# Effect Of Digital Marketing And Social Media On Purchase Intention Of Smes Food Products

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**Abstract:** Marketing is an important part of the management of a company in order to achieve success in achieving company goals. This study aims to determine the influence of social media-based digital marketing on purchasing decisions for SMEs products. The study was conducted in Banten Province by taking a total sample of 210 respondents with a sample of using random sampling technique. Data collection through observation and questionnaires. The data analysis technique was performed using simple linear regression analysis with SPSS software. Based on the results of the research and discussion above, it can be concluded that social media marketing has a significant influence on purchasing decisions on SMEs products. Overall there is a positive influence between social media marketing variables and SMEs product purchasing decisions.
**Keywords:** Digital Marketing, Social Media Marketing, Purchasing Decisions, SMEs

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## 1. Introduction

The SMES sector has a major contribution to the economy of Banten. Based on data from the Central Statistics Agency (BPS) in 2016, SMEs contributed 57.65% of the Banten economy (PDRB). This figure is the largest among other business units. Based on data from the Ministry of Cooperatives and SMEs, currently in Banten Province there are 1.07 million SMESs. This figure is very large considering that the total workforce in Banten is only 5.6 million (reaching more than 20% of Banten Province's workforce). SMEs can be one of the problem solver options from the high number of open unemployment in the Banten region.

SMESs contribute 60.3% of Indonesia's total gross domestic product (GDP). In addition, micro, small and medium enterprises absorb 97% of the total workforce and 99% of total employment. The impact of the Corona Pandemic on SMEs With such a large number, SMEs are often the driving force when the Indonesian economy is not healthy. The Center for Information and Development Studies (CIDES) has made an analysis that there are three factors that make SMESs able to survive. First, SMESs generally produce consumer goods and services that are close to the needs of the community so that the demand is always there. Second, SMES players make use of local resources related to labor, raw materials, and equipment. Thus, most of the needs do not rely on imported goods which are badly affected by the fluctuation of the rupiah. Third, the SMES business is not mostly supported by banking funds, but rather from personal pockets. However, this time the corona virus pandemic has rendered many SMESs helpless. One by one they fell quickly. They lost the market as people's purchasing power weakened due to the decline in economic activity during large-scale social restrictions in a number of areas. On the other hand, when there is demand, they are hampered by raw materials.

According Putra et al. (2021); Praditya, R. A. (2020) Marketing is an important part of the management of a company in order to achieve success in achieving company goals. Marketing strategies must be precise and also adapted to the products to be sold. These are some things that must be considered for marketing management, because the products to be sold must be accepted by potential customers. Apart from the marketing strategy, the company must also pay attention to the market share and market development of competitors of similar businesses. According to Purwanto et al (2020);Suryani et al.(2020) Marketing consists of several types, including direct selling, earned media, point of purchase, and internet marketing. Internet marketing is a marketing activity using a promotional strategy with the internet, especially with social media, which can expand the scale of sales and is inexpensive to implement. Consumers can also find it easier to find all information about the products being sold, this is because consumers no longer need to come to the store directly (Witdya, 2019).In today's era, the use

of internet media is ideal for marketing goods or services. Product marketing using the internet or also known as E-marketing is an electronic marketing model which includes the work of business owners to communicate, provide promotions, and sell products sold via the internet.

According to Kotamena et al. (2020); Novitasari et al.(2021) Digital marketing is a product marketing through digital media connected to the internet. Currently the internet can not only connect people with digital media, but can also be used as a link between consumers. This facilitates communication in the form of marketing promotions through cyberspace. The existence of digital marketing also makes communication between producers, marketers, and consumers or buyers easy. In addition, digital marketing makes it easier for business people to monitor and provide everything that is needed by potential customers. According to Purwanto et al (2020);Suryani et al.(2020) obtain information about products simply by accessing the internet so that it can facilitate the search for these products. Prospective buyers nowadays are getting smarter in making a buying decision based on what they see on the internet. Digital marketing is able to cover all internet users wherever they live without any area or time restrictions. Internet applications that are widely used in marketing are social media, for example Twitter, Instagram, Facebook, Telegram, Spotify, Youtube, and Tiktok. According to (Zanjabila & Hidayat, 2017), product sellers can also use website media or other personal sites. If business actors want to survive from competitors, then they must take advantage of the internet as a marketing medium. Social media is a revolution of media that provides and delivers information to consumers (Kerpen, 2011: 94). Furthermore, according to Kaplan and Haenlein (2010), social media is a set of applications that depend on the internet network initiated by Web 2.0, this program was discovered by the O'rei1y Web 2.0 Team which was a simple platform before it became social media, this platform provides easy exchange. information for users and as a means to collaborate online. Social media such as Facebook, YouTube, Twitter, Instagram and others are now used as a medium to convey information quickly, accurately, and to spread to many people.

