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# The Influence of Social Media Marketing on Purchase Decision at PT Chansa Group Indonesia

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**Abstract**
The purpose of this research is to determine the influence of Social Media Marketing on Purchasing Decisions at PT. Chansa Group Indonesia. The method used in this research is descriptive method, this type of research is quantitative data, primary data obtained through questionnaires. The research population that will be used in the research is all consumers who made purchases from the company during the 2022 period, totaling 158 consumers. Because the population used is 158 consumers, the population will be reduced using the Slovin sampling technique with a confidence level of 95% and an error rate of 5%, where 113 samples are obtained. The analysis technique used is simple linear analysis and statistical tests, namely t-test (partial) using SPSS (statistical package for the social sciences) software. The test results show that Social Media Marketing have a significant effect on consumer purchasing decisions at PT. Chansa Group Indonesia.

**Keyword:** Social Media Marketing, Purchase Decision, Mission, Message, Alternative Evaluation

## 1. INTRODUCTION

The development of real estate companies in Indonesia is increasing rapidly because entrepreneurs who have sufficient capital see that there are good opportunities in the field of housing development, where of course the main principle is to support government policy in providing housing for the community. Along with the rapid growth of real estate in Indonesia, there is sharp competition in housing marketing, especially for companies that have the same buyers (target buyers), which are viewed from people's purchasing power, product quality, price, easy credit terms, strategic location. as well as beautiful, available facilities, such as sports venues, schools, places of worship, shopping places, parks, and so on. In today's developer business competition, companies are required to offer quality products that have added value, so that they appear different from existing products or products marketed by competitors. Marketing activities play an important role in introducing existing products and can also be used to make it easier to achieve company goals in gaining profits or can also make a company's competitive advantage improve over time. Therefore, each company will usually determine their own strategy to improve their marketing activities.

PT. Chansa Group Indonesia is a company engaged in housing development located on Jalan Mustafa No. 56A Glugur Darat 1, Medan, North Sumatra. Currently, the company is experiencing a problem phenomenon related to consumer purchasing decisions where the many alternative places to purchase make consumers very selective before deciding which product to buy. This of course has a negative impact on the company's development because it is known that currently unit sales of the company's products continue to decline every year, which although not significant, if left unchecked will reduce the number of potential consumers who buy. Based on initial observations made by researchers, researchers found that the decline in consumer purchasing decisions for products offered by companies was caused by several things, but among them were social media marketing. Social media marketing is a form of marketing that aims to create awareness, recognition, memories and actions caused by a brand, product, business or individual, either directly or indirectly.

In terms of social media marketing, there is a problem with the lack of updating and also rarely posting products that want to be marketed, such as on the Instagram application, which causes consumers to be less aware of the latest information from the company or for some new consumers also less familiar with information about the company's products that make consumers become less interested in buying the product. It is also known that marketing activities using social media are only based on the Instagram application, which is rarely updated so that when consumers ask for house information, several houses have been sold but the Instagram page has not been updated. This of course makes consumers feel disappointed because they think that the company is not clear enough in providing information to consumers.

According to previous research conducted by (Amalina, 2021) with the research title "Analysis of the Influence of Social Media Marketing, Product Quality and Price on Purchasing Decisions During the Covid-19 Pandemic". Based on the conclusions explained above, it states that the third independent variable, namely social media marketing, product quality and price, has a significant influence on the dependent variable, namely, purchasing decisions either partially or simultaneously.

Another research is research conducted by (Utami, 2018) with the research title "The Influence of Product Quality, Price and Social Media Based Promotion on Consumer Purchasing Decisions CV. Ospinachi Arlos Gemilang Makassar." Based on the results of the research conducted, it can be concluded that Product Quality,

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Price and Social Media-Based Promotion, both partially and simultaneously, have a significant influence on CV Consumer Purchasing Decisions. Ospinachi Arlos Gemilang Makassar. Research conducted by (Nursiti and Giovenna, 2022) with the research title The Influence of Social Media Marketing, Price and Product Quality on Uniqlo Product Purchasing Decisions where the results of their research found that Social Media Marketing, Price and Product Quality have a significant influence on Purchasing Decisions Uniqlo products with a contribution (R2) of 51.2%.

