

The Influence Social Media, Product Quality and Price Perception on Culinary Product Purchase Decisions in the Era of Pandemic Covid-19

Mohamad Najmudin
Management Departement
Economic And Business Faculty,
Janabadra University
Yogyakarta Indonesia
najmudin@janabadra.ac.id

Eni Andari
Magister Management Program
Economic And Business Faculty,
Janabadra University
Yogyakarta Indonesia
eniandari@gmail.com

Bimo Harnaji
Management Departement
Economic And Business Faculty
Yogyakarta Indonesia
bimo@janabadra.ac.id

Abstract: In the era of digital technology that continues to develop, the world is moving towards transactions with a very positive approach. Over the last two decades, digitization has revolutionized not only consumer marketing but also industrial marketing. The effect of digital marketing communication on product categories such as books, music, fashion accessories, clothing, banking and online games has been well researched by researchers, but research on culinary product categories is still limited.

This study aims to explain the influence of social media, product quality and price perceptions on purchasing decisions for culinary products in the City of Yogyakarta. The sample used was 100 respondents who were taken by accidental sampling technique. The collected data were then analyzed using multiple linear regression methods.

The results showed that social media had an effect on purchasing decisions for culinary products in the city of Yogyakarta. Likewise, product quality and price perceptions also influence purchasing decisions. This is indicated by the t test with a significance value of 0.034 for social media, 0.026 for product quality and 0.000 for price perception. Thus H1, H2 and H3 are statistically supported. The adjusted R2 value is 0.672 which indicates that 67.2% of purchasing decisions can be explained by the influence of social media, product quality and price perception, while the remaining 22.8% is influenced by other variables not included in this model.

Keywords: *Purchase decisions, social media, product quality and price perception*

I. INTRODUCTION

The euphoria of social media in cyberspace has changed people's views on the main function of social media. Social media such as Facebook, Twitter, Instragram and the like are actually media for establishing friendship communication. Seeing the increasing number of social media users, the main function of social media has also changed. Currently, social media is an alternative means of marketing various products.

Nowadays, information technology plays a very important role. By mastering technology and information, we have sufficient capital to become winners in global competition. Technology means a

process to increase added value, the process uses or produces a product, the resulting product is inseparable from other existing products, and therefore becomes an intergal part of a system(Miarso, 2007). So it can be concluded that the technological era is a time where products are always recycled or created to meet human needs. One of the technologies that are currently qualified is social media.

The culinary business is still a promising opportunity. Especially with the new culture in the community, namely the ritual of taking pictures and uploading photos or images of the food they eat. This makes various photo-sharing applications the right platform to market food or culinary businesses. Restaurants or cafes that use social media can not only share pictures or photos of their food but also create a space to interact with their customers.

The way people find a place to eat has changed from a few years ago. Audiences, especially millennials, know or are interested in going to a place because of the influence of social media. They see what places are trending in their feeds or what places look interesting in their pictures or photos. Culinary service providers have made potential consumers have a new perception that culinary tours today don't have to come to the restaurant directly, just click on the smartphone and wait a few hours to be able to taste the desired food. The use of social media as a promotional media is very effective, seeing that in this digital era everyone prefers to be facilitated by internet networks, so there is no need to queue and wait a long time.

Promotion through social media creates trust for consumers because there are many useful testimonials and comments for users to find out more information. Images with HD features appear attractive, giving rise to high trust and interest that the company or the account owner makes them bona fide and quality products.

The function and role of social media changes the way a person communicates from one and two ways, now in all directions. It can also be an important

channel for retailers to connect with consumer opinion and how to get the general public to solve problems regarding new products and services.

Promotion through social media is effective at stimulating attention, but Instagram is still not effective at the attraction, desire, and action stages. Social media is very suitable for attracting the attention of users so that users know various information, especially about the promotion of a product, but for buying action it is still unlikely that someone will buy the promotional product that is informed. Factors for purchasing action are not only from social media but also from product quality or consumer perceptions of prices.

