

# The Influence of Social Media Marketing and Consumer Trust on the Purchase Decision at Suteki Sushi Restaurant Surabaya

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# The Influence of Social Media Marketing and Consumer Trust on the Purchase Decision at Suteki Sushi Restaurant Surabaya

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## Abstract

The purpose of this study was to evaluate the impact of social media marketing and consumer trust on purchase decisions at Suteki Sushi Restaurant in Surabaya. Data was obtained by distributing questionnaires using a Likert scale via google form. The sampling technique used was purposive sampling with 100 respondents selected as Instagram users. The data analysis techniques used were descriptive analysis and verification analysis, namely: Validity Test, Reliability Test, Classic Assumption Test Multiple Regression Analysis, Coefficient of Determination Analysis (R<sup>2</sup>) and Hypothesis Testing with Partial Test (t test) and Simultaneous Test (F test). The findings of the test and analysis are as follows: There is a significant and favorable correlation between consumer trust and purchase decision with hypothesis testing obtained t-count 5.295 > t-table (1.985). Social media marketing has an unfavorable and small impact on purchase decisions, with hypothesis testing obtained t-count 0.604 < t-table (1.985). Social media marketing and consumer trust have a large and profitable impact simultaneously on purchase decisions with hypothesis testing obtained by Syg. 0.000 < 0.05.

## Keywords:

Consumer Trust, Purchase Decision, Social Media Marketing

## 1. Introduction

The availability of the internet appears to have eliminated the time and geographic restrictions on information acquisition. Additionally, anyone can communicate with others in any nation on earth. Economic development has also been impacted by the internet's development. A number of purchasing and selling transactions that were previously only possible in person, over the phone, or by mail are now considerably simpler thanks to the internet.

The company's marketing has also seen a change, as many businesses now market online, including through social media, rather than through print and electronic media. Because social media has evolved into a platform that people frequently use when spending time online, platforms like Facebook, Twitter, and Instagram are being employed as marketing tools. This gives customers a wide range of options when choosing the product they want to buy and makes it difficult for them to make a decision.

## 2. Literature Review and Hypothesis

### 2.1. Social Media Marketing

Tuten (2008) writes in his book "Advertising 2.0 Social Media Marketing in a Web 2.0 World", In order to achieve communication objectives, social media marketing makes advantage of the cultural context of online social communities, such as social networks, virtual worlds, social news sites, and social opinion-sharing platforms.

The ability to share information with other users via a brand's social media, the appearance of the content on the brand's social media, and the simplicity of voicing opinions via the brand's social media are all considered to be three indicators of effective social media marketing, according to (Kim & Ko, 2012).

### 2.2. Consumer Trust

Mayer, Davis, & Schoorman (1995), cited in Alotaibi et al., (2019) regardless of the ability to monitor or control another party, trust is defined as "a party's readiness to be vulnerable to the activities of another party based on the expectation that the other party will perform certain actions significant to the trustee."

Flavian & Giunaliu (2007) state that the three qualities of honesty, goodness, and competence are employed as measures of consumer trust.

### 2.3. Purchase Decision

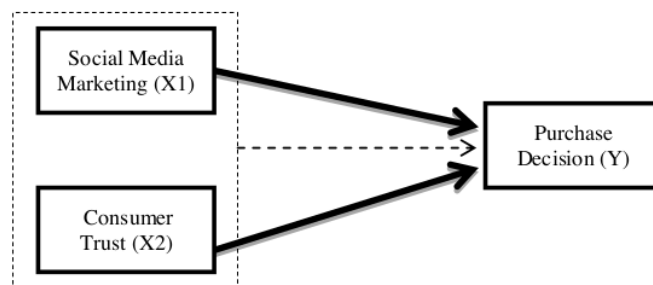
According to Schiffman, Leon G. Leslie (2004) in R. Saputra & Semuel (2013), choosing between two or more alternative buy decision options is necessary in order for a decision to be made; hence, there must be a variety of options available. The choice to purchase can influence how the decision-making process is conducted.

Indicators including requirements, habits, and recommendations are employed in purchase decisions, claims (Philip Kotler & Gary Armstrong, 2018).

### 2.4. Instagram

Mike Krieger and Kevin Systrom are credited as being the major minds behind the creation of Instagram in Holmes (2015) book "Instagram: Instagram Blackbook: Everything You Need To Know About Instagram For Business and Personal - Ultimate Instagram Marketing Book." Burbn, an iPhone app, was the ancestor of Instagram. In its early stages, the Burbn app was a little too difficult, but they both worked out nicely. In the end, they simplified the idea of Burbn and called it Instagram. Burbn can first be used to develop future plans, collect points, and other things. They then make the decision to get rid of any bugs or clutter and concentrate on mastering a single skill. They decided to focus on sharing mobile photographs. They called it Instagram because they thought it was similar to Instant Telegram.

### 2.5. Hypothesis



(———) : Partial affect

(-----) : Simultaneous affect

H1: Social media marketing effects purchasing decisions positively.

