

SOCIAL MEDIA ON CONSUMER PURCHASE INTENTION IN SHOPEE MARKETPLACE

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Sumarni⁵

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Abstract

This study aims to determine how social media affects consumers' purchase intentions. 181 respondents were given questionnaires as part of a nonprobability sampling strategy that also included a quantitative methodology in this study. The data analysis approach used in this study was multiple linear regression analysis. When using the Likert scale approach of validity, operational variables were measured using SPSS 25.0, a computer measuring tool. The results showed that brand image, social media, electronic word-of-mouth, perceived value, and brand image were all significantly positive predictors of purchase intention. The component in this study that has the most effect on consumers' motivation to purchase is perceived value.

Keywords: Sales social media , Electronics word of Mouth , Brand Image , Perceived values , Purchase Intentions

1. INTRODUCTION

Increased Internet usage will undoubtedly affect marketing, and many marketers will consider the most up-to-date strategies and techniques for promoting their products and services. Internet usage as a component of business operations, with social media providing novel methods for both the firm and the customer when they are both involved in the same process. Participation on social media encompasses all activity, which increases contact with the content that is made available there. As a result, consumers used to see or search for product reviews for free online when they wanted to learn more about a product before making a purchasing decision. From there, interest in buying from a consumer or a typical person is called a purchase intention. Purchase intention, according to Kotler and Keller (2012), is each individual's preferences, which constitute the basis for choosing anything, and purchasing interest, which demonstrates a desire for a particular brand's products or services.

A variety of factors influence purchase intention. Prasad et al. (2017) claim that word-of-mouth about electronics and varied social media have a favourable relationship with consumers' purchase intentions. According to lien et al. (2015), a changeable brand's image has a

favourable relationship with consumers' intent to buy. Perceived value is another factor that affects consumer buying intent. According to Lim et al. (2014), "Perceived value refers to the preference or evaluation of whether a product attributes can meet its needs and satisfaction in a situation." This definition states that perceived value refers to a preference or evaluation of whether a product attribute can satisfy needs and a customer in a particular situation.

Objective research This aims to understand how consumer purchase intentions on the website's online Shopee are influenced by social media, electronic word-of-mouth, brand image, and perceived value. **Results of the study** It is anticipated that the business, particularly online sites Shoppe, will improve in terms of electronic word-of-mouth, social media, brand perception, and brand image. this is due to the fourth component or variable showing effect on how a consumer or candidate consumer makes a decision, which will spur consumer interest.

2. REVIEW WRITING

2.1 Digital Media

Social media is defined as "online activities and programmes designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services" by Kotler and Keller (2016). Social media is an activity in communication marketing that uses electronic (online) media to engage customers or businesses in various ways (photos, writing, etc.) to boost brand awareness, business reputation, and sales. According to Prasad et al.'s (2017) study, electronic word of mouth and social media have a favourable link with consumers' inclination to buy.

2.2 Buying Intention

Purchase intentions, according to Wang and Tsai (2014) in Resmawa (2017), are stages when consumers evaluate the information that has been accepted. Purchase intention is the likelihood that a consumer will make a specific purchase. Consumers are more likely to be willing to buy their own goods even when they haven't really made the purchase yet. Benefits and consumer-perceived value influence whether a person will make a purchase.

3. MODEL STUDY

People being studied This respondent is a consumer online shopping site. There were 181 responders to the sample survey. Nonprobability sampling with purposive sampling was the method utilised to gather samples. According to the acquired data, the bulk of the research

respondents' characteristics These are women (66%), people in their 20s to 30s (56%) who make more than Rp. 4,000,000 (76%).

In this study, the dependent variable is purchasing intention, whereas the independent variables are social media, electronics word of mouth, brand image, and perceived value. A 5-point Likert scale is used for the measure variable, with 1 denoting "absolutely not agree" and 5 denoting "strongly agree." Data analysis techniques employed in the study Analysing multiple linear regression is what this is. In the meantime, tests for test assumptions like normality, multicollinearity, and heteroscedasticity have already been conducted, and the results demonstrate that all test assumptions have been met. testing in research Utilising the SPSS 25.0 software. Use of significance levels in the study It's 0.05.

