

# The Effects Of Social Media Content, Influencer Marketing And Customer Reviews On Purchasing Decisions

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## Abstract.

*This research aims to determine the effect of social media content, influencer marketing, and customer reviews on purchasing decisions on Shopee online marketing platform during period January-March 2024. The independent variables in this research are social media content, influencer marketing, and customer reviews, while the dependent variable is purchasing decisions. This research uses primary data in the form of questionnaire results from respondents. This research uses a purposive sampling technique. The method used is a type of quantitative research. The analysis used in this research is multiple linear analysis. In this research, it shows that social media content has significance effect on purchasing decisions, influencer marketing has no effect on purchasing decisions, customer reviews has no effect on purchasing decisions but the variables social media content (X1), influencer marketing (X2) and customer reviews (X3) simultaneous influence on purchasing decisions (Y) with a significance value (Sig) of  $0.000 < 0.05$ .*

**Keywords** : Social Media Content, Influencer Marketing, Customer Reviews and Purchase Decisions.

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## I. INTRODUCTION

The increasingly rapid development of information technology currently has an important influence in various aspects. This means that humans have no limitations in space and time. With the internet as a medium that is not only used as a communication tool, but also as a medium for shopping. Social media marketing is one aspect of digital marketing technology used today. While competitors sell their products in various ways, influencer marketing services are the most widely used approach. The growing social media has become an inseparable part of the realm of business and communication between producers and consumers. According to (Sudha, 2014) states that the practice of finding and inviting people who can influence a particular target market to participate in product campaigns with the aim of increasing reach, sales and customer connections is known as influencer marketing. Consumers have become very active in looking for products according to their preferences from various places. Indonesian people have high buying demand and have easy influence. The easily influenced nature of Indonesian society results in buyers who only make purchases when there is a viral trend. One trend that is becoming increasingly popular is the existence of influencer services to promote products or other services. The aim of influencer marketing is to influence people's purchasing power and the behavior of their followers. This type of social media influencer has the ability to strongly influence consumer purchasing decisions. Not only influencer services can influence people's attractiveness, but also the brand brought by the influencer.

Influencer marketing is the key to successful social media marketing. Influencers are individuals and figures chosen as targets for brand promotion because they are considered to have an impact on the targeted customer group or segment. This is the definition of influencer marketing. The online market continues to develop rapidly, attracting increasing interest from the public in shopping online. According to (Huang, 2020) social media content is information and entertainment posted on social networking sites such as Facebook, Instagram, YouTube, and others. This content is created by people, companies, or organizations, and is placed there to allow more direct user interaction. However, to get the full benefit from social media content, the target audience must also be carefully considered. Currently, many marketplaces have a large user base and are the latest shopping trends, especially among the younger generation. Young people today have made online shopping a habit or trend because of the

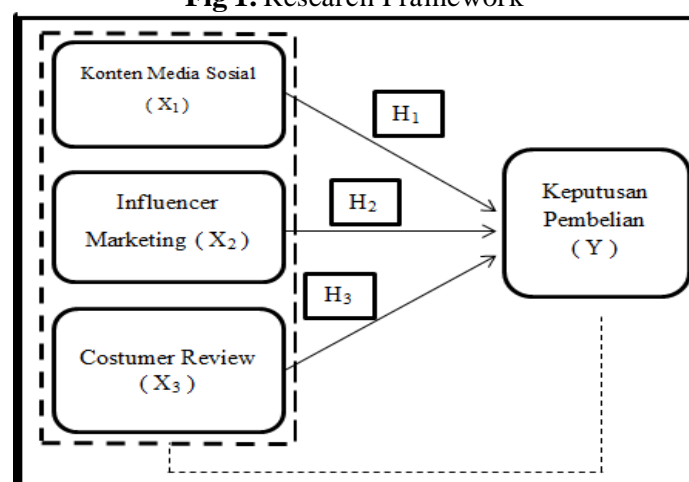
various conveniences offered, such as flexible access without having to leave the house, low costs due to online discounts, and a large choice of products. Shopee, an e-commerce application that sells various products ranging from fashion, technology, to daily necessities, is one of the most popular in Indonesia. Social media content has now become one of the main sources of information for consumers in gaining knowledge about products and brands. Via platforms - platforms such as Instagram, Facebook and Twitter, consumers can easily find reviews, testimonials and interesting visual content related to the products they are interested in.

