

THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE AND PRODUCT QUALITY PERCEPTION ON PURCHASING DECISIONS (Study on Consumers of Starbucks Coffee Shop Semarang)

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ABSTRACT

A sample of 110 respondents with purpose sampling techniques and methods in analyzing validity tests, reliability tests, t tests, determination coefficient (R²), F tests and multiple regression analysis with SPSS tool version 25 showed that Media Social marketing has a positive and significant effect on the decision to purchase Starbucks product, Brand Image a positive and significant effect on the decision to purchase Starbucks product, and perception of product quality has positive and significant effect on the decision to purchase product Starbucks

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1. INTRODUCTION

In Indonesia, the coffee shop business is very prospective. The growth of the middle class and lifestyle has also encouraged the consumption of processed coffee products to increase by an average of more than 7% every year. In addition, the State of Indonesia is classified as a country that has 11 coffees with unique flavors. There are several well-known coffee shops that compete fiercely. However, at this time there is one coffee shop that is top of mind among the Indonesian people, namely Starbucks Coffee. Starbucks Coffee is the easiest coffee shop to find even in any part of the world. This is a phenomenon that is quite interesting to see the development of Starbucks which began as a small coffee shop located in Seattle, United States. The spread of Starbucks coffee products is very fast with the existence of social media such as Facebook, Twitter and Instagram which presents a variety of very informative and interesting information that reaches all its fans around the world. According to the Top Brand Award phase 2 2019 Starbucks coffee is still leading as the first coffee shop and the Top Brand Index Phase 2 2020 Starbucks is still leading in the first position.

Based on the results of the Euromonitor 2020 report, many coffee shops carry out various strategies to retain consumers and always strive to continue to bring in new consumers, namely by providing facilities such as comfortable places and other supporting facilities audits and the frequency of board of commissioners meetings as a proxy for corporate governance mechanisms has a significant effect on risk disclosure. We can find out the Café Kopi brand that is very consistent and always occupies the top position is Starbucks. Seeing the increasingly fierce competition conditions, every food and beverage industry business needs to increase the strength that exists in its company by bringing out the differences or uniqueness that the company has compared to competitors to be able to attract consumer purchasing decisions. The brand image attached to Starbucks is Starbucks as the third place to break away from the real world after home and office. Starbucks prioritizes personal equality and luxury that can be enjoyed by people who want to pamper themselves with the best coffee experience provided.

Based on the phenomena and research results described above, it can be concluded that social media marketing, brand image and perception of product quality are very important factors for purchasing decisions. This prompted the author to conduct a study with the title "The influence of social media marketing, brand image, and product quality perception on Starbucks coffee purchasing decisions (case study on consumers of Starbucks coffee shop Gajahmada Semarang)".

2. METHOD

The type and source of data used in this study is Primary Data. Primary data is data obtained directly from the first source. Methods that can be used to collect primary data are through interviews, dissemination of questionnaires and direct observation to individuals or individuals. In this study, data were taken from questionnaires filled out directly by respondents.

This study uses quantitative methods, namely analyzing data and matters relating to numbers or calculation formulas used to analyze the problem being studied. Data analysis using multiple linear regression. In regression analysis, the dependent variable is often influenced not only by quantitative variables according to the scale, but also by qualitative variables.

3. RESULT AND DISCUSSION

Descriptive Statistics

In this study, researchers distributed questionnaires of 100 respondents. The questionnaire is first conducted with a descriptive analysis of the respondent's overview, so that it will provide a comprehensive picture of the respondent. In detail, respondents can be grouped by gender, age, employment, income, total transactions, and total costs incurred as well as the reason for purchase at Starbucks.

