis techniques used the Structural Equation Modeling (SEM) method to test the hypotheses in this study. Purchase intention has a positive and significant effect on purchase decision Social media marketing has a positive and significant effect on purchase intention Social media marketing has a positive and significant effect on purchase decision Social media marketing has an effect on purchase decision through purchase intention. This study concludes that the variable of social media marketing that is the most significant in purchasing decisions are context and communication. Therefore, Kopikuni is advised to optimize the context and communication aspects of social media marketing by paying attention to the delivery of messages, message designs, and content posted via Kopikuni social media. Thus, Kopikuni can be remembered more by customers.

Keywords: *Social Media; Social Media Marketing; Purchase Decision; Purchase Intention; lifestyle*

1. INTRODUCTION

In Indonesia, coffee consumption has developed into an ingrained cultural tradition. The culture of drinking coffee is not just thirst-quenching but can be a companion to daily activities such as gathering with friends, running a business, attending reunions, and so on. As a result, the culture of drinking coffee has become an inseparable part of our lifestyle (Indika, 2018), but we continue to ignore the fact that it has caused the popularity of coffee consumption to increase rapidly. According to Kotler (2009), a person's lifestyle can be defined as his pattern of life which is expressed through his activities, opinions, and interests (Jordan, 2013). In addition, a person's way of life can be an important factor in the choices they make. Because consumer lifestyles can impact product selection, manufacturers must carefully consider consumer lifestyles as a potential target market. In coffee shops, these factors trigger a shift in lifestyle from originally only looking for one place or taste factor to looking for both, which is one of the advantages of coffee shops because the location factor is very influential in attracting consumers' attention to visit a place. A coffee shop for those who are not coffee connoisseurs, and for coffee fans, the taste of good coffee is the main factor that attracts consumers to visit a coffee shop. These factors are one of the advantages of coffee shops because those who own coffee shops have mushroomed everywhere as a result of people's penchant for drinking coffee and the increasing demand for coffee. This coffee shop was opened by business owners to fulfill people's wants and needs for coffee consumption

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while at the same time making a profit. Coffee Shop is a location that is enjoyed by many groups, both young people and adults.

The coffee shop must think about how to make these consumers interested and decide to buy at the coffee shop. A purchase decision to come to a coffee shop can affect consumer purchase intention. Purchase decision is a consumer decision that includes consumer decisions about what to buy, whether to make a purchase or not, when to buy where to buy, and how to pay for it (Sumarwan, 2014). Consumer purchasing decisions are buying which brand to buy from various existing alternatives, but other people's attitude factors and situational factors can be between purchase intentions and purchase decisions. The buying decision-making process does not only end with a purchase transaction but is followed by a post-purchase behavior stage. According to Kotler and Armstrong (2018), 'Consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption'. This means purchasing decision behavior refers to the buying behavior of final consumers, both individuals, and households who buy goods and services for personal consumption. According to Kotler and Keller (2016), 'The consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand'. This means consumers form preferences among the brands in the choice and can also form intentions to buy the most preferred brand. According to Tjiptono (2014), purchasing decisions are a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand, and evaluating the product or brand and how well each alternative can solve the problem, which then a series of processes leads to purchasing decisions.

Every consumer who makes a purchasing decision naturally has a different view of a product in terms of purchasing. According to Kotler and Keller (2016), buying interest is how likely consumers are to buy a brand or service or how likely consumers are to switch from one brand to another. Consumer buying interest is an important factor in supporting the purchase decision of a product. High consumer buying interest will encourage consumers to buy a product, even these consumers can recommend and tell good things about the product to others. At present, every business company follows the trend of technological development from marketing systems 1.0, 2.0, and 3.0, and is now in the process of implementing marketing strategy 4.0. Marketing 1.0, also known as the Product-Centric Era, is product-centered. The customer is the focal point of Marketing 2.0 (also known as the Customer-Centered Era). The wants of the target market are taken into account when developing the marketing strategy. The Human-Centric Era is the focal point of Marketing 3.0, which emphasizes the importance of paying attention to products and customers. According to Kotler et al. (2019), Marketing 4.0 is a marketing approach that involves combining online and offline interactions, as well as interactions based on style and substance, as well as developing machine-to-machine connectivity and artificial intelligence to increase productivity.

