

The Influence Of Social Media Marketing On Purchasing Decisions At Triloka Company

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Abstract: The purpose of this study is to determine how the usage of social media affects elite home purchase choices at PT. Triloka Kendari in Kendari Regency. This study focuses on elite house purchasers who work with PT. Kendari Triloka in Kendari Regency. The accidental sampling approach was used to choose this study's 81 respondents. This study collects primary data via the distribution of questionnaires. This study employs multiple linear regression analysis with t-test hypothesis testing. The test findings indicate that service quality and social media marketing factors impact the choice to buy exclusive home at PT. Triloka Kendari. The independent variable has an 18.5% effect on the dependent variable, whereas factors not addressed in this research affect 26.54% of the total.

Keywords: Social Media Marketing, Service Quality, Purchasing Decisions

INTRODUCTION

The influence of globalization in the industrial world today has caused competition between companies to become increasingly tight and competitive. Based on this, companies are required to continue to develop so that they are able to face existing competition. Every business actor in every business category is required to be sensitive to every change that occurs and place orientation towards customer satisfaction as the main goal (Moridu, 2018). The conditions that must be fulfilled by a company in order to be successful in competition are trying to achieve the goal of creating and retaining customers (Rahman, 2022). Tight competition will position marketers to always develop and capture market share. This is because in concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Yusuf, 2020).

Social media as a factor that influences purchasing decisions is useful for sharing videos and information with other people (Sugandi, 2021). Social media marketing is also a

form of marketing that has the aim of creating awareness, recognition, memories and actions caused by a brand, product, business, individual either directly or indirectly (Rahman, 2021). It can be concluded that social media marketing is a place that has a function for consumers to get and convey videos and information. Apart from obtaining and conveying information, social media marketing is also considered to be able to build good relationships with consumers effectively.

Then, apart from social media marketing, service quality also influences purchasing decisions. Service is a company's actions in order to fulfill the needs and desires of customers in order to create satisfaction for these consumers, because if the service received by consumers will increase transactions and generate profits for the company (Moridu, 2019). Meanwhile, service quality is all forms of activities carried out by the company to meet consumer expectations (Yusuf, 2019). Service is closely related to customer perceptions about the quality of a business. The better the service, the more it will influence consumer purchasing levels so that the business will be considered to be of higher quality. On the other hand, if the service provided is not good and satisfactory, then the business is also considered to be of poor quality.

This research takes elite housing as an object because houses are what humans need for shelter, as a place to gather and carry out family activities or as an investment item in the long term, especially for middle and upper class society, which is often used as a benchmark for human welfare.

However, it turns out that currently there are still many elite housing developments that do not study consumer needs, resulting in a decline in sales and consumer satisfaction. One of the phenomena of declining sales of elite housing is experienced by PT. Triloka Kendari in Kendari Regency.

The dependent variable of purchasing decisions is the decision to buy the brand that is most preferred and profitable for consumers. This occurs when consumers have used a product, then they will evaluate its performance based on their expectations (Suryanto, 2018). Then the purchasing decision is also an action taken by consumers to be able to make a purchase, whether consumers buy goods or not by going through various processes of introduction, information search, alternative assessment, purchasing decisions and post-purchase behavior (Suganda et al., 2019).

METHOD

This study used quantitative methodologies. According to Kushendar (2020), the

qualitative research method is a positivist-based research method that is used to study specific populations or samples by collecting data using research instruments and analyzing data quantitatively or statistically with the goal of testing established hypotheses.

This study utilized primary data. Researchers gather data via a questionnaire. A questionnaire, according to Kushendar (2021), is a set of written questions directed to research participants in order to gather different types of information for research purposes.

RESULTS AND DISCUSSION

Reliability Test

Reliability testing included testing the instrument once and then assessing it using the Alpha-Cronbach technique. A questionnaire is considered trustworthy if the reliability coefficient is positive and larger than 0.6. The reliability test yielded the following results:

Table 1.
Research Questionnaire Reliability Test Results

Statement Items	Reliability Coefficient	Critical Value	Description
Social Media Marketing (X)	0,806	0,6	Reliable
MSME Financial Performance (Y)	0,656	0,6	Reliable

Based on the table regarding reliability tests on research questionnaires. It can be seen that the reliability value of the statement items in the questionnaire for each variable being studied is greater than 0.6. These results indicate that the statement items in the questionnaire are reliable for measuring the variables.

Description of Research Results

The variables in this research consist of 2 variables, namely purchasing decisions (Y), Social Media Marketing (X). The description of the statement will display each respondent's answer options for each statement item given by the author to the respondent.

DISCUSSION

The Influence of Social Media Marketing on Elite Housing Purchase Decisions

Based on the results of previous research, from the t test it can be seen that social media marketing influences the decision to purchase elite housing. Based on these results, it can be concluded that the first hypothesis is accepted.

Social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, recall and action for a business, brand, product, person and other entity using tools in the form of social web, blogging, microblogging, social networking and content sharing (Moridu, 2016). The increasingly rapid pace of technology and internet

networks has changed the shopping behavior of Indonesian people from offline to online. This is also supported by the increasing number of social media users in Indonesia, making it an opportunity for business people to market a product or service, one of which is the elite housing business. Social media marketing itself sharpens the content side which contains a combination of images, sound and even videos in offering products in the form of goods or services offered so that they can encourage consumers to make purchasing decisions.

That way, the more interesting the content created and the higher suitability of the information contained in social media marketing will make consumers interested in buying and making purchasing decisions about the products offered, so it can be said that social media marketing influences purchasing decisions. Previous research results show that social media marketing influences Polim purchasing decisions (2022).

CONCLUSION

After studying and discussing the findings of this study, the researcher reached various conclusions on the impact of social media marketing and service quality on elite home buying choices, including the following:

The social media marketing element has a considerable beneficial impact on elite house purchases. This is supported by the $t_{count} > t_{table}$ value of $2.022 > 1.884$ and a significant level of $0.002 < \alpha < 0.05$. This indicates that the more fascinating the material provided and the more relevant the information included in social media marketing, the more likely customers will be to purchase and make purchasing choices for the items supplied.

The service quality variable has a strong beneficial impact on the choice to buy luxury housing. This is supported by a $t_{count} > t_{table}$ value of $2.214 > 1.884$ and a significant level of $0.028 < \alpha < 0.05$. This indicates that if the service received or perceived is satisfactory, people will choose to acquire products and services.

Social media marketing factors and service quality significantly effect elite home purchases ($F_{count} > F_{table}$ value, $14.222 > 2.08$).

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