This table displays measurements for each variable and its sources.

Table 1 Variable And Measurement

Variable	Amount Items	Source
Variable Independent		
1. <i>social Media</i>	9	Prasad et al. (2017); Prasad et al. (2019); Heyer (2010)
2. <i>Electronics word of Mouth</i>	8	Prasad et al. (2017); Prasad et al. (2019); Goyette et al. (2010)
3. <i>Brand Image</i>	9	lien et al. (2015); Kotler and Keller (2012)
4. <i>Perceived Value</i>	12	Yuan et al. (2020); Sweeney and Soutar (1811)
Variable dependent		
1. <i>Purchase Intention</i>	8	Semuel and Setiawan (2018); Yuan et al. (2020)

4. ANALYSIS AND DISCUSSION

Table 2.Results Testing Hypothesis

	Hypothesis	std. Coefficient	Sig.	Conclusion
H1	There is influence positive <i>social media</i> against <i>purchases intention</i>	0.075	0.034	No Rejected
H2	There is influence positive <i>electronic word of mouth</i> against <i>purchases intention</i>	0.182	0.000	No Rejected
H3	There is influence positive <i>brand image</i> against <i>purchases intention</i>	0.148	0.021	No Rejected
H4	There is influence positive <i>perceived value</i> to <i>purchases intention</i>	0.537	0.000	No Rejected

Based on results testing hypothesis , then can concluded that *social media* , influential positive to *purchases intention* . This means consumer own interest purchase Which Enough tall to product or brands offered on the online *site* Shopee, because exists *social media* , *electronic word of mouth* , good brand image and perceived value . Hypothesis H1 and H2 This

in accordance with study Prasad et al. (2017) put forward that *social media* , *electronic word of mouth* has connection positive to *purchase intention* . When consumer will buy something , consumer will more choose For buy product or brand already _ he know previously through social media and consumers evaluate return through application with read positive reviews about product to be bought . Furthermore hypothesis H3 is appropriate with Lien et al. (2015) found *brand image* have connection positive to *purchase intention* . More brand *image* Good will displays quality product Which more Good in eye consumer . *Brands image* Which Good will make it easy buyer in do purchase Because No all candidate consumer have information on quality and time For compare product One with other so that will made reference is brand that has good image . _ Then For hypothesis H4 also has in accordance with Yuan et al. (2020) that *perceived influential values* positive to *purchase intention* . Consumer feel mark positive from product so that willing For buy it . The more big benefit product Which felt

By consumer , the more tall mark perception Which consumer attribute on product the , so that will increase interest buy consumer .

With thereby so whole hypothesis study This proven with there is data in a manner empirical . *Purchase intention* can predicted by *social media* , *electronic word of mouth* , *brands image* , And *perceived value* . With thus , so can seen that *purchases intention* in matter This can influenced by exists interaction through *social media* , consumer obtain information product or brand , with *brands image* Which ok , *perceived value* which felt by consumer to product from *online* site shoppe.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on results study And discussion Which has done , that whole factor in study this , that is *social media* , *electronics word of mouth* , *brands image* , And *perceived value* has influence to *purchase intention* . In increase interest purchase consumers , no Enough only depend on strength than *brand* and innovation , but company need notice factor other . *Social media* , *electronic word of mouth* , *brands image* , And *perceived value* Also become very important Because influential to walk something business . Through *social media* information about something product can spread with fast . Spread information by consumers known through the internet and social media with term *E - Wom* . Before buy something product , consumer will do search about something product And see review about product the . Thereby

with *brands image* , the company that builds good *image* _ will make interest buy consumer increase , product with well -known *brand* , there is assumption that famous *brand* more can dependable , always available And easy searched , And own quality Which No doubt . Likewise with _ *perceived value*, more perceived value tall make interest buy Which more tall the more Lots *value* Which felt , consumer will do purchase again .

5.2 Suggestion

Researcher suggest that the company must still notice factor or variable - variable *social media* , *electronic word of mouth* , *brand image* , and deep *perceived value* operate activity operational company . Matter This because , results findings in study that fourth factor the have influence positive and significant in create interest purchase consumer .

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