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The Function of Social Media Promotion in the Choice-making Process for Purchases in Cassava Snacks Product of MSMEs' "Berkah Cinta", Trenggalek Regency, East Java

ABSTRACT

The purpose of this study is to identify how social media affects consumers' decisions to buy MSMEs "Berkah Cinta" Trenggalek Regency products. The technique is a quantitative approach to descriptive verification. A Likert scale model questionnaire served as the study tool for this data collecting. Purposive sampling was used to select the sample, and the requirements included: (1) being a frequent user of social media; (2) being aware of the existence or nonexistence of social media for MSMEs' "Berkah Cinta"; and (3) being aware of the existence or nonexistence of MSMEs Products "Berkah Cinta" Trenggalek Regency. Seventy respondents made up the sample size. The research was conducted in MSMEs' Berkah Cinta Trenggalek Regency, the respondents were 70 people, and the data was analyzed using regression analysis with the SPSS program. The questionnaire items are acknowledged as valid and reliable based on the analysis performed using the SPSS tool. The purchase choice of MSMEs "Berkah Cinta" Trenggalek Regency product was discovered to be influenced by social media advertising by 41.2% by a straightforward linear regression analysis, while the remaining 58.8% was influenced by other factors not covered in this study.

Keywords: SPSS Application, Decision to buy, MSMEs, Social Media, and Promotion

INTRODUCTION

The region's economy and Indonesia's overall economy are anticipated to benefit from the growing digital-based Micro, Small, and Medium-Sized Enterprises (MSMEs') sector. The ability for businesses to connect with both internal (workers) and external (consumers, governments, competitors, etc.) parties with the objective of growing sales and maintaining the company's reputation makes digital marketing communication crucial. Social media is one of the promotional strategies that businesses employ.

According to Augustinah & Widayati (2019), social connections and dangers viewed on social media influence customers' desire in making purchases. Social media is used by business actors with the goal of selling their goods or services, informing consumers of specific information, and promoting the goods they make. Social media is used as a marketing communication tool to improve the product's image, raise consumer awareness of it, and ultimately boost sales.

Puspitasari & Gusfa (2017) explained that the existence of social media can expand the promotions run by online shops to enhance attachment relationships and also increase sales, through the process of conveying information carried out by online shops to followers or consumers can invite them to be involved in the communication process. Information exchanged in both directions between organizations or parties involved in marketing. The parties will communicate, listen, and behave in a way that fosters a positive exchange relationship.

MSMEs' Of Blessing Love Trenggalek are attempting to take advantage of the phenomenon surrounding the emergence and growth of social media usage by the general population in Indonesia. Products including krispi mushrooms (*mushrooms Mantan brand*), checker chips (*Claw Mantan brand*), macaroni (*Main Hati Brand*), and basreng (*Baikan brand*) were produced by MSMEs' "Berkah Cinta", Trenggalek Regency. Additionally working together, MSMEs' "Berkah Cinta", Trenggalek Regency markets MSMEs' goods including premium macaroni (*Kokoroni brand*) and dry sus (*Su Sayang brand*).

One method by which MSMEs' in "Berkah Cinta", Trenggalek Regency market their goods to the public is through the use of social media. They do this by creating engaging content about their goods and surroundings that is surrounded by communication, interaction, relationships, and information that can draw customers' attention and influence their purchasing decisions. MSMEs', such as Berkah Cinta Trenggalek, are attempting to make the most of this by leveraging social media sites like Instagram, Facebook, and Tiktok as their primary channels for selling their goods. Utilizing all the tools and services offered by social media, MSMEs Berkah Cinta Trenggalek Regency embraces its audience with engaging daily content creation exchanges. according to the day. The role of social media promotion in influencing consumer product purchase decisions will be further investigated by the researchers in light of this description.

RESEARCH METHODS

The method used in this study is a quantitative approach, specifically a quantitative research in the form of description with numbers or numerical (statistical), where this study aims to test the accuracy of hypotheses made through the collection of data in the field so that it is known the analysis of variable X, namely Social Media, and variable Y, namely Purchasing Decisions through statistical analysis tools, which in this study use the SPSS statistical tool version 25.

A Likert scale model questionnaire served as the research instrument for this data collecting. A person or group's attitudes, views, and perceptions of social phenomena are measured using the Likert scale before being subjected to an analysis using the SPSS program. The survey will be evaluated for reliability and validity before moving on to the Regression Analysis stage. Purposive sampling, a sample selection method with some considerations, is used to collect samples.

These standards consist of:

(1) is a regular user of social media,

(2) is aware of the existence or nonexistence of MSMEs' "Berkah Cinta" Trenggalek Regency social media, and

(3) is aware of the existence or nonexistence of MSMEs "Berkah Cinta" Trenggalek Regency products. 70 respondents made up the samples that were collected.

RESULTS AND DISCUSSIONS

The Role of Social Media in Marketing the Production
of MSMEs "Berkah Cinta" Trenggalek Regency

The free discussion between users is one of the social media platforms' universal qualities, according to Bate'e (2019). Social media can evolve over time, can be restructured by the people who created it, or in some cases, can be updated by a community. Social media also creates new kinds of communication and offers them. Prior to the development and widespread use of social media, the majority of people used SMS or cellphones to communicate. However, with the advent of social media, people are more likely to connect using chat services (chat) or send messages via services offered by social media.