A company will only be able to claim a competitive advantage if its marketers meet or exceed the expectations of the target demographic. Customer preferences and needs that continue to evolve need to be used as feedback so that the company can ultimately increase its market share. Companies, especially those in the retail business segment, will not be able to follow marketing trends, which will result in a shift in consumer trends in the market. To attract customers, businesses need to demonstrate their individuality in a way that sets them apart from their rivals and gives them an edge in their overall attractiveness to customers. This can be achieved through storefront displays, product variations, JHL, and company branding, as well as marketing campaigns and other forms of advertising. The modern cafe retail business is one of the businesses that is becoming a phenomenon in today's modern society and is considered one of the retail businesses that is becoming a phenomenon. Various modern cafes are the main gathering place for community members, especially the younger generation. The modern retail cafe industry has a

potential customer base in Indonesian society, especially among the young demographic and the netizen community that exists on social media. This is because they are the ones who always update society's trends in terms of lifestyle.

According to Philip Kotler and Kevin Keller (2012), social media is a method by which customers can share text, image, audio, and video information as well as with businesses and vice versa. Meanwhile, social media marketing is a type of marketing that is used to generate awareness, recognition, memory, and even action towards a brand, product, business, individual, or group either directly or indirectly by utilizing the tools of the social web. such as blogging, microblogging, and social networking (Setiawan, 2015). Social media marketing is a form of marketing used to create awareness, recognition, memory, and even action for brands, products, businesses, individuals, or groups. Many businesses are under the impression that simply using social media marketing will make it simpler, increase the value of their product, and be more cost and time-effective. If a large number of consumers and customers visit the site and become familiar with the brands provided, there will be a significant impact on sales. One of the goals of efficient marketing is to bring the existence of a product to the attention of consumers so that it becomes the product of choice when buying the product offered. According to Solis (2010), as quoted in Nafisan and Widyayanti (2018), there are four components of marketing through social media that need attention. The four components are Context, Communication, Collaboration, and Connection

2.LITERATURE REVIEW

2.1.SOCIAL MEDIA MARKETING

Social media marketing is 'online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, enhance an image, or obtain sales of products and services, according to Kotler and Keller (2016:582). What is meant by 'social media marketing' is a marketing communication activity that utilizes electronic media to attract consumers in various ways, to increase sales of goods or services as well as build awareness and enhance corporate image. According to Situmorang (2011), social media marketing is a form of marketing that utilizes digital distribution channels to connect with consumers in a relevant and personal way, while maintaining an efficient cost structure. According to Kotler and Armstrong (2016), marketing via social media is an ideal method for developing a community around a brand and creating a forum where customers can discuss their experiences, exchange information, and exchange ideas. Many Sides of Marketing Through Social Media According to Solis (2010), the use of social media can be divided into four categories, namely as follows:

1. Context

'How to frame the story' refers to the form, language, and content of the message. Syahbani and Widodo (2017) say context indicators include presentation, message design, delivery time, and content.

2. Communication

' Practice sharing stories and listening, responding and growing.' Syahbani and Widodo (2017) define communication indicators as admin response, information, message delivery style, and message effectiveness.

3. Collaboration

'Working together to make things better and more efficient and effective' is a way for companies messengers and social media users to communicate effectively. Syahbani and Widodo (2017) list collaboration indicators as interaction, involvement, message suitability, and benefits.

4. Connection

The 'established and maintained relationship' sustains the relationship between the company or the sender and the receiver. Syahbani and Widodo (2017) state that indicators of linkages are continuous and reciprocal.

