



The influence of social media marketing and reviews on purchase decisions for brand erigo

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ABSTRACT

Competition, more advanced technology, and shifting customer preferences. These entrepreneurs use a variety of sales strategies to advertise their goods, including social media marketing, among other promotional techniques. The purpose of this study is to determine how social media marketing for the Erigo brand affects consumers' decisions to buy, how reviews affect those decisions, and how social media marketing and reviews together affect those decisions. This research approach is quantitative. The results of the study showed that social media marketing and reviews jointly had a big impact on sales, with social media marketing having a strong impact on reviews and reviews having a considerable impact on purchases in part. The urgency of this research stems from its potential to offer actionable insights for businesses to capitalize on social media marketing and reviews in influencing consumers' purchasing decisions. By understanding the impact of these factors, businesses can develop more targeted and effective marketing strategies, enhance their brand reputation, and stay competitive in the digital marketplace.

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INTRODUCTION

The presence of rivals, advancing technology, and shifting consumer preferences. They use a variety of sales methods, particularly when using advertising technologies, one of which is social media marketing (Arif., 2021).

In the meantime, it turns out that among the various products offered at the Online Shop, fashion items are ones that customers frequently seek for or buy online. The 2019 Hootsuite We-Are-Social Indonesia Digital Report, which reveals that fashion items rank as the third most popular product purchased online for a total of \$2.307 billion, provides additional support for this. A fashion company that makes advantage of social media marketing is Erigo. Erigo is a fashion retail brand that provides luxury products and design to meet daily needs and travel. Erigo focuses on clothing products for both men and women who want to appear fashionable, semi-formal, informal, and comfortable, claim Upadana, MWK, and Pramudana, KAS (2020).

Erigo's average sales are IDR 239,795,250, or 49.69% of total sales. Erigo has surpassed its sales goal of IDR 422,592,000 with a development percentage of 105.6% in order to meet the target in

July 2022. However, Erigo's sales in other months fell short of expectations. The quantity of online reviews for Erigo products that receive complaints regarding the lack of customer unhappiness with the brand is one phenomenon that has emerged. On social media, many people give products reviews or reviews and recommendations (Putra, 2020). Based on the issues, there will undoubtedly be fewer consumers choosing the Erigo brand, leading to losses of up to 4.2 billion dollars between 2021 and 2023 (www.voice.com., 2023).

Dewi, et al.'s prior research (2020) found that the usage of social media in marketing has a positive impact on customers' decision-making. (Sutiyati et al., 2020) claim that social media marketing has a favorable impact on consumer choices. Then, social media marketing has a good effect on consumer decisions, claim (Kambali & Masitoh, 2021). Based on the results of (Sarah et al., 2021) study, it is thought that social media marketing has a negative effect on buying decisions. According to Arbaini et al. (2020), positive customer reviews affect purchasing. Reviews, according to (Al Mutanafisa & Retnaningsih, 2021), have a beneficial impact on consumers' purchasing decisions. Reviews, according to (Ngadimen & Widyastuti, 2021), have a negative influence on consumers' purchase decisions.

In summary, while previous studies have explored the influence of social media marketing and reviews on consumer decisions, the current research contributes by focusing on a specific brand and its consumers in a particular location. The combination of targeted analysis, primary data collection, and recent time frame could offer valuable insights into the effects of social media marketing, product reviews, and their interactions on consumers' decisions to buy Erigo brand products in Bandung.

The goal of this study is to identify the effects of social media marketing, product reviews, and their combined effects on consumers' decisions to buy Erigo brand products.

RESEARCH METHODS

This kind of study uses quantitative connections to test hypotheses, make predictions, and draw generalizations. The theories put out serve as standards to judge whether a phenomenon is appropriate or inappropriate, and it is at this moment that the phrase ethical truth – which denotes a truth based on a theory put forth by researchers – first appears (Prof. Dr. Sugiyono, 2019).

