Social Media Marketing And Quality Of Xiaomi Products

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Abtract

The era of Society 5.0 brings a change to the purchase decision for one activity done at home, As workers, content creators, students, and schoolchildren urgently require a device that is appropriate for their daily demands, the buying decision for one activity done at home, for instance, changes in the era of Society 5.0. Given the widely recognised advantages of Xiaomi products, the company takes advantage of this change in market sales transactions as evidenced by the abundance of fresh creator material that surfaces on social media. The content appears more professional when it has clear camera features, high-quality photos or videos, and 4K video capabilities. Many consumers are purchasing Xiaomi products during a pandemic to meet their current demands. A legitimate company controlled by PT United Media Tbk manufactures the Xiaomi products that are sold in Indonesia. As ratio data must be analysed in this research approach, quantitative research is used to determine the extent of the connection between the variables.

Keywords: Purchase Decisions, Social Media Marketing, Product Quality

1. INTRODUCTION

Digital marketing is a form of business or activity carried out by market forces, whether by companies or individuals, in order to market a product or brand, whether it is a product of goods or a service, through the use of digital information technology, such as electronic media or Internet-based media. (Susilowati, 2022). Social media marketing based on electronic media can use advertising on television or even on radio, while those based on internet media, such as social media marketing in e-commerce, According to Susilowati (2022), social networks are a form of communication virtually and digitally, where people can share information about themselves with others; such information is usually about the same interests with whom they have a relationship. Social networks are not only a form of virtual communication but have also entered the field of marketing as the media markets a product that is quite effective and efficient because it offers ease and speed of obtaining information. The most popular social media users are Tick, Instagram, Facebook, Youtube, and others. The social media that is currently trending is Tiktok, because a lot of users have downloaded this app and it has reached 150 million users in the Google Store.

Many of its features and very easy access make users very much want to open this app. Not only is this a trend, but this app can reap the benefits of views and the number of likes viewed.

From here, many companies take advantage of creator or influencer content to promote their products or e-commerce in the app. Even in the era of the pandemic at that time, this app is very needed because of the many malls that are closed, and tenants in malls have no input to hire their employees.

When the era of Society 5.0 brings changes to the purchase decision, one of the activities carried out at home, for example, by workers, content creators, students, or schoolchildren, very much needs adequate devices for their day-to-day needs. Since everyone is already aware of the benefits of Xiaomi products, the firm sees this as an opportunity in the midst of a COVID-19 pandemic and an economic crisis, as seen by the large number of new producers' content that has surfaced on social media. Content appears more professional when it has clear camera features and high-quality photo or video capture with 4K video quality. In pandemic situations, many people purchase Xiaomi things to meet their current demands.

2. METHOD RESEARCH

The type of research used in This study uses quantitative research as its methodology. Quantitative research methods follow a set of systematic, set up, and transparent rules from the outset till the development of the study plan. Because the data to be processed is ratio data and the goal of this study is to carefully determine the size of the influence between the variables, this type of research employs quantitative research.

3. RESULT AND DISCUSSION

Data analysis in this study used multiple linear regression analysis which was carried out on more than one number of independent variables to determine their effect on the dependent variable.

Table 1. t Test (Partial Test)

Unstandardized Coefficients			Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
(Constant)	.134	,337		,524	,629
Social Media Marketing	.117	.125	,083	2,314	,347
Product quality	,443	,212	,361	1,944	,070

The research function t-test in this research is as follows:

Social Media Marketing variable (X1), based on the results of the t test, it is known that the calculated t value of Social Media Marketing is 2.314. Then it is known that the t table value is 1.934 and the significance value is 0.347. So here it can be seen that the calculated t value is greaterfrom the t table (2.314 > 0, 0.347) and the significance value is smaller than 0.05 (0.347 < 0.05). In conclusion, H0 is rejected and Ha is accepted, which means that the Social Media Marketing variable has a significant influence on purchasing decisions.

Product Quality Variable (X2), based on the results of the t test, the calculated t value is knownof the compensation variable is 1.944. Then it is known that the t table value is 1.934 and the significance value is 0.070. So here it can be seen that the calculated t value is greater than the t table (1.944 > 1.934) and the significance value is smaller than 0.05 (0.050 < 0.07). In conclusion, H0 is rejected and Ha is accepted, which means that the product quality variable has a significant effect on purchasing decisions.

F Test (Simultaneous)

Table 2. F Test (ANNOVA Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,246	2	3,234	34,369	,000b
	Residual	3,563	15	,147		
	Total	15,982	16			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Digital Marketing, Product Quality

In research, the F-test is employed to ascertain the impact of factors that are collectively independent of the dependent variable. The F-value analysis is used to guide decisions. It can be inferred that all independent variables work together to influence the dependent variable if the calculated F value is higher than the F value in the table. On the other hand, if the calculated F value is less than the F value in the table, it suggests that the independent variables as a whole have no impact on the dependent variable. A different approach is to consider the average value. It can be concluded that all independent factors taken together have no effect on the dependent variable if the results of data processing have a significant value of larger than 0.05 but less than 0.05, respectively.

This table's calculations result in a F value of 34.369. A significance value of 0.000 is achieved, and it is known that the F table value is 2.70. The findings reveal that the calculated F value (34, 369> 2.70) above the F table value and that the significance value (0.000 0.05) is less than the threshold of 0.05. Therefore, it can be said that Ha is accepted but Ho is rejected. This proves that the two main factors influencing purchases are social media marketing and the value of the item.

Table 3. variables simultaneously

Model	R	R Square	R Square	Error of the Estimate	R Square Change	F Change	df	Df2	Sig. F Change	Durbin-Watson
		Adjusted Std.			Change Statistics					
1	.743a	.556	.514	.37553	.583	24.514	3	15	.000	.1.786

a.   Predictors: (Constant),Social Media Marketing, Product quality

b.   Dependent Variable: Purchase decision

R Square 0.583 means that all variables simultaneously influence the variable by 58%, while the remaining 42% is unknown.

3. CONCLUSION

1) Based on the results of the t test, it is known that the calculated t value of Social Media Marketing is 2.314. Then it is known that the t table value is 1.934 and the significance value is 0.347. So here it can be seen that the calculated t value is greater than table t (2.3140, 0.347) and the value of significance is smaller than 0.05 (0.347 < 0.05). In conclusion, H0 is disregarded and Ha is accepted, demonstrating that the Social Media Marketing variable significantly affects purchasing choices.

2) It is known that the compensation variable's calculated t value is 1.944 based on the t test findings. The significance value is then 0.070, and the t-table value is 1.934. This means that the calculated t value is higher than the table t value (1.944 > 1.934) and the significance level is lower than 0.05 (0.050 0.07). In conclusion, H0 is disregarded while Ha is accepted, indicating that the variable affecting product quality has a substantial impact on choice of purchase.

3) The calculated F value is 34.369 according to this table. The F table value is 2.70, and 0.000 is derived as the significance value. The findings reveal that the calculated F value (34, 369> 2.70) above the F table value and that the significance value (0.000 0.05) is less than the threshold of 0.05. Consequently, it can be said that Ha is accepted but Ho is rejected. In other

words, social media marketing and product quality together have a big impact on consumer choices.

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