According Putra et al. (2021); Praditya, R. A. (2020) social media is divided into three types, namely (1) Online Communities and forums is a community or group or forum formed by consumers or a group of consumers without the influence of advertising from the company or receiving binding support from the company. where members in the online communities will communicate directly with the company and to other members through their posts, instant messaging and chat discussions about specific interests related to the product and brand that you wish to review, an example of this community is Femaledaily.com. (2) Bloggers are notes from an online journal to be searched by internet users that can be updated continuously and are a very important medium for the Word of Mouth method. (3) Social Networks are a fundamental force in marketing, both business to customer (B2C) and business to business (B2B). Social networks can take the form of social media sites such as Facebook, Instagram, Twitter and LinkedIn. Social media marketing is an internet-based marketing model that aims to achieve the goals of marketing by contributing through various social media networks. Running a business with social media increases consumer interaction and increases their interest in deciding to buy the product. Good product appearance is able to make product visitors can be interested in the content displayed. (Mao, Zhu, & Sang, 2014)

There are five indicators of social media marketing according to According to Kotamena et al. (2020); Novitasari et al.(2021) namely (1) Online Communities, which means a company can use social media to create a group or community of people who have interests or who are likely to become customers of the product you want to market. In this community members usually exchange information and encourage the business to progress. (2) Interaction. Interaction in social media has an important effect on communication. With this interaction, companies can monitor the enthusiasm of product enthusiasts. (3) Sharing of Content Sharing of Content makes it easier for social media users to exchange photos, videos, statistics and the latest updates. (4) Accecibility concentrates on ease of access and affordable costs of using social media. (5) Credibility Describes the delivery of the right message to build trust in customers for whatever is communicated and done, which relates emotionally to what the target or consumer wants.

From the above experts, it can be concluded that social media marketing is a marketing strategy in which a company uses social media to market products or services by utilizing the people in it as the purpose of marketing.

In Suryoko and Pangestu's research, (2016), Schiffman and Kanuk (2007: 485) said the same thing that a purchase decision is the selection of an action or alternative choice taken from several options. Consumers who will make a choice must have at least one or more alternative choices. According Putra et al. (2021); Praditya, R. A. (2020)define a purchase decision as a dominant form of self-confidence in consumers in the form of belief that the product purchase decision they make is the right decision. When consumers are aware of decisions caused by internal or external influences, consumers will seek information to review and evaluate various kinds of products to be purchased. The theory above is supported by research on the influence of social media marketing on purchasing decisions made by Funselul Muslihah, entitled The Influence of Instagram Social Media Marketing on

Purchasing Decisions for Fashion Products, which states that social media marketing has a positive influence on purchasing decisions (Funselul Muslimah, 2019)

According to Kotamena et al. (2020); Novitasari et al.(2021) have an opinion that there are five roles of potential consumers in making a buying decision, namely (1) Initiative taking (initiator): consumers who have a willingness to purchase only certain items or who have needs and desires but do not have the ability to do it yourself. (2) People who influence (influencer): consumers who can influence the decision of others to buy whether there is an element of intention or not. (3) Decision maker (decider): consumers who make decisions about what to buy or not to buy, what products to buy, how to buy them, when and where to buy these products. (4) Buyer (buyer): the consumer who made a purchase. (5) User: consumers who use or use products that have been purchased.A company must recognize these roles because all of these roles have a major influence in designing products to be marketed, determining what messages will be addressed to buyers and planning the necessary promotional or advertising budget arrangements and making methods of marketing products that are suitable for target consumers.According to Sihite et al (2020); Supratman et al (2021); Suprapti et al . (2020) based on the description above, this research has obtained the formulation of the period as follows: (1). Is Social Media Based Digital Marketing Can Influence The Purchase Decision Of SMEs Products? (2). How Social Media-Based Digital Marketing can influence the Purchasing Decision of SMEs products

