

The Impact of Social Media Marketing and Brand Image on Purchasing Decisions at Babelmart Belitung

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ABSTRACT

Currently, marketing via platforms has become important for companies to reach consumers and build a strong brand image. This research aims to analyze the impact of Social Media Marketing (SMM) and Brand Image (BI) on purchasing decisions at Babelmart Belitung using quantitative methods and collecting data through questionnaires distributed to 160 Babelmart Belitung customers. The results show that Social Media Marketing (SMM) and Brand Image (BI) simultaneously significantly influence purchasing decisions. Social Media Marketing (SMM) increases consumer engagement and interaction, while strong Brand Image (BI) increases trust and loyalty. Partially, Social Media Marketing (SMM) has a positive effect on purchasing decisions, but Brand Image does not. Babelmart Belitung is advised to continue optimizing marketing activities on social media and strengthening Brand Image (BI) to increase sales and customer satisfaction.

INTRODUCTION

Digital marketing and brand image are two important things that cannot be separated from a company. Digital marketing is one of the marketing activities carried out through digital media to reach and obtain a wider target market using various media such as websites, social media, email and blogs (Na'ilah, 2023). Digital marketing is a breakthrough that can be used to start a business without spending a lot of capital. If you start a business using digital marketing, you don't need to spend promotional costs such as printing banners, making brochures and posters, advertising your business in newspapers and magazines and so on. Digital marketing is also able to reach a wider market so that it can market products efficiently. Promotion costs through advertising such as Facebook and Instagram can also be adjusted to your budget. Apart from saving your budget, digital marketing also has many benefits. Since the world experienced digitalization, it has become easier for people to follow various trends, for example using social media, watching videos and streaming, spreading various music trends, memes, films, challenges, and so on. Various marketing methods that take advantage of trends in digital marketing are also emerging quickly, for example by creating interesting content such as social experiments, creative animated videos, humorous content, and so on.

Social media marketing is a form of digital marketing that uses social media and website. Social media is considered one of the best ways for businesses to promote their products to potential customers. Social media users seek rankings and customer reviews of specific products before making purchasing decisions to market business products or services through paid and organic means (Nursetyowati, Angelina, Widyaningrum, & Basory, 2023).

This marketing can interact directly with customers, resolve questions and complaints, announce new products and services, get feedback and recommendations, and build customer communities. Social media marketing will involve several activities, such as building a presence on social networks, spreading brand awareness, engaging customers through uploaded content and increasing ROI (Return of Investment) conversions, directing traffic to websites, and so on. Choosing a social media marketing platform is also important. This is because it is related to the suitability of the target market that has been created. So, the success of the marketing strategy that has been created will be related to the social media marketing platform used. Business development requires strong data analysis from social media marketing. Data analysis is carried out, such as analysis of engagement and reach, target market, and so on. It would be good in carrying out social media marketing to be able to integrate big data management (Himma, 2022).

Based on Ahdiat's survey results (2022), consumers spend an average of 148 minutes per day accessing social media. Compared to other media such as conventional TV, music streaming, online TV, online media, even game consoles, social media is much more widely accessed by consumers. Based on survey results as of April 2023 by Annur (2023), Indonesia is the country with the largest number of Facebook users in the world after India and the United

States, so Facebook is still very effective for use as a marketing medium. Not only local people can see it, but also national and even international people can also see digital promotions from Babelmart. The main goal of digital marketing is to promote products or services using digital technology. Digital marketing can enable businesses to reach a wider audience and connect with potential customers in real-time, ultimately driving more traffic and increasing sales (Firlyana, 2023). According to research conducted by Pertiwi & Sulistyowati (2021), the results of this research are that social media marketing strategies have a significant influence on purchasing decisions.

According to Destianam (2022), brand image is a consumer perception that is built from the experience of interacting with a brand or information from other parties. Consumer experience is the main determining factor or indicator of brand image. Therefore, creating a pleasant consumer interaction experience is one way to build a brand image. GreatNusa (2022) stated that every company tries to build a strong image because it helps fulfill their business motives. Research conducted by Fauziah (2019), shows that the three independent variables, namely Sales Promotion (X1), Brand Image (X2), Instore Display (X3) are proven to have a significant effect on the dependent variable, namely purchasing decisions (Y).

