The Influence of Social Media Promotion and Price on Purchase Decisions at Reyhani Store

Mauliandini Mufidah¹, Syaeful Bakhri²

¹Islamic Economics, Faculty of Islamic Economics & Business, IAIN Syekh Nurjati Cirebon
Email: mauliandini_mufidah_mm@gmail.com
²Islamic Economics, Faculty of Islamic Economics & Business, IAIN Syekh Nurjati Cirebon
Email: sultan01aulia@yahoo.com

ABSTRACT

Poor quality social media promotions and inconsistent product prices contribute to consumers’ lack of interest in making purchasing decisions for a product. The purpose of this study is to ascertain the impact of social media promotion and price on purchasing decisions. This study is a quantitative research method which uses purposive sampling with a population of resellers at the Reyhani Store, Tengah Tani Branch. The type of data used in this study is primary data by using questionnaire to collect data, and the scale used for measurement is a 1-5 Likert scale. Multiple linear regression is used in this research data analysis technique. The test results found that social media promotion and price has a positive and significant influence on purchasing decisions. According to the findings of this study, Reyhani shop owners should be able to maintain fixed and stable product prices while also improving the quality of online marketing on various social media platforms.

Keywords: prices, purchasing decision, social media promotion

INTRODUCTION

Businesses must understand that online marketing has numerous advantages over traditional forms of marketing. The internet has become a necessity for almost everyone to fulfil their information needs, whether they are looking for prices, products, sales, or promotions when making decisions on deals and events. Nowadays, most consumers today make decisions based on Internet data, which saves time, money, and effort (Farih et al., 2019). Consumers make purchasing decisions to obtain the product they desire (Ulandari et al., 2022). According to Kotler and Keller (2009), purchasing decision variables include selecting a brand, selecting a product, selecting a manufacturer, purchasing quantity, purchasing time, and payment (Suryati & Rahmat, 2020). According to researcher observations, the diversity of product variants, low product prices, easy-to-reach locations, branded products, and various trending products all influence purchasing decisions at Reyhani Stores. Apart from price, the promotion aspect of social media is the process purchasing goods because it assists consumers in obtaining information about goods or products offered by a business has an impact on purchasing decisions (Afif et al., 2021).

The table below shows the percentage of social media users in Indonesia in 2022:

<table>
<thead>
<tr>
<th>Media</th>
<th>Presentase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whatsapp</td>
<td>88,7%</td>
</tr>
<tr>
<td>Instagram</td>
<td>84,8%</td>
</tr>
<tr>
<td>Facebook</td>
<td>81,3%</td>
</tr>
<tr>
<td>Tiktok</td>
<td>63,1%</td>
</tr>
<tr>
<td>Telegram</td>
<td>62,8%</td>
</tr>
</tbody>
</table>

Source: (Mely, 2022)
According to the data presented above, the majority of Indonesians use social media, and business people who used to rely on traditional marketing are increasingly turning to social media as an online marketing tool, resulting in potential consumer users. Social media users prefer to shop or look for product information by looking at business people's social media promotional content. Social media advertising is a type of marketing that uses social media to influence consumer purchasing decisions by providing information about offers such as products, prices, events, and so on, as well as communicating with customers to develop positive relationships (Bakhtiar et al., 2020). The social media promotions used by Reyhani Stores are Whatsapp and Facebook.

Along with social media promotion factors, price influences purchase decisions. A price is a monetary value expressed as a medium of exchange for an item (Adi et al., 2018). According to Laksana (2008), price indicators include price affordability in relation to consumer purchasing power, price competitiveness with similar products, price-quality compatibility, product price compatibility with rebates or discounts, compatibility with product benefits and compatibility with product quality (Prajogi & Patrikha, 2020).

The Reyhani store opened in 2018 and sells a wide range of products/goods ranging from household kitchen equipment to food that many customers enjoy, as well as a variety of trending items. Aside from the benefits, there are some drawbacks based on the research findings. For example, product prices are constantly changing to adjust product quality and market availability. According to (Pristiana Widyastuti, 2018), the price of a product is slightly higher because it is by the level of quality and usability received by consumers. Based on the above description of the phenomenon, this research becomes interesting to investigate. According to the explanation, the researcher is eager to research "The Influence of Social Media Promotion and Price on Purchasing Decisions." Tengah Tani Branch of Reyhani Store. Researchers' issues include the following:
1. Does Reyhani Store's social media promotion have an impact on purchasing decisions?
2. Does the price at Reyhani Store influence your decision to buy?

