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The Influence of Social Media on Consumer Purchasing Decisions: Case Study of a Syar'i Clothing Stores

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Abstract

With the rapid advancement of technology, the use of the internet has become commonplace in marketing products. E-marketing, or electronic marketing, is a subset of e-commerce that involves the communication, promotion, and sale of goods or services over the internet. Promotion strategies through the internet, especially by using social media, can increase sales without large marketing costs. Consumers can easily find information about products without having to interact directly. This allows consumers to be more interested in buying through social media, as is done by the Laila Ghani Muslim fashion store in marketing Muslim clothing, even though it still has physical outlets. This study aims to determine the direct and indirect effects of promotion through social media on consumer purchasing decisions for Laila Ghani Syar'i brand Muslim clothing products in Malang City, using quantitative methods with 70 respondents and path analysis. The results showed that the promotion carried out by Laila Ghani Syar'i in Malang City both directly and indirectly through social media had a significant influence on consumer purchasing decisions on syar'i clothing products.

Keywords: Promotion, Social Media, Purchase Decision, Purchase Interest

INTRODUCTION

With the rapid development of information and communication technology, the internet has become the primary medium for companies to market their products and services. E-marketing, which encompasses online communication, promotion, and sales, is an integral part of e-commerce. E-commerce enables global transactions without the

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need for physical branch offices in every country, with 24/7 access through the company's website. Promotion through social media is popular because it is effective and cost-effective, allowing consumers to seek information without face-to-face meetings and available 24 hours a day. With just a computer unit connected to the internet, companies can market their products (Arifin, 2003: 101).

Marketing strategies relying on internet promotion, especially through social media (social networks), can significantly increase sales without requiring high marketing costs. By using social media, consumers can easily search for information about products they are interested in without having to meet in person, thus facilitating the purchasing process (Permadi, 2020). Social media plays a key role in enhancing the effectiveness of sales promotions by providing easy access for potential buyers through mobile devices or other platforms.

According to data from Bangka.tribunnews.com, in 2016, Facebook was the most popular social media site, followed by Twitter, Qzone, Google+, LinkedIn, Instagram, Tumblr, Sina Weibo, Vkontakte, and Snapchat. Meanwhile, the number of internet users in Indonesia continues to increase significantly every year, as evidenced by the growth data from 1998 to 2017, according to the mentioned source.

In Indonesia, the number of smartphone and tablet users even exceeds the total population, reaching 355.5 million users. More than half of the population, or 150 million people, use the internet, while about 50% are active on social media. The high penetration of smartphones and social media presents profitable business opportunities, including in the modest fashion industry, which is currently popular among Muslim women with more stylish and trendy styles. One of the modest fashion companies, Laila Ghani Syar'i, leverages this potential by promoting and marketing its products through social media platforms such as Facebook and Instagram. This digital marketing strategy has proven effective, with Laila Ghani Syar'i consumers spread not only locally but also throughout Indonesia, despite not having physical stores.

The consumer purchasing process does not end when the transaction is completed but continues as an experience when using the product. This experience will be a factor considered for future purchasing decisions (Ma'ruf, 2016). This study was conducted on Laila Ghani Syar'i due to its uniqueness and strong appeal among modest fashion consumers, especially in the city of Malang. This is evidenced by the large number of followers on social media platforms such as 4,044 Instagram followers and the high demand from consumers, who even need to pre-order. After purchase, the experience of using the product will influence future purchasing decisions. The success of Laila Ghani

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Syar'i's marketing through social media is closely related to consumer behavior discussing and seeking information about modest fashion products online. Like previous research conducted by Ronomenggolo (2013) on ROVCA products, social media-based promotions have a positive impact on purchasing decisions. Considering this phenomenon, this study examines the "Effect of Promotion Through Social Media on Consumer Purchasing Decisions (Case Study on Laila Ghani Syar'i in Malang City)."

LITERATURE REVIEW

Promotion

Promotion is a marketing communication process aimed at directing individuals or organizations towards specific actions that result in exchanges in marketing activities (Swastha and Irawan, 2005:349). It is a form of marketing communication intended to disseminate information, influence, and/or remind the target market about the company and its products, with the hope that they will accept, buy, and remain loyal to the products offered by the related company (Tjiptono, 2002:219). Product promotion is an effort by marketers to highlight the advantages of products, both goods and services, with the aim of attracting consumer interest to make a purchase. In Islam, permissible praise and commendation are those that align with facts or realities.

According to Durianto (2003), the promotional mix consists of 5 main elements of marketing communication: advertising (non-personal presentation about products/services), sales promotion (short-term incentives to encourage purchases), public relations and publicity (building a positive image of the company/brand), personal selling (direct interaction with potential buyers), and direct marketing (using non-personal channels to elicit direct responses from customers). These five elements serve as means for companies to communicate offers and build relationships with consumers comprehensively.

