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The Impact of Social Media Marketing and Brand Image on Purchase Decisions: A Case Study at Florasea Florist in Purwokerto

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ABSTRACT

This study aims to determine how social media marketing and brand image influence purchasing decisions at Florasea Florist in Purwokerto City. The research method used is quantitative method. This research was conducted using purposive sampling technique with a total sample of 80 respondents. The data collection method used was the distribution of questionnaires. The data analysis technique in this study used multiple linear regression analysis which was previously carried out validity test, reliability test, classical assumption test and then hypothesis testing through T test and coefficient of determination test. The results showed that: (1) Social media marketing has a positive and significant effect on purchasing decisions. (2) Brand image has a positive and significant effect on purchasing decisions. (3) Social media marketing and brand image influence purchasing decisions by 75.9%.

Keywords: Social Media Marketing, Brand Image, Purchase Decision.

1. Introduction

In today's digital age, the use of social media has become an essential element in marketing to increase brand visibility and influence consumer purchasing decisions. With the rapid development of information technology, some businesses are faced with new challenges and opportunities in reaching customers. Along with the increasing use of social media, many businesses have started to integrate platforms in their marketing strategy, such as Instagram, TikTok, Whatsapp, Facebook, and Youtube. Social media not only serves as a means of communication, but also as a tool to build *brand awareness* and expand market reach.

Florasea being one of the florists that has built a strong reputation in providing high-quality flowers and satisfactory services in Purwokerto utilizes social media to promote products and interact with customers, especially on Instagram and Whatsapp platforms. However, with the ever-changing market challenges and increasingly fierce competition, Florasea needs to strengthen its marketing strategy. The decreasing percentage increase in followers on Instagram

shows that although Florasea is active on social media, Florasea's efforts in attracting new audiences are less effective.

The rapid shift in interest in content is a challenge that Florasea has to face. In the dynamic world of social media, consumers tend to have short attention spans and are more interested in relevant and innovative content. Content that is unable to keep up with trends or does not grab attention quickly can make the audience turn to competitors. The emergence of new florists using aggressive marketing strategies has the potential to shift Florasea's market share.

In an increasingly competitive business environment, it is important for MSMEs to identify competitive advantages that can be leveraged. Research is needed to dig deeper into how Florasea can maintain a position in a market filled with new players and develop adaptive strategies to respond to market changes. Through a quantitative approach, this study will explore the relationship between social media marketing and brand image on consumer purchasing decisions at Florasea Florist.

2. Literature Review

2.1 Social Media Marketing

According to Gunelius (2011), marketing through social media is a method that involves direct and indirect marketing strategies to build awareness about certain brand products by utilizing social media platforms. Tsitsi et al (2013) mention that social media marketing is a system that makes it easy for marketers to engage, collaborate, interact, and utilize the intelligence of the people participating in it for a marketing purpose. With the continuing research on social media marketing, As'ad and Alhadid (2014) suggest indicators that can be used in measuring social media marketing, including:

- Online Communities. A company or business can use social media to build a community related to its product or business interests.
- Interaction. Social media allows for greater interaction with online communities, through up-to-date and relevant information from customers.
- Sharing of Content. This indicator talks about the scope for individualized exchange, distribution, and receiving of content within social media rules.
- Accessibility. Refers to the ease of access and minimal cost of using social media. Social media is also easy to use and requires no special skills.
- Credibility. Clear messaging to establish credibility for what is being said or done that connects emotionally with the target audience.

2.2 Brand Image

According to Rangkuti (2009), brand image is a brand perception that is associated with brand associations that are embedded in consumer memory. Meanwhile, according to Kenneth and Donald (2018) brand image reflects the feelings that consumers or customers and businesses have about the entire organization as well as individual products or product lines. According to Khairunnisa et al (2022), the understanding of brand image is a description of the relationship or identity of a product with consumers. Without a good and positive brand image, it is difficult for

companies to attract the attention of new and old customers. Manufacturers of a product must maintain the brand image of their product so that it is well maintained. There are several indicators of *brand image* formation according to Aeker and Biel (2009) in Khairunnisa et al (2022), which are as follows:

- Company image (corporate image). Explains how consumers view companies that produce goods or services which consist of popularity, credibility, company networks and users.
- Product Image (brand image). A consumer opinion of goods or services which consists of the attributes of a product, benefits for consumers and a guarantee.
- User Image. The consumer's view of the use of an item or service consisting of the user himself and his social status.

