



The Impact of Social Media Marketing on E-Purchase Decisions Using Online Food Delivery Services

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Abstract: The development of the food delivery service platform is supported by the increasing prevalence of the internet and the high number of smartphone users, which has created a dearth of online marketing-savvy business opportunities. This study compares generations X, Y, and Z in West Java to see how influential social media marketing is on e-purchase decisions using online food delivery services. A descriptive quantitative approach was used in this study. The data was collected using a questionnaire that was distributed online via Google-form to 90 social media users from the West Java region. Based on the findings of the study and the discussion, it is evident that social media marketing variables have a favorable and significant impact on e-purchase decisions using online food delivery services.

Keywords: Social Media Marketing, E-Purchase Decision, Online Food Delivery, Generation X, Y, and Z

INTRODUCTION

The development of information technology has permeated every aspect of life, including the culinary industry. By using a mobile device, it is simple to place a quick order for food or drinks (Sari, 2017: 173). There are numerous restaurants on online food delivery service platforms, which serve and connect eateries and consumers. The restoring partner advertises the restaurant's menus in the program to attract more customers, and customers can buy meals online and have it quickly delivered to the location of their choice (Eska, Sarinastiti and Nabilla, 2018: 181). Changes in human life patterns induce alterations in human demands, particularly for basic necessities such as food and drink (Daga, 2017: 9). Currently, consumers prefer online food delivery services since their use is quicker and more convenient. Prior to the emergence of the Go Food, Grab Food, and Shopee Food applications, which now dominate delivery platforms, several companies, including McDonald's, KFC, and Pizza Hut, pioneered online food delivery alongside drive-through services.

The rise in internet usage is contributing to the platform development for food delivery services. Similarly, the high number of smartphone users represents a gap in online business opportunities that offer marketing effectiveness and creativity (Istvanic in Taufik: 2020). Since the Covid-19 pandemic, many business owners have had difficulties marketing their products, and the previously established brands have become unrecognized as a result of the government's implementation of large-scale social restrictions (PSBB) and social distancing to reduce the rate of positive cases. This resulted in the disruption of the community's social and economic activities. BPS's survey revealed that the sector most affected by a decline was the accommodation and food & beverage sector, which fell by 92.47 %. Alternatively, according to the editorial conducted by (Artanti, 2020), GoFood's transaction volume increased by 20% during the Covid-19 pandemic as a result of the PSBB implementation. 64% of users in Indonesia reported using online food delivery more frequently during the pandemic, and 72% of Indonesian consumers continue to use online food delivery services due to their convenience. According to data from katadata.co.id for 2021, the results of a survey conducted by the Demographic Institute of the Faculty of Business Economics, University of Indonesia of 4,199 people in September 2020 revealed that 97% of respondents regularly used online food delivery services during the Covid-19 pandemic.

According to Gojek.com (2018), one of the online food delivery service providers, promotions are conducted by introducing online food delivery services via social media and offering price reductions in the form of vouchers or coupons. People are interested in utilizing online food delivery services as a result of this marketing campaign. For consumers, the speed and level of interaction in social media marketing are a major advantage (A. J. Kim & Ko, 2012). In terms of increasing website visitors and online sales, social media marketing has a significant impact (Solis, 2010). One of the objectives of effective marketing is to introduce consumers to a product so that they will choose to purchase it. A social media presence has indirect benefits for businesses as well. In other words, it does not necessarily result in immediate purchasing decisions or behavior, but rather serves as a tool for fostering long-term relationships with customers. Before deciding to purchase a product, consumers will examine the experiences of others through reviews on social media and online forums. This becomes essential for brands entering the digital space. If we review brands on social media, people's purchase decisions will be influenced by what we write. In addition, social media marketing has a greater reach, not only in Indonesia but also around the world. Before making a purchase decision, social media marketing conducted by a field of business can influence one person's thoughts, which will have a ripple effect on the thoughts of others (Gunelius, 2011).

Previous research indicates that social media marketing and word-of-mouth have a positive and significant impact on Panties Pizza Malang's purchase decisions (Nuraini & Hadi, 2019). The impact of social media marketing on purchase decisions can be seen in (Ayinda, 2016), which states that social media marketing on Instagram has an effect on the decision to buy Steak Beds. Moreover, (Lubiana, 2018) stated that social media marketing via social media (line) influences purchase decisions for Starbucks products. According to research (Nursiti & Giovanna, 2022), social media marketing has a significant and positive impact on purchase decisions and product quality. In addition, research indicates a correlation between social media marketing and the involvement and purchase decisions of culinary MSME consumers (Nurmalasari, 2021), as well as the influence of social media marketing and brand awareness on purchase decisions via buying interest. Therefore, it can be concluded that the respondent's perception of J.CO Donuts & Coffee's social media marketing variables is positive, indicating that respondents believe J.CO Donuts & Coffee's social media accounts are worthwhile to follow because they contain excellent messages (Meatry Kurniasari, Agung Budiarmo, 2018).