LITERATURE REVIEW

Social Media Promotion
Marketing activities that educate, influence, and persuade customers to buy and use the company's business/business products and services are referred to as promotion. Social media promotion is an online marketing activity that employs social networking tools (Barus & Silalahi, 2021). With technological advancements, social media has become an important media publicity tool for businesses because it costs nothing to advertise products and has a wider reach (Sisnuhadi & Strait, 2021).

Social media marketing typically employs two approaches: (1) Social media advertising. Free services can be obtained, or the concept of social media as advertising is referred to as social media promotion (Belch, 2009). (2) Social media marketing. Aside from online promotions, marketers use social media platforms such as Facebook, Instagram, and Whatsapp daily. Tuten and Wenatsi (2012) define social media marketing as a type of advertising that makes use of social media platforms. Where a brand can be directly or indirectly linked (Khoiro et al., 2019).

The following are social media promotion indicators. (1) Context refers to "How do we frame our stories?" or "How do we make information, such as note formats," whereas measurement
refers to language and notes. (2) Communication is defined as the practice of sharing our stories and listening, responding, and developing, specifically how to get information or stories with anything so that consumers like and respond to them. (3) Collaboration refers to how collaboration can be improved, in terms of efficiency and effectiveness. Social media collaboration between business and consumer accounts can improve relationships. (4) Connection, or how to maintain old relationships. Doing something long-term can help strengthen the two's bond (Suparnoto & Setiobudi, 2020).

**Price**

Price is an important consideration for both consumers and manufacturers because it serves as a point of comparison when purchasing a product (Mardiana & Wibowo, 2021). In general, prospective buyers are looking for lower prices from other stores when compared to the quality of the goods (Nasution & Lesmana, 2018). According to Kotler and Armstrong (1994), when determining prices, two major factors must be considered: internal factors and external factors. Internal factors include marketing targets, marketing strategies, and cost-cutting actions. While the company's external factors include the nature of the market and market games, competition, and other external factors (Simanjorang, 2020).

Price variable indicators such as (1) affordable prices, prices affordable to all target market segments, and consumer choices due to low prices all influence whether consumers buy or not. (2) Price meets quality, with consumers weighing the price offered against the goods' quality. (3) price comparison with competitors, where customers can sort out price differences between similar goods. (4) A holiday discount is a special price given to customers by manufacturers (Ariella, 2018).

**Purchasing Decision**

Consumer behavior is the direct action taken by consumers in receiving, consuming, and spending money on goods and services, as well as the processes involved in making decisions and acting on those decisions (Adnan, 2019). Consumer purchasing decisions are the behaviors they choose to engage in when making actual purchases, whether they do so or not (Lukito, 2020). Consumer behavior has a significant impact on purchasing decisions. The actual process is the process of resolving problems to satisfy consumers' desires or needs (Sisnuhadi & Sirait, 2021).

(Kotler & Keller, 2009) purchasing decision measurement, a) when purchasing a product, consumers decide whether to spend their money elsewhere for the product. b) determining the brand, consumers must determine the brand on the goods they want when purchasing, and c) channel selection, which must determine which store the buyer visits. d) Purchase decisions made by consumers may differ. e) Purchase quantity Customers can select the number of units of product they want to purchase at one time (Arianty & Andira, 2021).

Product quality and price, either separately or together, have a significant influence on purchasing decisions (Sylvia, 2020). While social media and promotion variables word of mouth has a significant influence on purchasing (Irawan et al., 2022). Price and advertising have a significant impact on purchasing decisions (Susanto, 2021).
Research Framework and Hypotheses:

a. Research Framework

1) Social media promotion is a type of online marketing that makes use of social networking tools (Barus & Silalahi, 2021). The use of social media promotion is based on its low cost, and it is also a form of media that is widely used by the general public (Sisuhadi & Sirait, 2021). For businesses that want to see an immediate response to their advertisements, social media promotion is a worthwhile endeavor. Small businesses can benefit from the use of social media (Mauezah, 2022). As a result of this promotion, previously uninterested members of the public were drawn to the product, and they attempted to purchase it. This is consistent with the findings of the same researchers (Safitri & Basiya, 2022), (Putri et al., 2022) and (Afif et al., 2021), who found that social media promotion has a positive and significant impact on purchasing decisions.

