

Analyze How Consumers Purchase Decisions: The Role Of Social Media Promotion, Product Reviews, And Brand Trust

Menganalisis Bagaimana Keputusan Pembelian Konsumen: Peran Dari Promosi Media Sosial, Ulasan Produk, Dan Kepercayaan Merek

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ABSTRACT

So far, it has been realized that the use of online applications has become a means of making consumer decisions. Promotion through social media has become a means as a tool that can reach a wider range of consumers. To achieve increased sales, companies need to implement promotions through social media and build a brand image to gain trust so that consumers do not hesitate in making purchasing decisions. This study aims to examine the effect of social media promotions, product reviews and brand trust on online purchasing decisions. This research uses quantitative methods through surveys by distributing questionnaires to respondents using Googleform to see the effect of each variable. The data in this study were obtained from respondents, namely students at one of the tertiary institutions in the city of Bandung with 100 respondents. The data obtained was then processed using the multiple linear regression method using SPSS for windows. The findings of this study indicate that social media promotions, product reviews and brand trust have a positive effect on online purchasing decisions on the shopee application.

Keywords: Social media promotion, Product review, Brand trust, Purchase decision

ABSTRAK

Selama ini telah disadari bahwa penggunaan aplikasi online telah menjadi sarana dalam pengambilan keputusan konsumen. Promosi melalui media sosial telah menjadi sarana sebagai alat yang dapat menjangkau konsumen yang lebih luas. Untuk mencapai peningkatan penjualan, perusahaan perlu menerapkan promosi melalui media sosial dan membangun citra merek untuk mendapatkan kepercayaan agar konsumen tidak ragu dalam melakukan keputusan pembelian. Penelitian ini bertujuan untuk menguji pengaruh promosi media sosial, ulasan produk dan kepercayaan merek terhadap keputusan pembelian secara online. Penelitian ini menggunakan metode kuantitatif melalui survei dengan menyebarkan kuesioner kepada responden dengan menggunakan googleform untuk melihat pengaruh dari masing-masing variabel. Data dalam penelitian ini diperoleh dari responden yaitu mahasiswa di salah satu perguruan tinggi di kota Bandung dengan jumlah responden sebanyak 100 orang. Data yang diperoleh kemudian diolah dengan menggunakan metode regresi linier berganda dengan menggunakan SPSS for windows. Temuan dari penelitian ini menunjukkan bahwa promosi media sosial, ulasan produk dan kepercayaan merek berpengaruh positif terhadap keputusan pembelian secara online pada aplikasi shopee.

Kata Kunci: Promosi media sosial, Ulasan produk, Kepercayaan merek, Keputusan pembelian

1. Introduction

According to the report We Are Social, there are 204.7 million internet users by January 2022 has increased significantly (Hu, 2020). That's a thin increase of 1.03% from the previous year. As of January 2021, there were 202.6 million Internet users in Indonesia. (databoks.katadata.co.id). Online business in Indonesia is currently undergoing a very rapid development. This may happen because of the development of the Internet and the availability of ease of access to the Internet is very easy can by using mobile phones only

(Cesariana et al., 2022; Johan, A, 2021). With these developments, many people are offering their goods or services through the Internet. (Mehmet, 2020). According to Santini (2020), many people who have a business use this opportunity to make huge profits.

Today the development of technology and information role of the Internet is not alien to the marketing of its products. Marketing that is carried out to market a product or service using online media is known as marketing or e-marketing. (Kore, 2018). Electronic marketing (e-marketing) is the marketing side of online shopping or e-commerce, as a means and means of communicating, advertising, and promoting goods or services through the Internet. (Mappesona, 2020). Nowadays, the global community cannot get rid of the internet, including social media as a necessity in the search for information. So the business on the Internet will create business competition. The increasingly stringent online, which requires companies to pay attention to the factors that enable them to survive, grow and thrive and attract consumers to make purchases. (Tang, 2021). Many consumers still have questions about security systems, personal data management, integrity, product quality, payment methods, and the ability of a website to manage online purchases and sales. (Kore, 2018).

One of the market places that is currently growing in Indonesia is Shopee. Shopee offers an app that makes it easy for users to buy or sell products by uploading pictures and writing product descriptions on a Dwijantoro, R smartphone (2022). Japarianto, E., & Adelia, S (2022) mentioned that buyers are facilitated by a complete product search system with a variety of categories and trending hashtags. Companies can provide useful information, ranging from complete information about the vendor's reputation so that consumers can compare and freely choose the desired product. (Johan, A, 2021). According to the We Are Social report, there were 204.7 million Internet users in the country as of January 2022. That's a thin increase of 1.03% from the previous year. As of January 2021, the number of Internet users in Indonesia was 202.6 million. (databoks.katadata.co.id).

