

**ANALYSIS OF MARKETING STRATEGY THROUGH SOCIAL MEDIA ON  
UNIVERSITY STUDENTS' PURCHASE INTENTION IN PURCHASING  
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**Article Info***Article history:**Received 16 October 2022**Accepted 25 October 2022**Available Online**30 October 2022***Abstract**

*Social media users are increasing and influencing the world of marketing, even the use of social media as a marketing tool is considered a trendsetter. This study aims to analyze the effect of social media marketing on university students' purchase intention in smartphones sold at Tricomsel Gunungsitoli. This study was carried out using quantitative data, with a questionnaire containing 20 questions and being distributed to 85 survey university students who had made at least one smartphone purchase from the Tricomsel Gunungsitoli store. Utilizing the slovin formula, researchers employed the sampling technique of random selection. The purpose of this study's data analysis was to test hypotheses using validity and reliability testing. The results of the regression analysis demonstrate a very significant and statistically significant correlation between social media and consumers' purchasing interest by 73.7%. Researchers recommend that store to keep improving the marketing strategy through social media.*

**Keywords:***Social Media**Purchase Intention**Marketing***1. INTRODUCTION**

One of the most significant changes in human interaction is the growth of online social networks today. The rapid growth of web-based platforms that facilitate online social behavior has significantly changed the nature of human activities, habitats, and interactions. Real-world social relationships have been migrated to the virtual world, resulting in online communities that bring people from all over the world together. The movement toward the digital dimension allows individuals to share knowledge, entertain each other, and promote dialogue among different cultures (Dwivedi et al., 2021; Zaw, 2018).

Today, people increasingly see social media apps as an essential part of their daily lives. They are more likely to shift their interactions to virtual platforms like Facebook, Instagram,

TikTok, and Twitter. It positively reflects their orientation and behavior toward all types of social media technologies (Alalwan et al., 2016; Rathore et al., 2016; Zhu & Chen, 2015). Therefore, the application of social media has been observed as one of the most efficient and influential implications that are increasingly involved in most aspects of people's lives, such as social life, commercial, business, political and educational sectors (Abed et al., 2015; Algharabat et al., 2017).

The emergence of social media as a marketing tool has changed the way businesses talk to their customers and share information about their brands. Consumers are no longer passive recipients of marketing materials. Consumers today use social media to interact with companies, which increases consumer engagement (Araujo et al., 2015) and creates a

new type of relationship between consumers and companies (Lipsman et al., 2012). Social media has emerged as a relatively inexpensive way for companies to generate new business and build customer relationships (Felix et al., 2017).

Automated connections from social media marketing can easily spread the message. The scale of social media creates a synergistic effect, making it a powerful communication tool. Thus, marketing managers must be able to persuade Internet users to share messages with relatives, colleagues, or friends spontaneously. Therefore, effective dissemination of information becomes an essential factor in the success of social media marketing and persuading internet users to facilitate promotion is paramount to recent marketing research.

Research conducted by Kim & Ko (2012) raised issues related to the relationship between social media marketing and electronic word of mouth (EWoM). The results of this study indicate that electronic word of mouth has higher credibility, empathy, and relevance for customers than information sources created by marketers on the web (Gruen et al., 2006). Further research related to social media marketing has also been carried out, namely, a study of the relationship between social media marketing and advertising. Research conducted by de Vries et al. (2012), Jung et al. (2016), Lee & Hong (2016), and Li et al. (2021), discussed related issues of promotional activities carried out on social media platforms. The research generally shows that social media has a role in increasing the impact of promotional activities on customer perception and awareness. In the context of developed countries, another issue that is often discussed is the relationship between social media marketing and purchase intention.

Basically knowing the purchase intention for a brand is very important because it describes the impression of customer retention. Several brand dimensions that form the basis of purchasing tendencies include brand attitudes, brand image, quality, brand knowledge, attributes, and brand loyalty (Tariq et al., 2013). Research conducted by Gautam & Sharma (2017) investigated the impact of social media marketing activities on consumer purchase intention which found a significant positive

impact of social media marketing and customer relations on consumer purchase intention. Based on the explanation above, the main research that will be answered is as follows: how is the relationship between social media marketing and students' purchase intention by taking the limitation of research on the purchase of smartphones at Tricomsel Gunungsitoli. So far, Tricomsel Gunungsitoli has used social media, such as Facebook and Instagram, in marketing the latest smartphone products so that customers don't have to go to the store online. The object of this research is focused on students in Gunungsitoli as social media users, where research that uses the boundaries and objects of this research has never been done before.

## **2. LITERATURE REVIEW AND DETERMINATION OF HYPOTHESIS**

### **Marketing through social media**

According to Pentina & Koh (2012) social media marketing triggers viral communication among consumers across online communities, brands and fan pages, and promotional related content generated by companies or organizations on popular networking sites such as Twitter, Facebook, and many others. Jara et al. (2014) defined social media marketing as a new generation marketing tool, driving higher attention and participation from consumers through the use of social networks. Kim & Ko, (2012) explained social media marketing as empathy-driven communication for young consumers, with an effort to also target consumers from older age groups.

