

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASING DECISIONS AT NITO SUPERIOR SEED SHOPS IN NORTH TORAJA DISTRICT

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Article Info	ABSTRACT
Accepted July , 2024 Revised August 25, 2024 Published September 30, 2024	<p><i>The Influence of Social Media Marketing on Purchasing Decisions at the Nito Superior Seed Shop in North Toraja Regency. The purpose of this research is to determine the influence of social media marketing on purchasing decisions. This research uses a quantitative approach with simple linear regression analysis. The sample in this study was taken from buyers of Nito Superior Seeds in North Toraja Regency. Data collection was carried out by distributing questionnaires. In this research, the data source used is primary data. The research instrument used in this study used a non-probability sampling method. The results showed that data using statistical calculations via the Statistical Package for the Social Science (SPSS) version 25 application obtained a significance value of $0.007 < 0.05$ and at value of $2.875 > t$ table value 1, 01954 which can be concluded that Social Media Marketing has a positive and significant influence on the decision to purchase superior seeds in North Toraja Regency.</i></p>

INTRODUCTION

Indonesia is a developing country where business competition is so strict. Competition This appears along with the continuous development of technology the more sophisticated, encouraging various types of change systems in the world, well in a way direct or no direct . In the business world change systems like, systems in trade, marketing, way transactions, and delivery of information will change. The existence of sophisticated technology with internet networks makes it easier for direct interaction between consumers and business people. Anything can be done, whether just looking for information or running a business.

Rapid technological developments make it easier for us to get information from various social media. According to Kotler (2015), the existence of sophisticated technology with internet networks facilitates direct interaction between consumers and business people. This creates an environment where information can be quickly shared and accessed by many people. Anything can be

done, whether just looking for information or running a business. This is in accordance with the behavior of sellers who utilize sophisticated technology and the internet to market or promote the products they sell via social media or web marketing. Where social media and web marketing require technology and networks to access them.

Social media is a page or application that allows users to create and various content or engage in social networks. Social media marketing is considered to be able to influence purchasing decisions for goods or services offered by business people. Social media marketing carried out by business actors enables consumers to directly access the products and services offered by consumers through social media, meaning that consumers who are interested in products and services will directly make purchasing decisions.

When making a purchase, consumers always consider the influencing factors in making a decision to purchase a product. A certain product there are elements product attributes that can influence consumers in making decisions. And one of them is influencing the sale is the purchase decision. There are some things influencing decisions purchases made by consumers. According to Study about decisions the purchase made by Wulandari (2018) were a significant influence on purchase decisions.

Sumarwan (2014) Purchase decisions are consumers include consumer decisions about what will buy, whether will do purchase or not, when to buy, where to buy, and how to pay it. A must pay attention before making purchasing decisions is wishes already round to buy the product. Possible problems appear is lack of proper strategy in marketing social media, such as lack of understanding about target audience or type effective content. Besides, it's difficult to measure impact in a direct way between marketing activity on social media with decision purchase is also possible become a problem.

The problem is still there appears in the Seed Shop Nito's superior is moderate problem faced by the perpetrators business the ie limitations in do marketing . This can be seen with existing changes from sale ornamental plants or problems in sales targets that have not yet been achieved, besides that other problems faced by the business actor that is using personal name as shop name. This matter can make how difficult it is to build a professional image with the use of a personal name and can become a challenge, esp If you want to separate your personal life and business. Use personal name as shop name can present a number of problems, such as lack of power pull for potential customers, difficulty in branding, and how difficult it is to differentiate from competitors. Set a unique business identity through shop name can help build a more strong and familiar customer image.

Social media has been one of the most powerful and effective marketing tools in influencing consumer purchase decisions. Platforms like Facebook, Instagram, and WhatsApp deliver big opportunities for business to reach a wider audience with relatively low costs. Unfortunately, Seed Shop Superior has not yet fully utilized the potential of social media in its marketing strategy. Lack of knowledge and skills in managing digital marketing campaigns led to this store Not



yet able to achieve its sales target. Study This aims To identify the impact of social media So it can be attracted to conclude that problems faced by business people the limitations in doing marketing . Based on background behind the researcher interested For do study about "Influence Social Media Marketing Regarding Purchasing Decisions at Seed Shops Nito excels in Regency North Toraja".

RESEARCH METHODS

In this research, the writer uses quantitative study methods, quantitative study methods based on positivism are used for certain population or sample research. Writer gather information use research instruments and use inspection information quantitative or statistics to test hypothesis that has been applied. The population of the Nito Superior Seed Shop in North Toraja Regency is 41 people. The sampling technique for this research is total where the entire population is sampled, namely 30 employees as respondents.

Research sites

The location of this research was Jl. Rantepao-Sa'dan Axis KM 8 Palawa, Sesean District, North Toraja Regency, South Sulawesi 91853.

Data Types and Sources

Type

In this research, researchers used quantitative research. Sugiyono (2017), stated that quantitative research is a method based on the philosophy of positivism, and is used to research certain populations or samples with the aim of testing predetermined hypotheses.