(Kotler, 2001) The rapid development of sales promotion is driven by several internal factors such as support from top management who view it as an effective sales strategy, the demand to increase sales figures, and external factors such as the emergence of many new brands, promotional competition among manufacturers, the abundance of similar-looking brands, and the increasing consumer orientation towards pricing. Despite causing promotional clutter, sales promotion provides benefits for manufacturers in balancing short-term supply and demand, driving the emergence of various retail formats, increasing consumer awareness of prices, boosting sales beyond normal levels, and providing satisfaction for consumers as savvy buyers. In designing

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sales promotions, companies need to set objectives, choose strategies, develop programs considering the level of incentives, participation requirements, duration, distribution channels, scheduling and budgeting, test programs beforehand, implement them with good planning and control, and evaluate the results through sales data, consumer surveys, and experiments.

Consumer Behavior

Kotler, in Sangadji (2014:7), depicts consumer behavior as an analysis of purchasing, which can be done by individuals, groups, or organizations. The purchasing actions of these units will form various types of markets, including individual or consumer markets, group purchases, and business markets formed by organizations.

Consumer behavior encompasses the activities of individuals directly involved in acquiring, consuming, and decision-making processes in preparing for these activities (Swata, 2004). Consumer behavior analysis not only studies what is bought but also where, how, and under what conditions goods and services are purchased, including unseen processes. Companies as product creators must truly understand how consumers respond to product features, prices, and others to gain a significant competitive advantage. By deeply understanding consumer behavior, companies can tailor marketing strategies and product offerings to satisfy consumer needs and desires maximally.

Marketers must understand that decision-making is a crucial aspect influencing consumer behavior. Consumer behavior is a field of study examining how individuals make decisions to use available resources such as time, money, and effort to obtain goods or services that will be consumed (Suryani, 2013:6).

The consumer purchasing decision process, according to Kotler (2008), consists of five stages. The first stage is recognizing needs, where buyers identify problems or needs. The second stage is information search, where individuals seek additional information influenced by personal motivations, and information sources can come from various sources. The alternative evaluation stage compares products to each other. The fourth stage is the purchasing decision influenced by factors such as income, price, and product benefits. Lastly, the post-purchase behavior stage involves consumers' subsequent actions, influenced by satisfaction or dissatisfaction, as well as interactions with marketers.

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Purchase Decisions

The consumer purchasing decision process consists of five stages according to Swastha (2004). The first stage is analyzing needs and desires, where consumers seek fulfillment for unmet needs. The second stage is information search and evaluation of sources, which can be active or passive. The third stage involves evaluating and selecting purchase alternatives based on purchasing objectives. Subsequently, the fourth stage is making the decision to purchase, which is the result of several decisions related to the type, form, and quantity of the product. The final stage is post-purchase behavior, where consumers experience satisfaction or dissatisfaction levels and take post-purchase actions, which marketers must consider as part of their marketing strategies.

Market segmentation is important because markets are dynamic and not static. This means that markets continuously undergo changes in attitudes, life cycles, family conditions, income, geographic patterns, and so on. Furthermore, markets for a product also change with the life cycle of the product, from the introduction stage to the decline stage (Swastha, 2005: 126).

Consumer purchasing behavior varies depending on the type of product, level of involvement, and brand perception differences, ranging from complex purchases involving in-depth evaluations to habitual purchases with low involvement, as well as seeking variety behaviors with brand switching to achieve diversity, thus requiring tailored marketing strategies to influence decisions and meet consumer needs optimally (Permadi, 2020).

Individual personality plays a significant role in consumer purchasing behavior. Purchase actions are often triggered by hidden motives or desires as described in Freud's psychological theory, such as buying goods to maintain a wealthy image in urban areas. Whether someone is extroverted or introverted also influences their interaction style in sales situations, so sellers must be able to adjust their approach. Additionally, self-concept and individuals' perceptions of themselves and their aspirations also shape purchase preferences and views on company marketing strategies. By understanding personality factors and self-concept, companies can better understand consumer purchasing behavior and preferences to design effective marketing strategies.

Social Media

According to Thoyibie (2010), social media is a platform for sharing information and interacting with others online, increasingly utilized for marketing products and promoting company brands. Facebook, one of the most popular social media platforms

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in Indonesia, initially created as a communication tool for Harvard students, has evolved into an entertainment medium with features like hundreds of online games. The use of social media as a communication and promotional tool is growing due to its effectiveness in building personal relationships and dynamic marketing strategies. However, its negative impacts cannot be ignored, such as the spread of fake information, defamation, and social conflicts among communities. Therefore, it is important for social media users, including companies, to use this platform responsibly.