H2: consumer trust effects purchasing decisions positively.

H3: Consumer trust and social media marketing simultaneously effects purchasing behavior positively.

## 3. Method

### 3.1. Type of Research

This study used a quantitative research method as its primary research method. The purpose of this study is to ascertain the effect of social media marketing and consumer trust on purchasing decisions.

### 3.2. Research Objective

The topic of this essay is Resto Suteki Sushi Surabaya. Suteki Sushi is the eldest child of Putra Boga Group's companies. In Surabaya, the Putra Boga Group is a business that thrives in the food and beverage retail industry.

### 3.3. People and Sample

A sampling of people and The non-probability sampling technique used in this study is called purposive sampling. Purposive sampling is a sampling technique that considers the researcher's opinions of which samples are most useful, suitable, and thought to be representative of a community. Customers of Resto Suteki Sushi having Instagram profiles provided the 100 responses that were eventually picked.

### 3.4. Data Source

For this study's major data sources, a Likert scale was used to distribute questionnaires through a google form. IBM SPSS 25 will be used for the data analysis.

## 4. Results and Discussion of the Research

### 4.1. Validity Test

Table 1. Social Media Marketing (X1)

Question Items	R Table	R Count	Explanation
X1.1	0,195	0,649	Valid
X1.2	0,195	0,833	Valid
X1.3	0,195	0,579	Valid

Source : IBM SPSS 25 analysis result. 2022

The social media marketing variable (X1) received the value of r count > r table based on the results from the table above (0.195). This makes the used questionnaire suitable for processing as research data.

Table 2. Consumer Trust (X2)

Question Items	R Table	R Count	Explanation
X2.1	0,195	0,798	Valid
X2.2	0,195	0,613	Valid
X2.3	0,195	0,516	Valid

Source : IBM SPSS 25 analysis result. 2022

The consumer trust variable (X2) received the value of r count > r table based on the results from the table above (0.195). This makes the used questionnaire suitable for processing as research data.

Table 3. Purchase Decision (Y)

Question Items	R Table	R Count	Explanation
X3.1	0,195	0,720	Valid
X3.2	0,195	0,686	Valid
X3.3	0,195	0,794	Valid

Source : IBM SPSS 25 analysis result. 2022

The purchase decision variable (Y) received the value of r count > r table based on the results from the table above (0.195). This makes the used questionnaire suitable for processing as research data.

### 4.2. Reliability Test

Reliability testing is an index test that reveals the degree to which a measuring instrument may be trusted or relied upon, according to Sugiyono (2007) in Amanda et al., (2019). The Cronbach's alpha reliability test was applied in this research. According to the decision, if the test findings have a Cronbach's alpha value > 0.7, the test results are reliable, and if they do not, the test results have a low reliability.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Explanation
Social Media Marketing	0,767	Reliabel
Consumer Trust	0,736	Reliabel
Purchase Decision	0,791	Reliabel

Source : IBM SPSS 25 analysis result. 2022

### 4.3. Normality Test

In this research, the Kolmogorov-Smirnov One-Sample statistical analysis was applied for the normality test. If the significance value is more than 0.05, the data is considered to be normal.

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual
Normal Parameters <sup>a,b</sup>	Mean	100
	Std. Deviation	0
Most Extreme Differences	Absolute	1,28618405
	Positive	0,108
	Negative	0,061
Test Statistic		-0,108
Asymp. Sig. (2-tailed)		0,108
Exact Sig. (2-tailed)		,006c
Point Probability		0,183
		0

Source : IBM SPSS 25 analysis result. 2022

The One-Sample Kolmogorov-Smirnov statistical analysis resulted in a significance number of 0.183 > 0.05, as can be seen from the data in the table above. Therefore, it may be said that the regression model complies with the normality test's presumptions.

#### 4.4. Multikolinierity Test

The multicollinearity test is a test used to examine whether there is a link between the independent variables in the regression analysis model, according to Ghozali (2006) in Dewi et al., (2012). If the variance inflation factor (VIF) number is greater than 10 and the tolerance value is less than 0.1, multicollinearity symptoms will manifest.

Table 6. Multikolinierity Test

Variabel	Tolerance	VIF	Explanation
Social Media Marketing	0,951	1,052	Tidak Terjadi Multikolinieritas
Consumer Trust	0,951	1,052	Tidak Terjadi Multikolinieritas

Source : IBM SPSS 25 analysis result. 2022

According to the test results in the table above, the tolerance value for the independent variable related to social media marketing is 0.951 > 0,1, and the Variance Inflation Factor (VIF) value is 1.052 > 10. The tolerance value for the independent variable related to consumer trust is also 0.951 > 0,1, and the VIF value is 1.052 < 10, indicating that this regression model does not experience multicollinearity.

#### 4.5. Heterokedastisity Test

The Glejser test was used in this research to examine heteroscedasticity. The conclusion that the regression model does not contain heteroscedasticity can be drawn based on the determination of whether the significance probability is above the 5% or 0.05 confidence level.