**The Influence of Social Media Marketing on Purchasing Decisions**

According to (Arianty, 2020), Social Media Marketing is an activity carried out to influence consumers with the aim of making consumers familiar with the products offered by the company, while according to (Febriani and Dewi, 2018), Social Media Marketing is a tool used by companies in efforts to inform, persuade, and remind consumers directly or indirectly about the products and brands that the brand sells.

## 2. RESEARCH METHODS

### 2.1Literature Review

According (Arianty, 2020), Social Media Marketing is an activity carried out to influence consumers with the aim of making consumers familiar with the products offered by the company, while according (Febriani and Dewi, 2018), Social Media Marketing is a tool used by companies in efforts to inform, persuade, and remind consumers directly or indirectly about the products and brands that the brand sells. Meanwhile, according (Nugroho and Chairani, 2022), Social Media Marketing is an activity of introducing or disseminating information about goods and services to attract consumers' buying interest in the goods and services to be traded. Based on the opinions of the experts above, it can be concluded that Social Media Marketing is a communication activity carried out between producers, intermediaries, marketers and consumers, which is an activity to help consumers make decisions in the marketing sector by making all parties aware of how to think and behave.

According (Irwansyah, 2021), Purchasing Decisions are a process of making consumer purchasing decisions that combine knowledge to choose two or more alternative products available. According (Morissan, 2020), the Purchase Decision is the next stage after there is an intention or desire to buy, but the purchase decision is not the same as the actual purchase. Apart from that, according (Gultom, et al. 2022), Purchasing Decisions is a problemsolving approach to human activities in purchasing goods or services to fulfill their wants and needs. Based on the opinions of the experts above, researchers conclude that the Purchase Decision is one part of the stages of the overall mental process and other physical activities that occur in the purchasing process at a certain period as well as fulfilling certain needs, in other words, a series of stages taken by a consumer.

According (Sudaryono, 2020), the five indicators of social media marketing advertising are as follows: (1) Missions, namely regarding sales targets and advertising objectives. (2) Money, namely the size of the advertising budget set; (3) Messages, namely designing, evaluating, selecting and executing messages delivered to the target audience. (4) Media, namely the decision regarding the selection of advertising media to be used. (5) Measurement, namely measuring the impact of communication and the impact of sales.

According (Firmansyah, 2018), thus a consumer makes several measurements when making a purchasing decision, namely: (1) Problem Recognition, the consumer purchasing process begins when the buyer recognizes a need or problem. These needs can be generated by internal or external stimuli. (2) Information Seeker, Once consumers' needs are aroused, consumers will be encouraged to seek more information. People are more sensitive to product information. Information search can be active or passive, internal or external, active information search can take the form of visiting several shops to make comparisons, while passive search is just reading advertisements in magazines or newspapers without having a specific aim regarding the description of the desired product. (3) Alternative Evaluation, after searching for as much information as possible about as many things as possible, consumers must then assess several existing alternatives and determine their next steps. Evaluations reflect the beliefs and attitudes that influence their purchasing behavior; (4) Purchase Decision, after these stages have been carried out, now is the time for the buyer to make a decision whether to buy or not. Consumers can make several sub-decisions including brand, supplier, quantity, delivery time and payment method; (5) Post-Purchase Behavior, marketers must pay attention to consumers after purchasing a product. After purchasing a product, consumers will experience some level of satisfaction or no satisfaction. It is possible that buyers have dissatisfaction after purchasing.

### 2.2 Research Design

This research uses quantitative methods with associative research. The location of this research is PT. Chansa Group Indonesia which is located at Jalan Mustafa No. 56A Glugur Darat 1, Medan, North Sumatra. The research time for research starts from March 2023 to May 2023. There are 2 variables used, namely Social Media Marketing (X) as the independent variable and Purchase Decision (Y) as the dependent variable. The research population that will be used in the research is all consumers who made purchases from the company during the 2022 period, totaling 158 consumers. Because the population used is 158 consumers, the population will be reduced using the Slovin sampling technique with a confidence level of 95% and an error rate of 5%, where 113

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research samples were obtained. Meanwhile, the sampling technique is to use simple random sampling where consumers who are met first by chance will be used as samples.

