The Analysis of Social Media Marketing toward Buying Interest

(Case Study at J.Co Donnuts And Coffee Kediri)

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Abstract—the internet technology development is participating for creating the business competition among business people by utilizing social media marketing accounts as marketing tools to promote their products so that business competition becomes hard. Business people are required to pay more attention to the use of social media that is suitable for their target market so that the message delivered is more effective, efficient and meets the purpose of its use. This study builds on analyzing and evaluating Social Media Marketing toward the buying interest of J.Co Donnuts and Coffee's product.

The design of this study uses descriptive analysis methods and Structural Equation Modeling Partial Least Square (SEM PLS). The data gathered by form of a questionnaire distribution through Google Form on 100 social media followers of J.CO Donnuts and Coffee.

The results of this study shows that the influence of the dimensions of Social Media Marketing which consists of context, communication, collaboration and connection explains buying interest as much as 47 percent, while the other 52.3 percent is explained by other dimensions outside the variable. Based on the results of the study, researchers concluded J.CO Donnuts and Coffe Kediri pay attention to the use of social media marketing by paying attention to context dimensions, namely the way of presentation, message design, time and content presented and the collaboration dimension which consists of interaction, involvement, and suitability of messages because it can affect one's buying interest.

Keywords-buying interest, social media marketing, structural Equation Modeling Partial Least Square (PLS SEM)

I. INTRODUCTION

Based on data from the Indonesian Internet Service Providers Association (APJII) the number of internet users in Indonesia in 2018 has reached more than 143.26 million or 54.68 percent. Where most of this amount is access to social media.

Social media has many channels that are diverse including blogs, social networking services, social media sharing services, social bookmaking services, social news services, social geolocation and meeting services, and community building services[1]

The impact of social media is very real on increasing website traffic and increasing online sales [2]. Social media has been used as one of the media used to do marketing or introduction of the product to consumers, or better known as social media marketing. Social media marketing is a process that encourages individuals to promote through their websites, products, or services through online social channels and to communicate using a much larger community that is more likely to be marketing than through traditional advertising channels [3] . Social media marketing is a form of advertising for online media that uses cultural contexts in social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals [4]. Social Media Marketing variables used in this study consisted of four indicators are: context, communication, collaboration and connection.

J.Co Cooporation is a franchise company established in 2000 and focuses on the food sector. One of the social media used by J.CO Donnuts and Cofee in the social media marketing strategy is Instagram [5], where until now J.Co donnuts and coffe have followers totaling 1 million. Although it has been established for a long time, it does not make J.CO donuts and coffee the only one that can attract consumer buying interest. The number of businesses that have the same concept with J.Co donnuts and cofee be one cause. So this may result in competition that donuts and coffee J.Co need weeks to use social media marketing strategy.

The location was chosen in this research is JCO Donnuts and Coffee Kediri. The object of research sampled are followers of social media accounts J.Co Indonesia.

II. LITERATURE REVIEW

The previous research about Social Media Marketing was done by Zanjabila [6] proved that social media marketing influence toward buying interest significantly. Lubiana and Fauzi [7] found that social media marketing which is done by Starbucks is well, so when the company has an approach to customer to increase the social media marketing better, it can increase the structure of product. Starbucks. Alsubagh, et.al [8] found that the increase of UGC (User Generated Contacts) can be said that it is related with the increase of seller using and promotion bargaining of customer. Karman [9] found the marketing of social media starbuck Indonesia has proven helping the buyin interest of customer appear. That is caused by the social media site of Starbucks Indonesia influence the brand equity of customer to make the buying decision.. iblasi [10] found the site or web of social media (Facebook, Twitter dan Youtube) have significant effect of buying decision, that is why the company must consider about the website for their marketing plan.. Bahtar [11] said that UGC is the activity of online user to express themselves by using many views, opinion, amd feed backabout whatever they use or consume.. Usually the content was divided into social media because the believed the information could help another in buying decision. Putter [12] stated that customer need to consider the characteristic of their product, capacity to defend their brand, found that that the customer must consider the characteristic of their product, the capacity to defend their brand image, and total value of social media networking for creating the customer involvement. Francis [13] found that adult person adopt the social media as far as possible, different with the past. It also found that the social media user whose became the respondent choose to go to brand page to know further about the product/ service, to find the exlusive bargaining, to find the reaction from others. Ismail [14] said that the company which used instagram as the marketing media to influence the brand to be well known with the customer oriented. Elsemina, et.al [15] said that social media advertisement can influence the customer to buy the product or service.

