ANALYSIS OF THE EFFECT OF SOCIAL MEDIA MARKETING AND BRAND IMAGE ON THE PURCHASE DECISIONS OF CONSUMERS KOPI KENANGAN IN PADANG CITY

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ABSTRACT

The purpose of this study is to find out how much the effect of social media marketing and brand image on consumer's purchasing decisions at Kopi Kenangan in Padang City. This research uses quantitative research methods with descriptive quantitative research types. The sampling was carried out using a purposive sampling technique, , the number of respondents obtained was 100 respondents. The data analysis techniques used are descriptive analysis and multiple linear regression analysis. The results of the research with a significant level of 5% revealed that : (1) Social Media Marketing has no significant influence on purchasing decisions, (2) Brand image has a positive influence significant purchasing decisions, (3) Social Media Marketing and Brand Image simultaneously affect purchasing decisions. The result of the coefficient of determination was 55.6% that the remaining 44.4% was influence by variables outside this research.

INTRODUCTION

Entrepreneurship is a creative and innovative capacity that becomes of foundation , resources, processes and struggles to create added value for goods and by having the courage to face risks (Novita & Kusnadi, 2017). According to (Firmansyah A. &., 2019) Entrepreneurship is a process of doing something new , creative and unique (innovative) which is usefull in providing added benefits to a product.

Micro, small and medium enterprises are independent productive units run by individuals or entities in all economic sectors (Hanim, 2018). Based on Law number 20 of 2008 in (Handini, 2019) , micro enterprises are productive enterprises owned by individuals or business entities that meet the criteria for micro business.

The marketing concept explains that the key in identifying the desires of the target market is to provide the desired satisfaction more effectively than competitors (Yulianti, 2019). Marketing management is a process that starts from the process of planning, directing and controlling products or services, pricing, distribution and promotion with the aim of helping organizations achieve their targets (Indrasari, 2019); (Putri, 2017).

Digital Marketing is a type of marketing activity used to promote or market a product or service and reach potential consumers using digital media (Saputra, 2020). According to (Winarta I. K., 2021) digital marketing is an effort to market a brand or product through the digital world or the internet. According to (Sari, 2021) digital marketing is an internet-based marketing technique that is increasingly necessary. According to (Wati, 2020) digital marketing is a general term for targeted, measurable and interactive goods or services using digital technology.

According to (Galang, 2020) social media marketing is a type of using social websites such as networking , social bookmarking and content sharing to increase awareness, recognition, retention the action of brands, comercial products or other entities. Social media marketing is defined as which enables marketers to collaborate, interact and use intelligence resources for the purposes (Intan, 2022). Social media marketing is a form of digital marketing that uses social media or network websites to promote the organization's products or services through paid and organic means (Nanda & Nilowardono, 2022). According to (Gunelius, 2011) there are goals of social media marketing, namely: bulid customer relationship ; brand building; advertisement ; promotions; market research . According to Tuten in (Norattama & Moniaga, 2022) social media marketing is a form of online advertising that highlights the cultural context of social communities including social media , cyberpages, social news outlets and social opinion , achieving communication goals.

According to (Firmansyah A. , 2019) branding can be defined as a perception that emerges from consumers' minds when they remember the brand of a particular product. According to Keller in (Firmansyah A. , 2019) brand image is defined as the perception of a brand which is reflected in brand association the consumer's memory. Brand image itself is perceptions of a brand that is stored in the minds of consumers. According to (Galang, 2020). According to Bambang Sukma Wijaya in (Firmansyah A. , 2019) the main factors that influence and shape the image of a brand as follows : brand identity, brand personality, brand association, brand attitude behavior, brand benefits and product competence. While according to Biel in (Firmansyah A. , 2019) there are several indicators of brand image, are : Corporate Image (Creator's Image); User Image; Product Image (Product Image). According to research conducted by (Galang, 2020)the result show that branding has a positive and significant effect on consumer purchasing decisions.