According to Riadi (2020), purchasing decisions are a process of making consumer decisions about purchases that combine knowledge to choose two or more alternative products available which are influenced by several factors, including quality, price, location, promotion, convenience, service and others. . Decision making by consumers to purchase products or services begins with awareness of fulfilling needs or desires and realizing that there are further problems, then consumers will carry out several stages which ultimately reach the post-purchase evaluation stage. Purchasing decisions are taken after going through several calculations and considering alternatives. Before a choice is made, there are several stages that the decision maker may go through. The specific purchasing decision process consists of the following sequence of events, namely: recognition of the need problem, information search, evaluation of alternatives, purchase decision and post-purchase behavior. Several factors that can influence purchase decision include product quality, price, brand image, and also marketing activities, including event marketing, influencer influence, and electronic word of mouth (Altair, Taneo, & Widyaningrum, 2024).

In research by Onsardi, Ekowati, Yulinda, & Megawati (2022), the results of this research analysis prove that digital marketing and brand image have a positive and significant influence on purchasing decisions.

Babelmart is one of the well-known and developing supermarkets in the city of Tanjungpandan, Belitung. Just like other minimarkets, Babelmart sells all kinds of daily necessities such as household tools, snacks, drinks, basic commodities such as rice, oil, flour, etc., toiletries, medicines, and can even

carry out transactions such as paying for electricity, paying BPJS, pay for motorbike credit, and so on. One of the differences that Babelmart has is that there is a special place for products from Belitung MSMEs, so indirectly Babelmart also helps local MSMEs to continue to develop.

Babelmart first used social media as a means of digital marketing and brand image in 2014. Until now, Babelmart's social media is still active and continues to be managed and developed. Babelmart has social media marketing by utilizing social media which is widely used by the public and one of them is Instagram. The presence of social media marketing means that information can be disseminated easily and cheaply. Therefore, companies are required to be able to package information so that it is attractive and able to attract consumers to buy the products offered. The following are several examples of managing Babelmart's social media marketing via Instagram social media.

Babelmart uses various features on Instagram such as feeds, reels, and highlights with the aim of sharing promotional content to attract consumer attention and interest. The phenomenon of successful marketing through social media which has become increasingly widespread recently is proof of the increasing importance of the existence of social media in marketing which makes it easier and pampered for consumers. In the current era of technology 4.0, the role of social media cannot be ignored because it has become a societal need. Here companies are required to be able to achieve better user value than competitors by implementing a competent marketing strategy (Dahmiri et al, 2022).

Social media has a role as a means of business development in increasing customer engagement and increasing the level of customer trust and loyalty towards a business. Apart from that, social media is also a means to represent the business you run. This means that a company can show its business characteristics through social media management, from design to shared content. This will make it easier for consumers to recognize certain brands or businesses (Herdiyani et al, 2022).

Apart from using social media as a marketing strategy, Babelmart often carries out CSR activities such as providing THR to underprivileged communities, providing scholarships, conducting blood donation activities, holding competitions for kindergarten and elementary school children, and so on. This activity also aims to ensure that the brand image of Babelmart continues to be good and useful and has an impact on the people of Belitung. This research was also conducted to measure how big the impact of social media marketing carried out by Babelmart and Babelmart's brand image is on purchasing decisions.

Currently, Babelmart has had national competitors, namely Alfamart and Indomaret, in 2023. Several of these market brands already have several branches on Belitung Island. Initially, this market was rejected by the people of Belitung because they were worried that it could threaten the existence of small stalls and grocery stores in the local community, but the government took a policy by increasing the selling prices of products at Alfamart and Indomaret. Apart from that, Indomaret itself has signed a commitment with the East

Belitung Regency Government as a form of synergy between the regional government and the private sector. One of them is accommodating local workers and MSME products. Then, carry out modern retail management training for local traders, carry out social responsibility (CSR), and provide business areas (tenants) for the community in the Indomaret outlet yard (Belitim, 2023).