A purchase decision is a consumer decision that includes consumer decisions about what to buy, whether to make a purchase or not, when to purchase, where to buy and how to pay for it. (Habibie, & Hadi, 2019). The things to bear in mind before making a purchase decision are the information that has been collected regarding the product or service that the consumer is going to buy as well as the widespread desire to buy the product. (Chen, 2018). Nabila (2019) argues that brand trust is one of the factors that is the basis for consumers to make purchasing decisions and to be able to meet the promised and intense value of a brand that is based on the consumer's belief that the brand is able to prioritize the interests of consumers.

Brand counterfeiting tends to undermine consumer confidence in brands and thus potentially damage the reputation of brands that are targeted for online purchases. Decreased brand confidence can lead to decreased consumer purchasing decisions in a variety of brands sold online. (Jain, 2023). Of course this is an interesting study to be careful how the role of brand trust as a predictor in purchasing decisions on the Internet (Husain, 2022). Consumers can then evaluate their choices and then determine their preferences to be taken at that time or later. The presence of digital platforms can attract new prospective customers to buy products that others have already seen and heard (Samarah, 2022). If the prospective consumer is already aware of a product that has been or is being offered in a promotion on social media, this is intended to enable the potential consumer to think before making a purchase (Akoglu, 2022). After consumers purchase and use the product, consumers will review the product or make an evaluation of the product. (Johan, A, 2021). In making an assessment, if the product purchased meets his wishes then the consumer will give a positive review of the product, and vice versa. (Arif & Pramestie, 2021).

Reviewing an original product from mouth to mouth today can be through existing social media or called WOM through Internet media called electronic word-of-mouth (E-

WOM), e-wom through social media is done through product reviews, recommendations to other consumers or simply by sharing experiences (testimonial). (Cahyaningtyas & Wijaksana, 2021). Other people's experiences or reviews are used as information or input before making a purchase decision (Putra, 2020). A purchase decision is an action taken by a consumer to buy a product. Therefore, consumer purchasing decisions are a process of choosing one of several alternative solutions Problems with actual tracking. Other people's experiences or reviews are used as information or input before making a purchase decision. A purchase decision is an action taken by a consumer to buy a product. Therefore, consumer purchasing decisions are a process of choosing one of several alternative solutions Problems with actual tracking.

2. Literature Review

Social Media Promotion and Purchase Decision

According to Putra (2020), sales promotion is the primary key in short-term marketing and is designed to attract purchases of a particular product or service faster by consumers or trades. While Firdausy, (2021) argues that sales promotion is a short-term sales activity that is not carried out routinely or repeatedly aimed at pushing stronger and accelerating different market responses. According to Vigna (2019), social media marketing is a process used by companies in promoting through social media because within social media there is a larger and more promising community than advertising in traditional ways. While Breeze (2018) finds that social media marketing is a new medium used to build recognition, memory, and action for other brands,, products, people or entities and is done using social media such as blogging, microblogging, social networking, social bookmarking, and content sharing. According to Gunardi, Agus Rahayu, L. A. W (2020) argues that developing a successful marketing strategy is the essence of communication. All promotions are accepted by the consumer as information contained in the surroundings. Well, consumers have to be exposed to promotional information, then they get into the promotion and understand what it means. (Gorji, 2020). Finally, the knowledge, meaning and confidence that he has about the form of promotion he receives will be integrated with other knowledge to create attitudes and make purchasing decisions.

According to Kumari (2020), some platforms such as youtube, twitter, Instagram and also facebook are examples of well-known social media in Indonesia. In marketing, social media is used as a marketing communication tool and an effective business promotion tool because it can reach many consumers as well as consumers. Besides, social media is commonly used because the costs are not excessively expensive and can be time-efficient. Social media is used as a medium to promote various business content to its users. This is done in order to find the right formula to match business exposure and traffic enhancers.

H₁. Social media promotions influence purchasing decisions at Market Place Shopee.

