
Analysis of Social Media Marketing and Content Marketing on Purchase Decisions on MSMEs Fostered by Cinta Ayah Bunda Foundation Bandung

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ABSTRACT

The objective of this research is to determine whether there is an influence of Social Media and Content Marketing implemented in MSMEs under the guidance of Yayasan Cinta Ayah Bunda (YCAB) in Bandung on consumer purchasing decisions. The study involved 100 consumers from MSMEs under YCAB as samples, with data collected through questionnaire distribution via Google Form. The research methodology employed a descriptive-verification quantitative approach with multiple linear regression. The findings reveal partial effects of social media marketing and content marketing on purchasing decisions. Simultaneously, both social media marketing and content marketing have a positive and significant impact on purchasing decisions in YCAB-supported MSMEs in Bandung.

Keywords : **Social Media Marketing; Content Marketing; Purchasing Decision; MSMEs; Digital Marketing**

ABSTRAK

Adapun tujuan dari penelitian ini adalah untuk mengetahui ada atau tidaknya pengaruh dari Sosial Media dan Content Marketing yang telah diimplementasikan pada UMKM Binaan YCAB Bandung terhadap keputusan pembelian konsumen. Pada penelitian ini melibatkan 100 orang konsumen dari UMKM binaan YCAB sebagai sampel. Dimana pengkolektifan data didapat dari penyebaran kuisisioner melalui Google Form. Metode yang di terapkan pada penelitian ini menggunakan metode deskriptif verifikatif dan kuantitatif dengan menggunakan regresi linier berganda. Hasil yang didapatkan dari penelitian ini adalah terdapat pengaruh secara parsial dari social media marketing terhadap keputusan pembelian dan content media marketing terhadap keputusan pembelian. Secara simultan social media marketing dan content marketing berpengaruh secara positif dan signifikan terhadap keputusan pembelian pada UMKM binaan YCAB Bandung.

Kata Kunci : **Pemasaran Media Sosial; Pemasaran Konten; Keputusan Pembelian; UMKM; Pemasaran Digital**

INTRODUCTION

The era developed rapidly makes everyone in this world keep pace with the progress of this era which is due to the latest science and information technology. The emergence of the internet, the Internet of things and digitalization which has penetrated all aspects of life forces us all to keep up with the times if we don't want to be left behind. All aspects of life are starting to be digitized from an economic, social and cultural perspective.

In the economic field, the emergence of market places and digital marketing provides the advantages for both producers and consumers. Where the market share can become wider, reaching various groups from various regions or rural area of the country and even abroad.

The existence of a market place provides advantages for MSMEs to market their products with a wider market reach. However, this also creates tighter competition due to price competition with other companies or MSMEs that produce the same or similar products at lower prices. In order to compete with other companies, a deeper digital marketing strategy is needed. Such as MSMEs that are fostered by the Cinta Ayah Bunda Bandung Foundation which has implemented social media marketing and content marketing. Whether the digital marketing that they have implemented has been considered successful or not and what is the influence of social media marketing and content marketing on consumer purchasing decisions at UMKM fostered by Cinta Ayah Bunda Bandung.

Heidrick & Struggles (2009) argued that Digital marketing uses the development of the digital world to do advertising that is not heralded directly but has a very influential effect. We can conclude that digital marketing is a technique for marketing or promoting services, brands or products, using digital media or the internet.

While Ridwan Sanjaya & Josua Tarigan (2009) Digital marketing is a marketing activity including branding that uses various media. For example, blogs, websites, e-mail, AdWords, and various networks.

Kaplan and Haenlin (2010) define Social Media as a group of internet-based applications that use ideology and technology of Web 2.0, where users can create or exchange information on these applications. Some of the most popular social media and have millions of users in Indonesia are Facebook, Twitter, Instagram, Youtube, Blogs, and others. Social media allows users to communicate with millions of other users (Williams et al. 2012).

Whereas the indicators for Social Media Marketing stated by Gunelius (2011) contains 4 (four) social indicators marketing media: 1) Content Creation 2) Content Sharing 3) Connecting, 4) Community Building. The use of social media can help companies to see various opinions and Analyze shifts in customer attitudes. This can provide insight into companies to be able to defend themselves amidst changes in the market and brand image company (Ratana, 2018).

McPheat argued that content marketing is defined as publishing content that empowers, engages, educates, and connects readers". (2011: 8). According to Milhinhos (2015) necessary indicators owned by content marketing in order to measure content these are; Relevance , Accuracy , Valuable , Easy to Understand , Easy to Find, and Consistent. However, the content produced must be always relevant in order to create a feeling of need in customers who ultimately have it emotional closeness to the content (dcloudhost, 2020 in Yunita Desy et.al).

Damayanti E., et al (2018) discuss marketing content carried out via Instagram makes it easier to find out and get information about products and concepts of the business being carried out. While Nguyen (2013) argued that the contents must be interesting, educational, relevant and help customers to solve their problem.