(Firmansyah A. , 2018) states that purchasing decisions are a process that involves steps, such as exploring needs information , gathering information, evaluating several alternatives before making a purchase, and providing alternatives evaluation after making a purchase. (Irwansyah, 2021) added that purchasing decisions are a consumer decisions making process combining the need to choose two or more alternative products which are influence by several factors, including quality, price, location, promotion, convenience, service and others. According to (Sunyoto, 2014) the purchasing decision is an evaluation stage resulting in consumers forming preferences between alternative brands of goods to be purchased. If consumers do not have alternative options to choose from and are truly forced to make certain purchases and certain actions, then this situation constitutes a decision Schiffman and Kanuk in (Indrasari, 2019). According to Tjiptono in (Indrasari, 2019) indicators of consumer purchasing decisions are as follows ; choice of product , choice of brand , choice of reseller, purchase time, and number.

In marketing management, consumer attitudes in determining the purchase decision of a product is taken into account,the consumers decide buy or not the products because many factors determine the choice of purchasing (Winarta I. K., 2021). From several factors that effect purchasing decisions, the author is interested in conducting more in-depth research on social media marketing and brand image. Indeed, there are currently many types of actions carried out by companies after the Covid-19 pandemic has been able to modify habits of order and consumer behavior including one concerns purchases. According to the results of previous studies, 80% of counsumers when purchasing something will definitely use social media for information about the product they want to buy in (Alfin, 2021).

The coffee shop business is one of the most popular businesses today, the presence of coffee shops is able to provide comfort to customers with various services such as free wifi, live music, air-conditioned rooms and so on (Agustin, 2022). The potential market for the coffee shop business is the young segment of the netizen community on social media. The reason is because they are parties who always update life style trends in society. The development of the coffee sector in Indonesia itself has seen fluctuating changes depending on the TOFFIN research results explaining that the number of coffee shops has tripled from 1,083 points of sales in over 2,937 outlets in 2019 (Ifthiharfi, 2021).

Based on the phenomenon of the emergence of various coffee shops, it can be seen that the coffee shop business is experiencing good development and growth, this is characterized by a positive response from consumers so as to make entrepreneurs build the right and effective business model for business continuity (Hamdan, 2020). However, there are problems that will arise with this phenomenon, namely in terms of competition and competitive ability. In this case, coffee shop business people certainly need to implement the right marketing strategy to attract consumers. Social media marketing activities using Instagram social media, one of which is carried out by Kopi Kenangan, Kopi Kenangan has implemented a fairly good marketing strategy, it's just that the strategy used is different from similar coffee businesses, where Kopi Kenangan only has one official account, namely @kopikenangan.id, while similar coffee shops have their own social media accounts in each city, one of which is Kopi Janji Jiwa. In promoting its products , Kopi Kenangan also uses instagram to build a brand image , with the aim of making consumers to remember and be interested in buying the product.

One of the goals of effective marketing is to make a product exist so that consumers can always remember it (Kurniasari, 2018). Based on a survey conducted by (Muhamad, 2023), information was obtained that Kenagan Coffee ranks second as the most popular local coffee shop with a percentage of 49.1%, while in 2020 Kopi Kenangan had ranked first as the most popular coffee shop top brand, but the last two years were displaced by Janji Jiwa Coffee which managed to rank first. Based on this data, it is clear that rhe the performance of Kopi Kenangan as a top brand has decreased , this is a note for Kopi Kenangan, Kopi Kenangan must evaluate its brand image to make it even better.

RESEARCH METHODS

This research uses quantitative descriptive research, the method used to analyze results of the research is not to draw broader conclusions. According to (Paramita, 2021) quantitative research methods are research conducted to answer questions using a structured design. Data analysis is quantitative for

answer of predetermined hypotheses.(Agung, 2019) explained that a research variable is an object or activity that has certain variations by the researcher to study and to draw from. The following are the variables used in this research : Independent variables are variables that influnces or changes the dependent variable. The independent variables are social media marketing (X1) and brand image (X2). The dependent variable is a variable that is determined or affected by the independent variable. The dependent variable of this research is purchasing decisions (Y).