Successful marketing strategies are fundamentally related to communication. Promotions received by consumers are seen as information from their environment. The process begins with consumers being exposed to promotional information, then engaging in promotional communication to understand it. Ultimately, the knowledge, meaning, and trust gained from these promotions are integrated with other knowledge to form attitudes and make purchasing decisions (Peter and Olson, 2014). Social media serves as a means for people to interact, share, and exchange information and ideas within a virtual network and community (Putra, 2020).

METHODS

In this study, researchers used quantitative research methods, by applying path analysis as an analysis technique. This technique is a development of multiple linear regression, which is used to evaluate the contribution or contribution provided by the path coefficient on each path diagram that describes the causal relationship between variables X1, X2, and X3 to Y, as well as their impact on Z. Path analysis is a technique for analysing the cause-and-effect relationship that occurs in multiple regression when the independent variable affects the dependent variable not only directly, but also indirectly (Jonathan, 2007).

The purpose of this model is to understand the direct and indirect impacts of a set of independent variables on the dependent variable (Supriyanto and Maharani, 2013:74). Observation method is conducted to directly observe the situation in the field so that researchers can obtain a comprehensive overview of the issues being studied (Basrowi and Suwandi, 2008: 93). This research was conducted at Laila Ghani Syar'i centre outlets in Malang City, East Java. The research sample consisted of 70 Laila Ghani Syar'i consumers in Malang City.

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RESULTS

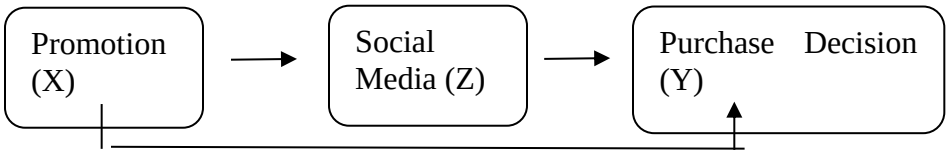


Figure 1. Conceptual Framework

a. hipotesys test 1

tabel 1 F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125.023	1	125.023	26.178	.000[b]
	Residual	324.762	68	4.776		
	Total	449.786	69			

Dependent Variable: Purchase Decision

a. Predictors: (Constant), Promotion

Source: Data processed (Output SPSS 24), 2024.

Based on the output obtained, the calculated F value of 26.178 is greater than the F table of 3.98 with a significance level of 0.000 which is <0.05. This shows that the regression model is valid for predicting purchasing decision variables and there is a significant influence of promotional variables on consumer purchasing decision variables.

Table 2 t test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	25.674	2.854		8.996	.000
	Promosi	.428	.084	.527	5.116	.000

a. Dependent Variable: Purchase Decision

The constant value of 25.674 indicates that the fixed value of the purchasing decision variable is 25.674. The regression coefficient X of 0.428 indicates that every 1% increase in the value of promotion will result in an increase of 0.428 in the value of purchasing decisions. This regression coefficient is positive, indicating that the

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relationship between variables X and Y is positive. From the significance value, a value of 0.000 <0.05 is obtained, meaning that the promotion variable (X) has a significant influence on the purchasing decision variable (Y). Based on the t value, the value of Thitung is 5.116> Ttable 1.995, concluding that the promotion variable (X) has a significant influence on the purchasing decision variable (Y).

b. Hipotesys test 2

Table 3 t test

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	25.207	2.796		9.016	.000
	Promosi	.254	.117	.313	2.174	.033
	Sosial Media	.243	.117	.299	2.078	.042

a. Dependent Variable: Purchase Decision

Based on table 3, the promotion variable has a t value of 2.174 which is greater than the t table of 1.996 with a significance of 0.033 <0.05. While the social media variable has a t count of 2.078 which is also greater than the t table of 1.996 with a significance of 0.042 < 0.05. This shows that both promotion and social media have a significant and positive effect on consumer purchasing decisions.

Path analysis

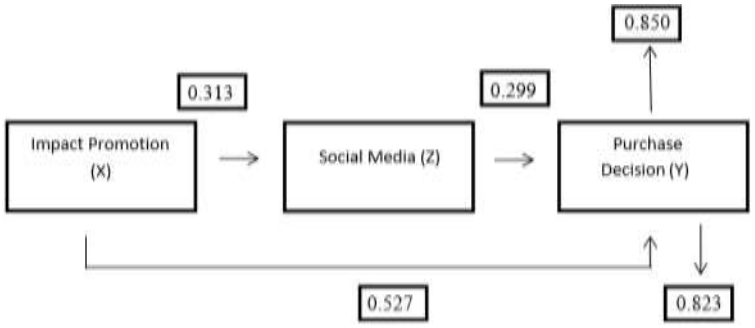


Figure.2 Path analysis

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Input:			Test statistic:	Std. Error:	*p*-value:
a	0.428	Sobel test:	1.92327942	0.05407639	0.005496221
b	0.243	Aroian test:	1.89228181	0.05496222	0.005845344
s_a	0.084	Goodman test:	1.95585202	0.0531758	0.005048259
s_b	0.117	Reset all	Calculate		