III. METHOD

The design of the research is descriptive research with the population the followers of J.Co donuts and coffee instagram account. The initial sample used was *non probability sampling* namely 100 person.

This research has two variable used namely independen variabel (Social Media Instagram) which consist of context, collaboration, connextion, and communication and dependen variabel. The data was analyze by using Structural Equation Modelling (SEM*)* to get a suitabel model to show how the variabel manifest present laten measurable variabel. While inner model showed the lestimation stregth among the laten variabel.

The data sources used in this study consist of two types, namely primary data and secondary data. Primary data is obtained from the results of online questionnaire filling using the google form. Conducted by validity using tables r 0.361, and reliability tests with Cronbach's alpha values> 0.6. While the analysis in this study using SEM analysis to sub models

measuremnt test the model (outer model) and structural models (inner mode).

IV. .DISCUSSION

a. Descriptive Analysis

Descriptive analysis is used to determine the characteristics of respondents. This can be seen from age, status, occupation, income and expenditure for fashion needs per month, and the latest education for 100 respondents. Based on the results of this study, consumers in the 20-22 year age range are potential consumers for J.Co Donnuts and Coffe Kediri. Then the status of the majority of respondents is students. Descriptive analysis is then carried out to determine the respondent's behavior which includes frequency and method of purchase, information sources, and social media that is followed. It can be seen that the majority of respondents have purchased J.Co Donnuts and Coffe products as much as times and purchased directly at J.Co Donnut and Coffe Kediri outlets. This result is in accordance with a survey conducted by IBM Institute Business for Value in 2017 that as many as 98% of 15 600 generation Z consumers still choose to shop directly.

b. Structural Equation Modeling Partial Least Square (PLS SEM) Analysis - Measurement Model (Outer Model)

SEM analysis on the outer model is done by evaluating convergent validity, discriminant validity, and composite reliability. Convergent validity is assessed by looking at the value of loading factors on each indicator. According to Ghozali (2015) An indicator is said to be valid if each of them meets the requirements of loading factor more than 0.7.
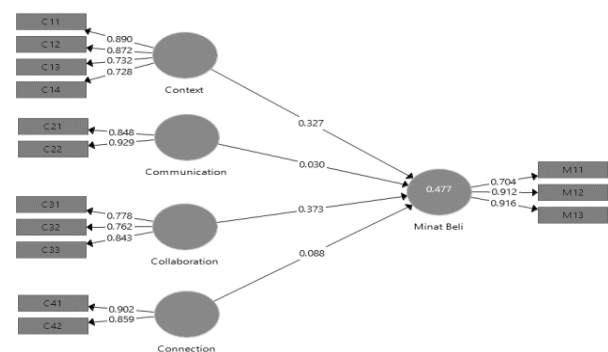

Fig.1. Initial Model

Based on Figure.1 it can be seen that all indicators in the study meet the requirements so that elimination is not necessary. So that the final model in this study can be seen in Figure 2 as follows.
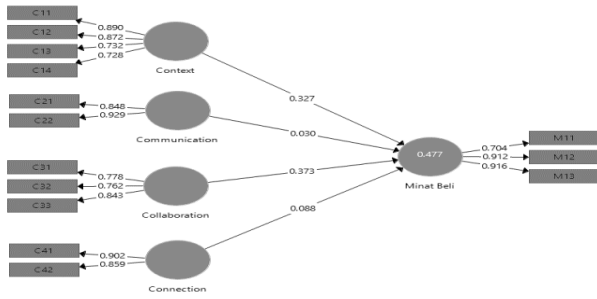
Fig.2. Final Estimation Model