Purchasing decision is something that considered by consumers when they want to buy and consuming a product to fulfill one's needs. Purchasing decision indicators according to Kotler and Keller (in Melati and Dwijayanti, 2020) including product choices, brand choice, seller choice, number of product purchases, purchase time products, and payment methods.

RESEARCH METHOD

Quantitative method applied in this research. It is arranged based on the steps through the research starting with the operationalization of variables, determining the types and sources of data, data collection methods and ending with designing data analysis and testing hypotheses. The primary data in this study were obtained from distributing questionnaires to 100 consumers of MSME's fostered by the Cinta Ayah Bunda Foundation.

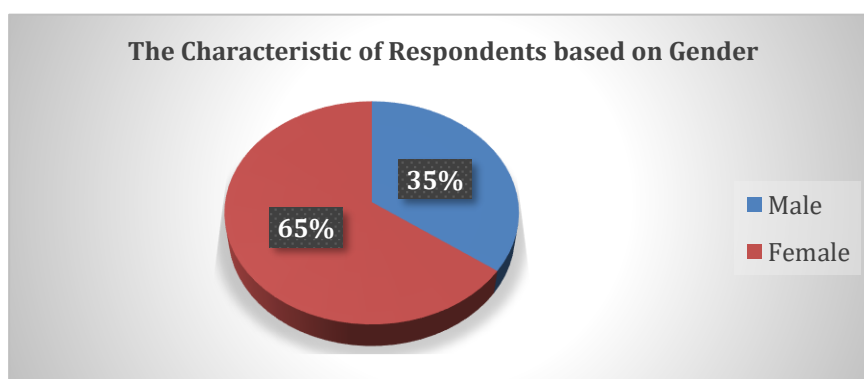
The data collection technique is field research, carried out by conducting direct observations on the object to be studied to obtain primary data and secondary data by distributing questionnaires and reading from literature studies, interviews and internet browsing.

The data analysis method in this study uses descriptive and verification analysis. Descriptive analysis aims to analyze which describes how the influence of X1 and X2 on Y. While for verification analysis using IBM SPSS v20 software.

RESULTS AND DISCUSSION

Description of Respondents

The Characteristics of respondents based on gender as stated on Figure 1., 65% of respondents were female and 35% were male.

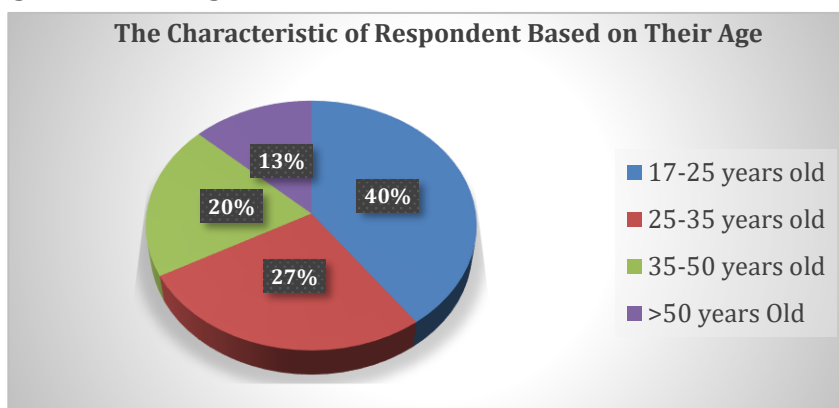


Source: The data is processed by the author, 2023

Figure 1. Characteristics of Respondents Based on Gender

While the characteristics of respondents based on the age range of 17-25 years old was the highest ranked at about 40%, the range of 25-35 years old was 27%, 35-50 years old was 20%, and > 50 years old was 13%. This can be seen in the Figure 2. The age range of 17-25 years old was highest ranked because this age range is the highest number of

users of social media and the internet, and also the target market of MSME's fostered by YCAB Bandung is in that range.



Source: The data is processed by the author, 2023

Figure 2. The Characteristics of Respondents Based on The Age

Respondents' Responses

Respondents' Responses to Content Marketing

From the calculations, it is evident that the average relevance indicator score is 3.42, falling into the strongly relevant category. This suggests that respondents strongly agree that marketers provide content with relevant information that addresses the issues consumers face. Additionally, the accuracy indicator, with an average value of 3.20, indicates that respondents strongly agree that marketers provide content with accurate information.

Furthermore, when it comes to creating content with selling points, a fundamental aspect of consumer behavior, the average score obtained is 3.16. This result illustrates that respondents strongly agree that marketers offer content with valuable and useful information for consumers.

In terms of ease of understanding, the content provided is deemed easily comprehensible by consumers, with an average easy-to-understand indicator score of 3.17, indicating strong agreement. The content is both easy to read and understand.

Moreover, the easy-to-access indicator reveals that content is distributed through the appropriate media, ensuring that the information is readily accessible to consumers. The average score for this indicator is 3.27, falling within the strongly agree category, indicating that content on Instagram Stories is the suitable medium for sharing information.