Figure .3 Sobel test

Based on the Sobel Test value output, a p-value of 0.005496221 is obtained which is smaller than 0.05. This shows that the model of the indirect effect of promotional variables on purchasing decisions through social media is acceptable. Social media proved to be a good mediating variable in the relationship between promotion and purchasing decisions. With t count 5.0952380952 which is greater than t table 1.995 at the 0.05 significance level, it can be concluded that the mediation coefficient is significant and there is a mediating effect. The results of path analysis show that promotion has a direct effect on purchasing decisions, and social media mediates the effect of promotion on purchasing decisions. Thus, the hypothesis stating that there is an indirect effect of promotion through social media on consumer purchasing decisions on Laila Ghani Syar'i brand syar'i clothing products in Malang City can be accepted.

DISCUSSION

Direct Effect of Promotion on Consumer Purchasing Decisions at Laila Ghani Syar'

Based on the results of the partial hypothesis test (t test), it is found that the promotion variable has a significance level of 0.000, which means that this value is smaller than the specified significance level of 0.05. This means that there is a significant influence between promotion on purchasing decisions, so the hypothesis is accepted. This means that there is a significant influence between promotion and purchasing decisions, so that the hypothesis in this study is accepted. This is supported by previous findings which show that promotion has a positive and significant influence on purchasing decisions. This finding is consistent with the results of previous research conducted by Bowo (2015), which states that promotion has a significant effect on consumer purchasing decisions in Jakarta City.

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Indirect Effect of Promotion on Consumer Purchasing Decisions through Social Media

The path analysis results show that social media can act as a mediator between promotions and purchasing decisions. The test results show that the social media variable has a significant mediating effect, with a calculated t value of 5.0952380952, exceeding the t table value (1.995) with a significance level of 0.05. Thus, it can be concluded that social media plays an important role in mediating the relationship between promotion and purchasing decisions. The use of promotional strategies through social media has become an important part of corporate marketing. Social media facilitates interaction and communication between individuals, as well as being a place where people can share information and interact online. An effective promotional strategy through social media can improve the company's image in the eyes of consumers, by harnessing the power of consumers' likes, hobbies, lifestyles, loyalties, and curiosity drives. With a good understanding of the product, consumers are likely to share information with those around them, potentially influencing their purchasing decisions.

The results of this study support the findings of previous research by Ronomenggolo (2013) regarding the effect of social media-based promotions on consumer purchasing decisions on ROVCA products in the Makassar area. These findings confirm that promotion through social media has an effect on consumer purchasing decisions. In addition, the results of this study are also in line with research conducted by Pamungkas (2016) which shows that promotion through social media has a positive and significant effect on purchasing decisions at Bontacos. In this case, Bontacos uses social media as a promotional tool because it is considered effective and efficient. This study also supports the theory of Kotler and Armstrong (2008) which states that external stimuli influence consumer thinking, buyer characteristics, and the decision-making process which ultimately affects consumer purchasing decisions. Laila Ghani Syar'i always follows trends and adapts to the ever-growing technological developments.

Thus, the use of the internet for product marketing has become commonplace, and the practice of e-marketing is becoming increasingly widespread. Laila Ghani Syar'i uses the internet as a medium to market syar'i clothing, although it still has outlets to serve consumers who want to transact directly. Consumers feel the great benefits of the internet media as a means for companies to offer their products or services because it provides time efficiency which has a positive impact on the company's marketing success.

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CONCLUSION

a. Promotion has a positive and significant influence on consumer purchasing decisions on Laila Ghani Syar'i products in Malang City.
   - The results showed that the promotional activities carried out by Laila Ghani Syar'i have a useful and meaningful impact in influencing consumer purchasing decisions for their products in the Malang City area.
   - The more effective the promotional efforts made, the more likely it is that consumers will be interested and decide to buy Laila Ghani Syar'i products.
   - Good promotion can increase brand awareness, provide product information, and build positive perceptions in the minds of consumers which ultimately drives purchasing decisions.

b. Promotion has a positive and significant influence on purchasing decisions through social media as an intervening variable.
   - The study found that promotional activities carried out through social media channels specifically act as intermediary (intervening) variables that influence consumer purchasing decisions. This means that effective promotion on social media will increase consumer purchasing decisions for Laila Ghani Syar'i products in Malang City.
   - Social media plays an important role as a promotional channel that can reach a wide audience, build interaction, and convey product information effectively and efficiently.
   - The appropriate use of social media in promotional activities has proven to be able to increase the positive impact of promotions on consumer purchasing decisions.

   Thus, the results of this study confirm the importance of promotional activities, especially through social media, in influencing consumer purchasing decisions for Laila Ghani Syar'i products in the Malang City area.

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