2.2. PURCHASE DECISION

According to Sumarwan (2014), purchasing decisions are consumer decisions that include consumer decisions about what to buy, whether to make a purchase or not, when to buy where to buy, and how to pay for it. According to Rachmawati et al., (2019), purchasing decisions are an action or consumer behavior in determining whether to buy a product or service. The buying decision-making process does not only end with a purchase transaction but is followed by a post-purchase behavior stage. According to (Philip Kotler, 2003) the buying decision process consists of five stages: recognition of problems and needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. According to Kotler and Armstrong (2008), there are six decisions made by buyers, namely: 1) Product choice 2) Brand choice 3) Distribution channel choice 4) Purchase time 5) Purchase amount 6) Payment method.

2.3. PURCHASE INTENTION

Consumer buying interest is the stage where consumers choose between several brands in a selection set and buy the brand they like the most or the process that consumers go through to buy an item or service based on various considerations. Sukmawati and Suyono in Pramono (2012) mention three indicators of purchase intention, interest, desire, and selection. Cobb-Walgren, Ruble, and Donthu (1995) define purchase intention as a consumer's intention to buy a brand's product. Encouragement and consideration usually influence purchases. Dodds, Monroe, and Grewal (1991) define purchase intention as the likelihood that someone will buy the product they see. People buy the products they want. Recommendations from other people also affect the interest of buyers. Attitudes and other factors influence buying interest. For example, interest is a catcher or intermediary for motivational factors that influence behavior, shows how strong someone dares to try, shows how much effort someone plans to do, and is closest and most related to subsequent behavior, such as buying an item. Howard said purchase intention is a consumer's plan to buy a certain brand unit at a certain time. Schiffman and Kanuk explain the buying interest indicator. These parts are:

1. Want product info

The interest of potential customers usually makes them research the product they are going to buy. Prospective customers' interest in the products offered increases along with the amount and quality of information they receive. This data correlates with consumer repurchase interest.

2. Buy

Consumers will encounter many products when shopping. Consumers will choose one product from the many available. Consumers weigh their choices after learning about different products.

3. Curious

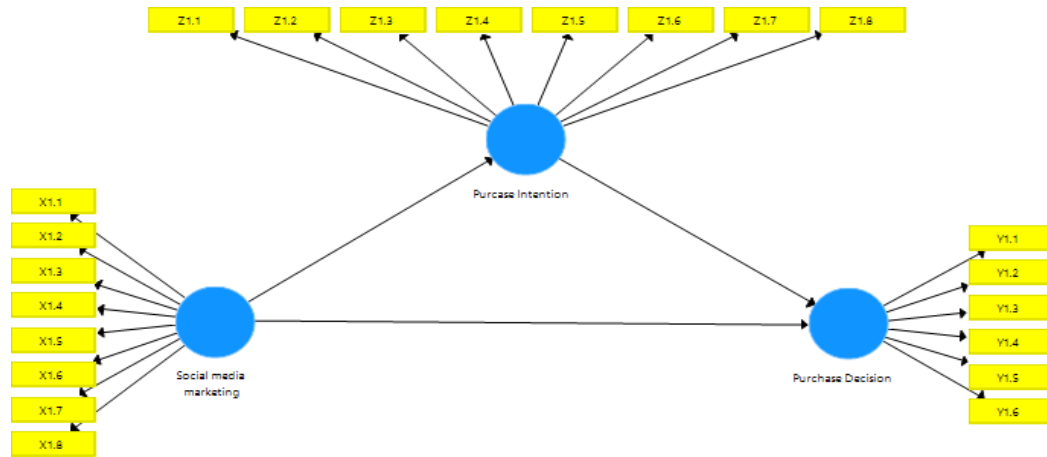
When a consumer weighs the pros and cons of a new product before buying it. Consumers can try new products based on their benefits.

4. Product information

A new product can encourage consumers to learn more about it, including its pros and cons.

5. Buying something

Are potential customers willing to eventually buy the company's new product?