According to Southeast Strategics data from 2022, generation Z (43%) and millennials (39%) are the two groups who use online food delivery services the most frequently in Indonesia. This generation has become increasingly accustomed to and used digital media and technology. Few researchers have examined the impact of social media marketing on e-purchase decision to use online food delivery services by contrasting generations X, Y, and Z up until recently. According to the above description, the researcher is interested in researching "The Impact of Social Media Marketing on E-Purchase Decisions Using Online Food Delivery Services." This study aims to ascertain how influential social media marketing is on e-purchase decisions using online food delivery services by comparing generations X, Y, and Z in West Java region.

LITERATURE REVIEW

As technology advances, traditional purchasing and selling transactions are also beginning to migrate to the Internet (Widodo, Putranti, & Nurchayati, 2016). Online purchase decisions are made by consumers utilizing internet media with a greater benefit value (Devaraj et al., 2003; Ity et al., 2014; Anggraeni & Madiawati, 2016; Khatib, 2016). Appropriate and accurate purchase decisions can be made with the aid of knowledge and experience in transactions as well as consumer product awareness (Chen et al., 2017).

E-Purchase Decision

Purchase decisions are defined by Schiffman and Kanuk (2004) as the act of choosing between two or more alternative purchase decision choices, as well as a consumer action in deciding to buy a product after undergoing the evaluation phase to make a purchase decision for a product or service that meets their requirements.

Initially, product sales were conducted conventionally, with buyers and sellers conducting transactions in person or face to face. With the development of internet technology, online sales are becoming possible (Sari, 2015). The online purchase decision is a consumer's behavior in selecting products from a variety of online alternatives in order to find a solution and make decisions to use the products, make repeat purchases, and eventually recommend them to others. According to (Kotler & Keller, 2009); (Herawati, 2021); and (Pranata et al., 2020), the following indicators were used to measure e-purchase decisions in this study:

- 1) Stability in product
- 2) Habits in buying products
- 3) Provide recommendations to others
- 4) Make repeat purchases

Social Media Marketing

Marketing communication is used by companies as a tool to directly or indirectly inform, persuade, and remind consumers (Kotler & Keller, 2012). In the advancement of modern marketing and the demands resulting from the development of communication systems and media, marketing has expanded beyond the introduction of high-quality goods and services, competitive prices, and product availability. Moreover, ongoing interactive communication is required with both current and potential customers. The marketing mix (4P) consists of four elements: product, price, place, and promotion (Kotler & Keller, 2016).

Social Media is a means for consumers to share text, image, audio, and video content with one another and with companies, or vice versa (Kotler & Keller, 2012). According to Richter and Koch (2007), social media is an online application, means, and media designed to facilitate interaction, collaboration, and the sharing of information. Social media enables two-way communication, as companies can not only communicate with customers but also

receive feedback from customers. According to Gunelius (2011), there are four elements that influence the success of the SMM.

- 1) *Content Creation*
- 2) *Content Sharing*
- 3) *Connecting*
- 4) *Community Building*

On the basis of pertinent theories and research findings, it can be concluded that social media marketing is the most influential factor in influencing online purchase decisions (e-purchase decisions) when utilizing online food delivery services. This leads to the assumption that social media marketing has an impact on online purchase decisions. Thus, the framework of this research is as follows:

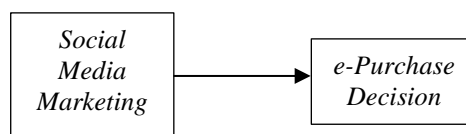


Figure 1. Thinking Framework

Therefore, based on the development of the theory described above, the following hypothesis can be drawn:

1. *Social media marketing has a positive impact on e-purchase decisions using online food delivery services*

RESEARCH METHODS

In this study, a quantitative approach was combined with a descriptive research methodology. Using IBM SPSS 26 software, the following analytical techniques were employed: Validity and Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, Anova Tests, and Hypothesis Tests. This research methodology was used to ascertain the impact of social media marketing on e-purchase decisions using online food delivery services. This study compares the x, y, and z generations in order to ascertain the impact of the independent variable (social media marketing) on the dependent variable (e-purchase decision) in using online food delivery services. This study used primary data with a sample size of 30 respondents per generation for a total of 90 respondents. Non-probability sampling using purposive sampling with specific criteria, including all citizens of the West Java region who have used online food delivery services, was the sampling technique used in this study.