An instant lifestyle that prioritizes practicality, speed and time efficiency is now the choice of many people. For some people, fast, practical and efficient have become a major requirement in their daily activities. This certainly affects business competition, which is then responded to by producers so that in designing products that are in accordance with market needs, followed by good and guaranteed product quality at a price that is acceptable to the market. So that it becomes a consideration for consumers in determining purchasing decisions. The purchase decision is a process in real buying, whether to buy or not. Purchasing decisions are a stage in the purchasing decision-making process where consumers will actually buy (Kotler, Philip & Armstrong, 2006). So by knowing what consumers consider, the company will offer what consumers need and want so that it can be applied according to targets and sales can be achieved.

II. LITERATURE REVIEW

1. *Purchase Decision*

Decision as involving a choice between two or more alternative actions or behaviors (Setiadi, 2003). Decisions always require a choice between several different behaviors. Decisions always entail a choice between several different behaviors. Furthermore, consumer purchasing decisions is to buy the most preferred brand from the various alternatives, but two factors can be between purchase intention and purchase decision (Kotler y Armstrong, 2008). The first factor is the attitude of other people and the second factor is the situational factor.

Decision is the selection of two or more alternatives, on the other hand, if a consumer does not have an alternative, it is not categorized as a decision making (Schiffman & Kanuk, 2007a). Purchasing decision process begins when the buyer realizes that there is a need problem, where the buyer realizes that there is a difference between the real condition and the condition he wants (Philip Kotler & Keller, 2016a). After that a consumer whose interest begins to arise will be motivated to seek more information so as to get a brand collection with its various features. The main sources where consumers get information can be classified into four groups, namely:

- a. Personal resources, family, friends, neighbors and acquaintances.
- b. Commercial, advertising, sales force, distributor, packaging and exhibition sources.
- c. Public sources, mass media and consumer organizations.
- d. Source of experience, have handled, tested and used the product.

2. *Social Media*

Social Media) is a means for consumers to share text, image, video and audio information with one another and with the company and vice versa (Philip Kotler & Keller, 2016b). Social media is an online media where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social media itself can have a positive or negative function, depending on its use. Social media is just one set of new tools, new technologies that make us more efficient at connecting and building relationships with existing customers and prospects. Social media has now played an important role in marketing strategies for both small and large businesses. Now sharing information with visitors or followers is not the only advantage of using social media for a business. Social media is actually used as a means to find other people to become friends with, or find friends who have lost contact. Over time, social media is finally transformed into a medium that is used for business purposes. Marketing through social media is a marketing process carried out through third parties, namely social media-based websites. Currently, there are many social media that can be used for marketing or promotion of a product or service. Marketing with social media is not always related to direct buying and selling. In this marketing, you can market content in the form of posts on the web, images or videos. The content marketed through social media is related to the products to be sold. Apart from marketing content, this modern marketing technique is also used to market brands. The purpose of marketing the brand here is to introduce the brand in general to the public as a whole or what is often referred to as brand awareness.

Social media that are often used for marketing or promotion include Facebook, Instagram and Twitter. Through this media, companies or brands can carry out a structured and targeted promotion. One of the popular social media used in social media marketing is Instagram. Instagram is a photo-sharing application that is being loved lately. Instagram has strength in the visual field. The advantage of Instagram as a marketing tool is that Instagram can convey messages from a brand through photos / images or videos of 15 seconds long. Instagram is no longer present as a selfie-platform or social media platform in cyberspace, but has become a new alternative in launching marketing actions. Some marketing strategies through social media include the following:

1. Determine Target and Type of Media Used

The first strategy, of course, you need to determine the marketing target of your business products. For example, your target is social media users who come from students and college students, or young executives who have a lot of routines. In general, it is possible that culinary products can reach a wider market, while technology products that are quite expensive are better focused on young executives or students with adequate economies. Apart from deciding which circles to target, you also have to focus on choosing which social media is suitable for marketing your products. Just use social media which in fact already has many users, such as Facebook, Instagram, or Twitter.

2. Creating Exciting And Creative Content

Fun and creative content is one of the keys to successful marketing through social media. Fun content will make internet users interested in always following the information you provide. Choose content that many people are interested in sharing.

The opportunity obtained from this share can make other internet users get to know your business information and products. Try to make the content short and dense but interesting, so that internet users don't feel lazy to read it.

3. Establishing Effective Personal Communication

After determining your business target, choosing the right content and type of social media, it is time to take advantage of the help of the people around you. Having lots of friends on Facebook, Twitter or other social media is a positive thing to start introducing your business products.

