The Influence of Social Media and Online Booking on Decision to Purchase Home Supplies

Darliana Hardjowikarto*, Yono Maulana
Department Management, Faculty of Economic
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
*dharlianaayu@gmail.com

Abstract—**Public Housing Credit is a government program through BANK BTN for people who are prioritized for those who do not yet have a residence. Cirebon is one area that has many housing development KPR projects. One of the KPR company PT. Karya Berkah Gemilang which is located in Cirebon Regency is competing to quickly get consumers through various breakthrough programs including utilizing social media promotion and online booking. Samples are taken as many as 100 people to consumers who have purchased KPR at PT. KBG with a purposive sampling method. Data collection was carried out by distributing online questionnaires using the Likert 5 Indicator scale. The analysis technique used is multiple linear regressions. The results of this study indicate that the Social Media Marketing and Online Booking Variable influence the decision to buy a subsidized KPR at PT. KBG.**

Keywords: social media, online booking, promotion, purchasing decisions

I. INTRODUCTION

Subsidized public housing loans are government housing programs that specifically help low-income people to be able to own a house or dwelling, hereinafter referred to as Subsidized KPR. The National Savings Bank (BTN) is one of the Bank that specifically handles subsidized public housing loans.

Cirebon is one of the developing regions in the property business. Many property companies have grown to develop various housing units ranging from commercial to subsidize. One such company is PT. Karya Berkah Gemilang hereinafter referred to as PT. KBG which focus on the development of subsidized housing. PT. KBG is domiciled in the area of Watu Belah, Cirebon Regency.

With the large number of site plan and the number of units, the leadership of PT. KBG need to take innovative steps to ensure that all subsidized KPR sales processes can proceed as expected. In addition to conducting conventional sales strategies PT. KBG also carries out promotional strategies through digital media, one of which is social media. Based on 2017 Digital Year Book data [1], 3.7 billion Internet users in the world are more than half of the 7.4 billion human population on earth, Indonesia data until October 2018 came in second place with the most internet use of any device.

Social media is digital marketing, is the practice of promoting products and services using digital distribution channels through computers, cell phones, smart phones, or other digital devices, digital marketing is marketing that is done through digital media on the Internet. Digital marketing is marketing activities including branding that uses various web-based media such as blogs, websites, e-mails, advertising words, or social networks [2]. Social networking sites are site-based services that allow users to create profiles, view user lists that are available there, and invite or accept friendship to join the site [3]. View the main social networks that show the user's profile page, which consists of the user's identity and photo.

Online booking is a series of activities to place an order through online media such as website pages and smartphone applications in accordance with the process flow of the seller's company or product provider. With users using online booking, no more time is needed to come to the marketing office to fill out the required documents and so on.

The purpose of this study is:

- To determine the effect of social media strategies on the purchase decision of Subsidized Mortgages.

- To find out the influence of Subsidized KPR Online Booking on the decision to purchase subsidized KPR

- To find out which variable is the most dominant influence on the purchase decision of Subsidized KPR.

Here is the definition of social media according to communication experts;

- Social media is media that is used by consumers or individuals to share text, images, sound and video information with others or companies and vice versa [4].

- Social media is an Internet-based media that allows users the opportunity to interact and present themselves, both instantaneously or delayed, with a wide audience or not that encourages the value of user-generated content and perceptions of interaction with others [5].

A. Online Booking

Online booking is part of the activities of someone who makes an order or reservation for a product or service through online media [6]. The tourism industry has achieved competitive advantage from other sectors, having been able to transfer more customers online.

B. Website Characteristics

Website characteristics are measured using five dimensions namely [7]: Consumer convenience in shopping through online media can be measured by the following indicators:

- Feel comfortable

- save time by shopping through online media

- Online businesses have easy ordering procedures.

- Shopping in an online business does not require much help from other parties or companies.

- How to access online business websites is easy to learn.

- The system used in online businesses is simple.

- Can buy products at retail in an online business.

1) Website design: Website with an attractive design will be more preferred by consumers [8]. An attractive website design can be measured by the following indicators:
- Design a visually appealing online business website.

- The company has a large selection of products.

- Websites of online businesses have a professional appearance.

- Fast and easy in transactions or user friendly.

- Online business website design is easy to understand.

- Online businesses display products clearly.

- Online businesses have a consistent website design.

2) Informative: The informative dimension can be measured with the following indicators:
- Website pages provide complete information.

- Website pages provide true and accurate information.

- Website pages provide various information (payment, delivery).

- Website pages provide complete information about matters relating to products sold such as (products, prices, ways of ordering, ways of payment, shipping, etc.) in full.

- Website pages provide useful information.

3) Security: The security dimension can be measured with the following indicators:
- Feel safe in online transactions.

- Maintain consumer privacy in transactions.

- Do not misuse consumers' personal information.

- Do not provide consumer information to other sites without permission.

- Prevent leakage of customer credit card information.

- Prevent customer e-mail leakage.

- Maintain the accuracy of payment transactions.

4) Communication: The dimensions of communication can be measured by the following indicators:
- Consumers are free to talk about ideas or complaints with the company.