Product Reviews and Purchase Decision

According to Johan, A (2021) reviews mean reviews, summaries from several sources, both books, films, news and others. Literally, this review functions as one of the things to review the work to find out the quality, advantages and disadvantages that the work has. This review also provides information, invites, or makes readers more curious about the work (Yasa et al., 2022). According to Arif & Pramestie (2021) argues that online customer reviews or comments written on online platforms are a form of electronic word of mouth where prospective buyers get information about the product they want easily armed with experience from previous consumers. Meanwhile, according to Cahyaningtyas & Wijaksana, (2021) online customer reviews are a form of opinion and experience from consumers who have previously felt the benefits of the products they bought. Product reviews are also useful for sellers in the

aspect of obtaining consumer data and how customer feedback on the products and services they provide.

H₂. Product Reviews influence purchasing decisions on Market Place Shopee.

Brand Trust and Purchase Decision

According to Husain (2022) Brand trust can be interpreted as a form of consumer confidence in the benefits obtained from the product. Brand trust, consumer purchasing decisions will be determined by the brand and in creating high-value relationships, trust is needed (Akoglu, 2022). Meanwhile, Huo (2022) argues that brand trust is defined as a feeling of calm while interaction with a brand is based on the perception that the brand can be relied on as well as being responsible for the interests of consumers. Kotler & Armstrong (2019) argues that brand trust is a consumer trusting a product with all the risks because there are high hopes or expectations for the brand which will provide positive results for consumers so that it will lead to loyalty and trust in a brand.

H₃. Brand trust has a significant positive influence on purchasing decisions on the Shopee Market Place.

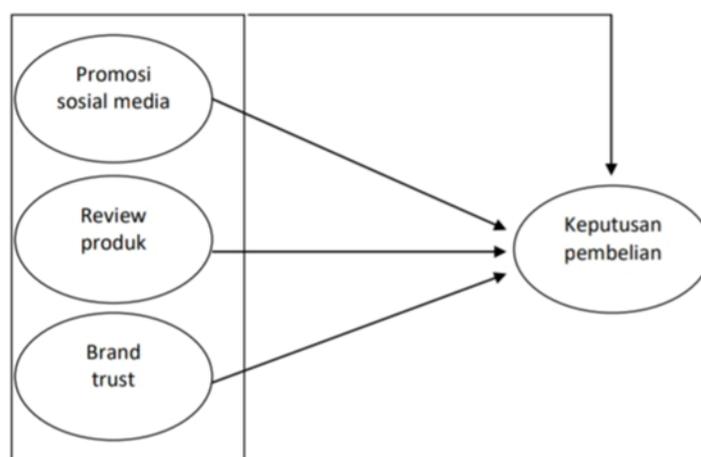


Figure 1. Conceptual Framework

3. Research Methods

This research was conducted using a quantitative approach that aims to measure and understand the causal relationship between variables. According to Umar in (Yusuf, 2018) explanatory research is research that aims to analyze the relationships between one variable and another or how a variable affects a variable. In this study, the selected research location is in the city of Bandung. Because the subjects in this study were students who were in one of the tertiary institutions in the city of Bandung, namely the Bandung College of Administrative Sciences. The population in this study were 7th semester business and public administration students at the Bandung Higher School of Administrative Science who used the Shopee application and had shopped at Shopee with a total of 100 people.

Sampling was carried out by Non Probability Sampling (purposive sampling). According to Sugiyono (2016: 85) Purposive Sampling is a sampling technique with certain considerations. The reason for using this sampling technique is because it is suitable for use in quantitative research or studies that do not generalize according to Sugiyono (2016: 85). So that the sample can represent the characteristics of the desired population. With the following criteria:

1. Business and Public Administration Students at the Bandung Administrative College
2. Students who are shoppe consumers.

Thus, the sample used in this study amounted to 100 people where the entire population was sampled because it met both of these criteria.

4. Results and Discussion

Characteristics of Respondents

Based on the results of research on the characteristics of respondents, this study found that in general the majority of respondents were female as much as 57%, then if based on the age of the majority respondents ranged from 21 to 25 years. Then researchers also found that the majority of respondents majored in public administration when compared to business administration majors. And finally, based on income, the majority of respondents with income ranges from 1 to 2 million.