Based on Figure 2 it can be seen that the context is reflected by C11 (message presentation), C12 (message design), C13 (time), C14 (content), the largest value is in C11 (message presentation) which is 0.890. Then communication is formed by two indicators, namely C21 (response) and C22 (completeness of information) with the largest value that is equal to 0.929. Furthermore collaboration is seen from C31 (interaction), C32 (involvement), and the largest value on C33 (suitability of the message) which is 0.843. Connection seen from C41 (continuous relationship) and C42 (reciprocal relationship). In this case C41 (continuous relationship) has the greatest value of 0902. Whereas buying interest is reflected by M11 (intensity of information seeking), M12 (willingness to buy), and M13 (preferential interest), with the largest factor loading value. The value of the biggest loading factor of each indicator in each dimension shows that the indicator is the biggest forming factor in its dimensions. Another evaluation to measure convergent validity is to look at the value of Average Variance Exctracted (AVE). Latent Varabel is considered valid when the AVE value is more than 0.50 (Ghozali 2015). The AVE value in this study can be seen in Table 1.

Dimensi	AVE
Context	0,655
Communication	0,792
Collaboration	0,632
Connection	0,775
Minat Beli	0,722

Tabel 1. Table *Averagee Variance Extracted* (AVE)

In table 1 it can be seen that all dimensions have an AVE value of more than 0.5 so that it can be said that each dimension in this study is valid. Then for discriminant validity evaluation is done by looking at the cross loading value.

Fig.2. *Cross Loading*

	Context	Communication	Collaboration	Connextion	Minat Beli
C11	**0.890**	0.505	0.560	0.382	0.607
C12	**0.872**	0.503	0.421	0.392	0.465
C13	**0.732**	0.341	0.415	0.379	0.391
C14	**0.728**	0.349	0.296	0.386	0.382
C21	0.353	**0.848**	0.530	0.348	0.329
C22	0.566	**0.929**	0.531	0.364	0.472
C31	0.354	0.459	**0.778**	0.596	0.435
C32	0.400	0.387	**0.762**	0.306	0.450
C33	0.509	0.549	**0.843**	0.478	0.570
C41	0.466	0.416	0.524	**0.902**	0.445
C42	0.354	0.276	0.490	**0.859**	0.376
M11	0.366	0.320	0.394	0.365	**0704**
M12	0.485	0.349	0.590	0.435	**0.912**
M13	0.611	0.491	0.568	0.399	**0.916**

A latent variable is said to be reliable if the value of cronbach's alpha or composite reliability is greater than 0.7. The cronbach's alpha and composite reliability values in this study can be seen in Table 3

Dimensi	Composite Reliability	Cronbach's Alpha
Context	0.883	0.823
Communication	0.883	0.744
Collaboration	0.837	0.710
Connection	0.873	0.712
Minat Beli	0.885	0.803

Tabel . Table 3 Composite *Reliability*

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In Table 3 it can be seen that all latent variables have a value of cronbach's alpha and composite reliability of more than 0.7, which means that the five dimensions can be said to be reliable.

B. **Inner Model**

Inner model measurement is done by looking at the R-Square value and the results of path coefficients which aim to see the positive or negative influence between independent latent variables and dependent latent variables. R-Square

values 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The stability of these estimates was evaluated using the statistical T-test obtained through the bootstrapping procedure. The results of the SmarPLS bootstrapping test can be seen in Figure 4
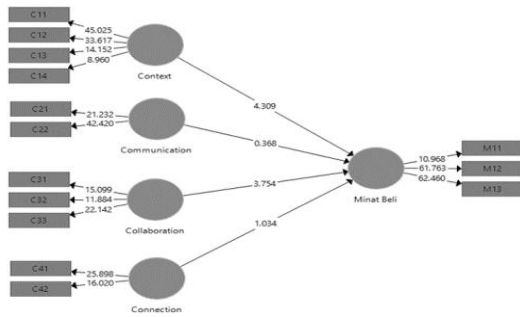

