Social Media Marketing Effect towards Purchase Decision at the Embroidery MSMEs in Tasikmalaya

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Abstract -- This study aims to determine the effect of social media marketing with the independent variables of Interactivity, Informativeness, Word-of-mouth, Personalization, and Trendiness towards the purchase decision at the Embroidery in Tasikmalaya, specifically at Ar Riaz Collection store. Data collection for this present research was done by using a questionnaire with purposive sampling method to 100 respondents who were the consumers of Ar Riaz collection (one of the embroidery MSMEs in Tasikmalaya). Furthermore, the data analysis techniques used for this study were descriptive analysis and multiple linear regression analysis. The research findings indicated that Word-of-mouth, Trendiness partially established more positive and significant effect towards purchase decision rather than Interactivity and Personalization did. On the other hand, social media marketing, which consists of interactivity, informativeness, word-of-mouth, personalization, and trendiness, had been shown to simultaneously have a significant effect on purchase decisions at the Embroidery MSMEs in Tasikmalaya city.

Keywords - Social Media Marketing, Purchase Decision, MSME

I. INTRODUCTION

The occurrence of Covid-19 pandemic at the beginning of 2020 became the massive matter faced by the whole world since this pandemic greatly affected every aspect of life including social and economy aspects. The World Health Organization (2019) states that the COVID-19 pandemic is a global epidemic, due to its rapid and prominent transmission and spread. COVID-19 is an infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).

Based on data obtained from the ministry of cooperatives and small and medium enterprises, it is stated that many cooperatives and MSMEs have been affected by the COVID-19 pandemic. A total of 1,785 cooperatives and 163,713 MSME have been severely affected by the coronavirus (COVID-19) pandemic. Many of the MSME owners have had to quit and go bankrupt because of the decline in sales due to this pandemic.

According to the International Monetary Fund (IMF), in 2020 the global economy is predicted to experience a decline in growth even to -4.9%. Besides, in the second quarter of 2020, Indonesia experienced negative growth of up to -5.32% (Central Bureau of Statistics, 2020) Current technologies is very developed and has a significant impact on marketing. Recently, conventional marketing (offline) has turned to digital marketing (online). The rapid development of technology, global digital, and the internet certainly has an impact on the marketing field. Conventional (offline) marketing users are now commencing to proceed to digital (online) marketing.

We Are Social (2020) mentions the data indicated that internet users in Indonesia reached 175.4 million users as of January 2020. Besides, We Are Social also explained that the number of internet users was 64% of the total population while the growth in the number of internet users was 17%; and the average time users spend using the internet is 7 hours 59 minutes per day.

The sales graph fluctuations denote that the sales graph of MSMEs is currently experiencing a decline due to the Covid-19 outbreak which has made MSMEs, especially Embroidery MSMEs, experiencing decreased sales.

In addition, the lack of promotion, especially in Social Media marketing carried out by Embroidery MSMEs, has made the decline sales.

Based on several things mentioned before, the researchers were interested in conducting a research regarding Embroidery MSMEs in Tasikmalaya City as the site of this research, in addition to the fact that the sales graph is currently declining drastically due to the COVID-19 outbreak, which has made Embroidery MSMEs in Tasikmalaya workers panicked thus, they must be able to carry out a new strategy by doing social media marketing in order to survive, for that reason, the purpose of this study is to observe whether social media marketing can influence consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya.

II. LITERATURE REVIEW

A. Marketing

According to J. Supranto (2003: 100), marketing is an activity to (1) find out the needs and what is being desired by consumers, then followed by the activity to (2) produce goods and services in accordance with what is being needed and wanted by consumers, at the end, the price level can be determined according to the quality of the goods or services and most importantly to (3) promote the goods or services so that the products offered can be known by public and distribute them according to customers request.