The population of this research consists of Kopi Kenangan consumers, based on data from BPS data , the number of working force people who frequently visit cafes varies between the age 15 to 49 years, approximately 496,708 peoples. (Padang, Penduduk menurut kelompok umur (jiwa) 2018-2020, 2022). Population is a generalization area composed of research objects, which present certain characteristics, which are determined by the researcher tostudy and draw conclusions (Agung, 2019). In this research, sampling used probability sampling method with purposive sampling technique. The formula used to determine the number of samples uses Slovin's formula with a minimum sample of 99.97 and rounded to 100 respondents as the sample. The techniques used in collecting data in this research are; Observation. According to (Agung, 2019) observation is in the form of observations made on subjects and objects which are then recorded, the behavior, atmosphere that arises in accordance with the desired goals. A questionnaire is a method of collecting data where respondents are given a group of written statements or questions and then answered by the respondent.

RESULTS AND DISCUSSION

Descriptive Analysis Results

Based on the survey conducted, on 100 respondents, with the characteristics of the majority being female, 59%, the majority aged 15-22 years, 67%, the majority of students are   66%, the monthly income is above one million rupiah up to 59%, the majority know about Kopi Kenangan from social media is 70%, the majority often see the latest information on cafeson up to 70%, and the majority of the frequency the   purchase of Kopi Kenangan amounts to a maximum once month at 32 %.

Multiple Linear Regression Test Results

Table 1. Multiple Linear Regression Test Results

	Type	Unstandardized coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(constant)	13.021	4.061		3.207	.002
	Social Media marketing	.187	.112	.167	1.680	.096
	Brand image	.970	.156	.619	6.215	.000

a. Dependent variable ; purchase decisions

Based on data analysis using the SPSS 25.0 program, the results of multiple linear regression equations can be obtained as follows: Constant a: 13.021 If social media marketing and branding image are equal to 0 then the purchase rate is 13.021. Social media marketing: 0.187 there is a positive relationship between social media marketing and purchase decisions, as there is of 0.187. Brand image: 0.970 then there is a positive relationship between brand image and purchase decisions, because there is an increase of 0.769.

From the above equation, results can be which show that the variables Social Media Marketing and Brand Image have a positive effect on purchasing decisions variables. This positive effect shows that the better the social media marketing and brand image held by Kopi Kenangan, the better the consumer's purchasing decisions at Kenangan in Padang City.

Table 2. Test Results t (Partial)

	Type	unstandardized coefficients		Standardized Coefficients		
		B	std. error	Beta	t	Sig.
1	(constant)	13.021	4.061		3.207	.002
	Social media marketing	.187	.112	.167	1.680	.096
	Brand image	.970	.156	.619	6.215	.000

a. dependent variable : purchase decisions

On the social media marketing variable , the significant values is 0.096 > 0.05, and t-count value ≤ t-table value is 1,680 < 1,984. Brand image variable , significant value 0.000 < 0.05 and t-count value ≥ t-table 6,215 > 1,984.   From the results of the hypothesis testing that has been carried out the result show that thesocial media marketing variable has no not affect significant effect on

the purchasing decisions,   while the brand image variable has positive and significant effect to purchase Kopi Kenangan in Padang city.

Table 3. F Test Results (Simultaneous)

	Type	Sum of squares	Df	Mean Square	F	Sig.
	ANOVAa					
1	Regresion	3419.391	2	1709.695	62.875	.000b
	residuals	2637.609	97	27.192		
	total	6057.000	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand image, Social media marketing						

Table 4. coefficient of determination test

	Type	R	R Square	Adjusted R Square	Std error of the estimate
	Model summary				
1		.751a	.565	.556	5.215
a. Predictors: (Constant), Brand image, social media marketing					

Table 4 explains the determination value contained in the adjusted R Square value of 0.556. This explains that there is a relationship between social media marketing and brand image variables on purchasing decisions worth 55, 6% and the remaining 44.4% are by other variables such as product quality.(Winarta I. K., 2021). (Ismail, 2022), states that influence purchasing decisions are the convenience and quality of information.