While secondary data were acquired by researchers indirectly through intermediary media (collected or recorded by third parties), primary data for this study were directly acquired. Reports produced in archives, historical papers, and documentary data are examples of secondary data (Dewi et al., 2021).

The study's target audience consists of Erigo users in Bandung. Since the researcher was unable to get the data on the respondents' identities that was required to create the sampling frame, non-probability samples were used in this investigation. Through the use of the (Prof. Dr. Sugiyono, 2019), the sample size was established. The hair formula, which specifies, is utilized because it is impossible to estimate the population size precisely. This study uses 17 indicator variables, therefore $5 \times 17 = 85$. This formula yields a total of 85 samples in this investigation (Supardin et al., 2022).

Depending on the nature of the data and research questions, various data analysis techniques such as regression analysis, correlation analysis, or descriptive statistics could have been used to analyze the data and draw conclusions. After analyzing the data, the study likely presented the findings and interpreted the results based on the statistical analyses and theories used.

RESULTS AND DISCUSSION

Research result

In this section of the research, the results and findings of the study are presented and analyzed. The section includes demographic information of the respondents, the validity and reliability assessment of the data collection instrument, tests for normality and multicollinearity,

scatterplot analysis, and the adjusted R square to determine the impact of social media marketing and reviews on purchase decisions for brand Erigo among consumers in Bandung.

Table 1. Age of respondents

Age	People Responding	Percentage (%)
≤ 25 years	28	33%
26-35 years	19	22%
36-45 years	20	24%
≥ 46 years	18	21%
Total	85	100%

28 respondents, or 33%, are under the age of 25, according to Table 1. While 19 respondents, or 22%, were between the ages of 26 and 35. Next, there are 20 responders, or 24%, who are between the ages of 36 and 45. There were 18 respondents (21% of the total) who were over the age of 46.

Table 2. Gender of respondents

Gender	People Responding	Percentage (%)
Man	31	36%
Woman	54	64%
Total	85	100%

Table 2 shows that there were 54 female respondents, or 64% of the total, and 31 male respondents, or 36% of the total.

Table 3. Respondent education

Respdent Education	People Responding	Percentage (%)
SD	2	2%
Junior High School	2	2%
Senior High School	23	27%
Diploma	14	16%
Bachelor	44	52%
Total	85	100%

According to table 3 below, 2% of respondents, or 2 respondents, had their last educational experience at elementary and junior high schools. 23 respondents, or 27%, of the total respondents, have high school degrees. Respondents with diploma education were 14 respondents or 16%, while respondents with undergraduate education were 44 respondents or 52%.

Table 4. Validity test

	Social Media Marketing	Review	Keputusan Pembelian	Total
Social Media Marketing	Pearson Correlation	1	-,023	-,084
	Sig. (2-tailed)		,835	,446
	N	85	85	85
Review	Pearson Correlation	-,023	1	,226*
	Sig. (2-tailed)	,835		,037
	N	85	85	85

Keputusan Pembelian	Pearson Correlation	-,084	,226*	1	,471**
	Sig. (2-tailed)	,446	,037		,000
	N	85	85	85	85
Total	Pearson Correlation	,754**	,473**	,471**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	85	85	85	85

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

From the above table, it can be deduced that all indicators of the three variables X1, X2, and Y are valid since the rcount value in the total item correlation column corrected for each item has a larger and positive rcount than the rtable for (df) = 85 - 2 = 83 and alpha 0.05.

Table 5. Reliability test

Reliability Statistics	
Alpha Cronbach	N of Items
,781	3

Since all of the variables in the above table have cronbach's alpha values more than 0.70 (> 0.60), it can be said that the questionnaire may be utilized as data and that variables X1, X2, and Y are all trustworthy. collecting device.

Table 6. Normality test
One Sample Kolmogorov-Smirnov Test

		Nonstandard residue
N		85
Normal Parameters ^{a,b}	Means	,0000000
	St. Deviation	2.78456522
Extreme Difference	Absolute	,062
	Positive	,040
	Negative	-,062
Kolmogorov-Smirnov Z		,569
Asimp . Sig. (2-tails)		,903

A. Normal test distribution.

B. Calculated from the data.

It may be said that the table's residual values are normally distributed because they have a regular distribution and have a Kolmogrov-Smirnov value of 0.903, which indicates that $p > 0.05$.