Data sources in this research include primary data which is a data source that directly provides data to data collectors. Data is collected by the researcher himself directly from the first source or place where the research object is carried out. Meanwhile secondary data is a data source that does not directly provide data to the data collector, for example through other people or through documents.

### 2.3 Data analysis method

#### 2.3.1 Simple Linear Regression Analysis

Based on the opinion of (Priyatno, 2020), simple regression analysis is an analysis to determine whether there is a significant influence between the independent variable and the dependent variable. The purpose of using simple regression analysis in this research is to find out how much influence the independent variable has on the dependent variable which can be calculated using the following formula:

$$Y = a + bX + e$$

Information :
Y = Purchase Decision (dependent variable)
X = Social Media Marketing (independent variable)
a = Constant
b = Regression coefficient
e = Percentage error (10%)

#### 2.3.2 Coefficient of Determination (R2)

According to (Ariawan, et al. 2019), an important characteristic of R2 is that its value is a function that never decreases from the number of independent variables in the model. Therefore, to compare two R2 from two models, you must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the R2 value has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R2 will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended that, if there are more than two independent variables, it is best to use Adjusted R Square. The coefficient of determination formula is as follows:

$$KD = r2 \times 100\%$$

Information:
KD = Coefficient of Determination Value
R2 = Correlation Coefficient Value

#### 2.3.3 Hypothesis testing

According to (Jaya, 2020), the t test is a test carried out to determine the relationship between the independent variable and the dependent variable partially. The significant level is 5%. Criteria:
If Zcount > Ztable, Ho is rejected and Ha is accepted or If $p < 0.05$, Ho is rejected and Ha is accepted.
If Zcount < Ztable Ho is accepted and Ha is rejected or If $p > 0.05$ Ho is accepted and Ha is rejected.

## 3. RESULT AND DISCUSSION

### 3.1 Normality Test

The Normality Test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. The Normality Test is useful for determining whether data that has been collected is normally distributed or taken from a normal population. The classic method of testing the normality of data is not that complicated. The normality test is carried out to see whether the residual values are normally distributed or not. A good regression model is a model that has normally distributed residuals. The normality test does not need to be carried out on every existing variable, but only on residual values. The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. The following is the basis for making the decision:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the histogram graph and normal probability plot of regression show a normal distribution pattern, then the regression model meets the normality assumption.
2. If the data is spread far across the diagonal line and/or does not follow the direction of the diagonal line, then the histogram graph of the normal probability plot of regression does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

Residual normality testing is used to test whether the value of a residual resulting from regression is normally distributed or not. A good regression model has residuals that are normally distributed. The results of the histogram graph normality test and P-P plot analysis test can be seen in the figure below as follows:

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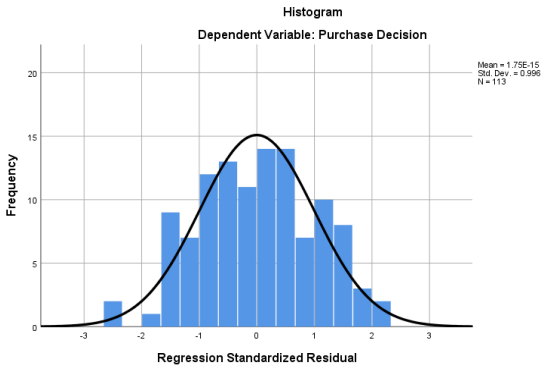


**Figure 1.** Histogram Graph

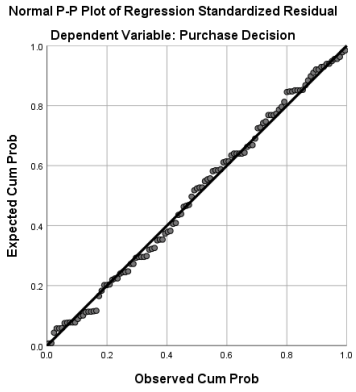


**Figure 2.** *Normal Probability Plot of Regression*

Source: Research Results, 2023 (Processed Data)

From the figure above it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, so the regression meets the assumption of normality. In the figure above you can see that the points approach the diagonal line. This shows that the data is normally distributed and meets the assumptions of normality testing.