PT Indomarco Prismatama or Indomaret places great importance on building customer awareness regarding the sense of trust and satisfaction that is always maintained so that they continue to shop at Indomaret, on social media Instagram Indomaret has its own way of maintaining customer trust and satisfaction by packaging what is being targeted as attractively as possible. possible and through social media it is created in such a way that messages or promotions can be conveyed (Wahyudiputra & Setiawati, 2023).

Currently, Indomaret has 8,814 outlets in Java, Madura, Bali, Sumatra, Sulawesi and West Nusa Tenggara, the ownership distribution system is 60% company-owned outlets and 40% franchisee-owned outlets. Now the existence of Indomaret is increasingly strengthened by the presence of Indogrosir which is a subsidiary with a wholesale center business concept (Iswanto, 2022). The use of e-commerce is also used by PT. Indomarco Prismatama is a website-based and application-based shopping system called Klik Indomaret (Arisontha et al, 2023).

Apart from Indomaret, Babelmart's competitors that need to be considered are PT Sumber Alfaria Trijaya, Tbk, also known as Alfamart, which is one of the largest retail companies in Indonesia, PT Sumber Alfaria Trijaya TBK or better known by the Alfamart trademark, has 32 branches throughout Indonesia. , with a total number of employees reaching more than 120,000 people (Husnah et al, 2023). In its history, Alfamart won the Social Media & Digital Marketing Award in 2016. Of course, this award is seen from how Alfamart builds two-way interactive communication for consumers and internal employees via social media.

The description of the Indomaret and Alfamart companies describes the use of social media as a marketing strategy and success in managing their social media so that these two companies are among the largest retail companies in Indonesia. Therefore, Babelmart Belitung needs to determine a social media marketing strategy and build a brand image to influence consumer purchasing decisions. Based on the background explanation described previously, the author wrote a thesis with the title "The Impact of Social Media Marketing and Brand Image on Purchasing Decisions at Babelmart Belitung."

THEORETICAL REVIEW

Digital Marketing and Social Media Marketing

Strategy is the tactical planning an organization uses to achieve long-term goals and can be measured by its weaknesses and strengths once implemented (Juneda, 2019). Digital marketing, according to Rahastine & Wulandari (2020), is the activity of utilizing the internet and social media for promotion, emphasizing creativity to attract consumer attention. Chaffey & Smith (2017) added that

digital marketing uses digital platforms to promote products and services and create customer engagement. Social media has become the main source of information that allows wide participation and sharing of information (Disnakertransntb, 2020). Social media marketing, according to Tuten and Solomon (Taan et al., 2021) is an activity that utilizes technology to create valuable communications for an organization, while Gunelius (Alfiraa, 2022) calls it marketing that builds awareness and action for brands through the social web. Himma (2022) emphasizes the importance of social media marketing in increasing brand awareness, user engagement, understanding competitor strategies, and knowing customer responses. Indicators include content creation, content sharing, connecting, and community building (Taan et al., 2021).

According to research conducted by Wiranata, Agung, & Prayoga (2021), it shows that if Digital Marketing, Product Quality and Brand Image increase, the decision to purchase bread at Holland Bakery Batubulan also increases. Apart from that, research conducted by Onsardi, Ekowati, Yulinda, & Megawati (2022) also shows that digital marketing can have a positive and significant influence on purchasing decisions. Therefore, this research raises the following hypothesis.

H1: Social media marketing has a positive effect on purchasing decisions.

Brand Image

Brand image is an aspect of building customer trust and loyalty, where positive brand perceptions can be strengthened through digital marketing strategies and social media (Keller & Swaminathan, 2020). Effective integration of these two methods can create an engaging and consistent shopping experience (Ryan & Jones, 2012). To build a strong brand image, there are three main components that need to be considered, namely Corporate Image, User Image and Product Image (Great Nusa, 2022). For example, Babelmart, a local minimarket in Bangka Belitung Province, has succeeded in maintaining a positive brand image with strategies such as using the tagline "Close, Economical and Complete" as well as through CSR activities that support local communities.