FINDINGS AND DISCUSSION

Validity and Reliability Test

All questions regarding social media marketing variables (X) and e-purchase decision variables (Y) are deemed valid based on the validity calculation. Thus, the entire statement can be utilized for research purposes because it is consistent with the decision rule $r_{count} > r_{table}$. In addition, the reliability calculation reveals that the instrument is deemed reliable because its Cronbach Alpha value > 0.60 . Thus, the entire statement is consistent and usable for research.

Furthermore, the results of the hypothesis test conducted with the IBM SPSS 26 software were also obtained from the data analysis.

a. Simple Linear Regression Analysis

Regression analysis is a statistical technique that measures the impact of independent variables on a dependent variable (Sarjono & Julianita, 2013: 91). In this study, e-purchase decision (Y) is the dependent variable, and social media marketing is the independent variable (X). Based on data collected from 90 respondents who use social

media and online food delivery, the following table explains the linear regression results of this study.

Model		Coefficients ^a			
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	
		B		Beta	t
1	(Constant)	24.711	4.854		5.091
	Sosial Media Marketing	.455	.116	.385	3.918

a. Dependent Variable: E-Purchase

Picture 1. Coefficients Results of the Linear Regression

Based on the Coefficients table results from SPSS above, a simple linear regression equation model is obtained:

$$Y = 24.711 + 0.455X$$

- 1) In the above equation for linear regression, a value of 24,711 indicates that the e-purchase decision variable has not been influenced by other variables, specifically social media marketing (X). If the independent variable does not exist, the variable describing the e-purchase decision does not change.
- 2) In the linear regression equation above, b (regression coefficient value X) equals 0.455, indicating that social media marketing variables have a positive impact on e-purchase decisions. This means that for every 1% increase in social media marketing variables, the e-purchase decision will be influenced by 0.455, assuming that no other variables are examined in this study.
- 3) Based on the preceding explanation, it can be concluded that the level of social media marketing (X) has an influence on e-purchase decisions using online food delivery services.

b. Hypothesis testing

1) T test results (partial)

According to Sanusi (2016), the t test with a 5% significance level was used to determine whether the independent variable (X) in the regression model partially has a significant impact on the dependent variable (Y). The results of the t test are shown in the following:

Model		Coefficients ^a			
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	
		B		Beta	t
1	(Constant)	24.711	4.854		5.091
	Sosial Media Marketing	.455	.116	.385	3.918

a. Dependent Variable: E-Purchase

Picture 2. The t-test on Coefficients Results of the Linear Regression

Based on the table above, by observing the row, column t and sig. can be explained as follows:

The impact of social media marketing variables on e-purchase decisions (H1). Social media marketing variable (X) has a positive and significant impact on e-purchase decision (Y) using online food delivery services. This can be seen from the significant social media marketing (X) $0.000 < 0.05$, and the value of $t_{table} = t(\alpha/2; n-k-1) = t(0.05/2; 90-1-1) = (0.025; 88) = 1.987$. This indicates that the t_{count} value is greater than t_{table} ($3.918 > 1.987$), so H_0 is rejected and H_1 is accepted. Thus, the hypothesis saying that social media marketing variables (X) have a positive and significant impact on e-purchase decisions (Y) using online food delivery services is partially accepted.

2) f Test Results (Simultaneous)

According to Sanusi (2016), the f test with a 5% significance level was used to determine the simultaneous effect of the independent variable (X) on the dependent variable (Y). Observing the value of $F_{table} = f(k; n-k)$, $F = (1; 90-1)$, $F_{table} = (1;89) = 3.948$ with a 5% error rate indicates that the regression model is accurate, i.e. the joint effect, if $F_{count} > F_{table}$. The f test results are shown in the table below.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631.648	1	631.648	15.352	.000
	Residual	3620.674	88	41.144		
	Total	4252.322	89			

a. Dependent Variable: E-Purchase

Picture 3. The F test on ANOVA Table

Based on the test results in the table above, it can be seen that the F_{count} value is 15,352 and the F_{table} value is 3,948, implying that $F_{count} > F_{table}$ or $15,352 > 3,948$, and a significant level of $0.000 < 0.05$. In addition, H_0 is rejected and H_1 is accepted, implying that the social media marketing variable (X) has a significant impact on the e-purchase decision (Y) using online food delivery services.