B. Social Media Marketing Activity

Kim and Ko (2012), in their research regarding the luxury goods industry segment, classifies social media activity characteristics into entertainment, interaction, trendiness, customization, and word-of-mouth (WOM). Sano (2015) in his research regarding the insurance industry segment classifies APMS as interaction, trendiness, customization, and perceived risk. On the other hand, APMS on e-commerce which becomes the focus of this research is classified by Yadav & Rahman (2017)

- Personalization is a matter/activity/content where social media offers customized services to meet customers' preferences.
- Informativeness is a matter/activity/content where social media offers accurate, useful, and comprehensive information.
- Trendiness refers to the extent in which social media owned is offering the content that becomes trending.
- Interactivity refers to the extent in which proprietary social media facilitates customers to share content and views with companies and other customers.
- EWOM is a matter/activity/content where customers recommend and share experiences about e-commerce on social media.

Viral marketing is also associated with guerrilla marketing; the idea involves being able to rapidly attract the greatest amount of attention within your target group. Viral marketing aim to spread content virally across a consumer population by personal, word-of-mouth recommendation, or online sharing via social media (Nufer, 2013).

C. Purchase Decisions

According to Kotler and Keller (2016: 487), purchase decisions are based on how consumers perceive prices and what they perceive as current actual prices instead of marketers' stated prices.

Based on the conceptual basis and framework before, the hypotheses in this study are as follows:

- H1: Interactivity has a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.
- H2: Informativeness has a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.
- H3 :Word-of-mouth has a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.
- H4: Personalization has a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.

H5: Trendiness has a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.

H6: Interactivity, Informativeness, Word-of-mouth, Personalization, Trendiness have a positive and significant effect on consumers' purchasing decisions at the Embroidery MSMEs in Tasikmalaya City.

III.METHOD

This study used purposive sampling taken from individuals who already made transactions at Ar Riaz Collection store. The data were taken from 100 respondents. The data collected were checked and measured using a Likert scale. Furthermore, the data were processed using SPSS which aims to test the relationship or influence partially or simultaneously.

The data analysis techniques used for this research were descriptive analysis and multiple linear regression analysis. (1) Validity Test (2) Reliability Test (3) Data Analysis Test. In data analysis test, there were several tests had been done which were as follows: (1) descriptive analysis (2) Methods Successive Interval (MSI) (3) classical assumption test (normality test, Multicollinearity test, Heteroskedasticity test). (4) multiple regression analysis.

To determine the effect of the dependent variable and the independent variable partially or simultaneously, a hypothesis test was carried out. (1) simultaneous hypothesis test (F test) (2) partial hypothesis test (t test) (3) Determination coefficient.

IV.RESULTS

A. Multiple linear regression analysis

The multiple linear regression analysis used in this study aims to examine the effect of social media marketing on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city. The results of multiple regression analysis are presented in the following table:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.462	3.319		2.851	.005
Interactivity	.143	.159	.073	.901	.370
Informativeness	.675	.185	.332	3.640	.000
Word-of-Mouth	.362	.130	.230	2.797	.006
Personalization	.401	.213	.171	1.882	.063
Trendiness	.299	.144	.181	2.079	.040

a. Dependent Variable: Keputusan Pembelian

1) The constant coefficient was 9.462, this indicated that the purchase decision will be worth 9.462 if each social media marketing variable consisting of interactivity, informativeness, word-of-mouth, personalization, and trendiness was constant or 0.

2) The interactivity variable (X1) has a regression coefficient of 0.143. Positive regression coefficient value indicated that interactivity had a positive influence on purchasing decisions. Thus, it denoted that the higher interactivity led to the higher purchase decision.

3) The informativeness variable (X2) had a regression coefficient of 0.675. Positive regression coefficient value indicated that informativeness had a positive influence on purchasing decisions. Thus, it denoted that the higher informativeness led to the higher purchase decision.

4) The word-of-mouth variable (X3) had a regression coefficient of 0.362. Positive regression coefficient value indicated that word-of-mouth had a positive influence on purchasing decisions. Thus, it denoted that the higher word-of-mouth led to the higher purchase decision.

5) The personalization variable (X4) had a regression coefficient of 0.401. Positive regression coefficient value indicated that personalization had a positive influence on purchasing decisions. Thus, it meant that the higher personalization led to the higher purchase decision.

6) The trendiness variable (X5) had a regression coefficient of 0.299. Positive regression coefficient value indicated that trendiness had a positive influence on purchasing decisions. Thus, it indicated that the higher trendiness led to the higher purchase decision.