Table 1. Characteristics of respondents

Characteristics of respondents	Sum	Percentage
Gender		
Woman	57	57%
Man	43	43%
Age		
15 to 20 years old	23	23%
21 to 25 years old	34	34%
26 to 30 years old	22	22%
More than 30 years	21	21%
Department		
Business Administration	48	48%
Public Administration	52	52%
Income		
1 to 2 million	50	50%
2 to 3 million	23	23%
3 to 4 million	27	27%

Source: Data processed 2023

Validation Test

This test is done to measure how carefully a test performs its function, meaning that all statements on the questionnaire must be able to measure what should be measured. The validity test can be said to be valid if the calculated r value (Pearson Correlation) has a higher value than the table r value. From the value of df with the formula $N-2$, where N is the number of respondents, df is 98 and the r value of the table is 0.1966. In this study, the variable Social Media Promotion has a calculated r value with a range between 0.467 – 0.695. The Product Review variable has a calculated r value with a range between 0.793 – 0.846. The brand trust variable has a calculated r value with a range between 0.837 – 0.900. While the Purchase Decision variable has a calculated r value with a range between 0.662 – 0.846. From all the results r calculate obtained. it is known that all variables have a calculated r value that is greater than the r value of the table, therefore, all statement items can be declared valid for testing.

Table 2. Validity Test

Variable	Indicator	r calculate	r table	Information
Social Media Promotion	X1.1	0,467	0,1966	Valid
	X1.2	0,695	0,1966	Valid
	X1.3	0,645	0,1966	Valid
	X1.4	0,670	0,1966	Valid
	X1.5	0,659	0,1966	Valid

Product Reviews	X2.1	0,846	0,1966	Valid
	X2.2	0,798	0,1966	Valid
	X2.3	0,793	0,1966	Valid
Brand trust	X3.1	0,837	0,1966	Valid
	X3.2	0,900	0,1966	Valid
Purchasing Decision	Y1	0,709	0,1966	Valid
	Y2	0,758	0,1966	Valid
	Y3	0,662	0,1966	Valid
	Y4	0,846	0,1966	Valid
	Y5	0,739	0,1966	Valid

Source: Data processed 2023

Reliability Test

This test is done to find out how resilient the statement items used in measurement or research are. The reliability test was conducted by comparing the value of Cronbach's Alpha with a significant level of 0.60. Based on the test results, Cronbach's Alpha value has a value higher than the significant level of 0.60, so with this the statement items used can be said to be reliable or tough to be used as a measuring instrument in testing.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Criterion	Information
Social Media Promotion	0,609	0,60	Reliable
Product Reviews	0,717	0,60	Reliable
Brand trust	0,669	0,60	Reliable
Purchasing Decision	0,783	0,60	Reliable

Source: Data processed 2023

Descriptive Analysis

Table 4. Descriptive Analysis

Variable	Minimum Score	Shoes Maximum	Highest Average	Skewness
Social Media Promotion	1	5	4,31	-1,162
Product Reviews	1	5	4,49	-1,115
Brand trust	1	5	4,37	-1,194
Purchasing Decision	1	5	4,40	-1,093

Source: Data processed 2023

From the results of descriptive statistical tests, it is known that the highest average score on the Social Media Promotion variable is shown in the item "Following the Trend". In the Product Review variable, the highest average score is shown in the item "Competence". In the brand trust variable, the highest average score is shown in the item "Trusting Belief". In the Purchase Decision variable, the highest average score is shown in the item "Brand Selection".

Normality test

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	1.80690213
Most Extreme Differences	Absolute	.091
	Positive	.035
	Negative	-.091
Test Statistic		.091
Asymp. Sig. (2-tailed)		.061 ^{cd}

Source: Data processed 2023

The results of the normality test with the Kolmogorv-Smirnov method showed normally distributed data results with significant values of 0.061 > 0.05. Testing of data normality can also be done by looking at the graph on the P-P Plot. Normal distributed data is data that is scattered around a diagonal line and follows the direction of the diagonal line. It can be seen in the graph below that the data points are scattered around diagonal lines, meaning that the data used is normally distributed.

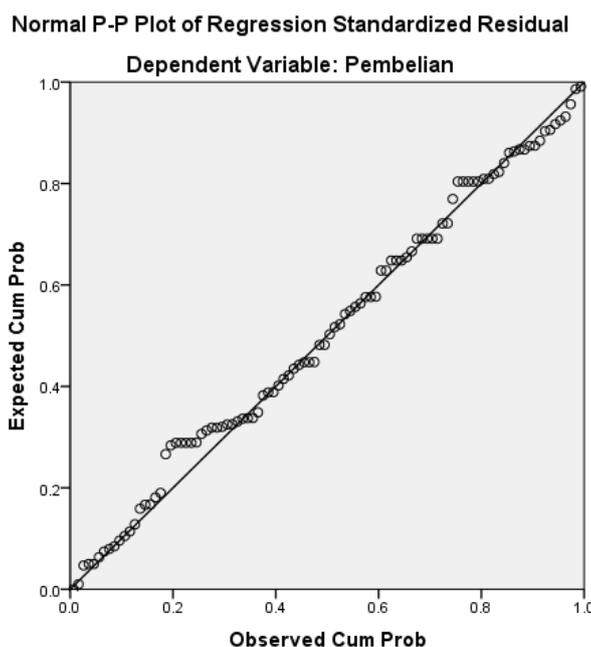


Figure 2.

Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	BRIGHT
Social Media Promotion	0,597	1,676
Product Reviews	0,296	3,378
Brand trust	0,362	2,764

Source: Data processed 2023

The VIF values of the three independent variables have a value of < 10. These results show that there are no symptoms of multicollinearity in the data used, meaning that there is no correlation between the independent variables used (Ghozali, 2016).

Multiple Regression Analysis

This test was conducted to determine the direction of the relationship and how much influence the variables of the Influence of Social Media Promotion and Product Reviews on the

variables of Purchase decisions. With the regression equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2$.

Where:

α = Constant

β_1 = Regression coefficient X_1

β_2 = Regression coefficient X_2

X_1 = Social Media Promotion

X_2 = Product Reviews

From the test results, multiple linear regression test results are obtained as follows.

Table 7. Multiple Regression Analysis

Variable	Coefficient	Std. Error	T Statistics	P Values
Constant	1,171	0,383	3,057	0,002
Social Media Promotion (X1)	0,218	0,081	2,685	0,009
Product Reviews (X2)	0,626	0,155	4,029	0,000
Brand trust (X3)	0,907	0,205	4,421	0,000

Source: Data processed 2023

$$Y = 1.171 + 0.218x_1 + 0.626 X_2 + 0.907x_3$$

Based on the results of multiple linear regression testing, information was obtained that:

1. If Social Media Promotion, Product Reviews and Brand Trust do not influence the Purchase Decision, then the Purchase Decision score alone is 1,171.
2. Social Media Promotion can influence Purchase Decisions by 0.218.
3. Product Reviews can influence Purchasing Decisions by 0.626.
4. Brand trust can influence Purchasing Decisions by 0.907.

Of the three independent variables, brand trust has the most significant influence on purchasing decisions.

Simultaneous

Table 8. Test Simultaneous tests

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	899.365	3	299.788	89.039	.000 ^b
	Residual	323.225	96	3.367		
	Total	1222.590	99			

Source: Data processed 2023

Hypothesis

H_a : There is an influence between Social Media Promotion (X1), Product Reviews (X2) and Brand Trust (X3) positively and significantly on Purchase Decisions (Y).

Basic Decision Making

$$F_{0.05;3;96} = 2.699$$

If the value of F Calculate < 2.699 then H_0 is accepted.

If the value of F Calculate > 2.699 then H_0 is rejected.

The calculated F value in this test is 89.039 > 2.699, so it can be concluded that H_0 is rejected and H_a is accepted. This means that Social Media Promotion, Product Reviews and Brand Trust positively and significantly affect Purchase Decisions.

Coefficient of Determination

The value of the coefficient of determination shows how much influence or role the independent variable has on the dependent variable. In this test, the value of the coefficient of determination in the Purchase Decision is 0.727. This means that Social Media Promotion,

Product Reviews and Brand Trust can influence Purchasing Decisions by 72.7% while the remaining 27.3% is influenced by variables outside the study. The value of the coefficient of determination for the relationship between the independent variable and the dependent variable can be seen in the following table.

Table 9. Test Coefficient of determination

Variable	R-Square	R Square Adj
Purchasing Decision	0,736	0,727

Source: Data processed 2023

5. Conclusion

This study aims to examine the influence of social media promotion, product reviews and brand trust on purchasing decisions on shopee online applications. This research found a significant relationship between social media promotion, product reviews and brand trust in purchasing decisions on shopee online applications. After this research is carried out, the results of the study can be achieved, because a significant relationship was found. Based on the results of partial and simultaneous hypothesis testing and coefficient of determination testing, it can be concluded that social media promotion, product reviews and brand trust have a significant influence on purchasing decisions on the shopee application. In this study, respondents' responses to these variables had a high average value. Some respondents agreed that in determining purchasing decisions, factors such as promotions, product reviews and trust are many consumer considerations. The practical implication of this research is that every company must expand its promotion through social media networks in order to reach consumers widely. In addition, companies must also build a brand well so that consumers have confidence in the brand. As found in the results of this study, consumer confidence factors can be one of the determinants in improving decisions decision. Thus, this study has a contribution in explaining the factors that influence purchasing decisions, especially in the online context.

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