## 2.Method

This study uses a quantitative descriptive research method, the results of the study emphasize the testing of theories by measuring the variables numbers and perform an analysis with statistical procedures in order to obtain significant research results. This research approach uses a quantitative approach because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. And it is described in deduction which departs from general theories, then with observations to test the validity of the theory's validity, conclusions are drawn. Then described descriptively, because we will direct the results to describe the data obtained and to answer the formula. Descriptive quantitative is a type of research used to analyze data by describing or describing the data that has been collected as it is. Descriptive quantitative research uses a correlation approach (correlational research). Descriptive quantitative research is used to describe, explain, or summarize various conditions, situations, phenomena, or various research variables according to events as they are which can be photographed, interviewed, observed, and which can be expressed through documentary materials. The population of this researcher is consumers SMEs products To take the number of samples that will be used in this study, the data from the population is substituted into the Slovin formula.
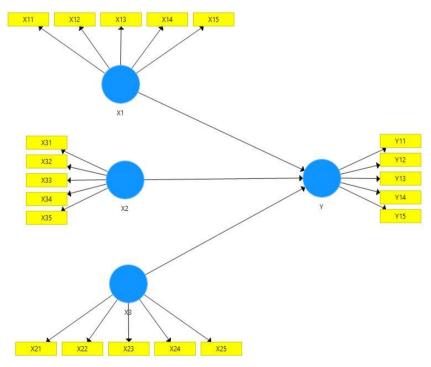


**Fig 1**. Research Model

The dependent variable is Purchase Decision (Y), Social Media Marketing (X1), Digital Marketing (X2) and e-marketing (X3)

## 3.Results And Discussion

Characteristics of Respondents

The following are the results of the respondent characteristics of the questionnaire that have been distributed by consumers with the sexes of 1aki-1aki, 70% and 30% female consumers. Based on the age criteria of respondents who make a purchase are 30% consumers aged 15-19 years, 40% aged 20-24 years, 30% aged 25-29, and 0% over 30 years old. Based on the job criteria, it can be seen that the criteria for respondents who work as civil servants are 25%, students are 25%, private employees are 30%, and entrepreneurs are 20%. All respondents are domiciled in the city with a percentage of 100%.

Based on the results of the SPSS test, the regression equation values were obtained as follows:

Y = a + bX

Y = 8,532 + 0.672X

Information:

Y: Purchase Decision

X: Social Media Marketing

In the regression test, the regression coefficient is positive, so it can be said that the social media marketing variable (X) has a positive or significant effect on the purchasing decision variable (Y)

The output model Summary the value of the coefficient of determination (R2) is 0.584. Ha1 shows that the variable X has a great influence on Y at 58.4% while the remaining 41.6% is influenced by other variables not included in this study.

### The influence of social media marketing on purchasing decisions for SMEs products

From the data processed by the researcher, it was found that there was a positive influence between the social media marketing variable (X) and the purchasing decision variable (Y). It can be seen from the regression coefficient value of 12.654 with a significance level of 0.000 <0.05, so from these results it can be concluded that there is a positive influence between variable X and Y.This shows that social media marketing variables contribute to purchasing decisions for SMEs products. From the data processed by the researcher, it is found that the social media marketing variable (X) has a positive influence on the purchasing decision variable (Y). It can be proven by the regression coefficient value of 12.654 with a significant level of 0.001> 0.05, the conclusion from these results is that there has been a positive influence between X and Y.This shows that social media marketing has a significant influence on purchasing decisions. The results of this study are the same as the research conducted by Ridwan Zanjabila that social media marketing variables have a significant effect on purchasing decisions for SMEs products. (Zanjabila & Hidayat, 2017) The results of this study can be seen from the significant value in the t test (partial) which is 0.001 <0.05. And research conducted by Lubiana Mileva Achmad Fauzi shows that there is a significant influence between social media marketing variables and product purchasing decisions. (Lubiyana Mileva Ahmad Fauzi DH, 2018) whose significance value in the t test (partial) is 0.023 <0.05. From the data above that has been processed by the researcher, it is found that social media marketing variables (X) have a positive effect on purchasing decision variables (Y). It can be proven that the regression coefficient value is 161.235 with a significant level of 0.001> 0.05, the conclusion of the result is that there is a big influence between X and Y.This shows that social media marketing contributes to purchasing decisions for SMEs products.