The hypothesis can be interpreted as a statement that must be tested or examined for its truth. This type of quantitative research emphasizes the hypothesis in 2 types, namely the hypothesis of 1 variable and the hypothesis of 2 or more variables. Based on the theories previously put forward, 4 hypotheses can be formulated as follows:

- H1: Social Media Marketing Has a Positive and Significant Influence on Purchase Decisions
- H2: Social Media Marketing Has a Positive and Significant Influence on Purchase Intention
- H3: Purchase Intention Has a Positive and Significant Influence on Purchase Decision
- H4: Social Media Marketing Has a Positive and Significant Influence on Purchase Decisions through Purchase Intentions

3. RESEARCH METHODS

This type of research uses a quantitative approach. According to Sugiyono (2019), the quantitative method is a method based on the philosophy of positivism which aims to describe and test the hypotheses made by researchers. This research was conducted at Kopikuni Medan. According to Hair et al. (2010), suggested a minimum sample size of 5-10 times the number of statement items. The total statements in this study are 22 statements, so the sample size of this study is $22 \times 5 = 110$ respondents. According to (Abdillah and Jogiyanto, 2019; Ghozali, 2018) to test the validity and suitability of the model used Loading Factor, Average Variance Extracted (AVE), and Composite Reliability. Data analysis techniques used the Structural Equation Modeling (SEM) method to test the hypotheses in this study.

4. RESULTS AND DISCUSSION

The characteristics of the respondents in this study will be described based on gender, age, and occupation. The characteristics of the respondents can be explained as follows:

Table 1. Characteristics of the Respondents

Characteristic		Total	Percentage
Age	17-21 tahun	19	17,3%
	22-26 tahun	76	69,1%
	27-31 tahun	13	11,8%

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Characteristic		Total	Percentage
	31-36 tahun	1	0,9%
	> 37 tahun	1	0,9%
Gender	Laki-laki	46	41,8%
	Perempuan	64	58,2%
Job	Wiraswasta	60	54,5%
	Pegawai Swasta	16	14,5%
	PNS/BUMN	17	15,5%
	Tidak Bekerja	17	15,5%

Based on Table 1. The characteristics of the respondents in this study were dominated by the age of 22-26 years by 691%, with female gender by 58.2%, and work as an entrepreneur by 54.5%. Furthermore, the outer model measurement model is used to assess the validity and reliability of the model.

Table 2. Evaluasi Outer Model

Construct	Measurement Items	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Social Media Marketing	SMM1	0.962	0.905	7 0.98	0.985
	SMM2	0.965			
	SMM3	0.966			
	SMM4	0.959			
	SMM5	0.954			
	SMM6	0.957			
	SMM7	0.944			
	SMM8	0.903			
Purchase Decision	PD1	0.762	0.803	1 0.96	0.950
	PD2	0.907			
	PD3	0.945			
	PD4	0.951			
	PD5	0.903			
	PD6	0.897			
Purchase Intention	PI1	0.588	0.694	7 0.94	0.934
	PI2	0.922			
	PI3	0.920			
	PI4	0.918			
	PI5	0.870			
	PI6	0.780			
	PI7	0.846			
	PI8	0.765			

Based on Table 2, all items are factor-loaded at 0.6 in their respective constructs. However, the PI1 loading factor value of 0.588 was maintained, because it did not increase the AVE and Composite reliability values (Mahfud and Ratmono, 2013). The Average Variance Extracted (AVE) value is above the value of 0.50 for all constructions. In addition, Cronbach's alpha and composite reliability (CR) for all constructs are above an acceptable value of 0.70 (Fornell and

Larcker, 1981), which means that they have met the requirements of convergent validity. Next, the Discriminant Validity test is carried out with the approach Fornell-Larcker. Table 3 presents the results of discriminant validity testing.

Table 3. Discriminant Validity

	Purchase Intention	Purchase Decision	Social media marketing
Purchase Intention	0.833		
Purchase Decision	0.817	0.896	
Social media marketing	0.733	0.769	0.951

Based on Table 3, the AVE square root value of a latent variable is compared with the correlation value between that latent variable and other latent variables. It is known that the AVE square root value for each latent variable is greater than the correlation value between the latent variable and other latent variables. So it is concluded that it meets the requirements of discriminant validity.

