

**THE INFLUENCE OF SOCIAL MEDIA PROMOTION AND WORD OF MOUTH ON
PURCHASING DECISIONS IN THE NOEMIE SNACK
BUSINESS IN MAMUJU DISTRICT**

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Abstract

This research aims to find out the impact of social media promotion and word of mouth on consumer purchasing decisions in the Noemie district of Mamuju business. The study adopted a quantitative method with a population consisting of customers of Noemie's grocery store, and samples of 60 customers were selected using non probability sampling. Data collection and analysis is done using IBM SPSS 24 with double linear analysis techniques. The results of this study show that: R2 determination test results showed 85.3% of independent variables have a significant impact on income. The results of the research on the T test showed that social media promotion and word of mouth had a positive influence on purchasing decisions.

Keywords: Social Media Promotion, Word of Mouth, Purchase Decisions.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh promosi media sosial dan word of mouth terhadap keputusan pembelian konsumen di usaha cemilan Noemie Kabupaten Mamuju. Penelitian ini mengadopsi metode kuantitatif dengan populasi yang terdiri dari pelanggan toko cemilan Noemie, dan sampel sebanyak 60 pelanggan dipilih menggunakan non probability sampling. Pengumpulan dan analisis data dilakukan menggunakan IBM SPSS 24 dengan

teknik analisis linear berganda. Hasil penelitian ini menunjukkan bahwa: hasil uji determinasi R^2 menunjukkan 85,3% variabel independen berpengaruh signifikan terhadap pendapatan. Hasil penelitian pada uji T menunjukkan bahwa promosi media social dan word of mouth berpengaruh positif terhadap keputusan pembelian. Sedangkan pada uji F menunjukkan bahwa seluruh variabel berpengaruh signifikan terhadap Keputusan pembelian.

Kata Kunci : Promosi Media Sosial, Word of mouth, Keputusan pembelian.

INTRODUCTION

In an era of globalization and rapidly evolving information technology, marketing and consumer behavior have undergone revolutionary changes. Nowadays, information is easily accessible through the Internet and social media, consumers have access to a wide range of opinions, suggestions, and recommendations about products and brands, this phenomenon emerges an increasingly important role for social media and word of mouth in shaping consumer purchasing decisions. Nowadays, modern society is familiar with social media that uses the Internet as a means of sharing, collaborating, or communicating with other individuals (Nasrulloh, 2017) and (Putra, 2016).

In addition to changing human behavior, the Internet also has a significant impact on marketing strategies. Internet marketing, or e-marketing, refers to the use of internet technology as a means to convey messages to many people simultaneously and at once over a certain period of time. (Ensiklopedia, 2023). With the growing number of Internet users and social media, business operators have a great opportunity to market their products. The huge opportunity that exists in internet marketing with the term "red-hot", the Internet allows product marketing to be more helpful, because it provides more efficient marketing processes, faster responses, and lower costs.

Changes in consumer behavior and marketing are inseparable from global transformation and advances in information technology. Nowadays, the Internet has become a major source of information, giving consumers access to a variety of opinions, suggestions, and recommendations about products and brands.

The presence of social media as a means of interaction and sharing of consumer experiences has become a significant phenomenon that cannot be ignored in studying the dynamics of purchasing decisions. According to (Moriansyah, 2015) the digital age has an impact on consumer decision-making processes, where social media has a significant role to play, including in influencing the decision to buy a product.

Social media, as described by Nasrullah (2015), is a media platform that focuses on the presence of users, providing them with facilities to interact and collaborate. Therefore, social media can be seen as an online channel that strengthens interaction between users while forming social bonds between them. Social media, with the

capabilities it possesses, has the ability to perform the functions and roles of advertising in the business context quoted from (Putra, 2016). According to Kartajaya (2012) in (Riadi, 2020), advertising refers to any form of non-personal presentation and promotion of ideas, products, or services performed by a company. Today, competition in the business world requires marketers to continue to innovate in promoting their ideas, products, or services. In response to these demands, new ideas emerged to use social media as a new platform to present and promote ideas, products, or services non-personally by a particular company. This concept is known as Social Media Marketing.

Changes in the way humans communicate not only affect consumer behavior, but also have a significant impact on marketing strategies. The concept of internet marketing or e-marketing, which refers to the use of internet technology to deliver marketing messages efficiently, emerged as a response to the growth of Internet users and social media.