Lastly, the consistency indicator score is 3.13, suggesting that marketers can consistently update the shared content. Respondents, on average, strongly agree that marketers maintain the quantity of content provided to consumers.

Linear Regression Results

Through simple regression results, a model or regression equation can be found that can be used to compare t-count values with t-table values. By using SPSS, the following results are presented in Table 1.

Table 1. The Distribution of t-value

Variabel	Regression Coefficient	t-count	t-table	Sig.
Content Marketing	9.457 0.651	11.046	1.971	0.000

Source: The data is processed by the author, 2023

Based on the Table 1., it can be seen that the t-count value is 11.046 greater than the t table of 1.971, with a significance level of 0.000 which is less than $\alpha = 0.05$. In other words, it can be concluded that there is an influence between content marketing on Instagram stories on purchasing decisions of MSMEs fostered by the Cinta Ayah Bunda Foundation, which means that H_a is accepted, H_o is rejected.

Partial correlation between Social Media Marketing on Purchasing Decisions

For calculating the partial correlation between Social Media Marketing and Purchase Decisions, calculations using SPSS 20 for windows are used to obtain the following results are presented in Table 2.

Table 2. Correlation Coefficient of Social Media Marketing on Purchasing Decisions

Correlations		Social Media Marketing	Purchasing Decision
<i>Social Media Marketing</i>	Pearson Correlation	1	.478**
	Sig. (2-tailed)		.000
	N	100	100
<i>Purchasing Decision</i>	Pearson Correlation	.478**	1
	Sig. (2-tailed)	.000	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: The data is processed by the author, 2023

Based on the output results from data processing using the SPSS 20 For Windows program, as shown in Table 2., a correlation result of 0.478 was obtained based on the criteria (0.40 - 0.599), the correlation of social media marketing with purchasing decisions has a moderate correlation level. The correlation value is positive which indicates that the relationship that occurs between the two is unidirectional.

Partial Correlation between Content Marketing and Purchasing Decisions

SPSS 20 for windows used to calculate the partial correlation between Content Marketing and Purchase Decisions, used to obtain the following results are presented in Table 3.

Table 3. Correlation Coefficient of Content Marketing on Purchasing Decisions

Correlations		Content Marketing	Purchasing Decision
<i>Content Marketing</i>	Pearson Correlation	1	.516**
	Sig. (2-tailed)		.000
	N	100	100
<i>Purchasing Decision</i>	Pearson Correlation	.516**	1
	Sig. (2-tailed)	.000	
	N	100	100

** Correlation is significant at the 0.01 level (2-tailed).

Source: The data is processed by the author, 2023

Based on the output results from data processing using the SPSS for windows program, as shown in Table 3., a correlation result of 0.516 was obtained based on the criteria (0.40 - 0.599), the correlation of content marketing to purchasing decisions has a moderate level of correlation. The correlation value is positive which indicates that the relationship occurs between content marketing and purchasing decision is unidirectional.

Simultaneous Correlation Coefficient Analysis

Table 4. presents the results of the Simultaneous Correlation Coefficient Analysis, illustrating the relationships between Social Media Marketing and Content Marketing in influencing purchasing decisions.

Table 4. Simultaneous Correlation Coefficient of Social Media Marketing and content marketing on purchasing decisions

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1		.561 ^a	.314	.298

a. Predictors: (Constant), *Social Media Marketing dan content marketing*

b. Dependent Variable: *Purchasing Decision*

Source: *The data is processed by the author, 2023*

Based on the output results from data processing using the SPSS 20 for windows program, as shown in Table 4., a correlation result of 0.561 was obtained based on the criteria (0.40 - 0.599), the correlation of Social Media Marketing and content marketing to purchasing decisions has a moderate level of correlation. The correlation value is positive which indicates that the relationship that occurs between the two is unidirectional.

CONCLUSION

Based on the explanation above we can draw some conclusions; the characteristic of respondents based on gender 65% is female and the rest 35% is male, while the characteristic of respondents based on their age that for the highest percentage about 40% is range 17-25 years old and the lowest percentage about 13% is range >50 years old.

Whereas, from this research also can be seen about the correlation between social media marketing that has positive and significant correlation on purchasing decision partially also content marketing has positive and significant correlation on purchasing decision partially. However, social media marketing and content marketing have positive and significant correlation on purchasing decision both partially and simultaneously on MSME's fostered by Cinta Ayah Bunda Foundation Bandung.

RECOMMENDATIONS

As for MSME's fostered by Cinta Ayah Bunda Foundation Bandung hopefully can implement the digital marketing that suitable with the product, not only using their social media but also using ads application/platform to promote their products for example using facebook Ads, Tiktok Ads, and etc.

Whereas, for the next researcher can use other variables besides purchasing decisions. It is hoped that further research can get even more optimal results such as e-worm, customer satisfaction etc.

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