4.1.R-Square

Table 4. R-Square

	R Square	R Square Adjusted
Purchase Intention	0.537	0.533
Purchase Decision	0.730	0.725

Based on Table 4, it is known:

1. The R-Square value of purchase intention is 0.537, which means that purchase intention can explain the effect on purchase decision by 53.7%.
2. The R-Square value of the purchase decision is 0.730, which means that social media marketing and purchase intention explain the influence on the purchase decision by 73%.

4.2. Bootstrapping

The next step is to test the hypothesis by using the direct effect to test the hypothesis of the direct effect of an influencing variable (exogenous) on the affected variable (endogenous). The results of testing the hypothesis using the direct effect are as follows: Table 5 presents the results of the significance test.

Table 5. Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Direct Effect</i>					
Purchase Intention -> Purchase	0.5	0.5	0.134	4.091	0.000

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Decision							
Social media marketing - > Purchase Intention	33	0.7	33	0.7	0.080	9.191	0.000
Social media marketing - > Purchase Decision	66	0.3	59	0.3	0.136	2.697	0.007
<i>Indirect Effect</i>							
Social media marketing - > Purchase Intention -> Purchase Decision	02	0.4	02	0.4	0.106	3.804	0.000

Based on Table 5, it is known:

1. Purchase intention has a positive effect on purchase decision, with an original sample value of 0.549 and significant with a p-value of 0.000 <0.05.
2. 2 Social media marketing has a positive effect on purchase intention, with an original sample value of 0.733 and significant with a p-value of 0.000 <0.05.
3. Social media marketing has a positive effect on purchase decisions, with an original sample value of 0.366 and a significant p-value of 0.007 <0.05.
4. Social media marketing has a positive and significant effect on purchase decisions through purchase intention, with a p-value of 0.000 <0.05.

4.3. DISCUSSION

Purchase intention has a positive and significant effect on the purchase decision. These results indicate that the higher the tendency to buy, the more confident the customer is to make a purchase. Thus, if the impulse arises from a customer, then a purchase decision will appear to meet customer needs. The results of the study follow the results of research (Kusumowati, 2016; Zhou & Lu, 2016) which states that purchase intention has a positive and significant effect on purchase decisions. Social media marketing has a positive and significant effect on purchase intention. These results indicate that social media as a platform is very suitable for various information and opinions because companies communicate their products. Thus, social media marketing can increase customer buying interest through the dissemination of information and promotions to customers. The results of this study are under the results of research (Aji et al. 2020; Sutariningsih & Widagda, 2021; Kim & Ko (2012). Hasan & Sohail, 2020; Putri, 2016) which states that social media marketing has a positive and significant effect on purchase intention.

Social media marketing has a positive and significant effect on purchase decisions. The results of this study indicate that customers have confidence in Kopikuni social media and are supported by positive reviews that will encourage customers to make purchases. Therefore, the more attractive social media and various kinds of product marketing through social media make it easier for customers to recognize the product (Patroni et al. 2022). Thus, the purchase decision is strongly influenced by context, communication, collaboration, and connection. Therefore, Kopikuni can improve purchasing decisions by implementing 4C (context, communication, collaboration, connect) on their social media to improve purchasing decisions at Kopikuni. This can be done by endorsing influencers in Medan so that they can influence purchasing decisions for

Kopikuni products. The results of this study are the results of research (Mileva & Fauzi, 2018) which states that social media marketing has a positive and significant effect on purchase decisions. Social media marketing influences purchase decisions through purchase intention. The results of this study indicate that the better the use of social media to achieve marketing goals and get feedback from customers, the more social media will influence purchase intentions and also play a role in shaping customer purchasing decisions. The results of this study follow research (Widyastuti & Ahmad, 2021; Yongzhi Qi & Yan, 2020) which states that purchase intention acts as a mediation for social media marketing on purchase decisions.

5. CONCLUSION

This research concludes that social media marketing affects purchase intention and purchase decisions. Furthermore, the most significant social media marketing variables in purchasing decisions are context and communication. Therefore, Kopikuni is advised to optimize the context and communication aspects of social media marketing by paying attention to the delivery of messages, message designs, and content posted via Kopikuni's social media. Thus, Kopikuni can be remembered more by customers.

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