2) Price Influence on Purchase Decisions

Price refers to the value of a product that provides usability to fulfill interests or desires (Alfian & Marpaung, 2017). Because the price is the most important factor that consumers consider, manufacturers must understand customer attitudes (Ningrum & Suryoko, 2018). Price has a positive and significant impact on purchasing decisions, according to (Muhammad & Saputri, 2020), (Elmiliasari, 2020) and (Nabilaturrahmah et al., 2021).

b. Hypotheses:

The hypothesis is:

Hₐ₁: Social media promotion has a positive and significant impact on purchasing decisions.

Hₐ₂: Price has a positive and significant impact on purchasing decisions.

RESEARCH METHODS

The research method used in this study is quantitative. The term quantitative is commonly used to classify types of research involving numbers, amounts, percentages, and statistical tables (Eko Sudarmanto Dkk, 2022). The Reyhani Shop, Tengah Tani Branch, located on Jalan Ki Ageng Tapa, Gesink Village, Tengah Tani District, Cirebon Regency, was chosen as the research location. The size of the research target population is the number of customers who become Toko Reyhani resellers, which can be as many as 192. Purposive sampling is a technique that is part of the non-probability sampling technique. The sample size was calculated using the solving formula, which was obtained from 66 respondents. Among the variables investigated were social media promotion...
(X1), price (X2), and purchasing decisions (Y). As the primary data source, the indicators for each of these variables are made in the form of statements that are provided for respondents to answer with a measurement scale/answer options of 5 on a Likert scale. The statistical analysis of testing with the SPSS version 22 application for this research includes (1) data quality testing and (2) classical assumption testing. The study then performed (3) multiple linear regression analysis and (4) hypothesis testing, with the Coefficient of Determination (CD) being tested to determine the variation in the relationship between variables expressed in the magnitude of the percentage value.

RESULTS AND DISCUSSION

Respondents' Characteristics
As many as 66 respondents with the following characteristics:

a. Respondents’ Characteristics Depending on Gender
   According to the gender characteristics of the sample respondents at the Reyhani Shop, there were 47 women or 71.2%, while the male consumers of the Reyhani Shop were 19 people or 28.8%. This demonstrates that the majority of Reyhani Store customers are female.

b. Age-related characteristics of respondents
   According to the age characteristics of the sample of respondents at the Reyhani Store, there were 12 buyers or 18.2% aged 19-23 years, 23 buyers or 34.8% aged 24-28 years, 15 buyers or 22.7% aged 29-33 years, 11 people or 16.7% aged 34-38 years, and 5 people or 7.6% aged 39-43 years. This indicates that the majority of respondents (23 in total) are between the ages of 24 and 28.

c. Respondent Education-Related Characteristics
   Based on the educational background of the sample of respondents at Reyhani Shop, there were 6 people with primary school education or 9.1%, 11 people in junior high school or 16.7%, 43 people in a vocational school or 65.2%, and 6 university graduates or 9.1%. According to this explanation, 43 people in a vocational school graduates dominate as buyers at Reyhani Stores.

d. Respondent Education-Related Characteristics
   Based on the characteristics of the sample of respondents at the Reyhani Shop, it is known that 5 people or 7.6% are civil servants, 34 people or 51.5% are self-employed, 8 workers, or 12.1% are workers, 3 farmers or 4.5%, and housewives (IRT) are 16 people or 24.2%. As a result, the majority of buyers at the Reyhani Store (34 people) were entrepreneurs.

Research Variable Description Test Results

a. Promotion on Social Media (X1)
   According to the description test (X1), social media promotion (medsos) stated that 7 statement items were distributed to a total of 66 respondents. Based on this, it was determined that strongly disagreed was worth 0, disagreed 4, and the cumulative value of all respondents was the highest, with 308 agreeing and 216 strongly disagreeing. As a result, the questionnaire items made up of social media promotion variables (X1) are respondents who agree with the statements made relatively.

b. Price (X2)
   According to the results of the (X2) price description test, there were 66 respondents. The price variable (X2) has 7 statement items, as can be seen. According to this, strongly disagreed was worth 0, disagreed was worth 2, the majority of the agreed answers received 306 scores, and the position of the strongly disagreed answers
received 220 scores. As a result, the respondents relatively agree with the statement made by the price variable (X2).

c. Purchasing Decision (Y)
According to the results of the description test on (Y) as a purchase decision, 66 people responded. Y has 8 statement items. From this, strongly disagree receives 0, also disagree receives 0, and still disagree receives 0, for a total of 287 states agreeing and strongly agreeing worth 175. As a result, the respondents relatively agree on the statements made in the statement items that made the purchasing decision variable (Y).

