

The Influence of Social Media Marketing and Product Quality on Purchase Decisions in SMEs (Case Study of Pempek Hayra, Bandar Lampung)

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ABSTRACT

This study aims to explore the factors that influence purchasing decisions in MSMEs by taking a case study in Pempek Hayra Bandar Lampung, focusing on Social Media Marketing (X1) and Product Quality (X2) as independent variables and Purchase Decision (Y) as a dependent variable in Pempek Hayra MSMEs in Bandar Lampung. Pempek Hayra MSMEs have a strategic role in economic growth, creating jobs, and reducing social inequality. This study was quantitative with a causal method using primary data from a questionnaire to 107 Pempek Hayra customers. The results of this study show that Social Media Marketing does not have a significant effect on Purchase Decisions, while Product Quality has a positive and significant effect. Simultaneously, Social Media Marketing and Product Quality have a significant effect on Purchase Decisions. The conclusion shows that Social Media Marketing does not have a positive impact on the Purchase Decision, while Product Quality has an important role in influencing the Purchase Decision of Pempek Hayra in Bandar Lampung.

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1. INTRODUCTION

SME's have a strategic and significant role in encouraging the acceleration of national economic growth. MSMEs are an important component of the economy, as they not only create new jobs, but also help local communities live better and reduce social disparities. In addition, the contribution of MSMEs as a support for the local economy is a key factor to advance the national economy as a whole Indrawati, S., & Rachmawati, (2021) in (Febriana et al., 2023).

In the modern business era, competition has become more dynamic, complicated, and unfixed. Therefore, SME managers must always use innovative and creative approaches to provide an advantage that sets them apart from competitors. The main tasks of SMEs involve developing attractive and high-quality products, offering at competitive prices, and ensuring the availability of products that are easily accessible to customers

who need them. In addition, MSMEs are also required to design effective marketing promotion strategies, especially in communicating with consumers.

Marketing through social media is a type of marketing communication carried out through digital media, namely applications, platforms, and media that allow people to interact, collaborate, and share content with each other. In this way, marketing through social media can encourage the desire to buy from the general public, especially those who use social media.

In addition to marketing through social media, product quality also has a great influence on purchasing decisions, product quality is an important concern for Pempek Hayra in creating an attractive, tasty and quality product. Product quality is when consumers feel that the product meets their expectations and is in accordance with their wishes in meeting their needs according to (Fadhli & Pratiwi 2021) in (Samuel Rivaldi Lokananta, 2023).

Although Pempek Hayra has been actively using social media for marketing, its influence on purchasing decisions is still limited, with most buyers coming from customers who are already familiar with the product beforehand, rather than from online marketing activities. Therefore, this study aims to find out whether the use of social media influences consumer decisions on Pempek Hayra products, while considering how consumer perception of product quality can affect purchasing decisions.

Based on the description above, this study examines social media marketing (X1) and product quality (X2) whether it has an influence on purchasing decisions (Y). Therefore, the researcher conducted a study entitled "The Influence of Social Media Marketing and Product Quality on the Purchase Decision of Pempek Hayra in Bandar Lampung.

2. LITERATURE REVIEW

Social media marketing is the use of social media to promote goods and services. Skills in creating engaging content have the potential to inspire website visitors to be interested in and understand the products or services offered online (Novila, 2018) in (Hanjaya, 2023).

According to (Santoso, 2019) Product quality is one of the main things that companies pay attention to and is one of the important policies to increase the competitiveness of key products. The goal is to provide customer satisfaction with product quality that exceeds or is on par with competitors. Meanwhile, according to (Baihaky et al., 2022), product quality is a company's effort to meet customer desires through the products it offers

According to Sumarwan in Mileva's (2018) research in (Hanjaya, 2023), a purchase decision is When a buyer chooses to buy an available item, their decision includes choosing a product, the time and place of purchase, and the method of payment. Purchase decision is a term used to describe how consumers make the decision to buy something. It starts with consumers realizing that they have to meet their needs and wants.

3. METHOD

In the implementation of this study, a quantitative research approach was chosen. According to V. Wiratna Sujarweni (2014:39) in (Alamsyah et al., 2022), Quantitative research is a type of research that produces results using statistical or other measurement techniques. Quantitative research, derived from positivism, is used to investigate a specific sample or population. Data were collected with research tools, and hypotheses were tested through quantitative or statistical analysis (Sugiyono, 2017:8) in (Alamsyah et al., 2022) Alamsyah et al., (2022).

Based on the relationship between variables used in the framework of thinking and literature review, the hypothesis in this study is determined as follows:

1. H1: Social Media Marketing is suspected to have a positive and significant influence on the purchase decision of Pempek Hayra in Bandar Lampung.
2. H2: product quality is suspected to have a positive and significant influence on Pempek Hayra's purchase decision in Bandar Lampung.

3. H3: Social Media Marketing and product quality are suspected to have a positive and significant influence on the purchase decision of Pempek Hayra in Bandar Lampung.

4. RESULTS AND DISCUSSION

The results of the study show that Social Media Marketing (X1) has no effect on the Purchase Decision (Y) of Pempek Hayra in Bandar Lampung, which means that Social Media Marketing has no impact on the Purchase Decision. This is supported by the Social Media Marketing sig value of $0.172 > \text{Alpha}$, which is 0.05 in the t-test. The results of this study are in line with research conducted by (Civilization et al., 2021) which states that Social Media Marketing does not have a positive influence on Purchase Decisions.

The results of the study show that Product Quality (X2) has an effect on the Purchase Decision (Y) of Pempek Hayra in Bandar Lampung, which means that with good Product Quality, it can increase Purchase Decisions. This is evidenced by the persial test value (t-test) of 0.003 less than Alpha which is 0.05. Product Quality is a very important thing that must be pursued by companies if they want their products to compete in the market if they want to satisfy the needs and desires of consumers. The results of this study are in line with research conducted by (Dinda, 2023) which states that Product Quality has a positive and significant effect on Purchase Decisions. This means that any change in the Purchase Decision is affected by the Quality of the Product.

The results of the study showed that Social Media Marketing (X1) and Product Quality (X2) had a significant effect on the Purchase Decision (Y) of Pempek Hayra in Bandar Lampung simultaneously in 107 respondents. This is supported by a sig value of less than the Purchase Decision alpha of $0.000 < 0.05$ in the simultaneous test (F-Test).

5. CONCLUSION

Based on the results of the research that has been carried out in the previous chapter, several conclusions can be drawn, namely:

1. Social Media Marketing did not have a positive effect on Pempek Hayra's Purchase Decision in Bandar Lampung.
2. Product Quality has a positive and significant effect on the Purchase Decision of Pempek Hayra in Bandar Lampung.
3. Social Media Marketing and Product Quality have a significant influence on Pempek Hayra's Purchase Decision in Bandar Lampung.

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