



THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING INTEREST PT DINAMIKA MEGATAMA CITRA PUNGGING-MOJOKERTO

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ARTICLE INFO

Article history:

Received July 25 2023

Revised June 28, 2023

Accepted September 25, 2023

Available online October 31, 2023

Keywords:

Social Media;

Consumer Buying Interest



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ABSTRACT

This research aims to determine the extent of the influence of social media on consumer buying interest at PT Dinamika Megatama Citra. The method used in this research is a quantitative method with descriptive analysis based on primary data obtained directly through distributing questionnaires and secondary data obtained from related parties, interviews, books and journals, etc. This research was carried out by distributing questionnaires to respondents. The population in this research is employees and consumers of PT Dinamika Megatama Citra. Meanwhile, the sample used was 100 respondents with the criteria of being in the PT Dinamika Megatama Citra area who were active on social media until 2023. The sampling technique used was purposive sampling. The results of this research show that PT DINAMIKA MEGATAMA CITRA partially has a significant effect on consumer buying interest.

1. INTRODUCTION

The internet started in the early 1990s in Indonesia where the internet network in Indonesia was better known as the network community. As the internet develops, the development of the internet in Indonesia becomes more commercial and individualized, especially those involving internet commerce. Around 1994, INdonet began operating, which was the first commercial ISP in Indonesia. Then it developed in 1995 with several BBS (bulletin board esystems) in Indonesia providing excellent Telnet access abroad. Developments in Indonesia have been influenced by stability in the era of globalization, people's lifestyles are always changing. Various shopping trends have been adapted by Indonesian people, starting from midnight shopping to what is currently trending is shopping via the internet, (e-commerce) or what is usually called an online shop. With the increasing popularity of internet use, electronic commerce (e-commerce) is carried out by businesses of all sizes. E-commerce is defined as a way to sell and buy goods and services via internet networks or social media. Transactions via the internet are known as e-commerce (electronic commerce), namely the distribution, purchase, sale, marketing of goods and services via electronic systems such as the internet and television or other computer networks. (Nugroho, 2006). Indonesia is a market with attractive e-commerce growth from year to year. Since 2014, Euromonitor noted, online sales in Indonesia have reached US\$1.1 billion. Census data from the Central Statistics Agency (BPS) also states that the Indonesian e-commerce industry in the last 10 years has increased by 17 percent with the total number of e-commerce businesses reaching 26.2 million units. In 2018, e-commerce in Indonesia recorded very rapid growth, and is predicted to continue to increase along with the growth in the number of entrepreneurs and Micro, Small and Medium Enterprises (MSMEs) in the country.

Apart from this data, the huge potential of the e-commerce industry in Indonesia is also influenced by online shopping styles, especially by the millennial generation. According to the 2019 Indonesia Millennial Report, millennials really like to look for price comparisons, features, promo programs and product quality in several e-commerce sites before deciding to buy an item. Millennials also do not hesitate to recommend their favorite e-commerce or online stores to their friends. (WE Online, Jakarta) E-Commerce Contributes to Indonesia's Economic Growth in the era of industrial revolution 4.0 which has changed people's shopping behavior. Conventional consumption patterns - buyers and sellers transacting face to face - are starting to

shift to more practical and faster methods. One of them is using the internet via smartphone. This behavior has resulted in the proliferation of online shops, e-commerce and marketplaces. The circulation of money through this platform is quite fantastic. Bank Indonesia stated that in 2019, the number of e-commerce transactions per month reached IDR 11 trillion–IDR 13 trillion.