One of the keys to success for any business is getting to know its customers better. Social media makes this recognition process easier than before. With existing support tools, you can now find out in detail who your customers are, the language they use, the age range, and even the gender of social media. This information can help the branding and promotion process to the right target consumers.

Business people see that internet users are easy targets for their future business. In the current era, more and more people are using social media. Seeing the increasing number of users, social media can be an area to increase profits and expand the business wing. Digital marketing is starting to become a trend in the internet era. Brand owners are starting to make social media a new promotional and marketing medium. Basically, social media has changed how consumers interact and how companies market products. The existence of social networking sites is a good business opportunity to market or promote products to be sold.

The advantages contained in marketing through social media include as a means of communicating with consumers, as a collaborative medium when there is consumer dissatisfaction, as a promotional medium, and building brands. In creating perceptions in consumers' thoughts about a product, service or brand, it takes a careful thought about what promotional media is suitable and effective, so that the perception

and image to be conveyed can be strongly attached to other similar products, services or brands.

Many promotional media can be used, ranging from general to unique or new, until now they are used as promotional media, which are quite effective in acquiring new potential customers. There are several fields that can use social media to introduce their products / services / brands. The widespread use of social media by Indonesians is being looked at by business owners or companies to market their products or services.

Advertisements that we only saw on conventional media such as television, radio, newspapers or magazines have now spread to the world of social media. Social media has now become a platform for marketing products and has been used by leading brands in the world such as Starbucks, Nike, Dell and so on. Marketing through social media is called social media marketing. Based on Optima Web2, social media marketing is an online marketing effort by creating the visibility, existence and presence of a website on social media networks such as Facebook, Twitter, Instagram and even Youtube.

3. Product quality

Product quality is one of the important benchmarks for the success of a company. Because with good product quality, the company will be able to compete with its competitors. Then companies must also make new innovations on the products they offer because consumers tend to be critical of the products circulating in the market. Product quality is the ability of a company to give identity or characteristics to each product so that consumers can recognize the product (Schiffman & Kanuk, 2007b).

In essence, someone buying a product does not just want to own the product, but consumers who buy the product or service as a means of satisfying their needs and wants. A product is anything that can be offered to the market to get attention, buy, use, or consume that can satisfy a desire or need (Philip Kotler & Armstrong, 2012). So that quality is also one of the main marketing tools for positioning. In developing a product itself, the marketer must initially select a quality level that will support the product's position in the market. Where product quality means a quality of performance which means the product's ability to carry out its functions. In addition, high quality can also mean a level of consistency of good product quality.

Product quality is the overall characteristics of a product or service on the ability to satisfy expressed or implied needs (Philip Kotler, 2000). Product quality is defined as a consumer's overall evaluation of the good performance of goods or services (Mowen & Minor, 2001). Meanwhile, states that quality consists of a number of luxurious products that meet consumer desires, thereby providing satisfaction with product use (Laksana, 2008). To achieve the desired product quality, a quality standardization is needed.

That product quality is all goods and services related to consumer desires, which excellently the product is suitable for sale according to the expectations of consumers (Kotler y Amstrong, 2008) . So that the resulting product meets the standards set by consumers, and will not lose confidence in the product concerned, a marketer who does not pay attention to the quality of the product offered will bear consumer disloyalty. So that the sales of their products will tend to decrease. If marketers pay attention to quality, consumers will not think long about making purchases of products (Philip Kotler, 2000)

4. Price Perception

Price is one of the tools that marketers can use to face the market, either directly attracting and retaining clients or fighting competitors and can also make purchasing decisions (Boonlertvanich, 2009). In a product or service, price is an indicator to determine the quality of a product or service itself, thus making a price a measuring tool to determine the quality of the product or service. Price is the sum of all value exchanged by consumers for the benefits of using the product or service (Philip Kotler, 2000). Price is the amount of money a customer must pay for that product (P. Kotler & Keller, 2009). Whereas what is said is a process where people choose, organize and interpret benefits, then focus to what we do in adding something raw to give them meaning (Lichtenstein et al., 1993) .

