The Influence of *Social Media Marketing* and *Brand* Image on Buyer Decisions (Survey on *Mixue Nganjuk'*s Instagram *Account* Followers)

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Article Information

Abstract

Research aim: The purpose of this study is to determine and explain the significant influence between social media marketing and brand image, both partially and stimulantly on buyer decisions on followers of Mixue Nganjuk outlet Instagram account.

Design/Methode/Approach: This study was conducted to analyze the influence of social media marketing and brand image on buyer decisions on followers of Mixue Nganjuk outlet Instagram account. This study used a quantitative approach with the population in this study all followers of the Instagram account @mixue.nganjuk which is the official social media account owned by Mixue Nganjuk. The sample was determined as many as 116 respondents taken using non-probability sampling techniques with purposive sampling. In this study using multiple linear regression to see how much influence the independent variable has on the dependent variable.

Research Findings: The result of this study is that social media marketing and brand image have a significant effect on purchasing decisions on followers of Mixue Nganjuk outlet Instagram account.

Theoretical contribution/Originality: Social media marketing can broaden the understanding of how social media as a digital marketing platform, delves deeper into the consumer's perspective in the brand image of a product to influence consumers in making purchasing decisions.

Practitionel/Policy implication: This study provides practical implications for Mixue Nganjuk in improving brand image in the influence of purchasing decisions.

Research limitation: This study discusses social media marketing and brand image as independent variables, and purchase decisions as dependent variables.

Keywords: Social Media Marketing, Brand Image, and Purchase Decision.

1. Introduction

The culinary or *food and beverage industry* is now growing and does not seem to have

decreased even after the pandemic. Especially in beverage products, every year there will be the latest beverage innovations that are targeted by all levels of society. In the beverage business, there have now been many new trends or innovations that have emerged and are rapidly expanding to Southeast Asian countries, especially in Indonesia itself, such as ice cream to tea drinks with boba for example. Currently, people like beverages with new innovations that taste in accordance with the taste buds because of the distinctive taste and attractive marketing methods so as to attract consumers to make purchases.

In the era of rapid development of information technology, business competition in the food and beverage industry is also getting tighter marked by the increasing number of entrepreneurs who open franchises both from local and foreign brands. With the large number of food and beverage businesses emerging with the latest innovations, franchises with the Mixue brand are currently expanding their wings in Indonesia. Mixue is an ice cream and boba beverage outlet from China that is in demand today, its first outlet in Indonesia is located in Cihampelas, Bandung in 2020 and Mixue in Nganjuk is one of the hundreds of branches in Indonesia (Rahman, 2022). So every beverage business today continues to compete to improve its business strategy to attract more consumers. (Hariadi, 2012).

Brand Image is the vision and trust pent up in the minds of consumers, as a reflection of associations that are held in the memory of consumers. Brand image will greatly influence consumer choice through image in the form of processed innovation, taste, *social media marketing* strategies and comfort and advantages offered. Purchasing decisions are purchasing decisions influenced by marketing stimuli consisting of products, prices, 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 purchase decisions. Social media marketing and brand image are very important things to consider when taking purchase decisions.

The increasing development of modern society is often associated with the digital era which is increasingly easy to find information causing humans to have a soul of dependence on technology (Hermawan, 2012). Social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. At this time there are many business people who use social media in *the marketing strategies they use so*

that business people are competing in promoting their products using social media and taking advantage of the ease of using social media. According to the results of survey data conducted by *Hootsuite* and We Are Social *in January 2023, it shows that internet users in Indonesia reach 212 million people and there are 167 million people who actively use social media, out of the total population of Indonesia which amounts to 276 million, can be seen from figure 1.*
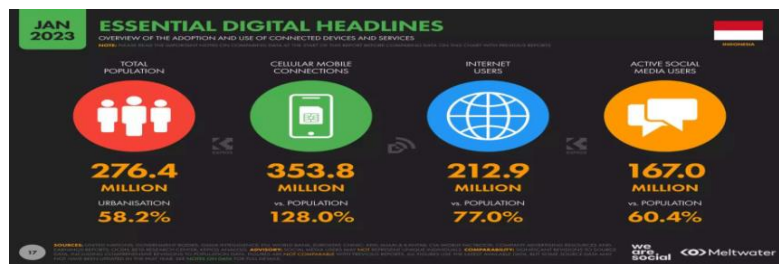

