



THE INFLUENCE OF SOCIAL MEDIA, BRANDING STRATEGY, AND E-SERVICE QUALITY MEDIA ON PURCHASE DECISIONS THROUGH DIGITAL LITERACY OF PANDESARI MSME PRODUCTS

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Abstract

Consumer purchasing decisions are critical for businesses, necessitating the implementation of effective strategies to attract attention and secure buyers for their products. Factors influencing these decisions include social media, branding strategies, and the quality of e-services, all of which must be optimally managed to achieve the best results. In this study, a quantitative research method was employed. Data analysis was conducted using Partial Least Square (PLS), a variance-based approach to Structural Equation Modeling (SEM). The bootstrapping analysis of all variables revealed P-values below 0.005, indicating that all hypotheses were accepted. Consequently, the analysis demonstrates that social media, branding strategy, and e-service quality significantly impact purchase decisions through digital literacy.

Keywords: *Social Media, Branding Strategy, E-Service Quality, Purchase Decisions, Digital Literacy*

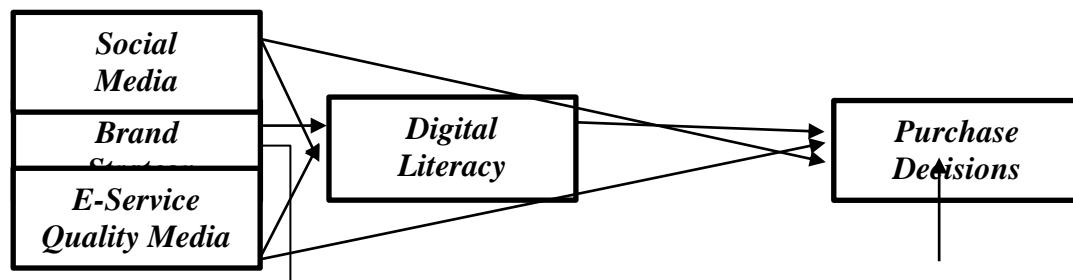
1. INTRODUCTION

The progress of the business world from various sectors in this era of globalization has caused fierce competition between business actors. Changes in the methods of business activities carried out by actors or business owners are inseparable from the development of technology and communication that continues to increase so that the general public can access information very easily. So that every business actor must have skills and broad insight from a managerial point of view (Winarno et al., 2020). One of them is the MSME business world where what makes MSMEs develop is the independence of business actors to instill the values of business independence in their business fields (Rahayu et al., 2023). Where independence is one of them by maximizing sales and the interest of consumers to decide on purchases. The purchase decision itself is an effort carried out by consumers to choose or not choose a product in the form of goods or services sold by MSMEs. Consumers are the most important thing to reach so many efforts are made to reach consumers (Ibzan et al., 2016). So that various efforts made by MSMEs to attract consumers are an important part of consumer purchase decisions.

Furthermore, the ability of the MSME business world to develop is to implement a digital business. One of them is the application of digital marketing can reach a wider consumer market, thereby increasing sales turnover (Rahayu et al., 2021). Then the ability of the business world cannot be separated from the linkage of products, marketing, financial systems, production, human resources management and sustainable training (Winarno et al., 2019). The ability of the MSME business world, especially MSMEs of the Pandesari Tourism Market, according to the explanation, is considered necessary to implement a digital business, namely in the field of business marketing, which is more intense because of the high level of linkage between the marketing system and the digital world. The ability of the MSME business world, especially MSMEs of the Pandesari Tourism Market, according to the explanation, is considered necessary to implement a digital business, namely in the field of business marketing, which is more intense because of the high level of linkage between the marketing system and the digital world. One of them is the MSME business owned by BUMDesa Pandemas Mulya, which is a member of the Pandesari Tourism Market Business Unit, which is currently running a business using tourism product development. The products run by the business have carried out promotions by utilizing social media such as Facebook, Instagram and

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Tiktok. Pasar Wisata Pandesari uses social media to introduce its tourism products, currently Pasar Wisata Pandesari has done various things including branding their products to attract consumers. So based on the discussion that has been described above, this study examines how the influence of social media, branding strategy and quality service on consumer purchase decisions through consumer digital literacy on MSME products owned by BumDesa.

