

The Influence of Social Media Marketing, Brand Awareness and Product Quality on Purchasing Decisions at Mie Djoetek

Aprilisa Frincessa Syifa Ferdiana ¹, Zulistiani ²

Universitas Nusantara PGRI Kediri, Jalan KH Achmad Dahlan No. 76, 64112, Indonesia

svifafrincess12@gmail.com, zulisiani@unpkediri.ac.id

*corresponding author

Article Information		Abstract
Submission date	9 December 2023	<p>Research aim: The purpose of this research is to analyze whether there is a significant influence between social media variables, brand awareness, and product quality simultaneously and partially on purchasing decisions at the Djoetek noodle shop.</p> <p>Design/Method/Approach: This research uses a quantitative approach and nonprobability sampling techniques. The population for this research is all customers who have purchased products at Kedai Mie Djoetek and the sample used in this research is 40 respondents who have made purchases at Mie Djoetek and analyzed using the classic assumption test, multiple linear regression method, coefficient of determination and hypothesis testing with SPSSv23 tools</p> <p>Research Findings: The results of this research are that social media marketing and brand awareness partially influence purchasing decisions at Mie Djoetek. Meanwhile, product quality has no partial effect on purchasing decisions. Simultaneously, social media marketing, brand awareness, and product quality have a significant influence</p> <p>Theoretical contribution/Originality: Social media marketing can expand understanding of how social media as a digital marketing platform influences consumer behavior and purchasing decisions. Measuring the impact and consumer preferences on brand awareness, and digging deeper into the concept of product quality from a consumer perspective influences purchases.</p> <p>Practitioner/Policy implications: This research provides practical implications for Mie Djoetek in improving purchasing decisions</p> <p>Research limitations: This research only discusses social media marketing and brand awareness as independent variables, and product quality as the dependent variable. Other variables still influence the dependent variable that need to be researched further.</p> <p>Keywords: Social Media Marketing, Brand Awareness, Product Quality, Purchasing Decisions</p>
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1. Introduction

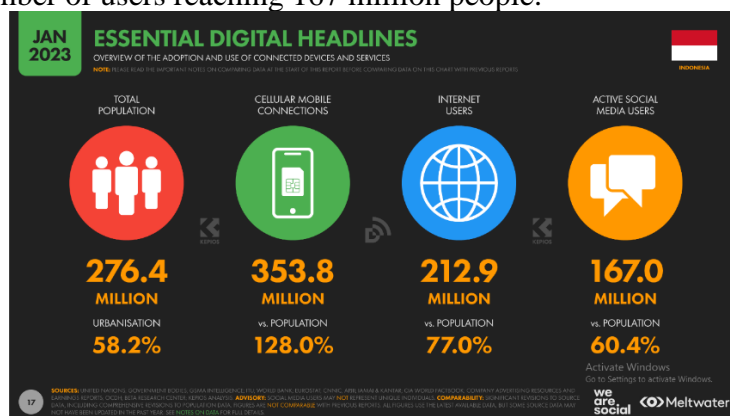
Food is a basic need for every human being, and food plays an important role in human survival, in the era of globalization and the rapid development of information technology, business competition in the food and beverage industry is getting tighter, marked by the number of entrepreneurs entering the culinary world. [1]. The increasing development of modern society is often associated with greater social mobility and increasingly denser work activities,

resulting in larger and more dense work activities, thus causing more and more workers, both men and women, to spend time outside the home. This causes most people to not have time to prepare their food so they tend to prefer fast food because it is considered more efficient and effective.

The rapid development of fast food businesses has increased the number of fast food restaurant businesses in Indonesia, including in the city of Kediri. One of the fast food restaurant businesses that is growing rapidly in the Kediri area is noodle food with various types. The increase in noodle businesses has made competition for fast food restaurants very tight, so every fast food business continues to compete to improve its business strategy to attract more consumers.