Statistik Analysis
a) Data Quality Test
1) Validity Test
All variables are said to be valid because the r count values for each item of social media promotion (X1), price (X2), and purchase decision (Y) variables are greater than the r table. This means that every claim made about social media promotions, prices, and purchasing decisions can be trusted and should be repeated in future tests.

2) Reliability test
In the reliability test, the Cronbach Alpha value was set at 0.6; the results of all independent and dependent variables in this study were said to be reliable because the Cronbach Alpha value was greater than 0.6. Cronbach's Alpha value of 0.647 is greater than 0.6 for the social media promotion variable (X1), 0.648 is greater than 0.6 for the price variable (X2), and 0.802 is greater than 0.6 for the purchase decision (Y).

b) Classic assumption test
1) Normality test

Graph 1 P-Plot Normality Test Results
(Source: IBM SPSS Data Processing 22, Year 2022)

The scatterplot graph of the normality test results shows the results of the curve seen from the points that follow the diagonal line, indicating that the research data is normally distributed.
2) Multicollinearity Test

Table 2. Coefficients Table Value

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>9.530</td>
<td>5.398</td>
<td></td>
</tr>
<tr>
<td>Social Media Promotion (X1)</td>
<td>.348</td>
<td>.142</td>
<td>.274</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>.475</td>
<td>.142</td>
<td>.374</td>
</tr>
</tbody>
</table>

a. Dependent Variable Purchasing Decision (Y)

Source: IBM SPSS Data Processing 22, Year 2022

According to the table, the value of this test is good if the VIF value of the independent variable is 10 and the tolerance value is greater than 0.1, indicating that there are no symptoms of multicollinearity. According to the test results, social media promotion (X1) received a VIF of 1.068 < 10, as well as a value tolerance of 0.936 > 0.1. With a value tolerance of 0.936 > 0.1, the price variable (X2) receives a VIF value of 1.068 < 10. According to this, there is no multicollinearity in this study.

3) Heteroscedasticity Test

Figure 1. Heteroscedasticity Test Results

(Source: IBM SPSS Data Processing 22, Year 2022)

According to the results of the heteroscedasticity test, the dots are randomly distributed and do not form a pattern, the dots are also above or below the number 0 and the y axis. There is no heteroscedasticity in the regression model in this case.
c) Multiple linear regression

Table 3. Value Coefficients Multiple Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>9.530</td>
<td>5.398</td>
<td>1.765</td>
<td>.082</td>
</tr>
<tr>
<td>Social Media Promotion (X1)</td>
<td>.348</td>
<td>.142</td>
<td>.274</td>
<td>2.461</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>.475</td>
<td>.142</td>
<td>.374</td>
<td>3.358</td>
</tr>
</tbody>
</table>

a. Dependent Variable Purchasing Decision (Y)

Based on the regression equation results:

\[ Y = 9.530 + 0.348X1 + 0.475X2 \]

Each variable is shown to have a partial relationship in the regression equation above. The regression equation demonstrates that social media promotion and price variables have a positive effect on purchasing decisions. According to the equation, the most influential independent variable is price, with a coefficient value of 0.475, followed by social media promotion, with a coefficient value of 0.348.

d) Hypothesis testing

1) F Test

Table 4

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>112.831</td>
<td>2</td>
<td>56.416</td>
<td>11.491</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual Amount</td>
<td>309.290</td>
<td>63</td>
<td>4.909</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>422.121</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchasing Decision (Y)
b. Predictors: (Constant), Price (X2), Social Media Promotion (X1)

(See: IBM SPSS Data Processing 22, Year 2022)

The calculated F value from the results of the ANOVA test or the F test above in this research is 11.491 with a probability value of 0.000 because the probability is less than 0.05, so H0 is rejected. This means that all of the model's independent variables, namely social media promotion (X1) and price (X2), have a significant effect on the dependent variable, namely purchase decision (Y), at the same time (simultaneously).

