The Effect of Social Media Marketing Activities on Purchase Decisions Mediated by Perceived Quality

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Article Info	ABSTRACT
Keywords: Social Media Marketing Activities, Purchase Decisions, Perceived.	This study aims to analyze the influence of Social Media Marketing Activities (SMMA) on consumer purchase decisions, focusing on the role of Perceived Quality as a mediating variable. In the context of Pempek Yuk Paka culinary UKM in Banyumanis, Jepara. The results of the study showed that SMMA had no positive and insignificant effect on purchase decisions. In addition, quality perception is proven to function as a mediator that strengthens the relationship between SMMA and purchasing decisions.
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INTRODUCTION

In recent years, the rapid growth of social media and social networking sites has changed the way consumers interact and make purchasing decisions. Social media not only serves as a communication platform, but also as a crucial source of information for consumers during the purchase process. In developing countries, such as India, the use of social media is constantly increasing, creating new opportunities for marketers to reach consumers more effectively. One of the key elements in the social media business is its ability to allow consumers to rate products, provide recommendations to friends or contacts, as well as relate current purchases to future purchases through status updates and Twitter feeds. In addition, social media serves as a valuable tool for companies, where satisfied users can recommend products (goods or services) to other potential users. Thus, the world of social media is gradually replacing product reviews. While consumers used to rely on trusted and expert retail outlets from employees in every department, they now rely more often on recommendations and opinions from friends or acquaintances on their social media networks (Yogesh & Yesha, 2014).

Forbes and P (2013) Conduct research on consumers who make purchases based on recommendations from friends or contacts on social media. The results showed that consumers were more likely to buy very cheap or very expensive items based on advice from people they did not consider to be traditional "opinion influences". In addition, the study also noted a gradual shift from

more conventional social media platforms such as Facebook to faster platforms such as Twitter, where many respondents expressed a preference for receiving information directly rather than recommendations that were no longer relevant. This shift reflects the current trend of social media usage.

The purpose of this study is to investigate the impact of Social Media Marketing Activities (SMMA) on Purchase Decisions (PD). This study aims to identify and analyze the framework applied in the model, including its mediating variable, namely Perceived Quality. This is very important because purchasing decisions are vital performance indicators for companies in achieving sustainable business performance.

According to Prasetyo (2022), Fajri, Rizkyanfi, and Smaya (2021) Purchase decisions are significantly influenced by social media marketing activities directly or through mediation. According to Hanaysha (2022) all dimensions of SMMA except the entertainment dimension significantly affect purchasing decisions. This study will see whether SMMA will significantly affect purchasing decisions and how the influence of brand origin as a mediator affects purchasing decisions in Pempek Yuk Paka culinary SMEs.

Literature Review

Social Media Marketing Activity

Social media is a forum for users of online platforms, where on this platform they can share their ideas, can tell stories about their daily lives, and can even interact with each other in the comment column or chat (Aji, Nadhila, Sanny, & Science, 2020). Social Media Marketing Activities (SMMA) refers to various marketing strategies and tactics applied on social media platforms to engage consumers and promote brands. In the context of this study, SMMA is conceptualized as a multidimensional construct that includes elements such as entertainment, customization, interaction, electronic word-of-mouth (EWOM), and trends (Ahmed & Planning, 2021).

Perceived Quality

Perceived quality or "perceived quality" refers to the way consumers judge the quality of a product based on the reviews they read. The results of the study showed that reviews that were easier to read were considered more useful, which in turn affected the perception of the quality of the product reviewed. Overall, the perceived quality in this context is influenced by the clarity of the review text, the sentiments expressed, and the credibility of the review author. All of these factors contribute to the way potential visitors assess the value of an attraction based on reviews available online (Fang, Ye, Kucukusta, & Law, 2016).

Purchase Decision

The purchase decision process generally consists of five stages, namely: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Social media plays an important role in each of these stages, especially in alternative information search and evaluation, where users can access reviews and recommendations from friends or influencers. Planned Behavior Theory This theory states that the intention to perform a behavior (in this case, purchase) is influenced by attitudes towards that behavior, subjective norms, and perceptions of behavioral control. Social media can influence these three components through social interaction and information shared. Social Attachment Theory explains how social relationships and interactions with others can influence individual decisions. In the context of social media, recommendations from friends or contacts can have a significant impact on purchasing decisions, as individuals tend to trust the opinions of those closest to them. Review Theory and Word of Mouth (WOM) are positive or negative reviews shared on social media that can influence buying behavior. Research shows that information shared through social media can serve as a powerful form of word of mouth, which can increase or decrease consumer buying interest. Usability and Enjoyment Theory is a theory that emphasizes that users will be more likely to use social media platforms to search for information if they find the platform useful and enjoyable. The usefulness and enjoyment of using social media can influence consumers' attitudes towards their purchasing decisions (Yogesh & Yesha, 2014)

