

Social Media Marketing Analysis Shoes Bandung

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Abstract

This research will evaluate and assess the impact of social media marketing on purchasing decisions at Avicenna Shoes Bandung. The study's population consisted of unknown Avicenna Shoe users. The maholtra formula was then applied to a sample of 73 persons drawn from this demographic. The variables employed in this research are the dependent variable Purchasing Decisions and the independent variable Social Media. This study's sample strategy was purposive sampling, with data testing helped by SPSS 26 software. The findings revealed that: 1) Social Media Marketing has an impact on purchasing decisions. This research will evaluate and assess the impact of social media marketing on purchasing decisions at Avicenna Shoes Bandung. The study's population consisted of unknown Avicenna Shoe users. The maholtra formula was then applied to a sample of 73 persons drawn from this demographic. The variables employed in this research are the dependent variable Purchasing Decisions and the independent variable Social Media. This study's sample strategy was purposive sampling, with data testing helped by SPSS 26 software. The findings revealed that: 1) Social Media Marketing has an impact on purchasing decisions.

Keywords: Social Media Marketing, Purchasing Decision, Avicenna Shoes

Introduction

The internet's development today has caused small, medium, and big entrepreneurs to capitalize on it in order to grow their enterprises. The advent of the internet has led consumer behavior to shift. Consumers' behavior is changing, and they are becoming more interested in online buying. People's views about buying have started to move away from going immediately to the store, as they used to do, since they can now access their requirements and buy them via online shops at the market. This demonstrates that internet users have begun to engage in e-commerce activities (Yusuf et al., 2022).

Avicenna has received several evaluations from customers who purchased via marketplaces and social media. However, Avicenna is still not ideal in employing e-WOM in other ways, such as reposting material or reposting customer feedback, since reposting increases the number of people who view it. This would undoubtedly benefit Avicenna, since people will be able to view testimonies relating to him.

Aside from the simplicity of performing transactions, numerous elements may impact purchasing choices in Social Media marketing. However, buyers must seek information about whether the product they want to purchase is beneficial and meets their requirements. As a

result, buyers must seek from a variety of sources, including electronic word-of-mouth evaluations and online customer ratings (Yusuf, 2022).

Entrepreneurs may tremendously benefit from a Social Media marketing plan since it allows them to access a larger spectrum of customers, has lower promotional expenses than traditional firms, and can help them get a significant market share. Social media marketing allows business actors to maintain their competitive position in the market by utilizing various technologies such as social media and marketplaces, which can be used for various promotions as well as media for communicating with consumers in order to support consumer purchasing decisions (Ramdan, 2023).

Literature Review

According to Yusuf et al., (2022), social media marketing is the promotion and search for markets through online social media media using various tools, such as social media marketing networks, which typically include interactive and integrated marketing, facilitating interaction between producers and intermediaries. Market and prospective consumers. Social Media Marketing marketing is a technology for marketing goods and services that focuses on the use of Social Media Marketing media (Yusuf, 2022). Social Media Marketing capabilities are established by the Social Media Marketing marketing capabilities and assets that are possessed. The right execution of Social Media Marketing will have a good influence on the distribution of product or service information to the target market (Ramdhan, 2022). Social media marketing has evolved into a kind of media used by new businesses to reach their target market. This gives business incubators a broader market reach, a bigger number of customers, cost-effective marketing, and other advantages. Social Media Marketing marketing capacity may be measured in a variety of ways, including social media marketing capabilities and social media marketing assets.

Ramdan et al. (2022) conducted additional in-depth study on the characteristics of Social Media Marketing marketing in terms of entrepreneurial attitude and marketing performance. The findings indicate that numerous characteristics of Social Media Marketing marketing, including Social Media Marketing marketing capacity and Social Media Marketing marketing assets, have a favorable and substantial impact on MSMEs' entrepreneurial orientation and marketing performance. Overall, the findings of these four studies consistently show that implementing Social Media Marketing marketing strategies has a significant positive impact on SMEs' success and performance, both in terms of competitive advantage, profits, sales performance, and entrepreneurial orientation.

Methods

This is explanatory study using a quantitative technique. This approach technique seeks to explain the link or effect of two or more factors. The study object is Avicenna Shoes Bandung. This study was place between February 2023 and April 2024, using questionnaires sent online (zoho).

Population and Sample

The population is the complete research object, which includes individuals, things, plants, illnesses, test scores, or events as data sources with unique features, according to Kushendar et al. (2023). Based on this criterion, this study employs a sample of Avicenna Shoes customers who utilize the Shopee marketplace and have conducted transactions on it. The sample was chosen using a non-probability approach called purposive sampling, which employs certain criteria to choose the sample. Kushendar (2022). There were 15 statement items in this research, hence 73 samples were collected using the Malhotra formula.

Results and Discussion

Reliability Test

Reliability Test Results Table

No.	Variable	Cronbach's Alpha	Value Criteria	Description
1.	Buying decision	0,575	> 0,50	Reliable
2.	Social Media Marketing	0,757	> 0,50	Reliable

Source: Data processed 2024

The table above shows that reliability testing is performed using the statement items for each variable. The findings show that the Cronbach's Alpha value is more than 0.50, indicating that the statement items in this study are credible.

Implications of Research Results.

The Impact of Social Media Marketing on Purchase Decisions
The test findings from research on the impact of social media marketing on buying choices demonstrate that the results of the social media marketing variable had no influence on purchase decisions at Avicenna Shoes. This is due to Avicenna's continued inability to promote current items effectively. The reasons why social media marketing has little impact on purchase choices at Avicenna are because Avicenna is still less appealing in developing content to promote accessible items, and the picture quality is still unclear. This study contradicts Yusuf et al.'s (2023) findings, which suggest that social media marketing has a favorable and substantial impact on purchase choices.

The Impact of Online Customer Ratings (X3) on Purchasing Decisions (Y). The test findings in research on the online customer rating variable and buying choices reveal that the outcomes of the online customer rating variable have an impact on purchase decisions at Avicenna Shoes. The rating may be used to analyze Avicenna Shoes customers' perceptions of the store's product quality. This study is consistent with Cahyono and Wibawani's (2021) findings, which show that online customer ratings have a favorable and substantial impact on purchase choices.

Conclusion

The energy to collect research data is limited because researchers do it independently. The use of questionnaires can be an obstacle because the statements given by respondents may not be in accordance with actual events, so that in answering statements respondents do not answer according to what they feel. Based on the results and conclusions of the research that has been carried out, several were obtained suggestions, including: It is hoped that Avicenna can pay attention to the marketing process by utilizing Social Media marketing strategies, improving quality and providing more interesting content in carrying out promotions, as well as responding more to questions from consumers so that consumers feel satisfied with the services provided. Avicenna continues to pay attention to the responses given by consumers in order to increase the number of positive responses. Avicenna provides appreciation in the form of replies to responses given by consumers or by reposting these responses via social media so that purchasing decisions can also increase. Avicenna can continue to pay attention to its ratings and continue to provide maximum service by providing good and fast responses to messages on the marketplace so that consumers can continue to give good ratings to Avicenna.

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