

The Effect of Facebook and Word of Mouth Social Media Promotion on Purchase Decisions at Caf Rumi Cisarua, Bogor Regency

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ABSTRACT

This research aims to understand and analyze the impact of Facebook and word of mouth social media promotions on purchasing decisions at Café Rumi Cisarua, Bogor Regency. This research is a type of descriptive verification research. The population in this study were consumers of the Rumi Cisarua Café, Bogor Regency. This research used a sample of 81 people using the Taro Yamane method. Data collection methods in this research are questionnaires, interviews and literature studies. This research uses multiple linear regression analysis. The research results show that Facebook social media promotion and word of mouth have a positive and significant effect simultaneously and partially on purchasing decisions.

INTRODUCTION

Today's technological developments have influenced the development of a business. The development of information technology is used by companies to increase sales, known as marketing via social media. One company that uses Facebook social media promotion is Café Rumi Cisarua Puncak Bogor Leuwimalang. It cannot be denied that social media networks are currently often used to market products using the social media Facebook. With these social networks, an effective marketing communication strategy will be formed, namely word of mouth according to Kotler and Keller (2009). Word of mouth is a marketing activity through person-to-person intermediaries, either verbally, in writing, or as a powerful, effective and electronic communication tool. lower costs that are directly related to the experience of giving or using the product. The success of a company in influencing purchasing decisions according to Tjiptono, (2016) Purchasing decisions are a series of processes that start with consumers recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem, which then a series of processes leads to a purchasing decision.

The success of Café Rumi's marketing strategy using Facebook social media certainly cannot be separated from the consumer behavior of Café Rumi itself. Like most companies, Café Rumi has production targets every month, but not all production targets can be met or achieved. Of course, this requires companies to carry out strategies that can attract consumer buying interest. In Table 1 below, you can see the total income in 2020, namely:

Table 1. Cafe Rumi Production Data for 2020

No	Month	Target Income (Rp)	Income Realization (Rp)	Achievement Target k(%)	Information
1.	January	30,000,000	9,850,000	32.83%	Not achieved
2.	February	30,000,000	10,345,000	34.48%	Not achieved
3.	March	30,000,000	11,500,000	36.66%	Not achieved
4.	April	30,000,000	16,780,000	55.93%	Not achieved
5.	May	30,000,000	21,800,000	72.66%	Not achieved
6.	June	30,000,000	26,960,000	89.86%	Not achieved
7.	July	30,000,000	28,190,000	96.53%	Not achieved
8.	August	30,000,000	30,500,000	101.6%	Achieved
9.	September	30,000,000	30,300,000	101%	Achieved
10.	October	30,000,000	29,400,000	98%	Not achieved
11.	November	30,000,000	30,850,000	102.83%	Achieved
12.	December	30,000,000	32,240,000	107.46%	Achieved
Total		360,000,000	258,520,000	-	-
Average		30,000,000	21,543,333	77.48%	Not achieved

Source: Cafe Rumi 2021

Based on this table, the income target determined by Café Rumi management is IDR 30,000,000. Meanwhile, revenue realization only reached 77.48 percent, which means the 2020 revenue target was not achieved. The failure to achieve the revenue target is thought to be due to the company's ineffective promotions.

Preliminary survey results show that promotions carried out through social media and word of mouth carried out by companies have not been effective in attracting consumers' interest in buying. Meanwhile, the problem faced about the value of mouth is that customers stated that the word of mouth they did not receive feedback so the messages or stories they conveyed to their closest relatives or friends were not conveyed well.

LITERATURE REVIEW

According to Thesauri (2017), Marketing management is the activity of analyzing, planning, implementing and controlling programs created to form, build and maintain profits and exchanges through target markets to achieve organizational (company) goals in the long term. According to Nasrullah (2016), social media promotion is media on the internet that allows users to present themselves and interact, work together, share, communicate with other users, and form virtual social bonds. Social media promotion indicators include (1) context; (2) communication; (3) collaboration; and (4) connections.

Word of mouth according to Kotler and Keller, (2009) is marketing activities through person-to-person intermediaries, either verbally, in writing, or as a powerful, effective and cheaper electronic communication tool that is directly related to the experience of giving or using the product. Word-of-mouth indicators include (1) talking about; (2) promoting; (3) recommending; and (4) selling. Purchasing decisions according to Tjiptono (2016) are a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand and evaluating the product or brand as to how well each alternative can solve the problem, which then leads to a series of processes leading to a purchasing decision. Purchasing decision indicators include (1) product choice; (2) brand choice; (3) choice of dealer; (4) time of purchase; (5) purchase amount; and (6) payment method.