Purchasing decisions are decisions influenced by marketing stimuli consisting of product, price, distribution, and promotion. Business owners sometimes have to innovate to retain old customers and attract new ones. Therefore, it is necessary to pay attention to the main factors and supporting factors that play an important role in influencing potential consumers in making purchasing decisions. Marketing Social media marketing, brand awareness, and product quality are very important things to pay attention to when making purchasing decisions. The results of previous research concluded that social media marketing, brand awareness, and product quality partially or simultaneously have a significant influence on purchasing decisions [3].

Current advances in information and communication technology mean that the world no longer recognizes boundaries, distance, space, and time. With the development of the internet, more and more social media sites are appearing, social media services are usually web-based and offer users various ways to interact. Social media is a means for consumers to share text, image, audio, and video information and with companies and vice versa. [4] According to Wearesocial data, institutions are focused on innovative, creative social media marketing and communications. At the beginning of January 2023, internet use in Indonesia reached 212 million people and 167 million people actively use social media, out of the total population of Indonesia which is 276 million. It can be seen from Figure 1.1 that a large number of internet users has also started to dominate social media 212 million. Internet users are social media users with the number of users reaching 167 million people.



Source : <https://wearesocial.com/id/blog/2023/01/digital-2023/> (2023)
Figure 1 Indicators of internet and social media users in Indonesia

Through social media, business owners can read the direction of their consumers and find out what consumers want. With the continued increase in social media users, it is clear that social media plays a very important role for business owners. The results of previous

research state that social media marketing has a significant influence on purchasing decisions [5]. As dependence on social media as a means of activity increases, many business owners are promoting their products by offering various promotions, in this way they will expand market share and build brand awareness. Brand awareness represents the presence of a brand in the minds of consumers, influencing consumer perceptions and behavior. Brand awareness shows the ability of a potential buyer to recognize or recall that a brand is part of a certain product category [6]. Based on the results of previous research, it is stated that brand awareness influences purchasing decisions [7].

Product quality is one of the main things that is considered in the Company, quality is one of the important policies in increasing product competitiveness, the main thing is to provide satisfaction to consumers that exceeds or is at least the same as the quality of products from competitors [8]. The higher the quality of the product, the more interested consumers will be in buying it, by providing quality products the business will be superior compared to its competitors. Therefore, business owners are expected to be able to understand consumer desires to produce quality products by consumer expectations [9]. The results of previous research state that product quality has a significant influence on purchasing decisions [10].

Based on interviews that were found, several problems at the Djoetek noodle shop were that social media was starting to become quiet, which can be seen in the Djoetek noodle tiktok account which experienced a decrease in likes and viewers, this was due to the content presented on social media not being able to attract consumer attention, lack of variety in published content causes boredom. Brand identity (*Brand Awareness*) is not well accessed by consumers, especially in terms of logos, there are still many consumers who do not recognize the logo of the Djoetek noodle shop and the quality of the products served is related to textures such as soft noodles, causing a decline in the brand's taste image in the eyes of consumers.

In the context of an increasingly digitally connected market, there is an urgent need to understand in more depth the influence of social media marketing, brand awareness and consumer perceptions of product quality on the purchasing decision-making process. However, according to the findings of a study conducted by Sari (2018) [11], regarding the influence of taste, price and place on consumer loyalty at Djoetek noodle shops, previous research has not highlighted the influence of brand awareness, perceived product quality and ultimately purchasing decisions. Therefore, this research aims to identify, analyze and understand in more depth the complex relationship between social media marketing, brand awareness and product quality and how these factors jointly influence consumer purchasing decisions in an ever-evolving marketing environment.

In this research, researchers will use consumers who have bought Mie Djoetek in researching to find out who are interested in Noodles in Kediri City, to find out how the quality of the products obtained by consumers are satisfied or not with Mie Djoetek products and to find out how consumers are interested in buying products in Mie Djoetek.

This research is very relevant, considering that competition between fast food businesses is getting tougher for noodle products, every business actor must have a strategy that can make the product superior in the eyes of consumers. Each product needs to have characteristics that differentiate the products from Mie Djoetek Shop from other shops. Based on the description of the problem, the author is interested in conducting research.