Data source

The data that will be used in this research will be taken from buyers at the Nito superior seed shop in North Toraja district in this research obtained directly from the research location during the data collection period. Data retrieved with method share questionnaire to visitors at the object of study.

Population and Sample

Population

Population is the area of generalization that consists above: object / subject that has quality characteristics certain conditions determined by the researcher For studied and then drawn the conclusion. Sugiyono, (2017) So population Not only people, but also objects and things natural others. Neither is the population just the number of objects present or the subject studied, but covers all over characteristics or properties possessed by objects and subjects That. As for population from study This is buyers at seed shops superior in the District North Toraja.

Sample

Retrieval technique sample in this study uses non-probability sampling Sugiyono (2017). Non-probability sampling based on sample chance (exidental sampling), ie the researcher on purpose chooses samples to whoever you meet the researcher or by accident at the place, time and manner that has been determined. As for samples in study This is buyers at seed shops superior in the District North Toraja, numbering 41 people .

Definition of Operational Variables and Indicators

Table 1 Definition of Operational Variable

Variable	Definition Operational	Indicator
Social media Marketing (X)	Social media marketing is an encouraging process for individuals to do promotion through their website, products or services via Online social channels and for communicate by tapping into a much larger community that has greater possibilities for marketing than through traditional advertising channels	1. Content creation 2. Content sharing 3. Connecting 4. Community
Buying decision (Y)	Purchase Decision (Y) stage In the decision making process buyers where consumers truly buy .	1. Attention 2. Interest/ interest 3. Desire 4. Action

Source : processed data, (2024)

Data analysis techniques

The data analysis techniques used in this research are research instrument tests, classical assumption tests, simple linear regression tests, partial tests (t tests) of the coefficient of determination (r^2), and hypothesis tests, with data analysis using SPSS 25. There are also simple linear formulas as follows:

$$Y = a + bx$$

Where :

Y = Purchase Decision

a = Constant

b = Regression coefficient

x = Social Media Marketing

RESULTS AND DISCUSSION

Characteristics of respondents based on gender

Table 2 Respondents by Gender

		GENDER			
		Frequencies	Percent	Valid Percent	Cumulative Percent
Valid	Man	24	58.5	58.5	58.5
	Woman	17	41.5	41.5	100.0
	Total	41	100.0	100.0	

Source : processed data (SPSS, 2024)

From this data, you can know that the number of male respondents is 24 people, which is equal to percentage 58.5%. Temporary that, the number of respondents

Woman is 17 people, or about 41.5% of the total amount of respondents. Seen that part big respondents in study This is men, that is as many as 24 people or 58.5%.

Table 3 Respondents Based on Work

WORK					
Valid		Frequeencie	Percent	Valid Percent	Cumulative Percent
		s			
	FARMER	24	58.5	58.5	58.5
	civil servant	9	22.0	22.0	80.5
	PRIVATE	5	12.2	12.2	92.7
	Student	1	2.4	2.4	100.0
	Others	2	4.9	4.9	97.6
	Total	41	100.0	100.0	

Source : processed data (SPSS, 2024)

Based on the data above, respondents according to type of work, that as many as 24 people or 58.5% of respondents have work as farmers, as many as 9 people or 22.0% of respondents have work as civil servants, as many as 5 people or 12.2% of respondents have it work as self-employed , as many as 2 people or 4.9 respondents have work others , and as many as 1 person or 2.4% of respondents have worked as students .

Test research instruments

Table 4 Validity Test Results

Variable	Statement	r- count	r-table	Test results
Social Media Marketing (X)	Statement 1	0.475	0.308	Valid
	Statement 2	0.814	0.308	Valid
	Statement 3	0.766	0.308	Valid
	Statement 4	0.613	0.308	Valid
	Statement 5	0.655	0.308	Valid
	Statement 6	0.814	0.308	Valid
	Statement 7	0.655	0.308	Valid
	Statement 8	0.450	0.308	Valid
Purchase Decision (Y)	Statement 1	0.427	0.308	Valid
	Statement 2	0.496	0.308	Valid
	Statement 3	0.463	0.308	Valid
	Statement 4	0.483	0.308	Valid
	Statement 5	0.410	0.308	Valid
	Statement 6	0.772	0.308	Valid
	Statement 7	0.355	0.308	Valid
	Statement 8	0.772	0.308	Valid

Source : processed data (SPSS, 2024)

Based on the table above it is known that all over statements in variables are

valid. This matter seen that I mark r count each statement item bigger than mark r taibel with level significance For all statement items at the 0.05 level.

Table 5 Reliability Test Results

Variable	Mark Cronbach's Alpha	Number of Items	Information
<i>Social Media Marketing</i>	0.764	9	Reliable
Buying decision	0.713	9	Reliable

Source : processed data (SPSS, 2024)

Based on Table 4.6 shows the SPSS output results that Cronbach's Alpha Social Media Marketing scores as much as $0.764 > 0.60$. So you can conclude that the Social Media Marketing variable in this study is reliable. The SPSS output results show that Cronbach's Alpha value of Purchase Decision amounting to $0.713 > 0.60$. So you can conclude that Purchase Decision variables in this study are reliable.