Conceptual Framework**Figure 1. Conceptual Framework****2. LITERATURE REVIEW****2.1 Consumer Behavior and Purchasing Decisions**

Consumer behavior is an action that is followed and preceded by a process in an effort by consumers to meet their needs with actions that can be directly observed to obtain, consume, and spend a product in the form of goods or services (Engel et al., 2004). In addition, the process of satisfying consumer needs and desires through experiences, ideas, choices, purchases and use of a product or service by an individual, group or organization is the scope of consumer behavior (Kotler et al., 2014). In addition, consumer behavior is also defined as how consumers will respond or will respond to a demand for necessary goods or services (Soeharno, 2007). Consumer behavior is a discussion of the behavior of individuals and groups or organizations that aim to use, choose and spend a product or service to meet needs through decision processes and end with a value of satisfaction or dissatisfaction.

According to Kotler et al. (2014) that purchase decision is as follows: “Consumer behavior is the study of how individual, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants”. Which can be interpreted that purchasing decisions are the study of consumer behavior, namely the discussion of how individuals, groups and organizations choose, buy, use and how products, goods, services, ideas or experiences are to satisfy their needs and desires. According to Setiadi (2021) Consumer decision-making is part of the process of connecting knowledge that maximizes the results of the selection of one, two or more alternatives and then chooses one of them.

2.2 Social Media

Social media is a means used to exchange information by the general public which contains writing, images, sounds or videos (Kotler et al., 2014). In addition, social media is an online feature as part of the facility for interaction, collaboration and knowledge exchange (Richter & Koch, 2007). Then social media is also called content filled with information as an effort to utilize information technology for communication facilities, influence and interaction vertically and horizontally (Thoyibie, 2010). So as explained above, it can be concluded that social media is an online facility used to exchange information, communicate, interact and plant influence that contains writing, images, sounds or videos. Social media is used to attract the attention of consumers or customers to a product or service in an effort to meet needs (Kotler & Keller, 2012). Social media is a means used to exchange information by the general public (producers and



consumers) which contains writing, images, sounds or videos (Kotler et al., 2014).

2.3 Branding Strategy

According to the view of Kotler & Keller (2009) that branding is a series of symbols, names, and combinations in a structured manner that aims to classify a product in the form of goods or services or manufacturers in groups with the intention of distinguishing the product from other company products. In addition, branding is also used as a form of communication used by companies to introduce the products offered to consumers. To get different satisfaction in consumers for a product, goods or services presented compared to other company products that are commonly called brands or brands (Kotler & Keller, 2013). So it can be said that a brand is a brand that provides a difference from products owned by other businesses that have their own characteristics. In addition, certain brands in embedding and presenting a product in a person's mindset are usually called brand images (Morissan, 2012). The collection contains assortments, advantages, uniqueness and brand advantages. The elements that form a brand image are: Benefits, Reliability, Quality, Service, Price, Image Risk of the Brand (Haryono & Octavia, 2020).

2.4 E-service Quality

The quality of service in an online environment is important to determine the success or failure of electronic trading. E-service quality provides experience of how an electronic commerce provides services and shopping facilities for online consumers in terms of ordering and shipping as well as payment for a product of goods or services effectively and efficiently (Zeithaml et al., 2000). Wu (2014) providing a definition that e-service quality is a form of service provided on a digital network to expand the site's service capabilities in facilitating selection, shopping, purchasing and distribution activities effectively and efficiently. Providing effective and efficient services online in terms of buying, selling and delivering a product of goods and services, namely e-service quality (Anggraeni & Yasa, 2012).

2.5 Digital Literacy

Digital literacy is the scope of skills, knowledge, and understanding in the use of new technology and media to create and share meaning (Hague et al., 2012). According to KBBI, literacy is an ability to read, write and the ability of individuals to manage information". Then according to KBBI, digital is everything that is interconnected in the form of numbers (binary) in assigning a certain number to a certain field. According to Paul Gilster in Herlina S (2014) Interpreting it with digital literacy is part of the ability to operate information and technology on components effectively and efficiently digitally in many activities in life. In the technical is literacy will motivate the recipient through the available facilities (Winarno et al., 2022). So, if it is concluded from the above understanding that digital literacy is the scope of individuals who have the ability, knowledge, and understanding in reading, writing and processing information in the use of new technology.