According to research conducted by Assidiq, Oktaviani, & Sandhi (2022), it shows that brand image, both partially and simultaneously, has a positive and significant effect on purchasing decisions for telemedicine products among Halodoc consumers in Jabodetabek. However, research conducted by Alwendo (2022) shows that brand image partially has no effect on the purchasing decision variable for CAPAYA products. Therefore, this research raises the following hypothesis.

H2: Brand image has a positive effect on purchasing decisions.

Purchase Decision

Purchasing decisions are a process in consumer behavior that is influenced by factors such as product, price, promotion and location (Hestanto, 2019). In the retail and supermarket context, digital interactions and social media can strengthen a brand's brand image, increase customer trust, and influence purchasing decisions. For example, Babelmart, which uses a weekly promotion strategy on Facebook and focuses on economical prices and consistent product

quality, has succeeded in maintaining customer trust and influencing them to choose to shop at this supermarket.

According to research conducted by Fitriana & Aurinawati (2020), marketing through digital media has a significant effect on increasing brand awareness and brand image so that it can influence purchasing decisions for Monggo Chocolate products in Yogyakarta. Apart from that, research conducted by Onsardi, Ekowati, Yulinda, & Megawati (2022) also shows that digital marketing and brand image have a positive and significant influence on purchasing decisions. Therefore, this research raises the following hypothesis.

H3: Social media marketing and brand image together have a positive effect on purchasing decision

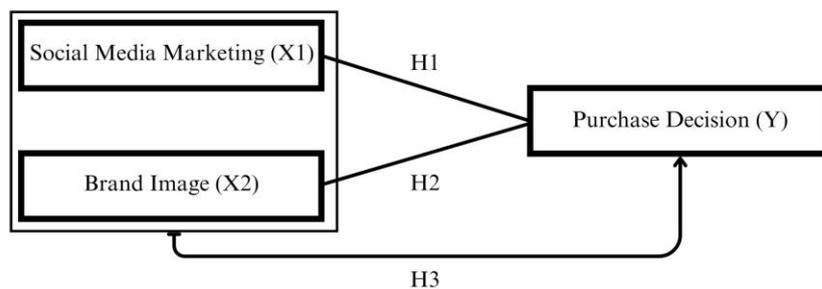


Figure 1. Conceptual Framework

METHODOLOGY

This research uses associative quantitative methods to identify the influence of social media marketing (X1) and brand image (X2) on purchasing decisions (Y) at Babelmart. This research involved incidental sampling with a sample size of 161 respondents selected purposively from Babelmart consumers. Data collection was carried out through distributing a Google Form-based questionnaire which used a Likert scale to measure these variables. The collected data will be processed and analyzed using SPSS software to test the relationship between the variables studied. This method is expected to provide an in-depth understanding of how social media marketing and brand image influence consumer purchasing decision behavior at retailers such as Babelmart.

RESULTS

Respondent Identification

Table 1. Respondent Identification

	Frequence	Percentage
Age		
17-25	67	41.98%
26-35	40	25%
36-45	30	18.8%
>45	23	14.4%
Gender		
Male	68	42.5%

Female	92	57.5%
How often do you use Babelmart Belitung services/products?		
0-1 time	17	10.6%
2-5 times	85	53.1%
>5 times	58	36.3%
Total	160	100%

Table 2. Validity Test Results

Variable	Indicator	R Count	≈	R Table	Description
Social Media Marketing	X1.1	0.832	>	0.361	Valid
	X1.2	0.874	>	0.361	Valid
	X1.3	0.873	>	0.361	Valid
	X1.4	0.896	>	0.361	Valid
	X1.5	0.790	>	0.361	Valid
Brand Image	X2.1	0.776	>	0.361	Valid
	X2.2	0.660	>	0.361	Valid
	X2.3	0.640	>	0.361	Valid
	X2.4	0.696	>	0.361	Valid
	X2.5	0.824	>	0.361	Valid
Purchase Decision	Y1	0.834	>	0.361	Valid
	Y2	0.885	>	0.361	Valid
	Y3	0.907	>	0.361	Valid
	Y4	0.872	>	0.361	Valid
	Y5	0.866	>	0.361	Valid