Figure 1. *Internet users in Indonesia*

Source : https://wearesocial.com/id/blog/2023/01/digital-2023/ Year 2023

In addition, from data from a survey conducted by *Hootsuite* and *We Are Social* in January 2023, Indonesia is ranked fourth in the use of *Social media* in the world. This also proves that internet users who use Social Media in Indonesia have increased and have a very large usage, as well as proving that Social Media is used by Indonesian people to find the necessary information. In another definition, social media is a new marketing tool that makes it possible to know customers and potential customers in ways that were not possible before. In addition, the function of social media as an advantage of building personal branding that does not know tricks or pseudo-popularity, because it is the contest that will determine. The results of previous research stated that social media marketing has a significant influence on purchasing decisions (Marjorie Clayman, 2017).

At this time consumers are increasingly critical in choosing a product, which is seen by consumers not only about its function but the brand owned by the product, products that are able to provide a good image also for consumers, the brand image itself represents the products produced by a company. This is supported by research conducted by Khoerul Anwar (2021) which suggests that a high Brand Image will affect buyer decisions.

Based on the interview, several problems were found, with approximately 1 year running Mixue Nganjuk, Mixue Nganjuk is still in the stage of maintaining marketing and product quality, so that later the Mixue Nganjuk branch outlet can develop in the midst of the rampant world of food and beverage business competition, the owner of Mixue also said that he has not

been able to find new types of menu innovations for consumers to try again. This is related to the idea or material obtained from the Mixue Center, so for now it is not free to add to the menu with new innovations from the owner because the Mixue franchise is still following the Mixue company in the Center / Founder. So in order to maximize sales at this Nganjuk branch of Mixue, the owner can only freely add gifts to every other discounted conditional purchase that may not necessarily exist in other Mixue branches. That is also with consideration and calculated from the benefits obtained. It cannot be said to be successful because it is still stabilizing existing income, management and marketing.

Competition in the business world is not something scary. But to survive business competition, companies must make efforts to lead the market. In business competition that occurs in the current era of globalization, companies must be able to maintain their existence. Companies must be able to plan the right strategy and continue to innovate so that the products produced still exist in the market, are in demand by consumers and can answer every consumer need. With Social Media Marketing and Brand Image that is already owned and built by Mixue Nganjuk branch outlets, it is expected to be a factor and strategy that can be used by Mixue Nganjuk to increase sales and make Mixue Nganjuk a food and beverage business that can compete and continue to exist so that Mixue Nganjuk can develop well. Therefore, Instagram is considered effective and efficient in marketing products and Brand Image that has been built by Mixue Nganjuk as a beverage outlet that serves a variety of drinks that are in demand and preferred in various ages.

Mixue Nganjuk 's *Instagram account* has 1,508 followers (December 14, 2023). In this case, *Instagram* can provide convenience for Mixue Nganjuk in order to market her products in order to reach more people in the city and from outside the city to be the main choice when traveling. Mixue Nganjuk visitors generally know the products and services offered by Mixue Nganjuk from the information provided through Mixue Nganjuk's *Instagram*. The advantages obtained by prospective buyers and buyers through Instagram social media are in the form of information about discount promos, new menus, and ongoing *events*.

Researchers want to examine the extent of Mixue Nganjuk's Social Media Marketing and Brand Image strategy to improve buyer decisions of followers or followers of Mixue Nganjuk's Instagram social media account to increase sales and can make Mixue Nganjuk develop better as a beverage and food outlet.