The Influence of SMMA on Purchasing Decisions

According to Irianto (2015) for MSMEs, social media is an important platform because social media is a flexible and resilient tool to be used in conducting promotions that can reach all users so that it can improve consumer management decisions

H1 : SMMA has a positive and significant influence on Purcahse Decision

The Influence of SMMA on Perceived Quality

Social media marketing activities on a brand will affect the perceived quality of a brand.

H2 : SMMA has a positive and significant influence on Brand Origin

The Influence of Perceived Quality on Purchase Decisions

that perceived quality has a positive and significant influence on product purchase decisions

H3 : Brand Origin has a positive and significant influence on Purchase Decisions.

METHOD

This research aims to test the hypothesis of the causal relationship between one variable and another. The research model is developed through a hypothesis approach and tested based on certain

principles. This research was conducted on Pempek Yuk Paka culinary MSMEs located in Banyumanis, Donorojo District, Jepara Regency, Central Java.

Sugiyono (Sugiyono, 2010) "Samples are part of the number and characteristics possessed by the population". Purposive sampling is used in this study, which is a sample determination technique using certain considerations. The considerations used are based on the characteristics of the respondents such as the respondents have made a purchase at least once.

The size of the population cannot be known for sure, so the sample size used according to Rao Purba (1996) uses the formula:

$$n = \frac{Z^2}{4 + M_{oe}{}^2}$$

Keterangan :

n = Jumlah sampel

Z = Tingkat keyakinan dalam menentukan sampel 95% = 1,96

Moe = Margin of error atau kesalahan maksimum yang bisa ditoleransi di sini ditetapkan sebesar 10%

Dengan rumus tersebut maka dapat dilihat ukuran sampel minimal yang harus dicapai dalam penelitian ini adalah sebesar: $n = 1,962 \ 4(0,10)2 \ n = 96,04$ Berdasarkan rumus tersebut, sampel yang dapat diambil dari populasi minimal sebanyak 96,04 orang dibulatkan 97 responden.

So the customers used in this study are 212 Pempek Yuk Paka consumers who have purchased Pempek Yuk Paka products at least one purchase.

Primary data was obtained through a survey using a questionnaire given online to respondents. The data analysis technique in this study uses Structural Equation Modeling (SEM) using PLS software. Data collection and hypothesis testing were carried out using a Likert scale questionnaire with ten alternative answers
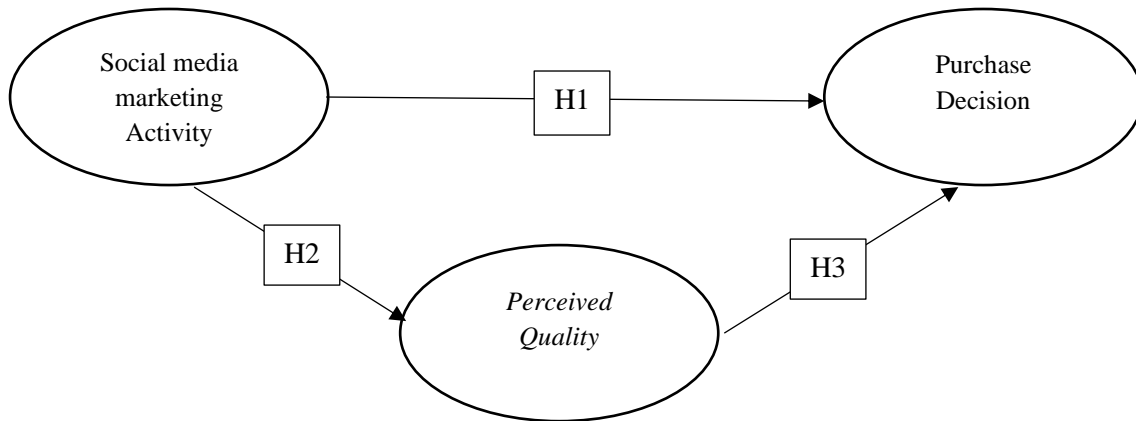
RESULTS AND DISCUSSION

Outer Model (Measurement Model)

In this model there are two measurement models

Measurement model, i.e. test:

1. Convergent Validity

This measurement is considered to be fulfilled if the outer loading is above 0.7 and the AVE value is at least 0.5 (Ulum, 2008). The results of the convergent validity test on the research model can be seen in Table 1.