2.3 *Purchase Decision*

According to Kotler and Keller (2009), consumer purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. Kotler and Keller (in Tjiptono, 2012), explain that consumer decisions in buying a product will include 6 (six) sub-decisions, including:

- Product choice. Companies must focus their attention on the people who are interested in buying a product and the alternatives they are considering.
- Brand choice. Buyers must make decisions about which brand to buy. In this case the company must know how consumers choose a brand.
- Choice of dealer. Buyers must decide which distributor to visit. Each buyer has different considerations in terms of determining the distributor, which can be due to factors such as close location, low prices, complete inventory, etc.
- Time of purchase. Consumer decisions in choosing the time of purchase can vary, for example: some buy once a month or once a year.
- Purchase quantity. Consumers can make decisions about how many products they will buy at a time. Purchases made may be more than one.
- Payment method. Consumers can determine the payment method that will be used during the purchase transaction.

Kotler and Keller (2009) state that there are five stages in the purchasing decision process which are described as follows:
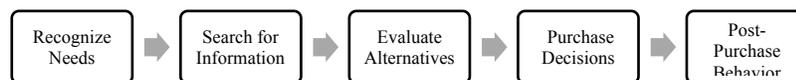

Figure 1. Five-stage model of consumer buying

In this study, the following is a framework for thinking and hypotheses to be studied:
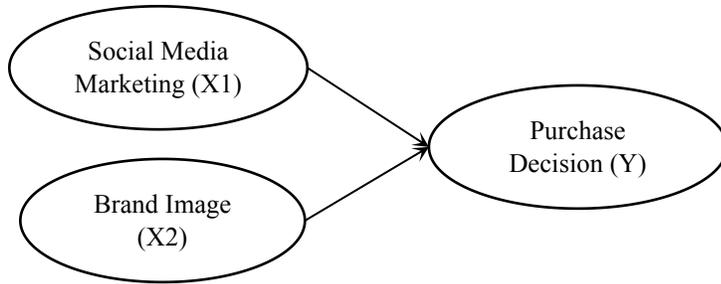
Figure 2. Research Thinking Framework

Description:
H1 = Social Media Marketing has a positive and significant effect on purchasing decisions.
H2 = Brand Image has a positive and significant effect on purchasing decisions.

3. Research Methodology

3.1 Research Variables

Research variables are attributes or values of people, objects, organizations, or activities that have certain variations set by researchers to study and then draw conclusions (Sugiyono, 2014). The variables in this study consist of independent variables and dependent variables. The independent variables are social media marketing (X1) and brand image (X2), while the dependent variable in this study is the purchase decision (Y).

3.2 Population and Sample

Population refers to a group of objects /subjects defined by researchers with certain qualities and characteristics that they want to study and use as a basis for drawing conclusions (Sugiyono, 2014). The population in the study were all Florasea Florist consumers. Meanwhile, the sample is a small part of the population selected randomly or based on certain criteria, which is used as a representation of the entire population in a study (Sugiyono, 2014). Determination of the minimum sample size in this study is calculated based on the following formula (Hair et al., 2014):

N = {5 to 10 x (number of indicators used)}

N = {5 x (15)}

N = 75 minimum sample

3.3 Data Collection Technique

The research was carried out by distributing questionnaires with answers to each statement.

3.4 Data Analysis Technique

The analysis techniques used to prove the hypothesis in the study are as follows:

3.4.1   Test Instrument
● Validity Test
   The validity test is useful for knowing whether there are questions or statements on the questionnaire that must be removed or replaced because they are considered irrelevant.

● Reliability Test
   The reliability test is useful for determining whether the instrument, in this case a questionnaire, can be used more than once, at least the same respondent. The reliability test for alternative answers of more than two uses the Cronbach's alpha test, whose value will be compared with the minimum acceptable reliability coefficient value.

3.4.2   Classical Assumption Test

● Test of Normality

   Normality test is a statistical procedure used to determine whether a set of data is normally distributed or not. The normality test used in this study is the Kolmogorov-Smirnov Test to test the suitability of data for normal distribution by comparing the cumulative distribution of data with the normal distribution.

   ● Multicollinearity Test

      According to Ghozali (2011) the multicolonieriety test aims to test whether the regression model found a correlation between independent variables.