Additionally, influencer marketing strategies have become a top choice for many brands to expand their reach and increase their credibility in the eyes of consumers. Collaborations with popular influencers or prominent figures in various industries help brands to create a positive and relevant impression among consumers and increase the likelihood of purchase conversion. Not only that, as millennials spend more time on social media than watching television, there is a growing trend in using influencers to sell goods and services. Millennials spend a lot of their time on social media, enjoying interesting content from influencers. The influencers chosen can come from various backgrounds, including celebrities and famous artists. Influencer marketing has a huge impact on Shopee buyers' decisions when it comes to trendy products. Influencer marketing has emerged as a popular marketing tactic that is highly effective in influencing consumer behavior and decisions about fashion items what to buy. Based on Kotler and Armstrong (2008: 181) argue that consumers make purchases based on the brands they like. Kotler and Keller (2009:241) state that consumer preferences for brands in a collection of choices play a role in purchasing decisions. Purchasing decisions according to Augustina & Hinggo (2023) are choices made by consumers at the end of the purchasing process after considering various unique factors. Purchasing decisions are decisions made by consumers which can be influenced by various factors, including politics, economic situation, technology, location, price and promotions (Buchari Alma 2016, Saputra & Mahaputra, 2022). In order to form the consumer's attitude to digest all available data and arrive at a decision in the form of a response displayed on the goods they want.

## II. METHODS

Social media content, influencer marketing, and customer reviews as the independent variable and is the subject of research, then the purchasing decision as the dependent variable. Meanwhile, the object studied is someone who has used the Shopee marketing online application consecutively from January to March. The quantitative research method was chosen as the method used in this research using primary data. Data collection method using questionnaire method. Using the Statistical Program for Social Science version 26 in data analysis and using multiple linear regression analysis data analysis techniques. Respondents who use stores to fulfill their purchasing needs constitute the population of this study. Purposive sampling is the technique used in this research to select a sample of 60 participants who meet the predetermined criteria.

**Fig 1.** Research Framework



The above-mentioned framework allows the formulation of the following hypotheses:

H1: It is suspected that Social Media Content has a partial influence on Purchasing Decisions on Shopee.

H2: It is suspected that Influencer Marketing has a partial influence on Purchasing Decisions on Shopee.

H3: It is suspected that Customer Reviews have a partial influence on Purchasing Decisions at Shopee.

H4: It is suspected that Social Media Content, Influencer Marketing and Customer Reviews have a simultaneous influence on Purchasing Decisions on Shopee.

### III. RESULT AND DISCUSSION

The Validity test variables X1 and Meanwhile, X3 is accepted as valid because the calculated r value exceeds the table r and its significance is less than 0.05. Based on the reliability, all Cronbach's alpha values are low of 0.6 which means that all these instruments are declared unreliable. The results of the normality test through statistical analysis of the Kolmogorov-Smirnov test. The Asymp Sig value in the table above is 0.000, indicating  $< 0.05$ . So it can be concluded that the data is normally distributed. The tolerance value for the Social Media Content variable is 0.922, the tolerance value for the Influencer Marketing variable is 0.827, and the tolerance value for the Customer variable review of 0.788. This shows that all the allowed values for the independent variables are consistently  $\geq 0.10$ , the VIF value for the Social Media Content variable is 1.085, Influencer Marketing 1.208, and Customer Reviews is 1.268, indicating that all VIF values for the independent variables are  $\leq 10$ . From these results it can be seen It was concluded that there was no multicollinearity in the regression model. Model equality regression which developed in study this based on results test analysis regression multiple on table that is :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 5,075 + 0.008X_1 - 0.275X_2 + 0.168X_3 + e$$

The magnitude of the regression equation written above can be interpreted as follows:

1. The constant value of the regression equation is 5.075, indicating that if the social media content, influencer marketing, and customer review variables are at zero, then a purchasing decision will occur of 5.075.
2. Mark The social media content variable of 0.008 indicates a positive direction of influence, which means that if this variable increases by 1 unit, the size of the purchasing decision will increase by 8%.
3. The value of the influencer marketing variable is -0.275, indicating the direction of negative influence, which means that if the influencer marketing variable increases by 1 unit, the size of the purchasing decision will decrease by 27,5%.
4. The value of the customer review variable is 0.168, indicating the direction of positive influence, which means that the customer review variable has increased by 1 unit, so the size of the purchasing decision has increased by 16,8%

The explanation for the explanation of the partial test in this research is as follows:

1. The social media content variable is a variable that has significance influence the purchasing decision variable. This can be seen in the t test table for statistical tests which compares the calculated t with the t table, so that the calculated t value is 1.681 and the t table value is 1.673. So  $t_{count} < t_{table}$  or  $(1.681 > 1.673)$ . So it shows that social media content has significance influence on purchasing decisions.
2. Influencer marketing variable is a variable that has no influence on the purchasing decision variable. This can be seen in the t test table for statistical tests which compare calculated t and table t, so that the calculated t value is -0.334 and the t table value is 1.673. Then  $t_{count} < t_{table}$  or  $(-0.334 < 1.673)$ . So it shows that influencer marketing has no influence on purchasing decisions.
3. Customer review variable is a variable that has no influence on the purchasing decision variable. This can be seen in the t test table for statistical tests which compare calculated t and table t, namely the calculated t value is 0.692 and the t table value is 1.673. Then  $t_{count} < t_{table}$  or  $(0.692 < 1.673)$ . So it shows that customer reviews has no influence on purchasing decisions.

Which the simultaneous test (F test) shows the calculated F value of 37.993, while the F table for  $df_1 = 3 - 1 = 2$  and  $df_2 = 60 - 2 = 58$  shows an F table of 2.76. Because the calculated F value is greater than F table, the regression model between Customer Reviews (X1), Social Media Content (X2) and Influencer Marketing (X3) on Purchasing Decisions (Y) is recognized as appropriate or feasible. It is also known that the significance value (Sig) is  $0.000 < 0.05$  so it can be concluded that there is a simultaneous influence. This means that all independent variables jointly influence the dependent variable.

## **DISCUSSION**

### **The Influence of Social Media Content on Purchasing Decisions**

The results of this research have proven that social media content variables has a significance influence on purchasing decisions on Shopee. This is shown in the results of statistical tests which explain the magnitude of the regression coefficient for social media content variables on purchasing decisions. This can be seen in the t test table for statistical tests which t value is 1.681 and the t table value is 1.673. So  $t_{count} < t_{table}$  or  $(1.681 > 1.673)$ . So it shows that social media content has significance influence on purchasing decisions.

### **The Influence of Influencer Marketing on Purchasing Decisions**

The results of this research have proven that the influencer marketing variable has no influence on purchasing decisions at Shopee. This is shown in the results of statistical tests which explain the magnitude of the regression coefficient of the influencer marketing variable on purchasing decisions. The t test table for t value is -0.334 and the t table value is 1.673. Then  $t_{count} < t_{table}$  or  $(-0.334 < 1.673)$ . So it shows that influencer marketing has no influence on purchasing decisions.

### **The Influence of Customer Reviews on Purchasing Decisions**

The results of this research have proven that the customer review variable has no influence on the purchasing decisions at Shopee. This is shown in the results of statistical tests which explain the magnitude of the regression coefficient for the customer review variable on purchasing decision. This can be seen in the t test table with calculated t value is 0.692 and the t table value is 1.673. Then  $t_{count} < t_{table}$  or  $(0.692 < 1.673)$ . So it shows that customer reviews has no influence on purchasing decisions.

### **The Influence of Social Media Content, Influencer Marketing and Customer Reviews on Purchasing Decisions**

The results of this research have proven that among the social media content, influencer marketing and customer review variable has significance influence on purchasing decisions at Shopee. This is shown in the results of statistical tests which explain F value of 37.993, while the F table for  $df_1 = 3 - 1 = 2$  and  $df_2 = 60 - 2 = 58$  shows an F table of 2.76. Because the calculated F value is greater than F table, the regression model between Customer Reviews (X1), Social Media Content (X2) and Influencer Marketing (X3) on Purchasing Decisions (Y) is recognized as appropriate or feasible. It is also known that the significance value (Sig) is  $0.000 < 0.05$  so it can be concluded that there is a simultaneous influence. This means that all independent variables jointly influence the dependent variable.

## **IV. CONCLUSION**

The aim of this research is to determine the effect of social media content, influencer marketing, and customer reviews on purchasing decisions on Shopee. The number of samples used for research was 60 people. Based on the findings from the research conducted, which includes various stages such as data collection, processing and analysis, further conclusions can be made as follows:

In this research, it shows that social media content has a significance effect on purchasing decisions. Whether Influencer marketing and customer reviews has no effect on purchasing decisions. But at the same time variables social media content (X1), influencer marketing (X2) and customer reviews (X3) has a simultaneous effect on purchasing decisions (Y) with a significance value (Sig) of  $0.000 < 0.05$ . For companies, in this case Shopee, can further develop the information media used to influence purchasing decisions. The customer review variables, social media content and influencer marketing are expected to be able to facilitate information on Shopee products offered in order to influence purchasing decisions in e-commerce shops.

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