1.1. Statement of Problem

The content presented on social media is not able to attract the attention of consumers, the lack of variety in published content causes boredom, which can be seen in the Mie Djoetek TikTok account which has experienced a decrease in the number of likes and viewers. Brand identity (*Brand Awareness*) is not well accessed by consumers, especially in terms of the logo at the Djoetek noodle shop and the quality of the products served related to textures such as soft noodles, causing a decline in the brand's taste image in the eyes of consumers.

1.2. Research Objectives

The purpose of this research is to find out how much influence Social Media Marketing, Brand Awareness, and Product Quality have on purchasing decisions at Kedai Mie Djoetek

2. Method

This research uses a quantitative approach and causal research type. The research data is primary data from respondents' opinions based on questionnaires distributed by researchers to consumers who have purchased at least once at the Djoetek noodle shop. According to Roscoe in Sugiyono [12] an appropriate measure in research is if the research is to carry out multivariate analysis (correlation or multiple regression), then the number of sample members is at least 10 times the number of variables being studied. So because the variables used are social media marketing, brand awareness, product quality and purchasing decisions, the sample is $10 \times 4 = 40$ samples. The analysis technique uses classical assumption tests, multiple linear regression, coefficient of determination, and hypothesis testing.

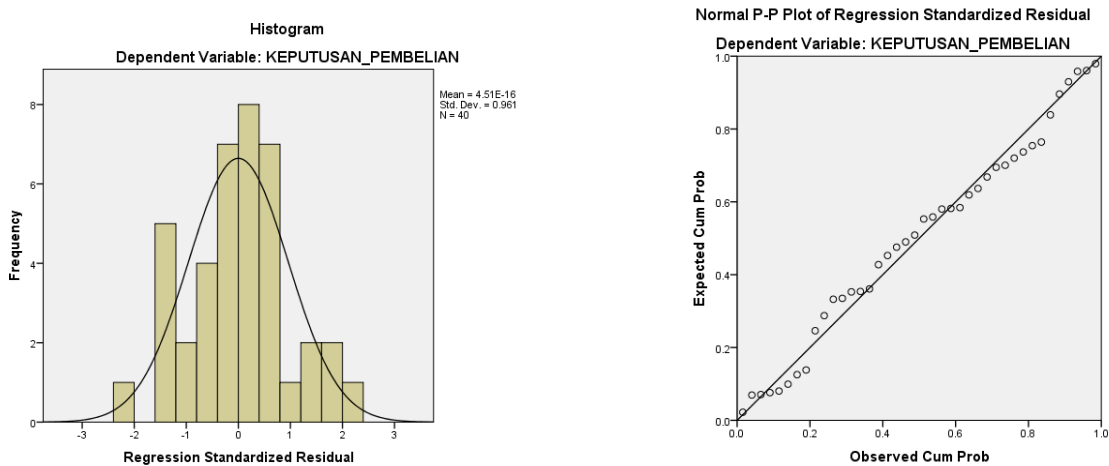
3 . Results and Discussion /Results and Discussion

The analysis technique used is multiple linear analysis, which aims to obtain a comprehensive picture of the independent variables, namely social media marketing, brand awareness, and product quality on the dependent variable, namely purchasing decisions at Mie Djoetek using the IMB SPSS for window version 23 program. To fulfill the requirements specified in the multiple linear regression model, it is necessary to test the classical assumptions which are then continued with multiple linear regression and the coefficient of determination as follows.

3.1 Testing Classical Assumptions

The analytical tool used is multiple linear regression and the research data used is primary data. To fulfill the requirements specified in the use of multiple linear regression models, it is necessary to test classical assumptions.

Used to test whether the dependent variable and independent variable or both have a normal distribution or not. Proof of whether the data has a normal distribution or not can be seen in the form of data distribution, namely histogram, normal probability plot and Kolmogorov Smirnov. In a histogram, data can be said to have a normal distribution if the data is shaped like a bell. Meanwhile, in a normal probability plot, data can be said to be normal if there is a distribution of points around the diagonal line and the distribution follows the direction of the diagonal line.



