

THE IMPACT OF SOCIAL MEDIA PROMOTION ON PURCHASE DECISIONS IN SUKUN CHIPS SMEs IN KEDIRI

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Abstract

Breadfruit chips or also known as 'kripik sukun' are a snack made from thinly sliced breadfruit, which is a starchy tropical fruit. They are typically fried or baked until crispy and seasoned with salt or other spices. Popular in many tropical regions, breadfruit chips offer a unique, crunchy alternative to traditional potato chips. The research focuses on the impact of social media promotions (WhatsApp, Instagram, TikTok) on purchasing decisions in marketing management. The objective is to analyze this impact both partially and simultaneously. The study used a quantitative approach with a sample of 94 respondents who shopped at breadfruit chips SMEs in Kediri through 3 social media platforms. Data collection was done through questionnaires and analysis techniques such as validity, reliability, classical assumption tests, multiple linear regression tests, and hypothesis testing. The sampling technique used was accidental sampling. The research results showed a regression equation of $Y = 2.519 + 0.247X1 + 0.463X2 + 0.273X3 + e$. The research hypothesis confirmed that WhatsApp, Instagram, and TikTok all have a significant effect on purchasing decisions at breadfruit chip SMEs in Kediri. The findings of this research provide valuable insights for marketing managers in SMEs, helping them understand the importance of utilizing social media platforms effectively to influence consumer behavior and drive sales.

Keywords: Purchase Decision, SMEs, Social Media Promotion, Breadfruit Chips

1. INTRODUCTION

In this day and age, technological advances are growing rapidly, second by second there are updates to technological sophistication, this leads to human resources following its development, without exception in the field of marketing. In the field of marketing, it is known as the transformation of digital marketing, traditional marketing is developing into modern marketing, besides that digital marketing is currently a tool to offer products and services more effectively and efficiently, then for the development of digital marketing can be seen in the emerging social media platforms and AI technology that facilitates access to knowledge quickly. Based on data from data books and statistics that the most popular social networks used worldwide in April 2024, the top 5 are occupied by Facebook, YouTube, Instagram, WhatsApp, and TikTok. Therefore, the researcher seeks to explore the impact on *sukun chips* or breadfruit chips SMEs in Kediri, which use 3 social media to carry out their promotions, whether it is successful or not because considering that competition in the SME sector is getting higher with many competitors, whether they can still follow trends and generate profits.

Social media promotion is essential for small and medium-sized businesses to build communication with customers and generate emotional attachments that are not easy to separate (Abdullah, 2017). Using social media allows for real interaction and can reveal consumers who have not been identified before. Businesses need a social media platform

that works for their products to promote their business effectively. Social media has turned users into active citizens, resulting in new ways to engage with the market. However, there are drawbacks such as the need for strong digital content and effective and reliable marketing strategies to attract customers (Manurung & Anom, 2023).

Social media is a label for digital technologies that enable people to connect, interact, produce, and share message content effectively and efficiently (Zulfikar & Supriyoso, 2019). Social media consists of information infrastructure and tools used to produce and distribute media content, media content can be personal messages, news, ideas, and cultural products in digital form, as well as individuals, organizations, and industries that produce and consume media content in digital and digitized form (Batee, 2019). The understanding of product and service promotion is a social process that involves individuals and groups to create, offer, and exchange products and services of value with other parties (Fatihudin & Firmansyah, 2019). Marketing is a management function that creates, communicates, and delivers value to customers and manages customer relationships in ways that benefit all interested parties (Rizal, 2020).