Social media marketing has become an integral part of modern marketing strategies, playing an important role in influencing consumer purchasing decisions. In this digital age, social media platforms like Instagram, Facebook, and TikTok provide opportunities for companies to interact directly with their potential customers. Through engaging visual content, product reviews, and customer testimonials, companies can build a positive brand image and strengthen relationships with consumers. Active customer interaction, quick response to questions, as well as product promotion through targeted advertising campaigns, are all social media marketing strategies that can influence purchasing decisions by providing relevant information and building customer confidence in brands and products offered. By understanding consumer preferences and behaviour through social media data analysis, firms can design marketing campaigns that are more effective and tailored to customer needs, producing a positive impact on their purchasing decision.

The research on "The Impact of Social Media Promotion and Word of Mouth on Purchasing Decisions: Case Studies on Noemie Cemilan Projects in Mamuju District" involves several relevant concepts and theories. As for the grand theory used in this research is the theory of marketing communication. In the article *tirto.id* (Maarif, 2023), explains the meaning of marketing communication theory. According to Philip Kotler and Kevin Lane Keller, marketing communication is a means by which a company seeks to inform, persuade and remind consumers both directly and indirectly about the products and brands that the company sells, and according to William G. Nickles, who argues that marketing communication as a process of exchange of information carried out persuasively (convincing subtly) so that the marketing process runs effectively and efficiently.

The research was conducted on the Cemilan Noemie business, a private enterprise that was newly established in June 2023. As a business owner who is

engaged in the culinary field with snack and snack offerings, it is important for the writer to understand that consumers know a lot about this business through oral information. To overcome this challenge, it is important for Cemilan Noemie to know the impact of implementing marketing strategies through social media and word of mouth. By understanding similar experiences in other food, where customers feel less satisfied with the product offered, but through social media the product appears attractive, Cemilan Noemie can improve the image and attract more customers by leveraging the potential of social media and oral recommendations.

RESEARCH METHOD

The study uses a quantitative approach to investigate the influence of promotion through social media and word of mouth on consumer purchasing decisions. The quantitative approach was chosen because it allows for more focused analysis of numerical data, which can be processed through statistical methods to identify patterns and intervariable relationships. Each variable, including promotion through social media and word of mouth, will be determined and measured using different numerical symbols according to relevant information. With this approach, quantitative calculations can be carried out systematically, allowing for more in-depth conclusions and generalizations that apply in the context of consumer purchasing decisions.

The research will be carried out through a survey method, where data will be collected from respondents using structured questionnaires. The questionnaire will be specifically designed to dig specific information about consumer perceptions of promotion through social media and word of mouth and its impact on purchasing decisions. Using this survey tool, we can collect numerical data that can be quantitatively analyzed, helping us understand the extent to which these two factors influence consumer purchasing decisions.

Population is all objects, all symptoms and all occurrences of events to be selected must be in accordance with the problem to be examined. According to (Sugiyono, 2017) says the population is a generalization region consisting of objects/subjects that have certain qualities and characteristics that are determined by the examiner to be studied and then drawn its conclusions.

The sample is part of the number of characteristics that the population possesses. Researchers use the type of sample that is included in nonprobability sampling, i.e. accidental sampler technique selected based on the convenience or availability of the researcher and Accidental Sampling is a need-based sampler technology, that is, anyone who accidentally encounters the researchers can be used as a sample of the research if the person is considered suitable as a data source. (Sugiyono, 2017). According to (Istiqomah, 2021) Research instruments are used as a means to connect between the subject and the object of research. The degree of data

accuracy in reflecting the concept to be measured depends heavily on the choice of instruments used to gather information. The essence of a research instrument is its ability to carefully dig the information needed in research, by reference to a pre-defined variable indicator.

RESULT AND DISCUSSION

Based on the analysis of Social Media Promotion (X₁), Word of Mouth (X₂), and Purchase Decision (Y) on the Noemie snack business in Mamuju district, it can be described as follows: 1. Social Media promotion Social media promotion is an important marketing strategy in increasing the visibility and attractiveness of products in the digital age.

Based on the results of the research that has been outlined, on the impact of the quality of service on customer satisfaction of Sinar Laundry in Gowa District, it has been found that the service quality has a positive and significant influence on the customer's satisfaction. This is obtained from the analysis using SPSS 24, where the variable X (quality of service) influences the Y variable. (kepuasan pelanggan). This means, the better the quality of service provided, the higher the customer satisfaction rate.

Based on the results of the descriptive analysis that has been carried out, it is apparent that social media promotions conducted by the Noemie Cemilan Store have a number of characteristics that play an important role in influencing consumer purchasing decisions. Social media promotion in noemie cemilan store is done by displaying products in an attractive way and following relevant culinary trends, presenting clear, interesting, understandable content, as well as responsive in interacting with consumers through social media platforms. This strategy is effective because consumers are interested in the visualization of products that appeal to taste and are relevant to the latest trend, which encourages them to try the product. Easy to understand promotional content also helps consumers to make a quicker and easier decision to buy. In addition, the responsive interaction of the store increases the sense of connectivity and consumer confidence in the Noemie Cemilan Store, which in turn makes the consumer more comfortable and confident to make a purchase.