Source: Processed primary data, 2023

Figure 2 Normality Test Results

Based on Figure 2, the results of the normality test can be seen that the data analyzed is normally distributed. The results of the histogram image show that the variable data is shaped like a bell. Meanwhile, the normal probability plot results show that the points or data are spread around the diagonal line and follow the direction of the diagonal line.

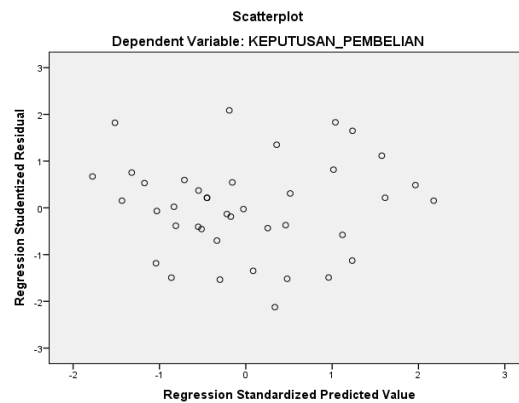
The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. A good regression model should have no correlation between independent variables. The method used to detect multicollinearity is to use the VIF (variance inflation factor) value. The results of the multicollinearity test from the correlation matrix between independent variables, tolerance values and VIF, can be seen in the table

Table 3. Multicollinearity Test

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	MEDIA_SOCIAL_MARKETING	,906	1,104
	BRAND_AWARENESS	,744	1,344
	PRODUCT QUALITY	,786	1,272

Source: Processed primary data, 2023

Based on the results of the multicollinearity test, which can be seen in table 3, it is known that the tolerance value is > 0.10 and the VIF value is < 10.00 . So it can be concluded that multicollinearity does not occur. The purpose of the heteroscedasticity test for this test is to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual from one observation to another is constant, it is called homoscedasticity, but if it is different it is called heteroscedasticity. A good regression model is homoscedastic and heteroscedastic does not occur. The results of the heteroscedasticity test using scatterplots graphs can be seen in Figure 4.



Source: Processed primary data, 2023

Figure 4. Heteroscedasticity Test Results

In Figure 4, the scatterplot graph shows that the points are spread randomly and do not show a particular pattern, spread both above and below the number 0 on the Y axis. This means that heteroscedasticity does not occur in the regression model. So it is known that the regression model does not have heteroscedasticity.

3.2 Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in table 5.

Table 5. Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,774	4,543		-,390	,699
	MEDIA_SOCIAL_MARKETING	,505	,148	,334	3,409	,002
	BRAND_AWARENESS	,892	,149	,648	6,003	,000
	PRODUCT_QUALITY	,068	,205	,035	,329	,744

Source: Processed primary data, 2023

Based on table 5, the multiple linear regression equation obtained from the analysis test results is as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$= (-1.774) + 0.505 + 0.892 + 0.068 + e$$

The regression equation has the meaning as: Constant = -1.774. This value indicates that if the social media marketing (X1), Brand awareness (X2), and Product Quality (X3) variables have a value of = 0, then purchasing decisions (Y) will decrease by (-1.774).

If the social media marketing coefficient (X1) increases by 1 unit, assuming brand awareness (X2) and product quality (X3) are constant or unchanged, it will increase purchasing decisions (Y) by 0.505

If the brand awareness coefficient (X2) increases by 1 unit, assuming social media marketing (X1) and product quality (X3) remain or do not change, it will increase purchasing decisions (Y) by 0.892

If the product quality coefficient (X3) increases by 1 unit, assuming social media marketing (X1) and brand awareness (X2) remain or do not change, it will increase purchasing decisions (Y) by 0.068

3.3 Analysis of the Determination Coefficient (Adjusted R2)

The coefficient of determination (adjusted R2) is intended to determine the extent of the model's ability to explain variations in the dependent variable. Determination analysis is used to determine the percentage contribution of independent variables simultaneously to the dependent variable.