Discussion

1. The Effect of Social Media Marketing Variables on Purchasing Decisions.
       In the result of the variable hypothesis test , the Social Media Marketing variable (X1) has a significant value of 0.096, while the t-count value ≤ t-table with a value of 1,680 < 1,984. This means that there is not influence between social media marketing on consumer purchasing behavior. The results of this study are supported by opinion by Galang, et al (2020) in who revealed social media marketing does not have significant effect on purchasing decisions.

The results of this study are the same as the research conducted by Kurniasari (2018) who explains that social media marketing has a weak relationship with purchasing decisions. This may occur because consumers use more other attributes to make purchasing decisions. The way that Kopi Kenangan can improve purchasing decisions is that Kopi Kenangan needs to conduct related evaluations Social Media Marketing at Instagram through creating more interesting content. According to Upadana and Komang (2020), ways that can be done to improve Social Media Marketing is to increase promotion by providing more detailed information and providing more interesting content, as well as attractive promos such as through buy one get one, buy two get three and Monday madness.

Contrary to the research finding by Putri and Nilowardono (2021), social media marketing influences purchasing decisions. This happens because the media marketing used well so that social media marketing influence consumers' purchasing decisions. The more effective social media marketing is it will have an impact consumers' purchasing decisions.

2. The Effect of Brand Image Variables on Purchasing Decisions

In the results of regression test of the effect of brand image variable (X2) discovered t -count > t -table was obtained , namely 6.215 > 1.984 and for a significant values of 0.000 < 0.05, this means that there is an influence of brand image on purchasing decisions. The results of this research are supported by previous research where brand image influence purchasing decisions, to be able to improve the brand image, Kopi Kenangan owes the brand image which belongs to the brand, in mind that the Kopi brand Kenangan has been popular among the community, but Kopi Kenangan must also strengthen its image by maintaining the taste of the product and continuing to innovate with the most recent products, so that consumers are more interested and that Kopi Kenangan is measured to better compete with the coffee product. Based on research conducted by (Anam, 2021) ways that can be done to improve Brand Image is to provide new advantages from the products owned. This is in line with the opinion (Sulistyawati, 2022), where can be done to improve Brand Image That is by maintaining the image of the product and providing detailed information to consumers related to the advantages of the products owned. (Kalangi, 2019) also argue that ways can be done to improve Brand Image is to continue to innovate in making products and maintaining product quality.

3. The Effect of Social Media Marketing and Brand Image on Purchasing Decisions

In the result of testing variables of social media marketing and brand image variable on purchasing decisions simultaneously the value of f- count > f- table was obtained namely 62.875 > 3.09 with a significance level 0.000 < 0.05, this means that there is a significant influence between social media marketing (X1) and brand image (X2) on purchases. The research results are also supported by research by Nanda dan Nilawardono (2022), that Social media marketing and brand image jointly influence purchasing decisions.

Social media marketing and brand image are one of the factors in influencing consumer decisions in purchasing products. So that by maximally utilizing social media marketing and branding it can certainly influencethe number of purchases of Kopi Kenangan . This is in line with the thoughts put forward Karamang (2022) that social media marketing is very useful for marketing so that companies can recognize characteristics of consumers has well implemented social media marketing well.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusion

The conclusions of this research are as follows ; social media marketing does not have a significant effect on consumer decisions for kopi kenangan in Padang city, the brand image of Kenangan Coffee have a significant effect on purchasing decisions , and for social media marketing mix brand image have a siginifcant effect on purchasing decisions.

Suggestion

It is expected for Kopi Kenangan can promote more actively using social media marketing such as Instagram, facebook and others for each branch of Kopi Kenangan , so that consumers know the role of social media used by Kopi Kenangan and it is hoped that Kopi Kenangan can generate more interest and improve services, consistency and customer loyalty. For the next researcher, the author suggests adding variables that were not previously contained in this study

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