Overall, the combination of exciting product presentations, quality content, and responsive interaction on social media has successfully increased brand awareness, consumer engagement, and customer satisfaction, which significantly contribute to the purchase decisions at Noemie's Cemilan Store.

Furthermore, based on statistical tests that have been carried out, promotions on social media (X₁) have a significant influence on consumer purchasing decisions on Cemilan Noemie's business. It can be seen from a significant regression coefficient (0,320), a high t value (3,421), and low significance (0,001). This is in line with research (Putri et al., 2023), which says that the attractiveness of social media promotion

involves creating interesting promotional content and adding value to prospective buyers to make purchasing decisions. It can be concluded that the more active and creative social media promotions are, the greater the chances of improving consumer buying decisions.

Word of mouth is a very influential form of marketing, especially in building the trust and reputation of products in the eyes of consumers. Based on the results of the descriptive analysis that has been carried out, it is apparent that the word of mouth that occurs in the Noemie Cemilan Store has some characteristics that play an important role in influencing consumer purchasing decisions.

Word of mouth at Noemie's Cemilan Store involves the expertise of the interlocutor in recommending a product, the clarity of the information delivered, and the ability to explain the advantages of a product. The majority of respondents responded positively to these aspects, indicating that consumers feel confident and believe in the recommendations given. The expertise and clarity of this information makes it easier for consumers to understand the advantages of the product, which in turn increases their interest in buying.

The level of confidence of the respondents towards the interlocutors in the context of recommending products from the Noemie Cemilan Store is also high. This confidence becomes an important factor in influencing purchasing decisions because consumers tend to be more confident and interested in trying a product recommended by someone they trust. In addition, the honesty of the counterpart in giving product recommendations also received a positive response from the majority of respondents.

This honesty plays an important role in building and increasing consumer confidence. Consumers feel that the recommendations given are based on honesty, so they are more confident that the product they buy corresponds to what is described. Overall, the combination of expertise, trust, and honesty in the word of mouth at Noemie's Cemilan Store has successfully improved consumer confidence, customer satisfaction, and finally, purchasing decisions. This effective word of mouth is an important strategy that can serve as a benchmark for more effective marketing strategies in the future. Further on the basis of the statistical test results found significant regression coefficient values (0,656), high t values (5,228), and very low significance (0,000).

Based on the results of the research, it can be concluded that word of mouth has a positive influence on consumer purchasing decisions in Noemie district of Mamuju. This is in line with the research carried out by (Desya Natalia Harmadi & Alimuddin Rizal, 2022) that the positive variable word of Mouth have a positive and significant impact on purchase decisions. Promotion through social media has a significant impact because the content presented is interesting, clear, easy to understand, and follows the latest culinary trends. Product visualization that appeals to taste and content that is relevant to consumer interests is able to attract attention

and interest in trying the product. In addition, responsive interaction from the store increases the sense of connectivity and consumer confidence. All of this contributes to increased brand awareness and consumer engagement, which directly influences their purchasing decisions.

On the other hand, word of mouth involves the expertise, trust, and honesty of the counterpart in recommending a product. Consumers tend to be more confident and interested in trying a product recommended by someone they consider to have knowledge and expertise, as well as providing information honestly. This trust and confidence encourages consumers to be more confident in buying the recommended product. When these two strategies are used simultaneously, they complement and strengthen each other. Social media promotion attracts early attention and builds brand awareness, while word of mouth provides additional confidence and trust through personal recommendations. This combination creates a more comprehensive experience for consumers, from initial distraction to confidence in purchasing decisions.

Overall, the promotion strategy through social media and word of mouth used simultaneously by Noemie's Cemilan Store is able to create a strong attraction, boost consumer confidence, and ultimately, drive purchasing decisions. This supports previous research by (Seo et al., 2020), which showed a positive correlation between social media promotion and e-WOM, as well as its impact on trust and brand awareness.

CONCLUSION

From the results of research and data analysis, it can be concluded that: 1. From the analysis carried out, promotions in social media (X1) have a significant influence on consumer purchasing decisions on the business of Cemilan Noemie. 2. In addition, the promotion from mouth to mouth or word of mouth (X2) also has a significant impact on the decision of consumer purchase on the company. 3. The results of the research show that the promotion of social media as well as Word of Mouth jointly have a great influence upon the decision on the purchase in the store of noemie district of Mamuju.

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