1.1. Problem Statement

Content on social media during intense business competition makes Mixue Nganjuk unable to attract the attention of consumers and overwhelmed to make ideas to maintain its market through the latest menu, lack of variety in published content causes boredom, can be seen on Mixue Nganjuk's Instagram account has decreased the number of *followers, likes* and *views*. The brand image in the form of mixue has been very strongly attached among consumers and potential customers, but so many branches of mixue make the quality of the products sold make a difference in taste in one outlet and another branch outlet, because each founder must have a characteristic in the management of the outlets he has even though the central mixue still monitors the quality, but consumers who feel the difference in each branch in all matters including service, product quality, and more.

1.2. Research Objectives

The purpose of this study is to find out how influential Social Media Marketing and Brand Image are on Purchasing Decisions at Mixue Nganjuk Outlets.

2. Method

This study used a quantitative approach. This research is a type of explanatory research (*explanatory rearch) aimed at* the influence between independent variables (X) and dependent variables (Y). This research in its data collection uses survey methods. Survey methods are used to obtain scientific data from certain places, but researchers in collecting data use methods such as circulating questionnaires, tests, structured interviews, and so on. The survey used in this study was conducted using an *online* questionnaire given to *followers* from *Mixue Nganjuk*'s Instagram account.

The population in this study is *followers of the* Instagram *account* @mixue.nganjuk which is the official social media account owned by Mixue Nganjuk. Because the number of populations with criteria that have made a purchase at least once is not known how much, the researchers used the formula of Machin *and* Champbell (1987: 87) in determining the number of samples. Based on the calculation of the formula, the sample obtained has a result of 115.7 and rounded up to 116 respondents.

In this study , the sampling technique used was *non-probability sampling* with *purposive sampling. Non probability Sampling.* The data in this study is using primary data. In this study, primary data was obtained from the distribution of questionnaires using the help of *google*

forms which were later disseminated through social media to respondents. The analysis technique uses classical assumption tests, multiple linear regression, coefficients of determination, and hypothesis tests.

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 and Brand Image, the dependent variable, namely Purchase Decisions in Mixue Nganjuk using the IMB SPSS for window version 24 program. So to meet the requirements specified in the multiple linear regression model, it is necessary to test the classical assumptions which are then followed by multiple linear regression and the coefficient of determination as follows.

3.1 Classical Assumption Testing

The classical assumption test was performed to account for the use of multiple linear regression analysis using SPSS *for Windows* version 24. In the classical assumption test, it is divided into three tests, namely the multicollinearity test, the normality test and the heteroscedasticity test. Here is the explanation.

3.1.1 Normality Test

The normality test is performed to determine whether the data in the resulting regression equation is normally distributed or abnormally distributed.

Table 1. Normality Test Results

Kolmogorov-Smirnov test one sample		
		Non-Standardized Residuals
N		116
Parameters Normala,b	Mean	,0000000
	Std. Deviations	2,15240326
The Most Extreme Differences	Absolute	,089
	Positive	,089
	Negative	-,073
Statistical Test		,089
Asim. Sig. (2-tailed)		.023c
sea fruit. The test distribution is Normal.		
b. Calculated from the data.		
c. Correction of Lilliefors Significance.		

Source : Processed primary data, 2023

Based on table 1. The significance value of the kolomogorov-smirnov test is 0.023 which is greater than 0.05. So it can be concluded that the data used in this study are normally distributed.

3.1.2 Multicollinearity Test

The Multicollinearity Test aims to test whether the regression model found a correlation between independent variables.