In addition, social media promotion is essential for small and medium-sized enterprises (SMEs) as it enables cheap and quick communication with customers, builds emotional bonds and reaches a wider audience. Social media platforms such as Facebook, Twitter and LinkedIn have become essential tools for businesses to interact with their customers and promote the products or services they offer (Manurung & Anom, 2023). Using WhatsApp, Instagram, and TikTok has become a habit and is ranked in the top 5 of social media frequently used by Indonesians, popular social media platforms with different features and purposes. WhatsApp is a messaging app that allows real-time connections with professionals, but privacy risks may exist due to the lack of security measures. Instagram is an image-based platform where users can document themselves, promote themselves, and express creativity, affecting personal and environmental well-being, then TikTok, known for its short videos and challenges, has been used to spread accurate information and combat misinformation quickly and can interact directly and gain a sense of comfort and safety despite the many sensitive rules applied. However, TikTok usage is not driven primarily by social interaction, making it different from other platforms. Overall, each platform serves a unique purpose and has a different impact on user well-being and rapid information dissemination.

The Importance of Social Media Promotion on Purchasing Decisions social media plays an important role in influencing purchasing decisions, with positive reviews with 5-Star ratings on social media capable of driving purchasing behavior and negative reviews discouraging users from buying (Edelia & Aslami, 2022). Reviews from friends are more trusted and have a greater impact on purchasing decisions. Social media is considered a trustworthy source of information and can be effectively used by marketers to raise awareness and drive positive word-of-mouth (Elwani & Kurniawan, 2020). Different demographic segments of customers seem to be equally influenced by social media in their purchasing behavior, so it is not surprising that today digital marketing has transformed to be more sophisticated, modern, and has an impact on the economy and even social welfare. A concrete example is in social media promotion which has a significant positive impact on purchasing decisions with viral marketing as an intervening variable on consumers of Warung Siji House and Resto (N. & M., 2019).

The following is the impact that is hypothesized. The impact of Instagram promotion on purchasing decisions is significant, as increased awareness leads to higher

purchasing decisions on Instagram. In addition, Instagram promotion has a significant effect on consumer purchase interest, with the regression coefficient showing a positive relationship between Instagram promotion and purchase interest (Usman & Navari, 2020). Finally, the impact of TikTok Promotion on purchasing decisions is significant, as promotion has a positive and significant influence on the decision to buy products in TikTok stores. Effective promotional activities on TikTok lead to higher purchase decisions, emphasizing the importance of both factors in shaping purchase choices on the platform. In addition, promotion through TikTok live streaming has a positive and significant impact on consumer interest in purchasing products, suggesting that more promotion leads to increased user interest in purchasing. Overall, TikTok promotions play an important role in influencing both consumers' and customers' purchase decisions (Pongratte, 2023).

A comparison of the promotional effectiveness of WhatsApp, Instagram and TikTok. Based on past research, Instagram and TikTok have been shown to be positively associated with well-being, while Twitter does not appear to have a significant impact. Instagram is associated with social support and self-promotion, while TikTok is considered more of a recording tool. TikTok use is not driven primarily by social interaction or self-presentation. However, the study found no clear link between TikTok use and well-being. Twitter, on the other hand, was associated with more social support when used actively, and less upward social comparison when used passively. This study found no direct relationship between TikTok use and well-being, social support, or upward social comparison (Masciantonio, 2021). Consumer decisions are influenced by various factors such as economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people, and processes (Ka'bah, 2023).

Recommendations for businesses using WhatsApp, Instagram, and TikTok to become powerful tools for creating, maintaining, and rebuilding personal branding. TikTok enables rapid audience growth and easy content sharing across multiple social media platforms, including WhatsApp, Instagram, and Facebook. In addition, TikTok's algorithm can act as a promotional tool without users having to put in additional effort. Instagram can be used for influencer marketing, brand recognition, and product promotion, while WhatsApp can be used for direct communication and promotional content sharing. Overall, utilizing these platforms effectively can lead to better business performance (Jammy, Benedette, Oke, 2023). Future trends in social media promotion on purchase decisions involve various themes that will shape the landscape, such as omni-social presence, the rise of influencers, and privacy trust and concerns. These themes will affect individual social media users, companies, brands and policymakers. Social media is expected to continue to evolve and influence purchase decisions through online words and brand-related engagements that are prepared (Rumondang et al., 2020).

The research aims to analyze the impact of social media promotions (WhatsApp, Instagram, TikTok) on purchasing decisions in marketing management. Specifically, it seeks to evaluate this impact both partially and simultaneously, providing valuable insights for marketing managers in SMEs to effectively utilize social media platforms to influence consumer behavior and drive sales.