Indicator	Outer loading	AVE	Result
SMMA1	0.835		
SMMA2	0.711		
SMMA3	0.725		
SMMA4	0.792		
SMMA5	0.860	0.646	Valid
SMMA7	0.786		
SMMA8	0.831		
SMMA9	0.819		
SMMA10	0.858		

PQ1	0.901		
PQ2	0.911	0.841	Valid
PQ3	0.923		
PQ4	0.934		
PD4	0.941		
PD5	0.914	0.866	Valid
PD6	0.937		

Source: Output data from SmartPLS version 4.0 (Processed)

From these results, it can be stated that the indicators that measure the variables of Social Media Marketing Activities, Perceived Quality, and Purchase Decision have a value above 0.7 in the convergent validity test, and also have an AVE value above 0.5, so it can be said to be valid.

2. Reliability Test

Composite Reability (Cr) is a measure of variable reliability that measures a reliable value above 0.7 even though it is not an absolute standard. Cronbach's Alpha is a value that reflects the reliability of all indicators, with a range of values measured between zero and one. If the value is greater than 0.7, then it can be said to be reliable.

Table 3. Composite reliability & Cronbach's alpha

Variable	Composite reliability	Croncach' alpha	Information
SMMA	0.942	0.931	
PQ	0.955	0.937	Reliable
PD	0.951	0.923	

Source: Output data from SmartPLS version 4.0 (Processed)

In the Reliability Test, it can show that the indicators of all variables get a value above 0.7 and get a value above 0.7, so it can be declared reliable.

Inner Model (Measurement Model)

An inner model is a model used to project a causal relationship between variables that cannot be directly measured and hidden variables.
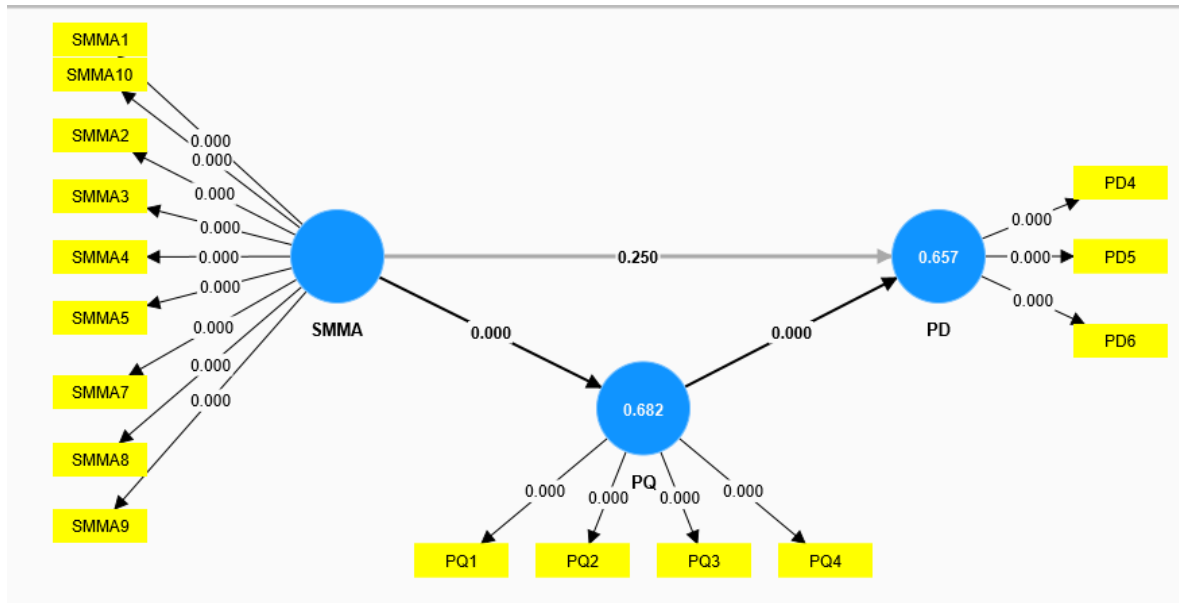
Figure 1. Structural Model

R-square

R-square is a test used to show the extent of the influence of independent variables on dependent variables. When the R-square reaches 0.67, it is considered to have a strong influence, considered moderate when it reaches 0.33, and considered weak when it reaches 0.19.