3. RESEARCH METHODS

3.1 Type of Research

This study uses a type of descriptive explanatory research utilizing a quantitative approach. Descriptive research is used to explain issues related to social media, Branding Strategy, E-service Quality Media, Consumer Digital Literacy and Purchase Decision in consumers. The population of this study is infinite where the population studied is unknown, namely the entire consumer of MSME product brands through online marketplaces and directly in Malang Regency. Population is a collection of elements that will be concluded through the stages of research according to their characteristics (Cooper & Schindler, 2016). In this study, consumers of Pandesari Tourism Market MSME products were used as a research sample. Sampling in this study was taken from an unknown population (infinite population), therefore an estimate of the proportion of the population is needed. The use of techniques in this study includes one of the nonprobability sampling techniques, namely the purposive sampling technique. Purposive sampling itself is a

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sampling technique for all researchers that refers to the uniqueness, experience, attitude or perception they have in accordance with conceptual or theoretical developments to get new patterns (Cooper & Schindler, 2016).

3.2 Sample of Research

The sampling method with sampling probability in this study. The main data is the survey from a google form questionnaire processed with SPSS. Using the Likert scale in the questionnaire that was made, the initial survey data found that the proportion of consumers who purchased the product was estimated to be 50%, so the calculation of the sample size of the study was carried out using the Sample Size Calculator which refers to the confidence level of 95% and the margin of error of 5%. Thus, from the results of the data collection that has been obtained, it can be determined that the sample is 385 respondents which are distributed to respondents.

4. RESULTS AND DISCUSSIONS

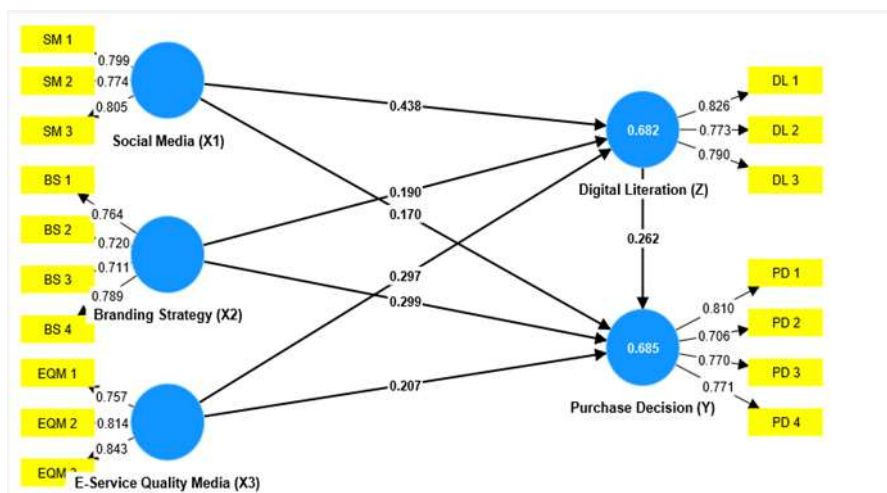


Figure 2. Bootstrapping

4.1 Path Coefficient

Refers to the significance of the influence between construct variables seen using path coefficients. Everything that is hypothesized must be in accordance with the sign of the path coefficient, assessing the significance of the path coefficient is seen from the t test (critical ratio) taken from the bootstrapping process (resampling method).

4.2 R-Square

Structural assessment begins by looking at the R-square on each endogenous variable to measure the strength of the structural model and predictions. Changes in R-square (R²) are used to explain the effect of exogenous latent variables on endogenous latent variables with the aim of finding out whether there is a substantive. The R-Squares values of 0.75, 0.50 and 0.25 indicate that the model is very strong, moderate and weak (Ghozali & Latan, 2015). The output of PLS R-square shows the amount of variation in the construct explained by the model (Ghozali & Latan, 2015). So, the higher the R-square value, the better the prediction model and research carried out.



Table 1
R-Square

Variabel	R-square
Digital Literation	0,682
Purchase Decision	0,685

Source: Data Processed with Smart PLS, 2024

As seen in the table, the R-square value of the Digital Literacy variable is 0.682 if it is percentaged to 68.2%. This provides clues that digital literacy variables can be explained by social media variables, branding strategy and e-service quality media. Then the remaining 32.8% was explained by other variables that were not discussed in this study. This proves that the relationship between digital literacy variables and social media variables, branding strategy and e-service quality media has a moderate relationship.