Fig.4. Result test model bootstrapping

Structural model testing is done by looking at the value of R Square which is a model of goodness fit. R square is used to see how much the independent latent variables influence the dependent latent variable. In this study, the results of R Square can be seen in Table 3.4

Tabel 4. Table Value R Square

Variabel Laten	R Square
Minat Beli	0.477

Based on Table 4 the value of R Square on buying interest variables that are influenced by the dimensions of context, communication, collaboration, and connection that is equal to 0.477 which means that the four dimensions can explain buying interest of 47.7%, while 52.3% percent is explained by other dimensions outside the model. Hypothesis testing is done by looking at the T-statistics and original sample values through the bootstrapping procedure. The significance value used is 1.96 (significance level = 5%). This means that if the Tstatistics value <T table α = 5% (1.96) then the hypothesis is rejected, if the value of T-statistics> T Table α = 5% (1.96) then the hypothesis is accepted. Hypothesis test results can be seen can be seen that the T-statistic value in the context dimension is equal to 4,309 in Table 4.

Tabel 4. Table *Path coefisient*

Jalur Pengaruh	Original Sample	T - Statistics	Hipotesis
Context	0.327	4.309	Signifikan
Communication	0.030	0.368	Tidak Signifikan
Collaboration	0.373	3.754	Signifikan
Connection	0.088	1.034	Tidak Signifikan

Based on table 4 the results of the research that have been carried out using descriptive analysis and Structural Equation Modeling (SEM), it can be concluded that two of the four dimensions of Social Media Marketing consisting of context and collaboration have a significant and positive effect on the purchasing interest of J.Co Donnuts and Coffee Kediri . Therefore J.Co Donnuts and Coffee Kediri needs to do planning (planning), organizing (organizing), leading (leadership), and controlling (supervision). Through the results of descriptive analysis it can be seen that the majority of consumers J.Co Donnuts and Coffee are students. This can be information for J.Co Donnuts and Coffee to focus more on products that are in demand and in accordance with the trends that are currently circulating among students. Then on the results of the descriptive analysis it can also be seen that as many as 53% of respondents knew J.Co Donnuts and Coffee Kediri from social media and as many as 47% chose to join the J.Co Donnuts and Coffee Instagram account compared to Facebook and Twitter. Based on this J.Co Donnuts and Coffee can do planning (planning) to attract followers' buying interest by formulating promotional strategy efforts that are integrated through social media, especially Instagram. In addition, through descriptive analysis, it can also be seen that the majority of respondents are in the age range of 20-22 years. This shows that consumers at that age were potential consumers for J.CO Donnuts and Coffe, therefore J.Co Donnuts and Coffe had to know the taste or what was preferred to those circles. Through SEM analysis, it can be seen that the social media marketing dimensions that influence the buying interest of products offered by J.Co Donnuts and Coffee Kediri are context and collaboration.

V.   CONCLUSION

Based on the results of the research and discussion above, it was concluded that the characteristics of respondents in this study were early adults who were majority aged 20-22 years, unmarried status, and were students with the last education were high school / equivalent. While the majority of respondents' receipts each month are in the range of Rp. 1,000,000 - Rp. 2,000,000. Through descriptive analysis, it can also be seen that the majority of respondents have ever bought J.Co Donnuts and Coffe Kediri products 1-3 times and obtained by coming directly to the outlet. Besides this analysis, it can also be seen that the majority of respondents knew J.Co Donnuts and Coffe Keediri from Instaram social media. PLS SEM analysis shows that Social Media Marketing has an influence on buying interest in eating products at J.Co Donnuts and Coffe Kediri.

ACKNOWLEDGMENT

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