- The company has a good FAQ system.

- Active customers can review products sold in online businesses.

- The company provides freedom of exchanging opinions between customers.

- The company provides e-mail address and company address clearly.

C. Sosial Media Marketing

There are four elements that serve as variables for social media marketing success [9]:

- Content Creation

- Content

- Community Building

D. Buying Decision

The purchase decision is a consumer decision that will occur if the consumer's desire to buy an item is unanimous which includes what goods will be purchased, whether to buy or not, when to buy, where to buy, how to pay for it, and so on [10].

II. RESULTS

A. Validity Test

The author conducted a validity test aimed at testing the validity of a questionnaire. Validity testing is done to analyse each item that is to correlate the score of each item with the total score which is the sum of the item scores. Validity measurement is done by calculating the correlation between the scores of each item with the corrected total score (Corrected Item Total Correlation) using the product correlation technique, beginning with a trial run to 100 respondents who live in the Regency and City of Cirebon. The survey was conducted to KPR buyers of PT. Karya Berkah Gemilang.

It can be seen from all the questions that Variable Y is declared valid all because r count> from r table.

B. Reliability Test

Reliability tests (internal consistency) are performed by calculating the alpha (Cronbach) coefficient of each instrument in one variable. The instrument used in the variable is said to be reliable if it has a Cronbach alpha coefficient equal to or more than 0.60.

TABLE I.   RELIABILITY TABLE X1

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excludeda	0	0,0
	Total	100	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
0,781	18

The results of the X1 Reliability Test are all reliable questions (consistent) because of the Cronbach alpha value of r tables.

TABLE II.   RELIABILITY TEST TABLE X2

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excludeda	0	0,0
	Total	100	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
0,788	11

The results of the X2 Reliability test are all reliable questions (consistent) because of the Cronbach alpha value of r tables.

TABLE III.   RELIABILITY TEST TABLE Y

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excludeda	0	0,0
	Total	100	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
0,632	5

Item-Total Statistics

		Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item_30	18,91	3,376	0,214	0,648
item_31	18,35	2,917	0,548	0,525
item_32	18,51	2,980	0,237	0,658
item_33	18,55	2,290	0,540	0,488
item_34	18,60	2,545	0,460	0,538

From the results of the Reliability Test, all questions are reliable (consistent) because of the Cronbach alpha value of r tables.

C. T test

The t test is known as a partial test, which is to test how the influence of each independent variable individually to the dependent variable. From the results of this study we get the results as listed in the following table;

TABLE IV.   T TEST RESULT TABLE

Coefficient					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,598	2,446		4,332	0,000
	media sosial marketing	0,015	0,043	0,038	0,350	0,727
	online booking	0,271	0,062	0,476	4,399	0,000

From the above table, it can be explained that the value of t table N 100 is 1.98472, the confidence level of 0.05 is partially

- X1 has no effect because t count is 0.350 <from t table 1.98472 and sig value is 0.727> from 0.05

- X2 is influential because t arithmetic 4.399 <from t table 1.98472 and sig value 0.000 <from 0.05

D. F test

The F test, known as the simultaneous test or the Anova Test / Model test, is a test to see how the influence of all the independent variables together on the dependent variable. Or to test whether the regression model that we make is good / significant or not good / non-significant.

F test can be done by comparing F arithmetic with Table F: F Table in Excel, if F arithmetic> from F table, (Ho reject Ha accepted) then the model is significant or can be seen in the column of significance on ANOVA (Processed with SPSS, Use Test Regression with the Enter / Full Model Method). The model is significant during the significance column (%) <Alpha. And conversely if F arithmetic <F table, then the model is not significant, this is also marked significance column value (%) will be greater than alpha.

The results of this study are as follows;

TABLE V.   TEST TABLE F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99,539	2	49,769	16,083	0,000
	Residual	300,171	97	3,095		
	Total	399,710	99			

From the above table values, the value of f table N 100 = 3.09 confidence level 0.05 simultaneously variables X1 and X2 together affect Y because the sig value 0,000 <from 0.05 and the calculated f value of 16.083> from f table 3,09.

From this research, the result is

- (X1) Namely the Social Media Marketing variable does not affect the KPR purchase decision, because t

arithmetic 0.350 <from t table 1.98472 and sig value 0.727> from 0.05

- (X2) Namely the Online Booking Variable influences KPR purchase decision because t arithmetic 4,399 <from t table 1.98472 and the sig value 0,000 <from 0.05

- From the table value above, the value of f table N 100 = 3.09 confidence level 0.05 simultaneously variable (X1) Social Media Marketing and (X2) Online Booking together affect the (Y) KPR purchase decision, because the sig 0,000 <from 0,05 and f count value 16,083> from f table 3.09.

III. CONCLUSIONS

The conclusions of this study are:

- The use of social media marketing has no effect on the purchase decision for Subsidized KPR

- Online Booking influences the decision to purchase Subsidized KPR

- Together the use of social media marketing and online booking influences the purchase decision of Subsidized

KPR. For the next researcher is to be able to conduct research in terms of the effectiveness of the direct use of promotion through social media and online booking of KPR company sales revenue.

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