4.3 Direct and Indirect Effect

The function of the direct influence analysis is used as a material for testing assumptions while there is a direct influence of the variable that exerts influence (exogenous) on the variable that gets the influence (endogenous) (Juliandi et al., 2018). Significance value of (P-value):

Table 2
Direct and Indirect Effect

Hyphothesis	Path Coefficient	P-value
Branding Strategy -> Digital Literacy	0,190	0,000
Branding Strategy -> Purchase Decisions	0,299	0,000
Digital Literacy -> Purchase Decisions	0,262	0,000
E-service Quality Media -> Digital Literacy	0,297	0,000
E-service Quality Media -> Purchase Decisions	0,207	0,000
Social Media -> Digital Literacy	0,438	0,000
Social Media -> Purchase Decisions	0,170	0,000
Social Media -> Digital Literacy -> Purchase Decisions	0,115	0,000
E-service Quality Media -> Digital Literacy -> Purchase Decisions	0,078	0,001
Branding Strategy -> Digital Literacy -> Purchase Decisions	0,050	0,004

Source: Data Processed with Smart PLS, 2024

The discussion of the direct influence value in table 2 above is as follows:

1. There is a positive and significant influence between social media on digital literacy on MSME consumers in Pandesari Tourism Market. It can be explained if the path coefficient is 0.438 with a p value of 0.000, then H1 is accepted. The results of this study are supported by research Humairah & Haryanti (2021) that direct trust in social media that increases information about products has an effect on purchase decisions that social media itself has an influence on the wealth of information by consumers. In this line with the fact that social media is a good learning medium to improve digital literacy optimally (Assidik, 2018).
2. There is a positive and significant influence between branding strategy on digital literacy on MSME consumers in Pandesari Tourism Market. It can be explained if the path coefficient is 0.190 with a P value of 0.000, then H2 is accepted. The results of this study are supported by research Vanka (2011) that is, companies that implement branding strategies will have a

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strong influence on consumer literacy or experience about a product so as to provide the concept of experience and reference in making purchase decisions. So, it can be seen that the process of using branding strategies in MSMEs in the Pandesari Tourism Market has an influence or contribution to the ability of consumers to get references through consumer movement space in using digital platforms.

3. There is a positive and significant influence between e-service quality media on digital literacy in MSME consumers of Pandesari Tourism Market. It can be explained if the path coefficient is 0.297 with a P value of 0.000, then H3 is accepted. The results of this study are supported by research Simamora & Fauzia (2019) that E-service Quality Media provides enough influence to provide an overview that has been received by consumers about the characteristics of using a product in making purchases through the media and E-Service Quality makes a separate decision to get a product / item and is more oriented to the references that consumers already have.
4. There is a positive and significant influence between social media on purchase decisions on MSME consumers at Pandesari Tourism Market. It can be explained if the path coefficient is 0.170 with a P value of 0.000 thus H4 is accepted. The results of this study are supported by research Yogesh & Yesha (2014) that social media influences purchasing decisions and this is also supported by research Indriyani & Suri (2020) which states that social media and consumer motivation exert a very strong influence on purchasing decisions.
5. There is a positive and significant influence between branding strategy on purchase decisions on MSME consumers at Pandesari Tourism Market. It can be explained if the path coefficient (path coefficient) is 0.299 with a P value of 0.000 thus H5 is accepted. So, it can be said that a brand is a brand that provides a difference from products owned by other businesses that have their own characteristics. As according to Kim & Chao (2019) that the brand of a product that is displayed on social media continuously will make the brand intention so that the brand influences consumer purchase decisions. This means that the branding strategy implemented in Pandesari Tourism Market MSMEs is quite effective in influencing consumers to make purchase decisions.
6. There is a positive and significant influence of e-service quality media on purchase decisions on MSME consumers in Pandesari Tourism Market. It can be explained if the path coefficient (path coefficient) is 0.207 with a P value of 0.000 thus H6 is accepted. The quality of electronic services and the quality of service information provided or offered by business actors will affect consumer purchase decisions (Nabella, 2021). Likewise, the quality of electronic services and risk perception have a direct or indirect impact on buyers' decisions (M. D. A. Putra & Parmariza, 2021). This means that Quality Media's E-service has a role in influencing consumer purchase decisions directly or indirectly at Pandesari Tourism Market MSMEs.
7. There is a positive and significant influence between digital literacy on purchase decision on MSME consumers in Pandesari Tourism Market. It can be explained if the path coefficient (path coefficient) is 0.262 with a P value of 0.000 thus H7 is accepted.
8. There is an indirect influence between social media on purchase decisions through digital literacy in MSME consumers of Pasar Wisata Pandesari can be explained if the path coefficient of Social Media on purchase decisions through digital literacy is 0.115 with a P value of 0.000 thus H8 is accepted. Purchasing decisions influenced by social media cannot be directly influenced because there are several components that exert influence. Namely variables and indicators in digital media in the form of social media affect purchase decisions with clear information mediation (H. F. Putra & Yandri, 2020). In addition, social media influences purchasing decisions through behavioral perceptions, subjective norms, peer communication, emotional support, and parasocial interactions contained in social media (Adiyatma & Trianasari, 2022). So, although indirectly, purchasing decisions can be influenced by social media.