2. RESEARCH METHOD

The method used in this research is a quantitative research method. This quantitative method has been developed to test the degree of similarity between photo interpreters and photointerpretation variables such as film, type, season, and scale. The method involves giving each photo interpreter the same set of photos to interpret and then analyzing the error matrix using separate multivariate analysis techniques to determine the right combination of film filter, season, and interpreter. This method aims to test for consistency and correction in the presented photo interpretations.

In this study, researchers took a sample of 94 consumer respondents who made online purchases during the last 2 months at the Pagu breadfruit chips SME, Kediri district, where researchers determined consumers with special criteria, namely that they must be at least 17 years of age and over.

Data collection techniques in this study using observation, interviews, documentation, literature studies, and questionnaires are data collection techniques in scientific research. Observation involves direct observation, interviews involve direct interaction, documentation involves collecting data from documents, literature study involves collecting data from literature, and questionnaires involve collecting data through pre-composed questions (Jailani, 2023).

The data analysis went through several steps to ensure quality and accuracy. Initially, a validity test was conducted to check if the instruments were measuring correctly. This test focused on content, construct, and criterion validity. Criterion validity was further divided into predictive and concurrent types. To confirm validity, the r table value was compared to the r count value at a 5% significance level. The data was considered valid if $r \text{ table} > r \text{ count} > 0.05$. Next, a reliability test was performed to assess consistency. The Cronbach Alpha value was used, and it needed to be greater than 0.60. Classical assumption tests were also carried out, including normality, linearity, multicollinearity, and heteroscedasticity tests. These tests ensured that the data was properly distributed, had linear relationships, variable associations, and data homogeneity.

To explain the relationship between the dependent variable (purchase decision) and multiple independent variables (WhatsApp, Instagram, TikTok), multiple linear regression analysis was conducted. The dependent variable was predicted using the formula ($Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$). The T test was used to determine the effect of social media on purchase decisions. Hypotheses were tested to determine if there was a significant effect. If the significance was greater than 0.05, the null hypothesis was accepted; if it was less, it was rejected. The F test evaluated the combined impact of independent variables. Calculated F values were compared to F table values to determine significance. Lastly, the coefficient of determination (R^2) measured how well the independent variables explained the dependent variable. Values closer to 1 indicated greater explanatory power.

3. RESULT AND DISCUSSION

3.1. Research Result

The following is a table of research results that have been conducted by researchers using the SPSS application.

Table 1. Research Results

Variable	Regression (B)	t value	Sig-t	Conclusion
WhatsApp (X1)	0,247	2,911	0,005	Ha Accepted
Instagram (X2)	0,463	2,979	0,004	Ha Accepted
TikTok (X3)	0,273	2,941	0,004	Ha Accepted
Constant (a)			2,519	
Correlation Value (R)			0,772	
Coefficient of Determination (R ²)			0,597	
F Value			44,366	
Significance F			0,000	Ha Accepted
Y				Purchase Decision

Source: Data processed by researchers, 2024

3.2. Discussion

a. The Impact of WhatsApp Social Media Promotion on Purchasing Decisions at Breadfruit Chips SMEs in Kediri

The first hypothesis suspects that WhatsApp partially has a significant impact on purchasing decisions at breadfruit chips SMEs in Kediri. Based on the research results using the t test in table 1, the results of the study provide a significance value of 0.005 which is less than 0.05 and has an influence value of 0.247. Thus, it can be stated that the social media variable WhatsApp has a positive and significant influence on purchasing decisions at SMEs of breadfruit chips in Kediri. Through the results of the study, it can be stated that WhatsApp is very popular in all circles and easy to use so that it will greatly impact consumers in their purchasing decisions. The better and more consistent WhatsApp social media promotion, SMEs will have a positive impact on consumer purchasing decisions on Breadfruit Chips SMEs in Kediri.

b. The Impact of Instagram Social Media Promotion on Purchasing Decisions at SMEs of breadfruit chips in Kediri

The second hypothesis suspects that promotion through social media Instagram partially has a significant impact on purchasing decisions at SMEs of breadfruit chips in Kediri. Based on the results of the study using the t test in table 1, the results of the study provide a significance value of 0.004 which is less than 0.05 and has an influence value of 0.463. Thus it can be stated that the social media promotion variable Instagram has a positive and significant influence on purchasing decisions at SMEs of breadfruit chips in Kediri.