Social media is an online environment where people with similar interests come together to share their thoughts, comments and ideas (Weber, 2009). The use of this online communication platform based on the use of Internet and mobile-based technology in marketing actions by businesses is very important in two aspects. The first is the effect that consumers have on their products and brands and the share they make on other consumers (Badar, 2021; Kim & Sullivan, 2019; Nugroho & Irena, 2017). Many businesses use online interactions among their users by encouraging their customers to share their

purchases (So et al., 2018) with a simple click using their preferred social media channels. Second, social media is used by businesses as a platform where direct marketing actions are carried out. In this sense, social media pushes the boundaries of time and space in business interactions with potential consumers and promotes feelings of closeness (Davis Mersey et al., 2010).

Through social media, businesses have the opportunity to advertise product and brand promotions, promotions and advertisements at low costs to their customers and receive feedback from them (Hanna et al., 2011). In the research of Tsimonis & Dimitriadis (2014), it has been found that social media is central to today's business strategy and the popularity of social media, cost-cutting measures, and activities of competitors on social media motivate marketers to carry out social media marketing activities. As for the definition of social media marketing in general, the authors is in line with what was described by Appel et al. (2020) and Jacobson et al. (2020) who consider social media marketing as a marketing strategy that involves social platforms to facilitate two-way communication with consumers.

### **Purchase intention**

Purchase intention can be classified as one of the components of consumer cognitive behavior about how individuals intend to buy a particular brand or product (Hosein, 2012). In addition, (Tariq et al., 2013) define purchase intention as a multi-step process that leads to a personal customer experience to complement product knowledge on a particular product. This process begins when the customer collects information related to the brand and then evaluates the product attributes to find out whether the brand matches his intentions. Finally, the customer can consider the purchase decision.

Customers' positive feelings towards a store/brand resulting from certain marketing sources can direct their behavioral intentions (Kang & Jin, 2015; M. Wang et al., 2021). The context of a customer's purchase intention can be measured by interest, presence, and information. Interest refers to personal feelings about a

product or brand. Present refers to actual physical presence. While information talks about additional data that customers can collect that will influence them to make purchasing decisions (Hosein, 2012)

Purchase intention is defined as the probability that consumers will buy in the future. Since it is expressed as a customer's desire to promise a certain activity related to future consumption, many studies have used purchase intention to estimate the future profitability of a brand. Understanding consumer buying behavior is very important for companies to attract and retain their customers (Ford & McColl-Kennedy, 2015; Sundararaj & Rejeesh, 2021). According to previous research, purchase intention is strongly related to attitudes and preferences toward brands, stores, or products (Bae et al., 2019; P. Wang et al., 2021). Since customer relationships are built on attitudes towards a brand, purchase intention is expected to be influenced by the relationship.

### **Hypothesis**

The hypothesis is as follows: **H0** = There is no influence of social media on students' purchase intention in smartphones sold at Tricomsel Gunungsitoli; and **H1** = There is an influence of social media on students' purchase intention in smartphones sold at Tricomsel Gunungsitoli.

## **3. RESEARCH METHODOLOGY**

This research used correlational quantitative research methods. The research was conducted to find out about the presence or absence and the strength of the relationship between the variables involved in an object or subject under study. Relationships between variables are used to determine the level of existing relationships so that researchers can develop them according to research objectives (Thomas, 2021). To determine the respondents who have the right to be sampled, the proportional stratified sample technique was used. This technique was used because the population in this study was heterogeneous with

varying characteristics (Creswell, 2017) so that the selected sample was 85 respondents.

Questionnaires were submitted through a computer (computer-delivery survey) using the internet (google docs) and held direct meetings with respondents. The measurement scale used in this study is a Likert scale which has a gradation from strongly disagree with a score of 1, disagree with a score of 2, neutral with a score of 3, agree with a score of 4, and finally strongly agree with a score of 5. The data analysis technique used in this study was multiple linear regression analysis which will be carried out using the SPSS 27.0.0 program.

The data analysis technique used descriptive analysis, validity test, and reliability test. Descriptive analysis is an analysis that explains the relationship or relationship of research data in the form of sentences. A validity test is used to see the feasibility of the questions in the questionnaire so that it can define a variable. The reliability test was carried out simultaneously on all questions with the reliability test method using the alpha-Cronbach method. After the data was declared valid and reliable, then the data was tested using the classical assumption test, namely the multicollinearity test, heteroscedasticity test, normality test, multiple correlation analysis, multiple determination coefficient, partial determination coefficient, then the data was analyzed using multiple linear regression analysis.