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Description
1	Sosial Media Marketing (X1)	0.902	Reliable
2	Brand Image (X2)	0.819	Reliable
3	Purchase Decision (Y)	0.921	Reliable

Table 4. Descriptive Analysis

Indicator		Response				Average
		SS	S	TS	STS	
X1.1	F	90	59	8	4	3.46
	%	55.9%	36.6%	5%	2.5%	
X1.2	F	84	64	8	5	3.41
	%	52.2%	39.8%	5%	3.1%	

X1.3	F	87	58	11	5	3.41
	%	54%	36%	6.8%	3.1%	
X1.4	F	80	65	11	5	3.67
	%	49.7%	40.4%	6.8%	3.1%	
X1.5	F	72	76	9	4	3.34
	%	44.7%	47.2%	5.6%	2.5%	
X2.1	F	89	58	10	4	3.44
	%	55.3%	36%	6.2%	2.5%	
X2.2	F	95	55	8	3	3.50
	%	59%	34.2%	5%	1.9%	
X2.3	F	91	55	10	5	3.44
	%	56.5%	34.2%	6.2%	3.1%	
X2.4	F	93	55	10	3	3.47
	%	57.8%	34.2%	6.2%	1.9%	
X2.5	F	98	49	7	5	3.46
	%	61.6%	30.8%	4.4%	3.1%	
Y1	F	98	50	10	2	3.50
	%	61.3%	31.3%	6.3%	1.3%	
Y2	F	97	50	9	4	3.48
	%	60.6%	31.3%	5.6%	2.5%	
Y3	F	99	48	9	4	3.49
	%	61.9%	30%	5.6%	2.5%	
Y4	F	96	53	7	4	3.48
	%	60%	33.1%	4.4%	2.5%	
Y5	F	90	56	11	3	3.43
	%	56.3%	35%	6.9%	1.9%	

Based on respondent data on various indicators measured in this research, it can be concluded that the majority of respondents gave a positive assessment of Babelmart's social media marketing (X1) and brand image (X2), with the average score showing a strong tendency in the "Agree" category. (S) and "Strongly Agree" (SS). For example, indicator X1.1 (Quality writing) has an average of 3.46 with 55.9% of respondents choosing "Strongly Agree" and 36.6% "Agree". The same thing can also be seen in brand image indicators such as X2.5 (company competency) with an average of 3.46 and 61.6% of respondents choosing "Strongly Agree". Purchasing decisions (Y) also show a positive trend, where the Y1 indicator (Product Stability) has an average of 3.50 with 61.3% of respondents "Strongly Agree". Overall, these results show that social media marketing and the Babelmart brand image have a positive influence on consumer purchasing decisions, with the majority of respondents feeling satisfied and motivated to make repeat purchases.

Figure 2. Normal Probability Plot

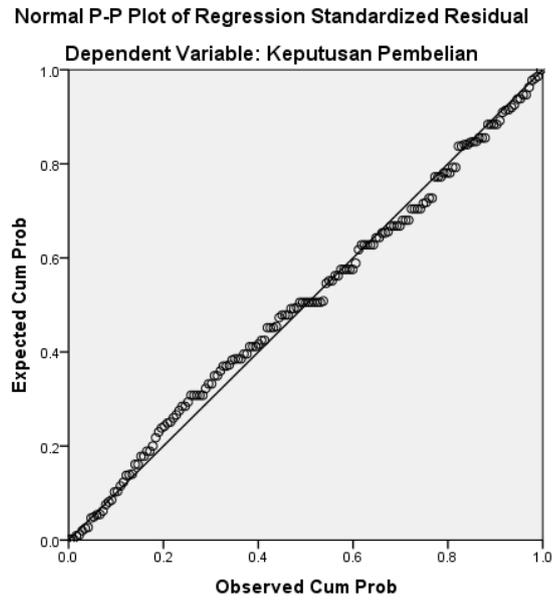


Table 3. Classical Assumption Test

Variabel	Collinearity Statistics		Description
	Tolerance	VIF	
Social Media Marketing	0.328	3.047	Multicollinearity Free
Brand Image	0.328	3.047	