Table 7. Heterokedastisity Test

Variable	Sig.	Explanation
Social Media Marketing	0,084	No Heterosdastisity Occurs
Consumer Trust	0,489	No Heterosdastisity Occurs

Source : IBM SPSS 25 analysis result. 2022

According to the statistical method used to create the Glejser test table above, the significant value of the social media marketing variable (X1) is 0.084 > 0.05 and the significant value of the consumer trust variable (X2) is 0.489 > 0.05 in the table. From the two variables examined, it can be seen that the customer trust (X2) and social media marketing (X1) variables have sig values greater than 0.05. All significant values for the two variables under study were more than 0.05. It can be said that this regression model can be used and that there is no heteroscedasticity issue.

#### 4.6. Analysis of Multiple Linear Regression

Table 8. Analysis of Multiple Linear Regression

	Unstandardized	Std. Error	Standardized	t	Sig.
	Coefficients		Coefficients		
	B		Beta		
(Constant)	7,922	1,064		7,447	0
Social Media Marketing	0,038	0,063	0,055	0,604	0,547
Consumer Trust	0,389	0,073	0,479	5,295	0

Source : IBM SPSS 25 analysis result. 2022

The following is the standardized regression equation, which is derived from the computations in the above table:

$$Y = a + b1X1 + b2X2$$

$$Y = 7,922 + 0,038X1 + 0,389X2$$

The following is an explanation of the equation:

1. A purchase decision value (Y) of 7.922 points exists if the factors relating to social media marketing (X1) and consumer trust (X2) do not exist.
2. A value of 0.038 indicates that every 1 (one) unit change in the social media marketing variable (X1) will result in a change in the purchase decision (Y) of 0.038 points, if the constant is stable and the consumer trust variable (X2) does not change.
3. The value of 0.389 indicates that every 1 (one) change in the consumer trust variable (X2) will result in a change in the purchase decision (Y) of 0.389 points, if the constant is stable and the social media marketing variable (X1) does not change.

#### 4.7. Test of Partial Coefficient (t Test)

The basis for decision making is if the significance of the correlation between the two instruments is significant if t-count > t-table Sugiyono (2014) in Ningtyas (2014). The formula for the t-table is  $(t = \alpha / 2 ; n-k-1)$ ,  $(t = 0.025; 97) = 1.985$ .

Table 9. Test of Partial Coefficient (t Test)

Variable	T	Sig.
Social Media Marketing	0,604	0,547
Consumer Trust	5,295	0,000

Source : IBM SPSS 25 analysis result. 2022

The first assumption is that social media marketing has a favorable and significant impact on purchasing decisions. The t-count was 0.604 < t-table (1.985) based on the outcomes of data analysis in the aforementioned table. Therefore, the first hypothesis, which asserts that social media marketing has a positive and large influence on purchasing decisions, is denied.

The second assumption is that customer trust has a favorable and considerable impact on purchasing decisions. The t-count is 5.295 > t-table (1.985) based on the outcomes of data analysis in the aforementioned table. In light of this, the second hypothesis, according to which customer trust has a positive and considerable impact on purchasing decisions, is accepted.

#### 4.8. Test for Simultaneous Coefficients (F Test)

The F test, in accordance with Sugiyono (2014) in Ningtyas (2014), aims to test the effects of the independent variables concurrently. If the model's significance value is alpha Sig. 0.05 or below, it might be said to be viable.

Table 10. Test for Simultaneous Coefficients (F Test)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	52,977	2	26,489	15,689	,000b
Residual	163,773	97	1,688		
Total	216,75	99			

Source : IBM SPSS 25 analysis result. 2022

Based on the test results in the table above, the third hypothesis—that social media marketing and consumer trust have a simultaneous, positive, and significant effect on purchasing decisions—has a value of Sig.  $0.000 < 0.05$ .

#### 4.9. Test for Coefficient of Determination (R<sup>2</sup>)

Table 11. Effect of Social Media Marketing (X1) on Purchase Decision  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,161a	0,026	0,016	1,468

Source : IBM SPSS 25 analysis result. 2022

The R Square value is 0.026 based on the results in the above table. This demonstrate that the social media marketing has a 2.6% effect on the purchasing decisions.

Table 12. Effect of Consumen Trust (X2) on Purchase Decision (Y)  
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,492a	0,242	0,234	1,295

Source : IBM SPSS 25 analysis result. 2022

The R Square value is 0.242 based on the results in the above table. This demonstrates that consumer trust has a 24.2% effect on the purchasing decisions.

#### 5. Conclusion

1. Consumer trust and social media marketing have a significant and positively effect on Resto Suteki Sushi Surabaya consumers' purchase decisions simultaneously.
2. Social media marketing has a negative and insignificant effect on consumers' decisions to buy at Resto Suteki Sushi Surabaya.
3. Consumer trust has a positive and significant effect on consumers' purchase decisions at Resto Suteki Sushi Surabaya.

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