Table 2. Multicollinearity Test Results

| Coefficient							
Pattern	Non-standardized coefficients		Standard Coefficient	T	Sig.	Collinearity Statistics	
	B	Error Std.	Beta			Tolerance	VIF
1 (Constant)	3,563	1,296		2,749	,007		
X1	,271	,059	,376	4,577	,000	,514	1,945
X2	,367	,064	,469	5,702	,000	,514	1,945

Source : Processed primary data, 2023

Based on table 2. above it is known that X1 has a Tolerance value of 0.514 which means greater than 0.10 and a VIF value of 1.945 which is not more than 10, then X2 has a Tolerance value of 0.514 which means greater than 0.10 and a VIF value of 1.945 which is not more than 10, Because all independent variables have a Tolerance value greater than 0.10 and a VIF value of no more than 10,   Then it can be concluded that the independent variable in the regression model does not occur multicolonicity.

3.1.2 Heterokedasticity Test

The heterokedasticity test aims to test whether in the regression model there is an inequality *of variance* from the residual of one observation to another.

Figure 3. Scaterplott Heterokedasticity Test Results
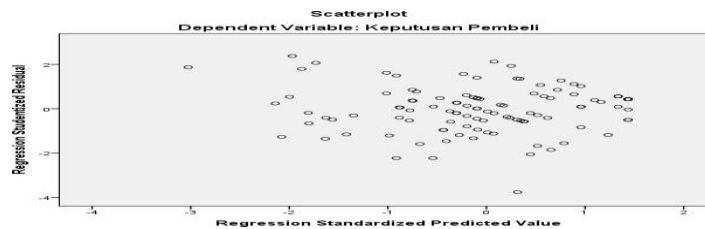
Source : Processed primary data, 2023

Based on Figure 3 above with the Scatterplot method above, it can be seen that the points do not form patterns and spread above and below the number 0, it can be concluded that in the regression model there is no heterokedasticity.

3.2 Multiple Linear Regression Analysis

Multiple Linear Regression aims to prove whether or not there is a functional relationship between two or more independent variables (X) and a bound variable (Y). The variables in this study are Social Media Marketing (X1), *Brand Image* (X2), and Buyer Decision (Y) Here are the results of the calculation of multiple linear regression models:

Table 3. Multiple Linear Regression Test Results

Variable	Non-standardized coefficients		Standard Coefficient	t Calculate	Sig.
	B	Error Std.	Beta		
(Constant)	3,563	1,296		2,749	,007
Social Media Marketing	,271	,059	,376	4,577	,000
Brand Image	,367	,064	,064	5,702	,000
Constant = 3.563, R = 0.607, adjusted R Square = *0.600*					

Source : Processed primary data, 2023

The model can be written in multiple linear regression equations which will be described as follows (Usman and Akbar, 2018; 242):

$$Y = a + b1X1 + b2X2$$

$$Y = 3.563 + 0.271X1 + 0.367X2$$

From the equation can be explained in detail as follows:

a. The constant is 3.563, that the average Purchase Decision without the *variables Social Media Marketing* (X1), Brand Image (X2), is worth 3.563.

b. B1 is the regression coefficient of the *Social Media Marketing variable has a value of 0.271 which explains that Buyer Decisions will increase by 0.271 if Social Media Marketing increases in units.*

c. B2 is the regression coefficient of the Brand Image variable has a value of 0.367 which explains that the Buyer's Decision will increase by 0.367 if the Brand Image increases in units

So it can be concluded from multiple linear results, namely *Social Media Marketing*, Brand Image, has a partial positive influence on Buyer Decisions. That way it can be said that, *Social Media Marketing,* Brand Image, increases partially so it will be followed by an increase in the variable Purchase Decision

3.3 Hypothesis testing

The function of the hypothesis is to give a statement in the form of conjecture about the tentative relationship between phenomena in research. Hypothesis testing is used to answer hypotheses that have been made. The following is presented by the hypothesis in this study:

3.3.1   Test Results t (Partial)

In the t-partial test is used for analysis or hypothesis testing if the researcher intends to know the influence or relationship of the independent variable *with the* dependent, *one of the* independent *variables is controlled or made fixed.*

Table 4. Test Results t (Partial)

Pattern		t	Sig.
1	Social Media Marketing	87.377	.000b
	Brand Image		
	Buyer's Decision		

Based on Table 4. Calculations are obtained from the results of the t test as follows:

1) *Social Media Marketing* (X1) tested a significance value of 0.000 (< 0.05) as well as a calculated t value greater than the table t (4.577> 1.981). Then H0 is rejected and H1 is accepted. Or the Social Media Marekting *variable (*X1) has a significant influence on Purchase Decisions (Y).