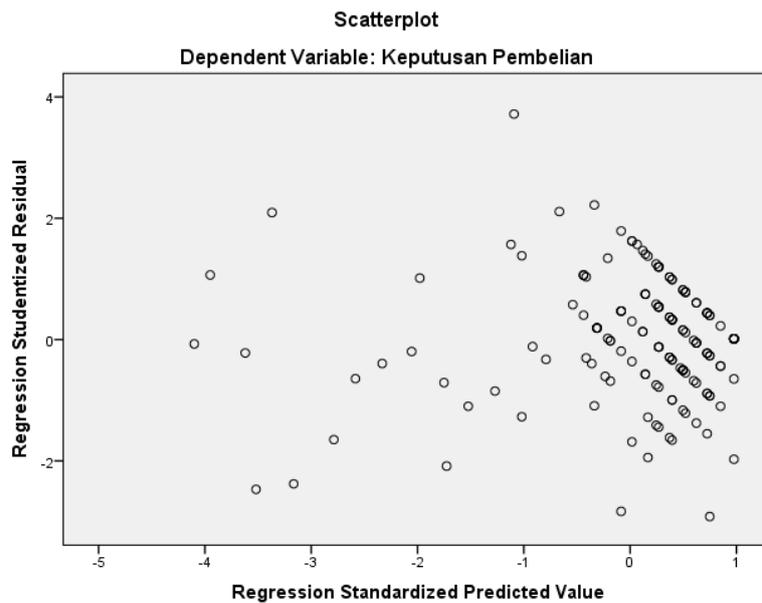


Figure 3. Scatter Plot

Dependent Variable	Independent Variable	Coefficients
Purchase Decision	(Constant)	2.040
	Social Media Marketing	0.320
	Brand Image	0.577

These results are entered into the multiple linear regression equation so that the following equation is known:

$$Y = 2,040 + 0,320.X_1 + 0,577.X_2 + e$$

Dependent Variable	F	Sig.
Purchase Decision	222,977	0.000

Dependent Variable	Independent Variable	T	Sig.
Purchase Decision	(Constant)	2.750	0.007
	<i>social media marketing</i>	4.579	0.000
	<i>brand image</i>	8.058	0.000

Dependent Variable	R	R Square	Adjusted R Square
Purchase Decision	0.859	0.738	0.735

Based on the results of multiple linear regression analysis, this research reveals that social media marketing and brand image variables have a significant and positive influence on purchasing decisions at Babelmart. The results of the F test show that simultaneously, the two independent variables are able to explain variability in purchasing decisions, with a calculated F value of 222.977 which far exceeds the F table and a significance of 0.000 which is below the level of significance of 5%. Partially, the T test shows that the social media marketing variable has a tcount of 4.579 and a significance of 0.000, which means that this variable has a significant effect on purchasing decisions. On the other hand, even though brand image also has a high t-value (8.058) and a significance of 0.000, the T test results show that this variable does not have a partially significant effect on purchasing decisions.

The coefficient of determination (R Square) of 0.738 indicates that 73.8% of the variability in purchasing decisions can be explained by social media marketing and brand image variables, while the remaining 26.2% is influenced by other factors not examined in this research. The R value of 0.859 indicates that there is a close relationship between purchasing decisions and the independent variables. The results of the normality test show that the data is normally distributed, the multicollinearity test ensures that there is no relationship between independent variables with a VIF value below 10 and a

tolerance value above 0.1, as well as the heteroscedasticity test which shows that there is no particular pattern in the residual scatter plot, confirming the regression model this satisfies the classical assumptions. Therefore, social media marketing and brand image are proven to play an important role in increasing purchasing decisions at Babelmart, so that improvements in these two aspects are expected to encourage further sales increases.