Test Assumptions Classic

Table 6 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		41
Normal Parameters a, b	Mean	.0000000
	Std. Deviation	2.57555429
Most Extreme Differences	Absolute	.128
	Positive	.079
	Negative	-.128
Statistical Tests		.128
Asymp . Sig. (2-tailed)		.090 c

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Correction.
- Source : processed data (SPSS, 2024)

Based on table results normality test analysis use Kolomogorov Smirnov Test show cloth rate it Asymp . Sig. (2 tailed) of $0.090 > \alpha 0.05$ which means the data is normally distributed .

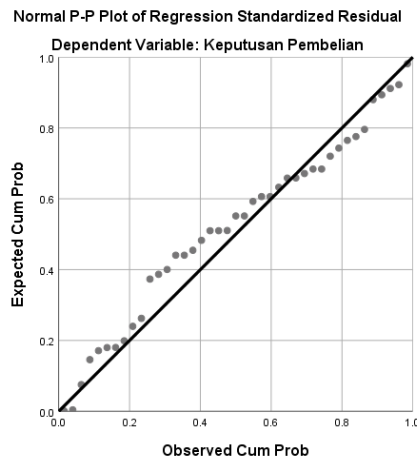


Figure 1 Normality Test

Source : processed data (SPSS, 2024)

From the picture above , the P-Plot normality test is obtained which shows that chartprobability plots spread around the diagonal line and follow the direction of the diagonal line, thus the regression model fulfills the requirements for testing assumption normality.

Table 7 Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4,502	2,952		1,525	.135
	Social Media Marketing	-.128	,087	-.231	-1,480	,147

a. Dependent Variable: LN_RES2

Source : processed data (SPSS, 2024)

Based on the results table Glejser test analysis shows Social Media Marketing sig value of $0.135 > \alpha 0.05$ and Glejser test results location sig value of $0.147 > \alpha 0.05$ which means No hit symptom heteroskedasticity.

Hypothesis testing

Table 8 Analysis Test Results Simple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	26,016	3,236		8,040	,000
	Social Media Marketing	,273	,095	,418	2,875	,007

a. Dependent Variable: Purchase Decision

Source : processed data (SPSS, 2024)

Based on Equation Test regression results above show that known constant (a) 26.016, whereas the Purchase Decision value (b) is 0.273 so equality the regression can be written :

$$Y = a + bX$$

$$Y = 26.016 + 0.273X$$

From the equation above, you can explain that mark constant of 26.016 indicates that when No There is mark Social Media Marketing, then Value of Purchase Decisions at Seed Shops Nito excels in Regency North Toraja will reach 26.016 Next, value coefficient regression variable Social Media Marketing (X) of 0.273 means that every addition of 1 (one) unit to the variable Social Media Marketing will improve Purchasing Decisions of 0.273 units and vice versa if the social media marketing variable goes down as big as one by one then the purchasing decision variable goes down to 0.273.

Table 9 t test results

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,016	3,236		8,040	,000
	Social Media Marketing	,273	,095	,418	2,875	,007

a. Dependent Variable: Purchase Decision

Source : processed data (SPSS, 2024)

Based on from results in table 4.10 above can be explained as follows: Statistical results of the t test for social media marketing variables obtained mark t count of 2.875 and t table 2.01954 (df41) with level significance 0.007 because t count > t table (2.875>2.01954) and value significance small of 0.05 (0.007<0.05) then H1 is accepted . This matter This means that the social media marketing variable (X1) has an influence on decision variables purchase at a seed shop superior Nito.

Table 10 Coefficient Test Results Determination (R 2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.418 a	,175	,154	2.60837

Predictors: (Constant), Social Media Marketing

Dependent Variable: Purchase Decision

Source : processed data (SPSS, 2024)

From the results table above own mark coefficient determination (R 2) shows that value is 17.5 or 17.5%, meaning that variable tied to Social Media Marketing is explained by free variables namely Purchase Decisions and the remaining 82.5% is influenced by other variables that were not examined in study This .

CONCLUSIONS AND RECOMMENDATIONS

Based on research results and discussions that have been obtained about the influence of social media marketing to decision purchase at a seed shop superior



Nito in the district Toraja north, it can be concluded that the mark coefficient variable Social Media Marketing of 0.273 with a positive sign. This matter indicated that the Social Media Marketing variable owns positive and unidirectional connections on Purchasing Decisions. The t test results show the mark significance of Social Media Marketing of 0.007, which is smaller than the significance level of 0.05, and the t count amounted to 2.875, which is bigger than the t count amounted to 2.01954. With So, you can conclude that Social Media Marketing has a positive and significant influence on Purchasing Decisions.

Recommended to the Seed Shop Better Nito more capable of building social networks with consumers through other social media such as Instagram, Twitter and so on. So that is capable of growing interest buy and make consumers make decisions purchases, as well as capable of maintaining and improving connections with consumers at seed shops superior Nito.

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