9. There is an indirect influence of e-service quality media on purchase decision through digital literacy among UMKM consumers at Pandesari Tourism Market based on table 2. It is explained that the path coefficient of the indirect influence of e-service quality media on purchase decisions through digital literacy is 0.078 with The P value is 0.001, therefore H9 is accepted. The branding strategy implemented by business actors to maximize marketing is by providing distinctive characteristics about their products. So branding is closely related to consumers' impressions when they see the product. According to research Pramezwary et al. (2021) that strategic branding influences purchasing decisions, although indirectly and is influenced by other variables. Apart from that, purchasing decisions are also influenced directly and indirectly by branding mediated by the E-Wom accepted (Sucandrawati et al., 2022). So it can be concluded that branding strategy can have an indirect influence on purchase decisions even though there are other elements.
10. There is an indirect influence of branding strategy on purchase decisions through digital literacy among UMKM consumers at Pandesari Tourism Market. Based on table 2, it is explained that the path coefficient of the influence of branding strategy on purchase decisions through digital literacy is 0.050 with a P value of 0.004, thus H10 is accepted. Online service quality can directly or indirectly influence purchasing decisions by being mediated by several components (Putra & Parmariza, 2021). Apart from that, service quality has maximum influence on purchasing decisions with online marketing (Setiadi, 2021). So it can be interpreted that E-service Quality Media can have an indirect influence on purchasing decisions.

5. CONCLUSIONS

Based on the analysis and result discussions, the following conclusions can be drawn:

1. The results of the descriptive statistical analysis show that the condition of social media variables, branding strategy, e-service quality media, digital consumer literacy and purchase decisions among MSME consumers at Pandesari Tourism Market is very good. The majority of respondent data obtained in this study were women with a total of 289. The majority of respondents were in the range of 26 years to 45 years, the majority had a high school education (SMA), the gender of the respondents who filled out this research questionnaire was almost equal, namely women. amounted to 51.2% while men amounted to 48.8%. then the respondents were very varied because students were 27.4% and entrepreneurs were 17.1%.
2. The results of this research show that there is a positive and significant influence that Social Media has on Purchase Decisions, which means that the higher Social Media is used optimally, the higher the Purchase Decision made by consumers.
3. The results of this research show that there is a positive and significant influence that Branding Strategy has on Purchase Decisions, which means that the higher the Branding Strategy is used optimally, the higher the Purchase Decision made by consumers.
4. The results of this research show that there is a positive and significant influence that E-service Quality Media has an influence on Purchase Decisions, which means that the higher the E-service Quality Media, its performance and operations are optimally improved and up to date, the higher the Purchase Decision will be. carried out by consumers.
5. The results of this research show that there is a positive and significant influence that Social Media has on Consumer Digital Literacy, which means that the higher Social Media is used optimally, the higher the Consumer Digital Literacy obtained by consumers.
6. The results of this research show that there is a positive and significant influence that Branding Strategy has on Consumer Digital Literacy, which means that the higher the Branding Strategy is implemented optimally, the higher the Consumer Digital Literacy that consumers will have.
7. The results of this research show that there is a positive and significant influence that E-

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service Quality Media has an influence on Consumer Digital Literacy, which means that the higher the E-service Quality Media is optimally improved, the higher the Consumer Digital Literacy that consumers have.

8. The results of this research show that there is a positive and significant influence that Consumer Digital Literacy has an influence on Purchase Decisions, which means that the higher the Consumer Digital Literacy a consumer has, the higher the Purchase Decision will be due to consumer digital knowledge or literacy.
9. Based on the research results, it shows that Social Media, Branding Strategy and E-service Quality Media have a positive and significant influence on Purchase Decisions through Consumer Digital Literacy at Pasar Wisata Pandesari MSMEs.

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