3) Coefficient of Determination Test Results

The coefficient of determination (D^2) measures the model's ability to explain the variation in the dependent variable, the degree of relationship between the dependent variable (Y) and all the independent variables that explain together, and its value is always positive. The determination coefficient is both zero and one. The results of the D^2 test are shown in the table below:

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.385 ^a	.149	.139	6.41436	2.039

a. Predictors: (Constant), Social Media Marketing

b. Dependent Variable: E-Purchase

Picture 4. The R^2 test on Model Summary Results

According to the table, the value of the coefficient of determination is found in the Adjusted R Square value of 0.149. This indicates that the ability of the independent variable to explain the dependent variable is 14.9%, while the remaining 85.1% is explained by other variables outside the scope of this study.

4) ANOVA test results

One-way ANOVA was used to determine whether social media marketing has an impact on e-purchase decisions using online food delivery services based on inter-generations x, y, and z.

ANOVA					
Sosial Media Marketing					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1102.422	2	551.211	24.575	.000
Within Groups	1951.367	87	22.430		
Total	3053.789	89			

Picture 5. The ANOVA Test Result Variable Social Media Marketing

ANOVA					
E-Purchase					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	113.756	2	56.878	1.196	.307
Within Groups	4138.567	87	47.570		
Total	4252.322	89			

Picture 6. The ANOVA Test Result Variable E-Purchase Decision

Based on the table, it can be seen that a significance value of $0.000 < 0.05$ implies that there is a significant average difference. Moreover, the table also indicates that the significance value of $0.307 > 0.05$ implies that there is no significant average difference.

5) Post Hoc Test with ANOVA

Post Hoc Test with Anova (multiple comparison) was used as a follow-up if the null hypothesis is rejected by the results of the analysis of variance. The goal is to identify which generations are influential.

Multiple Comparisons						
Dependent Variable: Sosial Media Marketing						
Tukey HSD						
(I) Generasi	(J) Generasi	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Generasi X	Generasi Y	4.00000 [*]	1.22282	.004	1.0842	6.9158
	Generasi Z	8.56667 [*]	1.22282	.000	5.6509	11.4825
Generasi Y	Generasi X	-4.00000 [*]	1.22282	.004	-6.9158	-1.0842
	Generasi Z	4.56667 [*]	1.22282	.001	1.6509	7.4825
Generasi Z	Generasi X	-8.56667 [*]	1.22282	.000	-11.4825	-5.6509
	Generasi Y	-4.56667 [*]	1.22282	.001	-7.4825	-1.6509

*. The mean difference is significant at the 0.05 level.

Picture 7. The Post Hoc Test Result

Based on the table above, a significance value of less than 0.05 is obtained. So it can be concluded that there are significant differences between the 3 generations (X, Y, Z) in social media marketing.

Sosial Media Marketing				
Tukey HSD ^a				
Generasi	N	Subset for alpha = 0.05		
		1	2	3
Generasi Z	30	37.0333		
Generasi Y	30		41.6000	
Generasi X	30			45.6000
Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 30,000.

Picture 8. The Social Media Marketing Test Result

The table above shows that each generation belongs to a different subset. Based on these findings, it is possible to conclude that there were significant differences in social media marketing between generations.

The results of this study are in line with research conducted by Ayinda in 2016, which stated that social media marketing through Instagram social media had an impact on purchase decisions to buy Steak Ranjang. It is also supported by Lubiana's research (2018) stating that

social media marketing through social media (line) had an impact on purchase decisions to buy Starbucks products, and Nursiti & Giovanna's research (2022) revealed that social media marketing has proven to have a positive and significant impact on purchase decisions, along with product quality. Furthermore, a research by Nurmalasari (2021) also shows that there was a significant correlation between social media marketing with the involvement and purchase decisions of culinary MSME consumers, as well as research by Meatry Kurniasari & Agung Budiarmo (2018) which shows that social media marketing and brand awareness had an impact on purchase decisions through buying interest. Thus, it can be concluded that the respondents' perception of social media marketing variables at J.CO Donuts & Coffee was good, which implies that the respondents believed J.CO Donuts & Coffee's social media accounts are worthwhile to follow because they contain excellent messages.

CONCLUSION

Comparing generations X, Y, and Z, this study sought to determine the impact of social media marketing on e-purchase decisions using online food delivery services. According to the findings and discussion, social media marketing variables have a positive and statistically significant impact on e-purchase decisions using online food delivery services. The first hypothesis in this study was accepted as supported by the findings. In other words, the greater the value of social media marketing, the better the online food delivery service e-purchase decision, and vice versa. There was no significant difference between the averages of the three generations, but there were significant differences between generations X, Y, and Z in their acceptance of social media marketing, resulting in characteristics that must be studied further.

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