Validity and Reability Test

The results of the questionnaire distribution to 100 respondents obtained the following results:

Table 1. the questionnaire distribution

Variabel	KMO > 0,5	Item	Componen Matrix	Standar Loading	kriteria
Social media marketing (X1)	0,839	Online Community Level	0,912	> 0,4	Valid
		Interactions	0,907	> 0,4	Valid
		Conten Sharing	0,878	> 0,4	Valid
		Aksebility	0,846	> 0,4	Valid
Brand Image (X2)	0,733	Reputasi	0,879	> 0,4	Valid
		lifestyle	0,876	> 0,4	Valid
		Varies	0,898	> 0,4	Valid
Perception of Quality Product (X3)	0,910	Good Performance	0,851	> 0,4	Valid
		Privilage	0,921	> 0,4	Valid
		Reability	0,762	> 0,4	Valid
		Kesesuaian kualitas	0,741	> 0,4	Valid
		resistance	0,814	> 0,4	Valid
		Service	0,906	> 0,4	Valid
		Asthetic Value	0,831	> 0,4	Valid
		Quality	0,849	> 0,4	Valid
Purchase Decision (Y)	0,852	Produc Varies	0,870	> 0,4	Valid
		Lifestyle	0,878	> 0,4	Valid
		Purchase Chanel	0,789	> 0,4	Valid
		Timing	0,834	> 0,4	Valid
		Payment metode	0,898	> 0,4	Valid

The validity test results show that the KMO value in each item is more than 0.5 and sig. Bartlett's test > 0.05, while the loading factor value is more than 0.4 so that the questionnaire from the variables of social media marketing, brand image and product quality perception of purchasing decisions is valid to be used as a variable measuring tool and can be analyzed further.

Reliability and F Test

Table 2. Reliability Test

Variabel	Cronbach Alpha	Standart Value	Keterangan
Social Media Marketing (X.1)	0,907	> 0,70	Reliable
Brand Image (X.2)	0,858	> 0,70	Reliable
Perception Quality Product (X.3)	0,934	> 0,70	Reliable
Purchasing Decision (Y)	0,907	> 0,70	Reliable

Reliability test results are known to show that each variable of Social Media Marketing, Brand Image and Product Quality Perception has an influence on Purchasing decisions. The result of Cronbach Alpha X1, X2, X3 and Y values is greater than (> 0.70). Thus, all variables studied are reliable and can be carried out further analysis.

Table 3. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	45.908	3	15.303	192.242	.000
Residual	7.642	96	.080		
Total	53.550	99			

The table shows the test results – F of significance $000 < 0.05$. This shows that social media marketing, brand image, and product quality perception together influence purchasing decisions so that it is said that the model is feasible (fix) for further analysis.

The coefficient of determination (R)

The coefficient of determination (R) is used to measure how much an independent variable is capable of explaining a dependent variable.

Table 4. The coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926	.857	.853	.28214

Based on the table above, it shows that the Adjusted R Square value is 85.3%. This means that the ability of social media marketing variables, brand image and product quality perception in explaining purchasing decisions is quite good because the result of the coefficient of determination is more than 50%.

Hypothesis Test

Hypothesis test is carried out based on the test – t. This test is used for knowing the influence of independent variables on dependent variables singly or partially. The existence of partial influence can be seen from the sig value. ≤ 0.05 . then the following proofs can be carried out:

Table 5. Hypothesis Test

Variabel	Hipothesis		
	Beta	T	Sig.
Social media marketing	0,266	3,391	0,001
Brand Image	0,193	2,746	0,007
Perceocion Quality Product	0,516	5,801	0,000

- Test results – t Social media marketing on purchasing decisions can have a significance of $0.001 < 0.05$. This means accepting the hypothesis that social media marketing has a positive effect on purchasing decisions. This means that the higher the popularity on social media, the more it will affect the purchase decision.
- Test results – t Brand image of the purchasing decision in can be significance $0.007 < 0.05$. This means accepting the hypothesis that states Brand image has a significant positive effect on purchasing decisions, meaning that the stronger a brand or company brand is, the more it will increase purchasing decisions.
- Test results – t Perception of product quality towards purchasing decisions can sig $000 < 0.05$. This means accepting the hypothesis that states Perception of product quality has a positive and significant effect on purchasing decisions, meaning that the higher the public perception of the quality of starbuck products, the more it will improve purchasing decisions.

4. CONCLUSION

Social Media Marketing has a significant positive effect on buying decisions at Starbuck. This shows that the better digital marketing or social media marketing will certainly increase purchasing decisions. Brand image has a positive and significant effect on purchasing decisions at Starbuck. This shows that strong and popular brand image can improve purchasing decisions. The perception of product quality has a positive and significant effect on purchasing decisions at Starbuck. This shows that the better the perception of product quality in society, the more it improves purchasing decisions

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