Table 4. R-square

Variable	R-square	R-square adjusted
PQ	0.682	0.680
PD	0.657	0.654

Source: Output data from SmartPLS version 4.0 (Processed)

From the data table, the R-square value for Perceived Quality is 0.682 while the Adjusted R-square value is 0.680. It shows that Social Media Marketing Activities have an influence of 68.2% on Perceived Quality, which can be said to have a weak influence. While the remaining 31.8% can be explained by other variables and indicators that are not explained in this study.

The R-square value for Purchase Decision is 0.657 while the Adjusted R-square value is 0.654. It indicates that all exogenous constructs together have a 65.7% influence on Purchase Decision, which can be said to be a weak influence. While the remaining 34.3% can be explained by other variables and indicators that are not explained in this study.

Mediation Test

In the context of mediation, there are three scenarios, namely first, Non-mediation occurs when the relationship between the independent variable and the dependent variable is positive, while the relationship between the mediating variable is negative. Second, full mediation occurs when the relationship between the independent variable and the dependent variable is negative, while the relationship between the mediation variable is positive. Third, partial mediation occurs when the independent and dependent variables have positive values, and the relationship between the mediation variables is also positive. The test results using the bootstrapping method with SmartPLS 4.0 can be interpreted based on the P value, where if the P value on the indirect special effect > 0.05, it indicates a negative influence, while if the P value < 0.05, it shows a positive influence.

Table 5. Path Coeffien

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> PQ	0.826	0.825	0.034	24.420	0.000
SMMA -> PD	0.149	0.148	0.129	1.151	0.250
PQ -> PD	0.684	0.692	0.091	7.475	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Table 6. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> PQ -> PD	0.565	0.571	0.083	6.801	0.000

Source: Output data from SmartPLS version 4.0 (Processed)

Based on the attached tables 5 and 6, the conclusion is:

The influence of Social Media Marketing Activities on Purchase Decision is mediated by Perceived Quality.

From table 5, it can be seen that Path Coefficient Social Media Marketing Activities has a negative relationship with Purchase Decision because P value = 0.250 > 0.05. In addition, in table 6 Specific Indirect Effects of Social Media Marketing Activities on Purchase Decisions mediated by Perceived

Quality has a positive relationship because P value = 0.000 < 0.05 so that it can be categorized as Full Mediation.

Hypothesis Test

In the hypothesis test, the statistical T value and P value can be seen. The hypothesis is acceptable if the P value < 0.05. To find out, you can see the Path Coefficient obtained through the Bootstrapping technique in the SmartPLS version 4.0 program.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SMMA -> PQ	Coeffisien = 0.826
	P value = 0.000
	T statistcs = 24.420
	T-table = 1,650
	T statistics > T-table
SMMA -> PD	Coefficacyien = 0.149
	P value = 0.250
	T statistcs = 1.151
	T-table = 1,650
	T statistics < T-table
PQ -> PD	Coeffisien = 0.684
	P value = 0.000
	T statistcs = 7.475
	T-table = 1,650
	T statistics < T-table

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Effect of Social Media Marketing Activities on Perceived Quality

Showing that the value of the coefficient (0.826) and the statistical T (24.420) > the T-table (1.650)

and the P value (0.000) < 0.05, then H0 is rejected and Ha1 is accepted. This means that there is a positive and significant influence between the variables of Social Media Marketing Activities on Perceived Quality.

Hypothesis 2: The Influence of Social Media Marketing Activities on Purchase Decision

Showing that the value of the coefficient (0.149) and the statistical T (1.151) < the T-table (1.650) and the P value (0.250) > 0.05, then H0 is accepted and Ha2 is rejected. This means that there is an insignificant influence between the variables of Social Media Marketing Activities on Purchase Decision.

Hypothesis 3: The Effect of Perceived Quality on Purchase Decision

Showing that the coefficient value (0.684) and statistical T (7.475) > T-table (1.650) and P value (0.000) < 0.05, then H0 is accepted and Ha3 is rejected. This means that there is a positive and significant influence between the Perceived Quality variable on Purchase Decision.

CONCLUSION

This study shows the relationship between SMMA and the decisions taken by consumers in choosing a culinary product. The results of the study show that using SMMA alone does not produce a purchase decision in Pempek Yuk Paka which is shown by negative and insignificant H2 results, but using Preceived quality in SMMA directly gives positive and significant results (H1) and has a positive and significant impact on purchase decisions (H3). So that previous research by Prasetyo [14], Fajri, Rizkyanfi [10] is not proven.

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