From the results of research on the social media marketing variable there has been a significant influence on purchasing decisions, an assessment of the social media marketing variable can see that from five indicators that have an average rating are strongly agree and agree, here is an explanation of the five indicators of social variables. media marketing: (a). Online communities: A company can use social media to create a group or community of people who have an interest in or who are likely to be customers of SMEs products. On this indicator, consumers agree that joining a social media group is useful for gathering various information about their culinary products, it can be seen in the results of the questionnaire which has the highest average answer value of 4.323 (b). Interaction: With interaction, the company can monitor the enthusiasm of product enthusiasts. On this indicator, consumers agree that they can exchange opinions or chat with other followers and administrators through social media. It can be seen from the results of a questionnaire which has an average value of 4.132. (c). Sharing of Content: makes it easier for social media users to exchange information and the latest culinary updates in the G-Walk Surabaya area. According to Asbari et al (2020); Budi Hartono et al.(2020); Tri Suci Rokhani (2020) on individual indicators, consumers agree that consumers wish to receive information and content in the

form of images and videos about products from social media accounts, it can be seen from the results of a questionnaire which has an average value of 4.343 (d). Accecibility: Refers to the ease of access to information related to SMEs products. In this indicator, consumers agree that consumers can easily and at inexpensive costs to access social media for SMES products, it can be seen from the results of a questionnaire which has an average value of 3.323. (e). Credibility: Describes the delivery of a clear message to build trust in what is said and done in a good relationship with what the customers of SMES products want. In this indicator, consumers agree that consumers can clearly understand and trust the product information contained in the social media for SMES products, it can be seen from the results of the questionnaire which has an average value of 4.343 of the 10 statements of social media marketing variables, the highest average value is in statement number 2, which is 4,345 with the statement that social media products for SMESs are useful for collecting various information about their culinary products, it can be concluded that culinary consumers have the perception that social media can help make it easier obtain information about the desired culinary product. While the lowest average value is in statement number 10 which is equal to 3.78. With his statement, I believe in the information provided by social media, it can be concluded that culinary consumers do not fully trust social media in their search for information. The highest average value is on the content sharing indicator at 4.265 and the lowest indicator is on the accessbility indicator at 3.756. While the data shows that of the 10 statements of purchasing decision variables, the highest average value is in statement number 2, which is 4.35 with the statement that I have recognized the product, it can be concluded that culinary consumers have recognized SMES products. statement number 4 which is equal to 3.59. With his statement, I am looking for information about SMES products by coming directly to the place, it can be concluded that there are not many culinary consumers who come directly to the sales place to buy the desired culinary product. According to Asbari et al (2020); Budi Hartono et al.(2020); Tri Suci Rokhani (2020) the highest average value of the indicator is in the alternative evaluation indicator which is 4.275 and the lowest indicator is in the information seeking indicator of 3.755.It can be concluded that the social media marketing variable has a great influence on the purchasing decision variable for SMES products. The role of information provided by the business owner must be able to explain in detail about the culinary products being sold because each culinary product has a taste and distinctive characteristic that has differences from one another, with the existence of social media consumers can easily access information about the product of interest. as a reference before buying the product. Social media can also provide some detailed information on culinary products that will be purchased as an option for consumers to buy these culinary products.

The results of the research are in line with the logic of the previous discussion theory which states that in digital marketing which includes Websites, Search Engine Marketing, Web Banners, Social Media and affiliate marketing are in accordance with research (Wati, 2013) in Deavaj at al. (2003) which states that there is a relationship between online marketing variables to purchasing decisions, it is proven that online purchasing decisions are influenced by several factors, namely 1) the efficiency of a search includes time fast, easy to use and easy search efforts 2) value which includes competitive price and quality best 3) interaction includes information, load time, security and navigation. One of the research variables is also supported by the Research Journal (Ghafiki & Setyorini, 2017) which states that data processing simultaneously website quality has a significant effect on purchasing decisions.The results of this study contradict the conclusions in the journal research (Wandanaya, 2012) which states that the culture of the Indonesian population to buy goods online is still low, because they prefer conventional shopping. This study proves that the results of the online purchase desicion continuum value according to the research data are included in the high category

## 4.Conclusion

Based on the results of the research and discussion above, it can be concluded that social media marketing has a significant influence on purchasing decisions on SMEs products. Overall there is a positive influence between social media marketing variables and the variables of purchasing decisions for SMEs products.After obtaining the influence between E-Commerce variables and variables very low purchase decisions expected by researchers Furthermore, we will examine other factors or variables that have a greater / higher relationship to them purchasing decisions so that they can be used as a reference in the future. Expected to yagar more companies know what the consumer needs and also be more innovative in improving the design of the product so as to increase the company's sales volume.

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