B. Partial Hypothesis Test

To partially test the hypothesis, the T statistical test (T test) was used. Furthermore, the number of respondents was 100 ($n = 100$), there were six variables ($k = 4$), and the degrees of freedom = $n - k$ or $100 - 6 = 94$. With the degrees of freedom = 94 and a significant level of 0.05, then the value of t-table can be determined by looking at the distribution table t that is equal to 1.985. Then based on the test results with SPSS 22, the results of the T test were obtained as follows:

Coefficients^a

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a. Dependent Variable: Keputusan Pembelian

1) The Effect of Partial Interactivity on Purchase Decisions

It is known that the interactivity variable (X1) had a t-count value of 0.901. This showed that the t-count value was smaller than the t-table value ($0.901 < 1.985$). Thus, H1 was rejected, which meant that partially interactivity had no significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

2) The Effect of Partial Informativeness on Purchase Decisions

It is known that the informativeness variable (X2) had a t-count value of 3.640. This showed that the t-count value was greater than the t-table value ($3.640 > 1.985$). Thus, H2 was accepted which meant that informativeness partially had a significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

3) The Effect of Partial Word-of-Mouth on Purchase Decisions

It is known that the word-of-mouth variable (X3) had a t-count value of 2.797. This showed that the t-count value was greater than the t-table value ($2.797 > 1.985$). Thus, H3 was accepted which meant that

word-of-mouth partially had a significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

4) The Effect of Partial Personalization on Purchase Decisions

It is known that the personalization variable (X4) had a t-count value of 1.882. This showed that the t-count value was smaller than the t-table value ($1.882 < 1.985$). Thus, H4 was rejected, which meant that personalization did not partially have a significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

5) The Effect of Partial Trendiness on Purchase Decisions

It is known that the trendiness variable (X5) had a t-count value of 2.079. This showed that the t-count value was greater than the t-table value ($2.079 > 1.985$). Thus, H5 was accepted which meant that trendiness partially had a significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

C. Simultaneous Hypothesis Test

To test the hypothesis simultaneously, the F statistical test (F test) was used. Furthermore, there were 100 respondents ($n = 100$), there were six research variables ($k = 6$), thus with a significance of 0.05, the F-table value can be determined using the degree of the denominator ($df_1 = k - 1$) and the degree of the numerator ($df_2 = n - k$) therefore it was obtained the $df_1 = 5$ and $df_2 = 94$. Furthermore, the F-table value can be determined by looking at the F distribution table, which is 2,311. Then based on the testing results with SPSS 22, the results of the F test were obtained as follows

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	416.990	5	83.398	14.166	.000 ^b
Residual	553.405	94	5.887		
Total	970.395	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Trendiness, Word-of-Mouth, Interactivity, Personalization, Informativeness

It is known from the results of the F test that the calculated F value obtained was 14,166. This indicated that the F-count value was greater than the F-table value ($14.166 > 2.311$). Thus, H6 was accepted which meant that social media marketing which consists of interactivity, informativeness, word-of-mouth, personalization, and trendiness simultaneously had a significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya city.

D. Coefficient of Determination Test (R^2)

The coefficient of determination test (Adjusted R-Square) is a test carried out to observe how much the independent variable is able to explain and influence the dependent variable. The following are the results of the determination test:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.399	2.42637

a. Predictors: (Constant), Trendiness, Word-of-Mouth, Interactivity, Personalization, Informativeness

Based on the table regarding the test results of the coefficient of determination, it can be seen that the magnitude of the R-Square value was 0.430. This meant that 43% of purchasing decisions at the Embroidery MSMEs in Tasikmalaya city were influenced by social media marketing which consists of interactivity, informativeness, word-of-mouth, personalization, and trendiness. While the remaining 57% was influenced by other variables that were not included in this study.

V. DISCUSSION

Based on the hypothesis (H1) results, it is known that interactivity had a positive but did not have significant effect on purchasing decisions at the Embroidery MSMEs in Tasikmalaya City. This can be seen from the positive regression coefficient value of 0.143 with the t-count value smaller than the t-table value ($0.901 < 1.985$). The findings in this study rejected the results of research conducted by Pasharibu, et al. (2020) entitled "Intention to buy, interactive marketing, and online purchase decisions" in which the results indicate that interactive marketing significantly influences purchasing decisions.