To avoid misperceptions from the results of reading graphs, apart from carrying out graph analysis tests, it is also necessary to add statistical tests for normality tests. The residual normality statistical test can be carried out using the Kolmogoriv Smirnov (K-S) non-parametric statistical test provided that if the sig value is > 0.05 then the residual data is normally distributed and if the sig value is < 0.05 then the residual data is not normally distributed. The results of the One Sample Kolmogorv-Smirnov test can be seen in the table below:

**Table 1.** One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|---|---|---|
| N | | 113 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 3.33422099 |
| Most Extreme Differences | Absolute | .053 |
| | Positive | .053 |
| | Negative | -.050 |
| Test Statistic | | .053 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Results, 2023 (Processed Data)

In the table above, it can be seen that the results of the Kolmogorov-smirnov normality test prove that the resulting significant level value is greater than 0.05, which is 0.200, it can be concluded that the normality statistical test is classified as normally distributed.

### 3.2 Correlation Test

Correlational research (correlation) is a type of non-experimental research method in which a researcher measures two variables, understands and assesses the statistical relationship between them without the influence of extraneous variables. Correlation test is a statistical method used to measure the extent of the relationship between two or more variables. The results are expressed in correlation coefficients, which range from -1 to 1, with a value of 0 indicating no relationship. Correlation tests are very useful in various research fields, such as psychology, sociology, economics, and medicine. By identifying relationships between variables, researchers can evaluate existing theories, make predictions, and develop effective strategies. In addition, correlation tests can help determine the factors that influence the phenomenon under study. The main goal of correlational research is to identify and measure the extent to which there is a relationship or correlation between two or more variables without trying to determine cause. Simply put, this research tries to answer the question of whether there are relationships or patterns that can be found between various things. For example, correlational research could be used to find out whether there is a relationship between the amount of physical exercise a person does and their body weight, or whether there is a correlation between time spent in front of a computer screen and stress levels. The goal is to provide an understanding of how these variables relate to each other, although this research cannot reveal causes or clarify causality between them. Correlational research, unlike experimental research, aims to explain and understand how various variables interact with each other. This method can offer useful insights into various aspects of life, such as measuring the relationship between education level and income, knowing the parts that contribute to increased productivity in the workplace, or

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analyzing how psychological variables and physical variables contribute to increased productivity. Correlational research is often used in practice to identify relationships between certain variables before conducting more in-depth experimental research. Although this research has several limitations, such as the inability to conclude cause and effect, this research is still important for developing knowledge and understanding the complexity of relationships between variables in various fields of science. The following correlation test can be seen in the table below:

**Table 2.** Correlations Test Result

| | | Social Media Marketing | Purchase Decision |
|---|---|---|---|
| Social Media Marketing | Pearson Correlation | 1 | .684** |
| | Sig. (2-tailed) | | .000 |
| | N | 113 | 113 |
| Purchase Decision | Pearson Correlation | .684** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 113 | 113 |

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Results, 2023 (Processed Data)

Based on the table above, it can be seen that the correlation value obtained is 0.684, which indicates that the correlation between Social Media Marketing and Purchasing Decisions is 0.684.

### 3.3Simple Linear Regression Analysis

Regression analysis is an analysis that is widely used. Regression analysis is used to make predictions and forecasts. Regression analysis can also be used to understand which independent variables can be related to the dependent variable, as well as to determine the form of this relationship. Simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y). This analysis determines the direction of the relationship between the independent variable and the dependent variable if the independent variable experiences an increase or decrease. The results for testing simple linear regression analysis can be seen in the table as follows:

**Table 3.** Simple Linear Regression Analysis Test Results

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 10.013 | 2.530 | | 3.958 | .000 |
| | Social Media Marketing | .743 | .075 | .684 | 9.888 | .000 |

a. Dependent Variable: Purchase Decision

Source: Research Results, 2023 (Processed Data)

**Purchase Decision = 10.013 + 0.743 Social Media Marketing + e**

Based on the equation obtained above, it can be described as follows:

1. The constant (α) = 10.013 shows a constant value, if the value of the independent variable (X), namely Social Media Marketing, is 0 then the Purchase Decision is fixed at 10.013.
2. The coefficient This means that for every increase in Social Media Marketing (X) by 1 unit, Purchasing Decisions will increase by 74,3%.