   ● Test for Heteroscedasticity

      Heteroscedasticity test is a test in regression analysis that aims to check whether the residual variance (error) of the regression model is constant (homoscedasticity) or changing (heteroscedasticity).

3.4.3   Multiple Linear Regression Test

According to Siregar (2015) multiple linear regression is to determine the effect of one or more independent variables on one dependent variable. The formula for multiple linear regression is as follows:

$Y = a + b X_1 + b X_2$

Description

Y = purchase decision (dependent variable)

X_1 = Social media marketing (first independent variable.

X_2 = brand image (second independent variable)

a and b_1 and b_2 = constants

3.4.4 Hypothesis Test

● Partial Test (T-Test)

The purpose of the partial test is to find out how the influence of each independent variable on the dependent variable, whether it is related or not. The T test can also be seen at a significant level:

- If the significant level is <0.05 then H0 is rejected and H1 is accepted.

- If the significant level > 0.05 then H0 is accepted and H1 is rejected.

● Coefficient of Determination Analysis

The coefficient of determination (R^2) is a tool to determine the relevance or precision between the estimated value or regression line and sample data. The coefficient of determination ranges from 0 to 1. A low R value means that the ability of the independent variables to explain the variability of the dependent variable is very limited. Conversely, if the R value^2 is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variable.

4.   Results

4.1 Test Instrument

4.1.1 Validity Test
Sig classification level of 5 percent. r is calculated from the test results using SPSS and from the r table value obtained from the r table using the formula df = n - 2, so that it becomes df = 80 - 2, namely 78. So in this study the value of r Table is set to 0.2199.

Table 1. Validity Test Results

	Variables		R Count	R Table	Description
1	Social Media Marketing (X1)	SMM1	0.464	0.2199	Valid
		SMM2	0.693	0.2199	Valid
		SMM3	0.403	0.2199	Valid
		SMM4	0.502	0.2199	Valid
		SMM5	0.573	0.2199	Valid
		SMM6	0.671	0.2199	Valid
		SMM7	0.393	0.2199	Valid
		SMM8	0.464	0.2199	Valid
		SMM9	0.403	0.2199	Valid
		SMM10	0.428	0.2199	Valid
2	Brand Image (X2)	BI1	0.403	0.2199	Valid
		BI2	0.436	0.2199	Valid
		BI3	0.461	0.2199	Valid
		BI4	0.656	0.2199	Valid
		BI5	0.567	0.2199	Valid
		BI6	0.560	0.2199	Valid
3	Purchase Decision (Y)	KP1	0.455	0.2199	Valid

	Variables	R Count	R Table	Description
	KP2	0.412	0.2199	Valid
	KP3	0.436	0.2199	Valid
	KP4	0.477	0.2199	Valid
	KP5	0.616	0.2199	Valid
	KP6	0.513	0.2199	Valid
	KP7	0.520	0.2199	Valid
	KP8	0.442	0.2199	Valid
	KP9	0.449	0.2199	Valid
	KP10	0.763	0.2199	Valid

Source: Results of SPSS Data Processing by the Author, 2024

4.1.2 Reliability Test

Table 2. Reliability Test Results

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded[a]	0	.0
	Total	80	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	29

Source: Results of SPSS Data Processing by the Author, 2024

If the Cronbach's alpha value> 0.6, then the research instrument is reliable. If the Cronbach's alpha value <0.6, then the research instrument is not reliable (Ghozali, 2011). In the output above, it can be seen that of the 80 respondent data, the data that is considered valid is 100 percent, while the data that is considered excluded is 0. It can also be seen in Cronbach's Alpha 0.894> 0.6, which means that the existing data is considered reliable.

- **Classical Assumption Test**
    The normality test results show that the P-Value is 0.091. If the P-Value of the normality test is greater than the significance level of 0.05, then H1 is accepted, which means the data is normally distributed. The P-Value shows 0.091 > Sig 0.05 which means the data is normally distributed.
    In the multicollinearity test, if the VIF value is < 10 and tolerance> 0.1 then there is no multicollinearity. The results of data processing show a multicollinearity test for a tolerance value of 0.437 with a VIF of 2.288, both of which indicate no multicollinearity. Then this data is suitable for regression tests and free from multicollinearity.

    Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. To detect the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph. Based on the data from the scatterplotsn graph, it can be seen that the points spread randomly and spread out until they do not form a certain pattern. So it can be

concluded that there is no heteroscedasticity in this test. So the data in this study does not occur any symptoms of heteroscedasticity so the data is good to use.