The tendency of consumers to use price in assessing the suitability of the benefits of a product, price perception is how price information is understood by consumers and made meaningful to them (Peter & Olson, 2013). It can be said, the perception of price varies from one individual to another. Price perceptions are views of perceptions or prices regarding prices, how customers perceive certain prices (high, low, fair) have a strong influence on purchase intentions and purchase satisfaction. (Schiffman & Kanuk, 2007b)

In cognitive processing of price information, consumers can compare the price stated with a price or the price range they imagine for the product. The price that is thought to be the material for making the comparison is called the internal reference price. Internal reference prices are prices that consumers perceive to be reasonable, prices that have existed historically, or that consumers imagine to be high or low market prices. Basically, the internal reference price becomes a kind of guide to evaluate whether the stated price is acceptable to consumers.

Research Conceptual Framework

Based on literature review and previous research, a conceptual research framework can be prepared as presented in the following scheme:

5. Hypothesis

Based on the research conceptual framework above, the following hypothesis can be formulated:

H1: Social media has a positive effect on purchasing decisions

H2: Product quality has a positive effect on purchasing decisions

H3: Price perception has a positive effect on purchasing decisions

III. METHODOLOGY

The population in this study were all consumers of culinary products in the city of Yogyakarta. With the consideration that the population number cannot be known with certainty, the population is categorized as an unlimited population (unrestricted). The selection of a sample of 110 was carried out using a non-probability sampling method. In this study the sample was taken using the accidental sampling method, which is a non-probability sampling technique where the researcher determines the sample of respondents who can be met or can be contacted using social media or digital methods.

Table 1: Test Results of the Validity and Reliability

Variable/ Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Status
Social media		0,772	Reliabel
1. SM1	0,762		Valid
2. SM2	0,864		Valid
3. SM3	0,766		Valid
4. SM4	1,000		Valid
Product quality		0,828	Reliabel
1. PQ1	0,700		Valid
2. PQ2	0,839		Valid
3. PQ3	0,766		Valid
4. PQ4	0,746		Valid
5. PQ5	0,823		Valid
Price Perception		0,848	Reliabel
1. PP1	0,692		Valid
2. PP2	0,760		Valid
3. PP3	0,654		Valid
4. PP4	0,530		Valid
5. PP5	0,707		Valid
Purchase Decision		0,893	Reliabel
1. PD1	0,886		Valid
2. PD2	0,731		Valid
3. PD3	0,751		Valid
4. PD4	0,829		Valid

IV. RESULT AND DISCUSSION

As explained earlier, 100 respondents were involved in the research and deserve to be analyzed further. Of the respondents involved, most (53%) were women and the rest were men. Some of them are between 20 and 30 years old, and the rest are more than 30 years old. In terms of employment, most (42%) are private, the rest work as university students / students, civil servants, teachers, BUMN employees and others. The description of the respondent's assessment shows that the use of social media is measured by the level of its usefulness in providing complete information to consumers, can attract consumer attention, build communication with consumers, and establish post-purchase interactions. The mean value of respondents to the role of social media was 4.50. Based on this average, the role of social media is considered very high by respondents. Product quality is measured by a clean and hygienic product presentation, delicious product taste, products that suit consumer tastes, new and fresh presented products and interesting product variants to try. The mean value of respondents to product quality is 4.59. Based on this average, the respondents' assessment of the quality of the product shows that the product quality is very good. Price perceptions are measured from affordable product prices, prices according to consumer purchasing power, prices according to consumer estimates, prices according to product quality, and prices that are competitive with other similar products. The mean value of respondents' mean of price perception was 4.20. Based on this average, the respondents' assessment of price perceptions shows a good perception. Purchasing decisions are measured from purchases in accordance with product quality, purchases in accordance with consumer desires, purchases because the product is better than competitors and purchases because they feel stable. The mean value of respondents to purchasing decisions is 4.09. Based on this average, the respondents' assessment shows high purchasing decisions. Furthermore, Statistical Product and Service Solution (SPSS) is used in analyzing the conceptual framework of this research. Before testing the hypothesis, first testing the validity and reliability of the data that will be used in the analysis. Referring to Holmes-Smith (2001), an indicator is declared valid if the t value is ≥ 1.96 and a variable is declared reliable if it has construct reliability ≥ 0.50 . Based on these requirements, all indicators or question items are declared valid and reliable in measuring the variables. Table 2 presents the results of testing the validity and reliability of the collected data.