Table 7. Multicollinearity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12,089	2,539		4,762	,000	
	Social Media Marketing	-,044	,060	-,079	-,733	,466	,999
	Review	,259	,124	,225	2,094	,039	,999

a. Dependent Variable: Purchase Decision

Based on the findings of the aforementioned investigation, the VIF score of 1.001, which equals 1.001 10, and the tolerance value above of 0.999 > 0.1, indicate that the data do not exhibit multicollinearity.

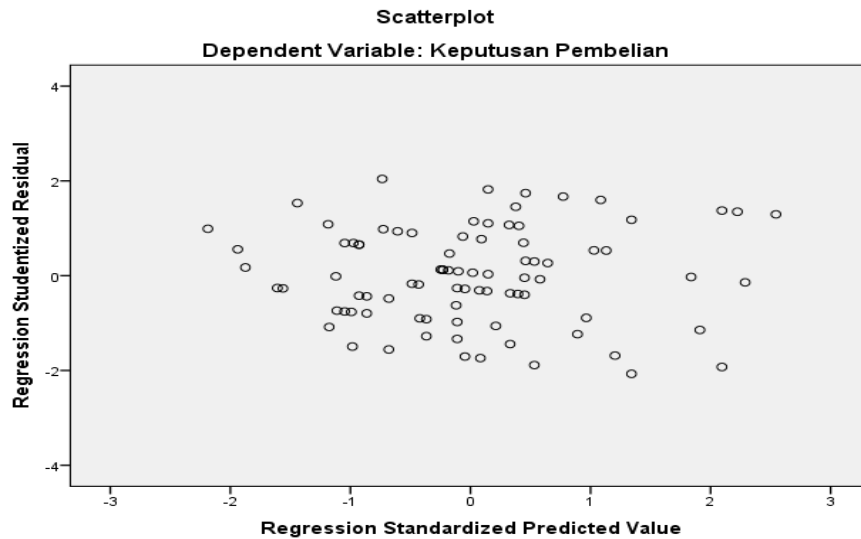


Figure 1. Heteroscedasticity test

The idea behind the scatterplot analysis is that heteroscedasticity has happened if specific patterns, like dots that form a regular (wavy, extended, then narrower) pattern, appear. Furthermore, if there are random dots above and below the Y-axis value of 0, heteroscedasticity is not present.

Table 8. Presents a test of the determination coefficient (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,240 ^a	,057	,034	2,81832

a. Predictors: (Constant), Review, Social Media Marketing

The adjusted R square for the brand Erigo is 0.057, which indicates that social media marketing and reviews had a 5.70% impact on purchase decisions, with the remaining (100% - 5.70% = 94.30%) being vulnerable to other factors. The estimate's standard error is 2.81832, or SEE. With falling SEE values, the regression model's ability to predict the dependent variable will improve.

Table 9. Test t coefficient ^a

Model	Nonstandard coefficients		Standard Coefficient	Q	Sig .
	B	std . Error			
(Constant)	12,089	2,539		4,762	,000
1 Social media marketing	-.044	.060	,079	1,733	,000
Review	,259	,124	,225	2,094	039

A. Dependent Variable: Purchase Decision

Based on the aforementioned data, the social media marketing variable has a sig value of 0.000, where a value of 0.000 0.05 indicates that the hypothesis is accepted. This demonstrates the significant influence social media marketing has on customers' purchasing choices. The hypothesis is valid if the result for the review variable, which also has a sig value of 0.039, falls between 0.039

and 0.05. This exemplifies how reviews have a significant influence on different types of purchasing decisions.