### 3.4Hypothesis Test

In a study, the researcher needs to explore the research problem by establishing basic assumptions in the form of a temporary theory which will later be proven through the research carried out. In analyzing decisions and final conclusions from the research carried out, research often uses the concept of hypothesis testing. Hypothesis testing is a decision making method based on data analysis. In statistics, a result can be said to be statistically significant if the event is almost impossible to be caused by chance factors, according to predetermined probability limits. Hypothesis testing is sometimes also called confirmation of data analysis. Hypothesis testing decisions are almost always made based on testing the null hypothesis. This is a test to answer questions that assume the null hypothesis is true. The Z-test is a form of statistical tool used to find out whether the means of two distributions vary even with known variances and large sample sizes. The difference between T-test and Z-test is that T-test is used to determine statistically significant differences between two independent groups of samples, whereas Z-test is used to determine the difference between the means of two populations when variance is given. Additionally, the T-test is best for problems that have a limited sample size, while the Z-test works best for problems with a large sample size. The Z test is a statistical tool used in hypothesis testing. This is an appropriate method if the sample size is large. The Z test is actually similar to the T test, but there is still a difference, namely the T test is carried out for small sample sizes or when the variance is unknown. The results of testing the Social Media Marketing hypothesis on Purchasing Decisions in this research can be seen in the Z test calculation using the formula below:

$$Z = \frac{r}{1\sqrt{n-1}} = \frac{0{,}684}{\frac{1}{\sqrt{113-1}}} = \frac{0{,}684}{0{,}104} = 6{,}57$$

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From the calculation above, it can be seen that 6.57 is still above 1.96 (Ztable), thus it can be concluded that the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (Ha) is accepted.

**3.5 Coefficient of Determination Test (R2)**

The coefficient of determination test is carried out to determine how much endogenous variables are simultaneously able to explain exogenous variables. The higher the R2 value means the better the prediction model of the proposed research model. The coefficient of determination test (R2) is carried out to determine and predict how big or important the influence contribution provided by the independent variables together is on the dependent variable. The coefficient of determination value is between 0 and 1. If the value is close to 1, it means that the independent variable provides almost all the information needed to predict the dependent variable. However, if the R2 value is getting smaller, it means that the ability of the independent variables to explain the dependent variable is quite limited. The coefficient of determination is used to measure how far the dependent variables are. The coefficient of determination value is between zero and one. A small R2 value means that the ability of the independent variables to explain the dependent variable is very limited. If the coefficient of determination is equal to zero, the independent variable has no effect on the dependent variable. If the coefficient of determination is close to 1, the independent variable has a perfect effect on the dependent variable. By using this model, the confounding error is kept to a minimum so that it approaches 1. Thus, the regression estimate will be closer to the actual situation. The test results using the coefficient of determination can be seen in the table below:

**Table 4.** Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .684[a] | .468 | .464 | 3.349 |

a. Predictors: (Constant), Social Media Marketing
b. Dependent Variable: Purchase Decision

Source: Research Results, 2023 (Processed Data)

The Adjusted R Square (R2) value or coefficient of determination obtained is 0.468, meaning that the Purchasing Decision variable can be explained by the Word of Mouth Promotion variable of 46.8% while the remaining 53,2% is influenced by other factors originating from outside this research model such as determination price, product quality, service quality and various other variables.

## 4. CONCLUSION

Based on the research results and discussion that have been done, the author concludes that Social Media Marketing partially has a positive and significant effect on consumer purchasing decisions at PT. Chansa Group Indonesia. From the calculation about hypothesis test, it can be seen that 6.57 is still above 1.96 (Ztable), thus it can be concluded that the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (Ha) is accepted. The constant (α) = 10.013 shows a constant value, if the value of the independent variable (X), namely Social Media Marketing, is 0 then the Purchase Decision is fixed at 10.013. The coefficient This means that for every increase in Social Media Marketing (X) by 1 unit, Purchasing Decisions will increase by 74,3%. the correlation value obtained is 0.684, which indicates that the correlation between Social Media Marketing and Purchasing Decisions is 0.684. The Adjusted R Square (R2) value or coefficient of determination obtained is 0.684, meaning that the Purchasing Decision variable can be explained by the Word of Mouth Promotion variable of 68.4% while the remaining 31,6% is influenced by other factors originating from outside this research model such as determination price, product quality, service quality and various other variables.

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