#### 4. RESULTS AND DISCUSSION

The validity test aims to test the validity of the questionnaire. Testing the validity of each item is used to analyze each item, which is to correlate the score of each item with the total score, which is the number of item scores. Measurement of validity was done by calculating the correlation between the scores of each item with the corrected item-total correlation using the product correlation technique, which began with trials on 85 respondents. It can be seen in Table 1, which explains the validity of the instrument for identifying of influence of social media (X) on

university students purchase intention (Y) with the help of the SPSS program by focusing the attention on the number of *r-count* (Pearson correlation). The instrument used in the questionnaire item is declared valid because *r-count* (Pearson correlation) is greater than *r-table* ( $r\text{-count} > 0.213$ ).

**Table 1.** Validity test results

Variables	Question Items	Correlation Coefficient	Remark
X	Q1	0.883	Valid
	Q2	0.802	Valid
	Q3	0.856	Valid
	Q4	0.934	Valid
	Q5	0.914	Valid
	Q6	0.851	Valid
	Q7	0.887	Valid
	Q8	0.896	Valid
	Q9	0.903	Valid
	Q10	0.880	Valid
Y	Q1	0.810	Valid
	Q2	0.855	Valid
	Q3	0.941	Valid
	Q4	0.871	Valid
	Q5	0.953	Valid
	Q6	0.871	Valid
	Q7	0.884	Valid
	Q8	0.906	Valid
	Q9	0.823	Valid
	Q10	0.821	Valid

The reliability test (internal consistency) was carried out by calculating each instrument's coefficient (Cronbach) alpha in one variable. The instrument used in the variable is declared to be reliable if it has a Cronbach alpha coefficient equal to or more than 0.60. Based on the data analysis, it can be seen that all indicators have a value greater than 0.60. Since each of these variables obtained a Cronbach alpha (0.864) value greater than 0.60, this research instrument can be said to be reliable to be used as a measuring tool for the influence of social media on university students purchase intention.

Based on the distribution of the results of the questionnaire, it shows that most of the respondents gave positive responses to the questions the author asked related to the interest in buying smartphones at Tricomsel Gunungsitoli. This indicates that the social media (both Facebook and Instagram) used by Tricomsel Gunungsitoli are considered good by

the respondents and have reached the respondents. Easy-to-operate social media causes purchase intention from respondents because it makes it easier for customers to see the list and prices of smartphones being sold without having to go to the store directly.

Furthermore, hypothesis testing aims to test whether the regression model is correct or feasible, it is necessary to test the linearity relationship between the consumer purchase intention variable and the social media variable. The results of the regression analysis test as it is known that the  $t$  value can be seen in the following table. Hypothesis testing is done by comparing the magnitude of the research significance level (sig) with a significance of 0.05. The test is carried out using a significance number or sig with the following conditions: If the research significance number is  $<0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted. If the research significance number  $> 0.05$  then  $H_0$  is accepted and  $H_1$  is rejected. Based on the calculation results obtained a significant figure of 0.000. Number  $0.000 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. This means that there is an influence of social media on students' purchase intention on smartphones at Tricomsel Gunungsitoli. Therefore, there is an influence between social media variables and purchase intention variables and the conclusion is that the regression model above is correct and feasible.

**Table 2.** Simple linear regression results

Model	Unstandard. Coeff.		Standard. Coeff.	t	Sig.
	B	Std. Error	Beta		
Constant	12.928	2.783		4.689	0.000
X	0.737	0.079	0.689	8.647	0.000

Simple linear regression analysis is a linear regression analysis with the number of variables having only one effect. This analytical tool is used to determine whether there is a relationship between variable X (social media) and variable Y (purchase intention). Based on the regression equation in the output results of the SPSS table in the table above, it is known that the regression equation obtained is as follows:  $Y = 12.928 + 0.737 X$ . This value indicates that X

or social media has a positive relationship with Y or purchase intention of 0.737. The results of the simple linear regression test show that the influence of social media on consumer purchase intention in students is 73.7%. This is indicated by the respondent's statement to the questions asked related to consumer purchase intention which was responded positively by most of the respondents.

The results of this study are in line with (A. J. Kim & Ko, 2012) where the research proves that social media marketing is a marketing tool that has a significant and positive effect on purchase intention. The findings in this study are also in accordance with previous research which has found that social media marketing has a positive effect on consumer buying interest (Alalwan, 2018; Balakrishnan et al., 2014; Hassan et al., 2022).

## 5. CONCLUSION

Based on the results of the research above, social media is very influential on the purchase intention of university students. This is evidenced by the large number of consumers who have shopped on social media, namely 54 people or 63.5% who have shopped more than once at Tricomsel Gunungsitoli and 31 people or 36.5% who have shopped only once. Regression analysis shows that there is a very strong and significant relationship between social media and student buying interest on smartphones sold at Tricomsel Gunungsitoli which is 0.632. Thus, it can be concluded that the influence of social media on consumer purchase intention is 63.2%. Tricomsel Gunungsitoli's efforts in marketing smartphones have been good and provide complete and in-depth information and it is hoped that in the future it will continue to provide information that customers want, interactive information, either in the form of photos, sound, or video, and provide up-to-date information about the latest smartphone products.

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