Table 10. Multiple linear regression coefficient Test

Model	Sum of Squares	df	Mean Square	F	Sig.	
	Regression	39,669	2	19,834	2,497	,089 ^b
1	Residual	651,319	82	7,943		
	Total	690,988	84			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Review, Social Media Marketing

As a result, it is clear that both social media marketing and these evaluations have a big impact on consumers' purchasing decisions.

Discussion

The validity test table indicates that all indicators of the three variables X1, X2, and Y are valid because the total item correlation column's r count value is corrected for each item and is greater and more positive than the r table for (df) = 85 - 2 = 83 and alpha 0.05. All variables X1, X2, and Y are trustworthy, and the questionnaire can be used as a reference tool, according to the reliability test table, which shows that each variable has a Cronbach value alpha of greater than 0.70 (> 0.60).

Both the dependent and independent variables in the regression model have a regular distribution. In the event that the data distribution is normal or nearly normal, a regression model is a good contender. How to use non-parametric statistical tests to check for the presence of a residual normal distribution. The SPSS program includes the statistic known as Kolmogorov-Smirnov (KS). Kolmogorov approach If the significance is less than, equal to, or greater than 0.05, the Smirnov's criterion states that the data are normally distributed. However, by comparing observation data with distributions that are near to the normal distribution of probability plots, graphic analysis is one of the simplest ways to ascertain whether data are normally distributed. To compare the cumulative distribution of the normal distribution, utilize the normal probability plot. The normality test table demonstrates that the residual data are normally distributed since the Kolmogorov-Smirnov value is 0.903, where $0.903 > 0.05$ or, alternatively, $p > 0.05$. On the basis of the findings of the multicollinearity test analysis, it can be stated that the data do not display multicollinearity because the tolerance value mentioned above is $0.999 > 0.1$ and the VIF value is 1.001, which means 1.001 10. The theory behind the scatterplot analysis is that if certain patterns, such as dots that form a regular (wavy, expanded, then narrower) pattern, arise, heteroscedasticity has occurred. Furthermore, heteroscedasticity is not present if there are random dots above and below the Y-axis value of 0.

The result of the SPSS Model Summary shows that for the brand Erigo, social media marketing and reviews influenced purchase decisions by 5.70%, leaving the remaining (100% - 5.70% = 94.30%) open to outside influences. The Standard Error of the Estimate, or SEE, is 2.81832. The SEE value should be lower the more accurately the regression model predicts the dependent variable. The t test's sig value for the social media marketing variable is 0.000; a result of 0.000 0.05 denotes that the hypothesis is accepted. This demonstrates the significant influence social media marketing has on customers' purchasing choices. The hypothesis is valid if the result for the review variable, which also has a sig value of 0.039, falls between 0.039 and 0.05. This exemplifies how reviews have a significant influence on different types of purchasing decisions. Thus, it can be concluded that social media marketing and these reviews have a significant influence on consumers' purchasing decisions.

CONCLUSION

Researchers came to the conclusion that social media marketing partially has a significant effect on purchasing decisions and partial reviews have a significant effect on purchasing decisions based on data processing and research analysis findings regarding the influence of social media marketing and reviews on Erigo Brand Purchase Decisions. Purchase decisions are greatly influenced by social media marketing, reviews, and reviews in general. The research contributes to the field of marketing and consumer behavior by shedding light on the importance of social media marketing and reviews in shaping consumers' purchase decisions for a specific brand. The findings offer practical implications for businesses seeking to enhance their marketing strategies and capitalize on digital platforms to engage with their target audience effectively. Future research in this area can help us better understand how social media marketing and reviews influence purchase decisions for the Erigo brand. Studying consumer behavior over time and comparing Erigo with other brands can reveal unique strengths and areas for improvement in marketing strategies. Investigating the impact of social media on specific platforms, understanding consumer segments, and exploring cross-cultural variations can inform targeted marketing approaches. Additionally, examining the role of influencers and online reputation management can guide businesses in building trust and brand image. Researching how emerging technologies can enhance social media marketing's impact offers opportunities for innovation in digital marketing strategies. By addressing these research areas, we can improve marketing efforts and gain insights into consumer preferences and behaviors.

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