2) t Test

Decision Making on the table 3, value table the following are the coefficients used in conducting partial testing between variables (t test):

H0: Price has no effect on purchasing decisions at Toko Reyhani.
Ha: At Toko Reyhani, price has an impact on purchasing decisions.
a) The impact of social media marketing on purchasing decisions

According to the results of the t test in table 3, the coefficient obtained by the value of the t count X1 is 2.461 > t table which is 1.668 and also a significance value of 0.017 because the significance value is less than 0.05 then H01 is rejected and Hα1 is approved, indicating that the social media promotion variable (X1) has a positive and significant impact on purchase decisions at Reyhani Stores, Tengah Tani Branch.

b) The impact of price on purchasing decisions

Based on the t test results in table 3, the coefficient obtained by the value of t count X2 is 3.358 > t table is only 1.668 and a significance level of 0.001 < 0.05, it is concluded that Ho is rejected and Ha2 is approved, indicating that price (X2) has a positive and significant impact on purchasing decisions at the Reyhani Store, Central Tani Branch.

3) Determination Coefficient Test

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.517a</td>
<td>.267</td>
<td>.244</td>
<td>2.216</td>
</tr>
</tbody>
</table>

a. Predictors: (Constan), Price (X2), Social Media Promotion (X1)

Source: IBM SPSS Data Processing 22, Year 2022

Based on the summary output of the SPSS model above, the magnitude of R2 is 0.267, which means that variations in social media promotions (X1) and prices (X2) can explain 26.7% of changes/variations in purchasing decisions (Y), and the rest (100% -26.7% = 73.3%) is explained by other factors outside the model that are not mentioned.

Research Result

The Influence of Social Media Promotion (Medsos) (X1) on Consumer Purchase Decisions (Y) at the Reyhani Store, Tengah Tani Branch

According to the results of the SPSS version 22 test, the t-test shows that there is an influence (X1) on (Y) purchasing decisions at the Reyhani Store, it is known from the t count > t table with a value of 2.461 > 1.668 and a Sig value of 0.017 <0.05, it is concluded that H01 is rejected and Hα1 is approved, meaning that the social media promotion variable (X1) has a positive and significant impact on purchasing decisions (Y) at the Reyhani Store, Tengah Tani Branch. The same study by (Safitri & Basiya, 2022), (Putri et al., 2022), and (Afif et al., 2021) found that social media promotion (X1) has a moderately positive and significant impact on purchasing decisions (Y). This means that there is a one-way relationship, the better the social media promotion, the wider the marketing reach because it influences the decision to purchase a product. Based on these findings, the hypothesis in this study was approved, stating that H01 is rejected and Hα1 is accepted.

Price Influence on Consumer Purchasing Decisions at Reyhani Stores, Tengah Tani Branch

According to the SPSS 22 test results, the study found that in the t-test, there was an effect of X2 on Y, that the t count > t table with a value of 3.358 > 1.668 and a Sig value of 0.001 < 0.05, then H02 is rejected and Hα2 is approved, indicating that price (X2) has a positive and significant
impact on purchasing decisions (Y) at the Reyhani Store, Tengah Tani Branch. Previous research by (Muhammad & Saputri, 2020), (Elmiliasari, 2020), and (Nabilaturrahmah et al., 2021) explains price (X2) as having a positive and significant impact on purchasing decisions (Y) partially. Price is a determinant of whether or not potential customers will make a purchase decision. This implies that there is a one-way relationship because higher-quality prices influence consumer purchasing decisions. Because the products sold at the Reyhani store are rarely found at other competitors, the prices offered at the Reyhani store are quite reasonable. Based on these findings, the hypothesis in this study was approved, with H02 being rejected and Hα2 being approved.

CONCLUSION

Both price and social media promotion has a positive and significant impact on purchasing decisions at the Reyhani Store, Tengah Tani Branch. For social media promotion, Reyhani Stores is expected to constantly improve the quality of promotions on various social media platforms with information conveyed that is easily understood by the audience. Reyhani's shop's product prices should be stable and not fluctuating, so they can maintain consumer expectation, so that customer will be loyal to the store.

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