● **Multiple Linear Regression Test**

Table 3. Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.406	2.685		2.014	.048		
	Brand Image Total	.970	.135	.609	7.201	.000	.437	2.288
	Sosial Media Marketing Total	.303	.081	.316	3.732	.000	.437	2.288

a. Dependent Variable: Keputusan Pembelian Total

Source: Results of SPSS Data Processing by the Author, 2024

Based on the table above, the multiple linear regression analysis is as follows:

● The standard is 5.406. If the value of social media marketing and brand image is 0 (zero) and there is no change, the value of purchasing decisions is still 5.406.

● The regression coefficient of social media marketing is 0.303 which is positive. This value indicates that when social media marketing increases by 1%, purchasing decisions increase by 0.303, assuming other independent variables are considered constant. The positive sign means that it shows a one-way influence between the independent variable and the dependent variable.

● The brand image regression coefficient is 0.970 which is positive. This value indicates that when brand image increases by 1%, purchasing decisions increase by 0.970, assuming other independent variables are considered constant. The positive sign means that it shows a one-way influence between the independent variable and the dependent variable.

4.1.3   Hypothesis Test

● Partial Test (T-Test)

Table 4. Partial Test Results (T Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.406	2.685		2.014	.048		
	Brand Image Total	.970	.135	.609	7.201	.000	.437	2.288
	Sosial Media Marketing Total	.303	.081	.316	3.732	.000	.437	2.288

a. Dependent Variable: Keputusan Pembelian Total

Source: Results of SPSS Data Processing by the Author, 2024

Based on the table above, the T-test results are as follows:

- Sig value of Social Media Marketing variable 0.000 <0.05 with t count 7.201> t table 1.665 then H0 is rejected which means that there is an influence of social media marketing variables on purchasing decision variables.

- Sig value of Brand Image variable 0.000 <0.05 with t count 3.732> t table 1.665, then H0 is rejected, which means that there is an influence of the Brand Image variable on the purchasing decision variable.

● Coefficient of Determination Analysis

Table 5. Determination Coefficient Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871[a]	.759	.753	1.690

a. Predictors: (Constant), Sosial Media Marketing Total, Brand Image Total

b. Dependent Variable: Keputusan Pembelian Total

Source: Results of SPSS Data Processing by the Author, 2024

Based on the results above, it is known that the R Square value is 0.759, this means that the effect of social media marketing variables and brand image simultaneously on purchasing decision variables is 75.9%.

5. Discussions

In this study, social media marketing and brand image are examined as two key factors that will influence purchasing decisions. Social media marketing is a method that involves direct and indirect marketing strategies to build awareness about certain brand products by utilizing social media platforms (Geulis, 2011). Meanwhile, brand image is a description of the relationship or identity of a product with consumers. Without a good and positive brand image, it is difficult for companies to attract the attention of new and old customers (Khairunnisa et al., 2022). These two factors are very important to understand how they influence purchasing decisions.

The results show that social media marketing and brand image have a positive and significant contribution to consumer purchasing decisions at Florasea Florist. This result is in line with the theory which states that interaction through social media can increase brand awareness and build stronger relationships with consumers. Marketing through social media provides an effective platform to introduce products, interact directly with customers, and build a community around the brand. The use of engaging visual content and customer testimonials plays an important role in attracting attention and creating interest. In addition, a strong brand image serves as an indicator of quality and trust, which encourages consumers to make purchases.

This finding also shows the importance of consistent brand image management. A good brand image not only increases customer loyalty, but also increases *word-of-mouth*, which is an

important factor in purchasing decisions. Therefore, Florasea is advised to continue developing an integrated social media marketing strategy and strengthen its brand image to maximize future sales potential.

6. Conclusion

This study explores the impact of social media marketing and brand image on purchasing decisions at Florasea Florist. The main findings show that social media marketing contributes positively and significantly to purchasing decisions, as well as brand image which also has a positive and significant influence on purchasing decisions. In this study, there are various limitations such as time, energy, and cost, making future research require further and in-depth analysis of social media marketing and brand image on purchasing decisions by including other variables that have not been studied. Research results may not be generalizable in the future due to dynamic changes in technology and consumer behavior. Several other variables that were not examined in this study such as price, payment method, service quality, and so on can be included in the research and adjusted to the needs of further research in order to obtain more comprehensive benefits in efforts to improve purchasing decisions.

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