METHODOLOGY

This type of research is descriptive verification. Descriptive is research that is used to describe problems that occur in the present or are ongoing, aiming to describe what happened as it should when the research was carried out. Verification is a research activity carried out with the aim of testing or proving the truth of previously existing knowledge.

RESULT AND DISCUSSION

Table 2. Multiple Linear Regression Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	12,369	3,441		3,595	,001
1	Facebook Social Media Promotion	,422	,179	,301	2,355	.021
	Word of Mouth	,639	,180	,454	3,556	,001

a. Dependent Variable: Purchase Decision

Source: Data processing output with SPSS 2022

Table 2 below with the interpretation model:

$$y = 12.369 + 0.422x_1 + 0.639x_2$$

The regression coefficient x_1 of 0.422 is positive, meaning that the better the social media promotion carried out, it is thought that the more purchasing decisions will increase assuming other influencing factors are considered constant. The regression coefficient x_2 of 0.639 is positive, meaning that the better word of mouth is carried out, it is thought that the more purchasing decisions will increase assuming other influencing factors are considered constant.

Table 3. Multiple Correlation Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.512	.499	3,041

a. Predictors: (Constant), Word of Mouth, Facebook Social Media Promotion

b. Dependent Variable: Purchase Decision

Source: Data processing output with SPSS 20, 2022

Based on the calculations in Table 3, an R-value or correlation of 0.715 is obtained, which shows that the R-value (0.600 - 0.799) is in a strong category, so it can be concluded that Facebook social media promotion and word of mouth on purchasing decisions have a strong relationship. The figure R^2 (R square) is obtained) of 0.512 or 51.2%. This shows that the contribution of Facebook social media promotion and word of mouth is greater purchasing Decisions amounted to 51.2%, while the remaining 48.8% was influenced or explained by other variables not included in this research model.

Table 4. Test Results for Simultaneous Regression Coefficients
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	756,638	2	378,319	40,907	,000b
	Residual	721,362	78	9,248		
	Total	1478,000	80			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Word of Mouth, Facebook Social Media Promotion

Source: Data processing output with SPSS 20, 2022

It can be seen that the test results using the F test obtained values of 40.907 and 3.96. This shows that it is greater than ($40.907 > 3.96$). Thus, it can be concluded that H_0 is rejected and H_a is accepted, meaning that the independent variables of Facebook social media promotion and word of mouth have a positive and significant effect together (simultaneously) on the purchase decision of Café Rumi:

$$F_{hitung} > F_{tabel}$$

Based on Table 2, the results show that the word-of-mouth variable is the most dominant and significant factor influencing purchasing decisions at Café Rumi. This is because word of mouth has a higher t-count value and is supported by a probability value that is smaller than the standard probability value. The smaller the probability value obtained, the more significant the influence will be on purchasing decisions.

Responses Regarding Research Variables

Table 5. Recapitulation of Consumer Responses

No	Variable	Mean	Information
1	Facebook Social Media Promotion X_1	3.60	Good
2	Word of Mouth X_2	3.54	Good
3	Purchase Decision (Y)	3.53	Tall

Source: Processed data, 2022.

Consumer assessment of the promotional variable is in the good category. The highest assessment is on the context indicator and the lowest is on the communication indicator. The promotion carried out by the company through Facebook social media is good, but the communication has not gone well so the information conveyed by the company to consumers has not run optimally.

Consumer assessment of the word-of-mouth variable is in the good category. The highest assessment is on the discussing indicator and the lowest

is on the topic indicator. These results show that word of mouth is considered to be good, but topics have not been implemented well so the provision of topics has not been carried out optimally.

Consumer assessment of the Purchasing Decision variable is in the high category. The highest assessment is on the product choice indicator and the lowest is at the time of purchase. These results show that the Purchase Decision is considered to be high, but the purchase time has not been implemented properly so the purchase time has not been carried out optimally.

CONCLUSIONS AND RECOMMENDATIONS

1. Facebook social media promotion and word of mouth simultaneously have a positive and significant effect on purchasing decisions.
2. Facebook social media promotion has a positive and significant effect on purchasing decisions.
3. Word of mouth has a positive and significant effect on purchasing decisions.
4. Increasing purchasing decisions using Facebook social media should be carried out through promotional communication training activities carried out by employees to attract more consumers.
5. Increasing purchasing decisions using word of mouth should be done by providing more creative and innovative topics.

FURTHER STUDY

This research still has limitations so further research needs to be done on this topic "The Effect of Facebook and Word of Mouth Social Media Promotion on Purchase Decisions at Caf Rumi Cisarua, Bogor Regency".

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