Table 2: Results of Data Validity & Reliability Test

Indicator	λ_i	ε_i	tvalue	CR	MR	Status
Social Media				0,87	0,5	Reliabel
SM1	0.83	0.56	14,72		1,96	Valid
SM2	0.62	0.20	17,25		1,96	Valid
SM3	0.99	0.34	15,19		1,96	Valid
SM4	0.47	0.12	12,32		1,96	Valid
Product Quality				0,92	0,5	Reliabel
PQ1	0.81	0.37	10,52		1,96	Valid
PQ2	0.89	0.29	17,44		1,96	Valid
PQ3	1.00	0.36	17,76		1,96	Valid
PQ4	0.79	0.35	15,57		1,96	Valid
PQ5	0.82	0.54	14,19		1,96	Valid
Price Perception				0,79	0,5	Reliabel
P1	0.63	0.27	8,09		1,96	Valid
P2	0.48	0.12	13,15		1,96	Valid
P3	0.58	0.17	12,54		1,96	Valid
P4	0.59	0.43	9,57		1,96	Valid
P5						
Purchase Decision				0,94	0,5	Reliabel
PD1	0.88	0.37	10,35		1,96	Valid
PD2	0.68	0.31	17,36		1,96	Valid
PD3	0.59	0.17	18,07		1,96	Valid
PD4	0.64	0.20	14,54		1,96	Valid

Furthermore, with valid and reliable data, the researcher conducted an analysis using the SPSS program to test the hypothesis of this study. The results of multiple regression analysis show that social media has an effect on purchasing decisions for culinary products in the city of Yogyakarta. Likewise, product quality and price perceptions also influence purchasing decisions. This is indicated by the t test with a significance value of 0.034 for social media, 0.026 for product quality and 0.000 for price perception. Thus H1, H2 and H3 are statistically supported. The adjusted R2 value is 0.672 which indicates that 67.2% of purchasing decisions can be explained by the influence of social media, product quality and price perception, while the remaining 22.8% is influenced by other variables not included in this model.

Table 3 : Summary of Hypothesis Testing

Hipotesis	t value	Sig	Keterangan
H1: Social media has a positive effect on purchasing decisions	3,689	0,034	Accepted
H2: Product quality has a positive effect on purchasing decisions	3,886	0,026	Accepted
H3: Price perception has a positive effect on purchasing decisions	8,709	0,000	Accepted

The regression coefficient of the influence of social media on purchasing decisions is 0.926 with a significance level of 0.034 indicating that the first hypothesis (H1) of this study is proven. These findings illustrate that social media plays a major role in determining culinary product purchase decisions.

Likewise, the regression coefficient of the effect of product quality on purchasing decisions is 0.650 with a significance level of 0.026 and the regression coefficient of the effect of price perceptions on purchasing decisions is 0.811 with a significance level of 0.000 illustrating that product quality and price perceptions are still the main considerations in purchasing decisions.

Overall the results of this study illustrate that purchasing decisions are not only determined by social media but also determined by the presence of product quality that presents products from various considerations. These findings also indicate that price perceptions are still a consideration for consumers in determining purchasing decisions. (Ahmad et al., 2015) The results of this study provide theoretical and practical implications. These findings are consistent and strengthen the results of previous studies, especially those conducted by Akhmad et.al (2015). Theoretically, the consistency of these findings shows the robustness of the influence of social media, product quality and price perceptions in influencing purchasing decisions. Furthermore, for marketing practitioners, the results of this study provide an overview that should be considered in developing a marketing strategy, especially the selection of social media that is currently popular with the community. The findings of this study indicate that social media is not the only determinant of purchasing decisions. Product quality which also influences purchasing decisions, indicates that consumers are still very concerned about the variety and uniqueness of the culinary delights they choose. Likewise, price perceptions also affect purchasing decisions, indicating that consumers are still quite sensitive to price.

V. CONCLUSIONS

This research has several weaknesses that need to be overcome, especially with regard to the selection of research objects. Like several previous studies, this research was conducted on the people of Yogyakarta as a representative of the culinary market. To obtain generalizable findings in the culinary market, further research needs to be carried out in several big cities to test the consistency of findings in various markets.

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