DISCUSSION

The research results show that social media marketing has a significant impact on consumer purchasing decisions at Babelmart, with a t value of $4.579 > 1.654$ and a significance of $0.000 < 0.05$, so that H1 that social media marketing has a positive effect on purchasing decisions is accepted. This finding is consistent with previous research by Wiranata, Agung, & Prayoga (2021) which found that digital marketing had a positive effect on bread purchasing decisions at Holland Bakery Batubulan, as well as research by Onsardi, Ekowati, Yulinda, & Megawati (2022) which showed that digital marketing positively influences consumer purchasing decisions at Lena Ms Glow Bengkulu.

Brand image has a significant impact on consumer purchasing decisions. A strong and positive brand image helps build trust, creates customer loyalty, differentiates the brand from competitors, increases perceived product value, reduces perceived risk, and creates positive emotional associations. The research results show that brand image has a significant impact on consumer purchasing decisions at Babelmart Belitung, with a t value of $8.058 > 1.654$ and a significance of $0.000 < 0.05$, so H2 that brand image has a partial positive effect on purchasing decisions cannot be accepted. This is in line with research by Alwendo (2022) which found that brand image did not partially influence the decision to purchase Capaya products, as well as research by Istiyanto & Nugroho (2017) which showed that brand image did not significantly influence the decision to purchase LCGC cars in Surakarta.

Based on the test results that have been carried out, it shows that there is a significant influence of social media marketing and brand image together on purchasing decisions at Babelmart, so that H3 is accepted. This was obtained through a simultaneous F test with an F test statistical value of 222.977 with a probability of 0.000, which means the F test statistical value is $222.977 > F$ table 2.699 or probability $<$ level of significance ($\alpha = 5\%$). This shows that there is a significant simultaneous influence of social media marketing and brand image on purchasing decisions at Babelmart. This research is supported by the research results of Fitriana & Aurinawati (2020) which found that digital marketing had a significant effect on increasing brand awareness and brand image, which in turn influenced purchasing decisions for Monggo Chocolate products in Yogyakarta. In addition, research by Assidiq, Oktaviani, & Sandhi (2022) shows that digital marketing and brand image, both partially and simultaneously, have a positive and significant effect on purchasing decisions for telemedicine products among Halodoc consumers in Jabodetabek.

CONCLUSIONS AND RECOMMENDATIONS

This research aims to analyze the influence of social media marketing and brand image on purchasing decisions at Babelmart Belitung. The research results show that social media marketing has a significant influence on purchasing decisions, meaning that the better the social media marketing strategy implemented, the higher the consumer purchasing decisions at Babelmart Belitung. However, brand image does not show a significant influence on purchasing decisions, indicating that there are other factors that are more dominant in influencing consumer behavior. Therefore, Babelmart needs to understand consumer preferences and priorities better and may have to adjust their marketing strategy to focus more on other factors such as product quality, competitive prices, ease of access, and customer experience.

Based on these conclusions, several suggestions are given for companies and future researchers. Companies are expected to be able to maintain product quality, provide superior service, branding consistency, build a positive reputation, provide a memorable consumer experience, and continue to innovate. For future researchers, it is recommended to add other variables that can influence purchasing decisions and expand the research to other areas to see the consistency of these findings. Apart from that, companies can improve their brand image by maintaining product and service quality, innovating, accommodating customer reviews and testimonials, and collaborating with related parties. The implementation of this strategy is expected to improve the Babelmart Belitung brand image and have a positive impact on consumer purchasing decisions.

FURTHER STUDY

This research only took samples from Babelmart Belitung consumers, so that the results can be developed for a wider scope in further research. The quantitative method used emphasizes the amount of data to generalize the results, but can reduce the quality of the data obtained. Therefore, it is hoped that further research will be carried out periodically and use qualitative methods or a mixture of qualitative and quantitative to increase the confidence of the results based on the quantity and quality of respondents. In addition, due to the limitations of research variables, it is possible that other relevant variables were not included. The coefficient of determination (R^2) of this study was only 73.8%, indicating there are additional variables that may not have been addressed.

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