This coefficient shows how large a percentage of the variation in the independent variable used in the model is able to explain the dependent variable. Adjusted R2 = 0, so the variation in the independent variable used in the method does not explain the slightest variation in the independent variable. On the other hand, if Adjusted R2 = 1, then the variation in the independent variable used in the model is able to explain 100% of the variation in the dependent variable.

Table 6 below shows the results of the coefficient of determination of the three independent variables: media marketing, brand awareness and product quality.

Table 6. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,829 ^a	,688	,662	2.72785

Source: Processed primary data, 2023

Based on table 6, it can be seen that the adjusted R2 value is 0.662. This shows that the independent variables social media, brand awareness and product quality are able to explain the dependent variable (purchase decisions) by 66.2% and the remaining 33.8%. explained by other variables not examined in this study.

3.4 Hypothesis Testing

Hypothesis testing in this research uses the t-test and F-test, as follows:

Partial test results using the t-test whose values are compared with a significance of 0.05 which can be seen in table 7.

Table 7. T-test (Partial Test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	-.390	,699
	MEDIA_SOCIAL_MARKETING	3,409	,002
	BRAND_AWARENESS	6,003	,000
	PRODUCT QUALITY	,329	,744

Source: Processed primary data, 2023

Table 7 shows the t results obtained by the significance value of the social media marketing variable of 0.002 which is smaller than 0.05, so H_0 is rejected and H_a is accepted. This means that the social media marketing variable partially has a significant effect on purchasing decisions

Based on the calculation results in table 7, the significance value of the brand awareness variable is 0.000 smaller than 0.05, so H_0 is rejected and H_a is accepted. This means that the brand awareness variable partially has a significant effect on purchasing decisions

Based on the calculation results in table 7, the significance value of the product quality variable is 0.744 which is greater than 0.05, so H_0 is accepted and H_a is rejected. This means that the partial product quality variable does not have a significant effect on purchasing decisions.

F Test (Simultaneous Test)

The F test is used to test how the independent variables social media marketing, brand awareness, and product quality simultaneously (together) influence the dependent variable, namely purchasing decisions. The F-test can be searched by comparing the results of the probability values. The following are the results of simultaneous testing using the F-test whose values will be compared with a significance of 0.05 which can be seen in table 8.

Table 8. F test (simultaneous test)

ANOVA ^a		
Model		
1	Regression	26,425
	Residual	,000 ^b
	Total	

Source: Processed primary data, 2023

Based on the results of the F test in table 8, a significance value of 0.000 is obtained, which is smaller than 0.05, so the hypothesis H_0 is rejected and H_a is accepted. This means that the variables of social media marketing, brand awareness, and product quality simultaneously have a significant influence on the purchasing decision variable.

4. Conclusion

Social media marketing partially influences purchasing decisions with a significance value of 0.002, which is smaller than 0.05. This means that the better the social media marketing at the Djoetek noodle shop, the greater the impact on purchasing decisions. Brand awareness partially has a significant effect on purchasing decisions with a significance value of 0.000 which is smaller than 0.05. This means that the more brand awareness of Djoetek noodle products increases, the more influence it will have on purchasing decisions. Product quality partially has no effect on purchasing decisions with a significance value of 0.744 which is greater than 0.05.

Social media marketing, brand awareness and product quality simultaneously have a positive and significant influence on purchasing decisions. In addition, the Adjusted R2 coefficient of determination value of 66.2% shows that repurchase intention can be influenced by the three independent variables of social media marketing, brand awareness, and product

quality in this research and the remaining 33.8% is influenced by other factors that are not examined in this research.

Djoetek noodle shops should pay attention to the quality of their products which have a regression value of 0.744. They are expected to pay attention to product quality including the texture of noodles that are too soft in order to maintain a good taste image and meet customer expectations.

The results of this research can be used as a bridge to conduct further research, especially in the same field of study. Future research needs to expand the research variables so as to produce better research. This is proposed because it has been proven that the variables of social media marketing, brand awareness and product quality have an influence of 66.2% on purchasing decisions, so other factors such as price, location, service quality and others also need to be researched because they can involve decisions. purchase.

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