Novita, Astuti, & Lestari (2020) described the use of social media in product marketing in MSMEs' "Berkah Cinta" Trenggalek Regency, as follows:

1. We may use social media to describe who we are and what we sell.

2. Through social media, we can build connections and communicate with people so they may learn about our brands and products.

3. We can appear "real" on social media. In order to make our items seem more "humane" and "real," potential customers and current customers occasionally mention our personalities in addition to our products.

4. Select the appropriate selling strategy for your "following" to offer the goods we sell.

5. Consistency. For potential customers to have faith in the things we provide, consistency is needed. Additionally, people have confidence when making the purchase of such things.

According to Kim & Ko (2012) in Godey, Manthiou, Pederzoli, Rooka, Aiello, Donvito, & Singh (2015), social media marketing is evaluated across 5 (five) dimensions in MSMEs' "Berkah Cinta" Trenggalek Regency, namely:

1. Entertainment. The use of social media brands is enjoyable, and the social media material for the brand has aesthetically pleasing content, which are indicators for the entertainment dimension.

2. Interaction. Social media's ability to facilitate information sharing, dialogue, and exchanges between users as well as the facilitation of easy opinion expression are all signs of the interaction component.

3. Trendiness. The use of social media is quite current, and social media content is the most recent information, as indicators of trendiness.

4. Customization. The fact that social media allows for personalised information search is an indication of the customization dimension.

Purchase Decisions and Social Media Links
in MSMEs "Berkah Cinta" Trenggalek Regency

Companies must be aware of the variables that affect consumer decision-making when buying products. The efforts made to fulfill client wants and needs have an impact on the quality of the service and products (Husain & Sani, 2020). Consumer purchase decisions are "an integrating process that integrates knowledge to evaluate two or more alternatives, and choose one of them," according to Triana & Fachrury (2019).

Making decisions is "a process of evaluating and selecting several options according to particular interests by determining an option that is regarded the most favorable." According to the definition given above, it can be inferred that the purchase choice refers to the consumer's action of making an actual purchase, whether they ultimately decide to buy or not after going through the process.

According to Mujiyana & Elissa (2013), there must be an alternative choice for a decision to be made. Contrarily, it is not considered decision-making if customers have no other options. Not all consumers need to seek for the same amount of information

while making decisions. Consumers must take the time to complete the decision-making process if it involves a significant amount of work. On the other hand, purchases that are habitual in nature frequently become tedious events and exhibit a decreased amount of pleasure.

According to Kurnianingsih & Sugiyanto (2019) and Kotler & Keller (2016), the purchasing decision process contains five stages in MSMEs' "Berkah Cinta" Trenggalek Regency, which are as follows:

a) Problem identification. When a buyer perceives a problem or needs to be activated by internal or external cues, the buying process starts. One internal signal can trigger a person's typical wants.

b) Information search. Interested customers might or might not look for more details. If the consumer's motivation is strong and a quality product is soon to arrive, he can decide to buy it later. The consumer can also seek for information about the demands or keep them in memory as an alternative.

c) Evaluation of possible alternatives. Consumers process information in this alternative way to make brand decisions.

d) Purchase Decision. In general, a consumer will choose to buy their most desired brand, but there are two things that could prevent them from doing so.

e) Post-purchase behavior. After a purchase, customers may have dissonance from seeing or hearing positive things about competing brands, and they may be skeptical of information that supports their choices.

Social media can be used for business communication, to market goods and services, to connect with clients and vendors, to enhance brands, to cut expenses, and for online sales (Isnanda, Susanto, Mubarok, Upi, Stephanie, Putra, Irawati, & Munajat, 2018). According to Satria, Suharyono, & Alfisyahr (2017), social media exposure (exposure) can have an impact on the marketing industry. One of them is having the power to sway people' purchase choices.

The incident occurred when someone shared various kinds of information through an upload on Instagram. Then the upload is either intentionally or unintentionally

viewed by other users. This can affect the purchase decision of a consumer who is also a user. Social media will affect consumer behavior across the board, from information search to purchase. Social media has an impact on many facets of consumer behavior, including purchasing habits, and is becoming more widely recognized as a more unbiased source of information. Social media has the most impact at the stages of information search and purchase decision. It has also been demonstrated that media reviews, both positive and negative, influence people' purchasing decisions (Andriyani and Suri, 2020).

Table 1. Characteristics of Respondents

No	Characteristics	Number of Respondents
1.	Gender	
	Male	11
	Female	59
2.	Age	
	< 20 years	2
	20 – 40 years	62
	> 40 years	6
3.	Time spent using social media per day	
	< 60 minutes	4
	60 – 180 minutes	36
	> 180 minutes	30

Source: Primary data processed (2022)

Table 1 shows that the respondents who are aware of MSMEs Berkah Cinta Trenggalek and who are frequent social media users are 84.3% female and majority of them are between the ages of 20 and 40.