Based on the hypothesis (H2) results, it is known that informativeness had a positive and significant effect on purchasing decisions at the embroidery MSMEs in Tasikmalaya City. This can be seen from the positive regression coefficient value of 0.675 with the t-count value greater than the t-table value ($3.640 > 1.985$). The positive influence indicated that the better the information about the product, the better the purchasing decisions of consumers. The findings in this study were in line with the research conducted by Hatta (2016) entitled "Purchase Decision: The Effect of Information Quality and Virtual Community of Samsung Galaxy Tab in E-Commerce", the findings of this research indicate that the quality of information has a positive and significant influence on purchasing decisions.

Based on the hypothesis (H3) results, it is known that word-of-mouth had a positive and significant influence on purchasing decisions at the embroidery MSMEs in Tasikmalaya City. This can be seen from the positive regression coefficient value of 0.362 with the t-count value greater than the t-table value ($2.797 > 1.985$). The positive influence indicated that the better word-of-mouth led to the better purchasing decisions of consumers. The findings in this study were in line with the research conducted by Joesyiana (2018) entitled "The Effect of Word Of Mouth on Consumers' Purchase Decisions at Shopee Online Media Shop in Pekanbaru" which indicate that there is a significant influence of Word of Mouth on purchasing decisions.

Based on the hypothesis (H4) results, it is known that personalization as seen from the quality of the product had a positive but did not have a significant effect on purchasing decisions at the embroidery MSMEs in Tasikmalaya City. This can be seen from the positive regression coefficient value of 0.401 with the t-count value smaller than the t-table value ($1.882 < 1.985$). The findings of this study rejected the research conducted by Oktavenia and Ardani (2019) entitled "The Influence of Product Quality on Purchase Decisions for Nokia Mobile Phones with Brand Image as the Mediation" which indicate that product quality has a significant positive effect on purchasing decisions. However, the findings of this present research were in line with a research conducted by Febrianto (2019) entitled "The Influence of Price, Product Quality, and Service on Purchase Decisions for Fashion Products through Social Media in Yogyakarta" which indicate that product quality has no significant effect on purchasing decisions.

Based on the hypothesis (H5) results, it is known that trendiness had a positive and significant influence on purchasing decisions at the embroidery MSMEs in Tasikmalaya City. This can be seen from the positive regression coefficient value of 0.299 with the t-count value greater than the t-table value ($2.079 > 1.985$). The positive influence indicated that the trendiness led to the better purchasing decisions of consumers. The results of this study were in line with the research conducted by Sari, et al. (2018) entitled "The Influence of Fashion Trends on Purchase Decisions" which denotes that there is a significant influence of fashion trends on purchasing decisions.

Moreover, the results of simultaneous hypothesis testing (H6) showed that social media marketing which consisted of interactivity, informativeness, word-of-mouth, personalization, and trendiness simultaneously had a significant effect on purchasing decisions at the embroidery MSMEs in Tasikmalaya city. The results of this study also showed that purchasing decisions at the embroidery MSMEs in Tasikmalaya city were influenced by social media marketing which is consisted of interactivity, informativeness, word-of-mouth, personalization, and

trendiness with a contribution of 43%, while the rest were influenced by the other variables outside of this study. In addition, social media marketing showed a positive influence on purchasing decisions, which denoted that better social media marketing led to the better purchasing decisions of consumers. This indicated that social media marketing carried out by embroidery MSMEs in Tasikmalaya city was excellent, thus, if MSME workers do the approach to consumers who can improve social media marketing even better, then this situation can also improve consumer purchasing decisions for their MSME products greatly.

VI. CONCLUSIONS

Based on the whole findings and discussion in this research, it can be concluded that the variables such as Informativeness, Word-of-mouth, and Trendiness partially provided positive and significant effect on purchasing decisions. Interactivity and Personalization partially did not provide positive and significant effect on Purchase Decision. Meanwhile, social media marketing, which is consisted of interactivity, informativeness, word-of-mouth, personalization, and trendiness, had been shown to simultaneously promote a significant effect on purchasing decisions.

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