Through the results of the study, it can be stated that promotion through Instagram social media has a significant impact on consumer purchasing decisions. The perceptions that arise through Instagram promotion of the value and benefits of a product that has been purchased by consumers are very large, a good display and clear information has a great chance of influencing consumers in making their purchasing decisions. So that the

Instagram promotion policy by SMEs will be able to have an impact on the consideration of a consumer.

c. The Impact of TikTok Social Media Promotion on Purchasing Decisions at Breadfruit Chips SMEs in Kediri

The third hypothesis suspects that promotion through TikTok social media partially has a significant impact on purchasing decisions at breadfruit chips SMEs in Kediri. Based on the research results using the t test in table 1, the results of the study provide a significance value of 0.004 which is less than 0.05 and has an impact value of 0.273. Thus it can be stated that the TikTok variable has a positive and significant impact on purchasing decisions at breadfruit chips SMEs in Kediri.

Through the research results, it can be stated that promotion through Tiktok social media has an impact on consumer purchasing decisions. Through a good and appropriate TikTok platform presentation according to the established TikTok rules, there is a great opportunity for SMEs to influence consumers in deciding their purchases. So that the better in communicating videos as well as during good live streaming will have a positive influence on consumers in deciding to make purchases at breadfruit chips SMEs in Kediri.

d. The Impact of Social Media Promotion (WhatsApp, Instagram, TikTok) on Purchasing Decisions at SMEs Breadfruit Chips in Kediri

The fourth hypothesis assumes that social media promotion (WhatsApp, Instagram, TikTok) simultaneously has a significant impact on purchasing decisions at breadfruit chips SMEs in Kediri. Based on the results of the study using the f test, the research results available in table 1 of the research results with the calculated F value is 44.366 which is greater than the F table value of 2.70 and has an influence value of 0.597. Thus, it can be stated that the independent variables simultaneously have a positive and significant impact on purchasing decisions at SMEs of breadfruit chips in Kediri.

Through the results of research on the impact of social media promotions (WhatsApp, Instagram, TikTok) on purchasing decisions at breadfruit chips SMEs in Kediri, it shows that the three variables together have an impact or influence on purchasing decisions.

4. CONCLUSION

Our study on the influence of social media marketing (WhatsApp, Instagram, and TikTok) on buying behavior at breadfruit chips small and medium enterprises (SMEs) in Pagu, Kediri Regency, has determined that WhatsApp promotions have a favorable and partially significant effect on purchasing decisions at breadfruit chips SMEs in Kediri. Similarly, Instagram promotions have a positive and partially significant impact on purchasing decisions at breadfruit chip SMEs in Kediri. Additionally, TikTok promotions also have a positive and partially significant impact on purchasing decisions at breadfruit chip SMEs in Kediri. Lastly, the combined social media promotions (WhatsApp, Instagram, and TikTok) have a positive and significant impact on purchasing decisions at breadfruit chip SMEs in Kediri.

Our findings suggest that social media marketing plays a crucial role in influencing consumer behavior and purchasing decisions at breadfruit chips SMEs in Kediri. Specifically, the use of WhatsApp, Instagram, and TikTok as promotional platforms has

been shown to have a positive impact on attracting customers and driving sales for these small and medium enterprises.

The results of our study highlight the importance of utilizing a combination of social media platforms to effectively reach and engage with target audiences. By leveraging the reach and engagement capabilities of WhatsApp, Instagram, and TikTok, breadfruit chips SMEs in Kediri can effectively promote their products and services, increase brand awareness, and ultimately drive sales.

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