Validity and Reability Tests

According Yusup (2018) that a research instrument's validity and reliability determine whether it is good or not. While reliability questions if a measurement can be relied upon due to its precision, validity of the instrument questions whether the measurement is exact in measuring what is to be measured. When instruments can accurately reveal data from variables without straying from the real state, they are said to be valid. When an instrument can produce trustworthy results, it is considered to be reliable.

According Tjoeng & Indriyani (2014), a research tool is deemed valid if the product moment correlation coefficient is greater than 0.3. The reliability test of all items questions used in this study will use the cronbach alpha formula (cronbach alpha coefficient), which in general is considered reliable if the cronbach alpha value > 0.6.

Table 2. Validity Test

Item		*Pearson Correlation*	Information
P	1	0,375	valid
P	2	0,642	valid
P	3	0,531	valid
P	4	0,609	valid
P	5	0,343	valid
P	6	0,549	valid
P	7	0,613	valid
P	8	0,513	valid
P	9	0,376	valid
P	10	0,547	valid
P	11	0,690	valid
P	12	0,560	valid
P	13	0,690	valid
P	14	0,717	valid
P	15	0,723	valid
P	16	0,770	valid
P	17	0,767	valid
P	18	0,722	valid
P	19	0,609	valid
P	20	0,596	valid
P	21	0,605	valid
P	22	0,676	valid
P	23	0,685	valid
P	24	0,707	valid

Source: Primary data processed (2022)

Reliability tests are used to determine whether a research tool is trustworthy enough to be used for data collecting. By evaluating cronbach alpha and examining the correlation of each indication of the research variable, the author of this study performed a reability test. The following table displays the cronbach alpha reliability level values:

Table 3 Variable Reability Test X

Reliability Statistics	
Cronbach's Alpha	N of Items
.865	14

A α value of 0.865 was calculated based on the results of the reliability test on the social media variable. As a result of the α > 0.6, the outcome was deemed reliable.

Table 4. Variable Reability Test Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.911	10

A α value of 0.911 was achieved based on the findings of the reliability test performed on the Purchase Decision. As a result of the α > 0.6, the outcome was deemed reliable.

Simple Linear Regression Analysis

According Tjoeng and Indriyani (2014), a straightforward linear regression analysis was conducted to assess the degree to which one independent variable and one dependent variable were influenced by one another and to forecast the dependent variable using an independent variable. The following are the outcomes of a straightforward linear analysis performed with the SPSS software:

Regression equation

The following are the findings of the purported regression model linking social media promotion to the decision to buy the MSMEs "Berkah Cinta" Trenggalek Regency product:

Table 5. Linear Regression Analysis Results

Coefficients[a]				
Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
1 (Constant)	-.566	5.907	-.096	.924
Media Sosial	.666	.097	6.904	.000
a. Dependent Variable: Purchase decisions				

The following simple linear regression equation can be created from the table above:

Y= a + b X + e

Y = -0,566 + 0,666 X + e

The result of the equation above provided a constant value of -0.566, indicating that the purchase decision variable has a value of -0.566 if the social media variable has a value of 0. The social media variable's regression coefficient is 0.666, which indicates that if each social media variable increases by 1%, the purchase decision variable will also increase by 1.416%. Ho was denied and H1 was approved based on the significance level of 0.000, indicating that social media promotions had an impact on the buying decision.

Correlation Value (R) and Coefficient of Determination (R Square)

The correlation coefficient (R) and coefficient of determination (R Square) for the regression model between social media promotion (X) and purchasing decision (Y) for MSME items are as follows:

Table 6. Linear Regression Analysis Summary

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.642[a]	.412	.403	4.391
a. Predictors: (Constant), Social media				
b. Dependent Variable: Purchase decisions				

From table 6. The correlation between the independent variable and one dependent variable yields a result of R = 0.642, which denotes the correlation between the social media promotion variable and the purchase decision, which denotes an influence because the correlation value is close to 1. An r number near to -1 or +1 denotes a significant correlation between the two variables, whereas a r value close to 0 denotes a weak correlation. Both positive and negative correlation coefficients exist.

The coefficient of determination, which has a value of 0.412, indicates the percentage of influence that the independent variable has on the dependent variable. This means that, while other factors that were not considered in this study account for the remaining 58.8% of the influence, social media promotion accounts for 41.2% of it. According to Prasetijo & Ilhalauw (2008), consumer decision-making is influenced by external factors, such as marketing information, the marketing mix (4P), and the socio-

cultural environment as input. These elements are not the only ones that influence customers' purchase decisions.

CONCLUSIONS

Based on the analysis and discussion, the researchers concluded that there is a relationship between social media promotion and purchasing decisions because the correlation value is close to 1. While other factors that were not examined in this study accounted for 58.8% of the remaining percentage, which represented the contribution of social media promotion to purchasing decisions, was 41.2%.

Further thorough research is required to choose the best marketing approach for MSMEs' "Berkah Cinta" Trenggalek Regency items because it is known that 58.8% of consumers' decisions to buy MSMEs' "Berkah Cinta" Trenggalek Regency products are impacted by other factors that are not examined in this study.

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