

The Role of Social Media Marketing in Purchasing Decisions at Volks Coffee Surabaya

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Abstract

The study's goal is to look into how social media influences Volks Coffee Surabaya's purchase habits. The participants in this study are Volks Coffee Surabaya consumers who have conducted transactions there. This is a quantitative descriptive study with a total of 72 respondents. Multiple linear regression analysis was employed as an analytical technique. The study's findings suggest that social media does not play an impact in Volks Coffee Surabaya purchasing decisions. This study found that social media and the Gen-Z lifestyle influence shopping decisions by 47.6%, with an additional 52.4% coming from variables outside of the study.

Keywords: Volks Coffe , Lifestyle

Introduction

Volks Coffee is a coffee establishment that uses high-quality ingredients, including fresh fruit, in the production of its goods. Volks Coffee offers ice cream in a variety of flavors with the goal of luring customers. Rolaskhi et al. (2023) define purchasing decisions as the ultimate decisions that consumers make while buying services or items.

Consumers will consider numerous criteria as they make purchasing selections. Among these is the function of social media. Social media is a digital platform that is frequently used to foster social interaction online with no time or space constraints. Social media, which include social networks, online encyclopedias, virtual forums, and virtual worlds with 3D characters, allow users to effortlessly communicate, exchange information, and understand a variety of perspectives (Rolaskhi, 2023).

Social media is a form of communication that takes place online rather than in person. Social media is popular across all segments of society, including children, teenagers, adults, and the elderly. There is social media providing humans with knowledge for the larger world. Social media has transcended time, geography, and age to become a priority at work (Rolaskhi et al., 2023).

In the expanding digital age, social media has become an important factor in consumer purchasing decisions (Rolaskhi et al., 2022). Especially for Generation Z, a burgeoning populace with technological abilities and a continual internet connection. Generation Z's lifestyle also influences their tastes and shopping decisions. This study will concentrate on Volks Coffee Surabaya to investigate the role of social media and the Gen-Z lifestyle in their purchasing decisions..

Literature Riview

The Role of Social Media

Social media is an online platform that promotes social engagement through web-based technology, transforming communication into interactive discussion (Yusuf, 2022). Efficient usage of social media can boost the industry's reputation among consumers (Rolaskhi, 2022). The power of social media in industry is based on enjoyment, interests, lifestyle, loyalty, and customer curiosity. Social media can supply information that helps consumers acquire a product that meets their needs (Rolaskhi et al., 2022).

Purchasing decision

A purchasing decision is an action made directly by a customer who makes the same decision repeatedly over time. Customer purchase decisions can be influenced by factors such as the presence of social media, positive service, lifestyle, and a sense of comfort and security when dining (Yusuf et al., 2022). To keep client purchasing decisions, entrepreneurs must continue to make breakthroughs or invent new concepts, specifically various ways to suit their customers' demands and needs.

Methods

This study employs descriptive quantitative research methods. According to Sugiyono (Kushendar, 2022), quantitative research methods rely on the philosophy of positivism and involve analyzing research samples and populations by presenting data in numerical form. Descriptive research involves studying various aspects of human groups, objects, situations, thoughts, and current events (Kushendar, 2021). The study focuses on customers of Volks Coffee Surabaya who have made transactions at the café.

Results and Discussion

Determinant Coefficient

The large contribution of social media and the Gen-Z lifestyle to purchasing decisions can be seen from the table below

Table Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,697 ^a	,487	,476	1,301

a. Predictors : Lifestyle Gen-z, Social Media

According to the results of table 3, information is obtained that the coefficient of determination (R Square) value is 0.467, this shows that social media has contributed to purchasing decisions by 47.6%, and the remaining 52.4% is the contribution from variables outside this research.

Conclusion

This conclusion outlines the methodology for testing the impact of social media on purchasing decisions for Volks Coffee Surabaya. The research focuses on customers who have made transactions at Volks Coffee Surabaya. This research utilizes a quantitative descriptive approach and involves a sample size of 72 respondents. We utilized a multiple linear regression analysis to conduct our analytical method. Based on the research findings, it appears that social media does not play a significant role in influencing purchasing decisions at Volks Coffee Surabaya. According to this research, social media and the Gen-Z lifestyle have a significant impact on purchasing decisions, accounting for 47.6%. The remaining 52.4% is influenced by other factors not covered in this study.

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