2) Brand Image (X2) is always a significant value of 0.000 ($0.000 < 0.05$) and a calculated t value greater than the table t (5.702 > 1.981). Then H0 is rejected and H1 is accepted.

Or the Brand Image variable (X2) has a significant influence on Purchase Decisions (Y).

Based on the results of the t test described above, it can be concluded that the *variables Social Media Marketing* (X1), Brand Image (X2) have a significant influence on Purchase Decisions (Y) partially. In addition, it can be seen that the most dominant variable of influence on the Purchase Decision variable (Y) is Brand Image (X2) *with the highest calculated t value of* 5.702.

3.3.2 F Test Results (Stimultan)

The F test is used to test the significant level of influence of the independent variable simultaneously on the dependent variable (Santoso Slamet, 2014: 127).

Table 5. F Test Results (Stimultan)

Pattern		Sum of Squares	Df	Square means	F	Sig.
1	Regression	823.939	2	411.969	87.377	.000b
	Remnant	532.777	113	4.715		
	Entire	1356.716	115			

Source : Processed primary data, 23

Based on table 5. It can be seen that Social Media Marketing (X1) and Brand Image (X2) hence the significance value of 0.000 (0.000 < 0.05) and the calculated t value is greater than F table (87.377 > 3.08). Then H0 is rejected and H1 is accepted. Or the variables Social Media Marekting (X1) and Brand Image (X1) have an influence simultaneously or together on the variable Purchase Decision (Y).

3.4 Test Results of Coefficient of Determination (Adjusted R2)

The function of the coefficient of determination (R2) is to measure how far the model is able to explain the variation of the dependent variable . Here are the results of the coefficient of determination test.

Table 6. Test Results of Coefficient of Determination (Adjusted R2)

Pattern	R	R Field	Customized R Square	Std. Estimation Error
1	.779a	,607	,600	2,17137
a. Predictor: (Constant), Brand Image (X2), Social Media Marketing (X1)				

Source : Processed primary data, 23

Based on table 6. It can be seen that the R square value is 0.607 or 60.7% which shows that there is a simultaneous influence between Social Media Marketing and Brand Image variables on the Buyer Decision variable of 60.7% While the rest is 39.3%.

4. Conclusion

Based on the results of the t test, it was found that the *variable Social Media Marketing* Tbk, the significance value was 0.000 (0.000 < 0.05) and the calculated t value was greater than the table t (4.577> 1.981). Then H0 is rejected and H1 is accepted. Or the *Social Media Marekting* variable has a partial positive and significant influence on the Purchase Decision variable. This means that the better the social media marketing, the more the more the purchase decision increases. **While** the results of the Brand Image t test have a significant value of 0.000 (0.000 < 0.05) and a calculated t value greater than the table t (5,702 > 1,981). Then H0 is rejected and H1 is accepted. Or the Brand Image variable has a partial positive and significant influence on the Purchase Decision.

Based on the results of the f test, it was found that the *variables Social Media Marketing* and Brand Image Xiaoxiao, the significance value was 0.000 (0.000 < 0.05) and the calculated t value was greater than the f table (87.377> 3.08). Then H0 is rejected and H1 is accepted. Or the variables Social Media Marekting and Brand Image have a positive and significant influence simultaneously on the variables of Purchase Decisions.

Based on the results of multiple regression analysis, it can be seen that the variable that has the most dominant influence on Purchasing Decisions is Brand Image because it has the highest regression coefficient of 0.367 which means if Brand Image increases, Purchase Decisions will also increase by 0.367 which means positive.

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