This incident is a great opportunity for manufacturers who offer consumers the convenience of selling their products via the internet. This shows that the use of the internet as a business medium is dominated by young people. When making buying and selling transactions using the internet, you no longer need to leave the house if you want to shop for something, you just need a smartphone, laptop or notebook that can use internet access and various social media applications such as the Facebook application, which is very popular with young people. (Mila Setiawati¹, Yulfiti' Aini², Welven Aida³). Considering the current popularity of social media, it can make it easier for producers to promote their products. What's more, social media such as Facebook is a tool that can be used to buy and sell online, Facebook as social media marketing in its application also depends on four important indicators in the marketing mix, which include 1) product 2) price 3) distribution 4) promotion. The emergence of online marketing carried out by users of various social media such as Facebook indicates that the types of consumer needs in society are increasingly diverse, especially among young people who dominate the social networking site Facebook. (Mohammed Riki efendi¹, Sri Wahyuni², Mukhamad Zulianto³). Based on Indonesia's total population of 272.1 million people, this means that 64% and half of Indonesia's population have access to the virtual world. Percentage of internet users aged 16-64 years who own each type of device, including mobile phone (96%), smartphone (64%), non-smartphone mobile phone (21%), laptop or desktop computer (66%), table (23 %), game consoles (16%), to virtual reality devices (51%). In this report, it is also known that 338.2 million Indonesian people have cell phones. Likewise, data that is no less interesting is that there are 160 million active social media (medsos) users. When compared with 2019, this year we are social found that there was an increase of 10 million people who were active on social media. The social media that are most "followed" by internet users in Indonesia are YouTube, WhatsApp, Facebook, Instagram, Twitter, Line, FB Messenger, Linnkeld, Pinterest, We Chat, Snapchat, Skype, TikTok.

Students are the group of people most exposed to the distribution of information about a product via the social media Facebook. Students with an age range of 18-24 years are those who are in late adolescence and early adulthood or are in between the two, namely the transition period from adolescence to adulthood (Hurlock, 2016). They have a lot of time to access information via social media, because in general they are not limited in using cellphones to carry out online activities on the social media Facebook and have a lot of free time because they work, so this is an advantage in shopping on Facebook, there are many advantages and the convenience of Facebook makes it a hobby for people, especially students, to shop, but not only are online shopping advantages, it also has disadvantages such as fraud and there is no match between the images being promoted and the goods that arrive.

PT. DMC (Dinamika Megatama Citra) has been engaged in the livestock industry for 27 years. Several subsidiaries of PT. DMC (Dinamika Megatama Citra) is: Breeding Farm, Hetchery, DMC Farm or Partnership, Chicken Slaughterhouse, Animal Feed Factory and has a 5 Star Resort business, The Singasari Resort, which is located in Batu, Malang, East Java. PT. Dinamika Megatama Citra is a company operating in the field of animal feed production. The company is considered a developing company, but this company is starting to expand its products to various regions in Indonesia. The company provides high quality products and meets customer needs through the best service programs and creates long-term benefits between the company and all its business partners, in order to become the largest Agriculture company in Indonesia. This company was founded by Mr. Iwan Gunawan in 1995. In 2010 the company was taken over by his son, Mr. Candra Gunawan, who expanded the business development starting from continuous innovation in animal feed products. PT. DMC (Dinamika Megatama Citra) is a company operating in the animal feed industry which was just built in July 2013 and started production in November 2014, located in Kec. Pungging district. Mojokerto, East Java. This animal feed factory has a capacity of 30,000 tons/month with various types of chicken feed which are divided into 3 types, namely: Boilers, Layers and Breeders and almost 98% of the production machines are products from Buhler China

2. METHOD

The research method used by the author is a quantitative approach, because the data presented is in the form of numerical data. In this research, the population used is employees/consumers of PT Dinamika Megatama Citra. Meanwhile, the sample used was 100 actors with a sampling method using a purposive sampling method which applied criteria, namely 1 interest in buying at PT Dynamics Megatama Citra, 2 PTs that had been established for more than 3 years and 3 PTs that were still active within the current year, namely 2023 The types of data taken by the author in this research include primary and secondary data. Primary data was directly obtained by the author from respondents through direct observation in order to

distribute questionnaires. Meanwhile, secondary data is data obtained by researchers through available sources. Secondary data in this research is data from various sources such as documents and reports from PT DMC employees/consumers. Data processing in this research utilizes the IBM SPSS 26 software application. The data analysis techniques used in this research are descriptive analysis, classical assumption testing

3. RESULTS AND DISCUSSION

RESULTS

General Description

PT Dinamika Megatama Citra (DMC) is a leading company operating in the poultry sector on a national scale. Established in 1986, DMC always provides various integrated and comprehensive poultry solutions including commercial farm maintenance (Internal Farm/partnership), chicken breeding (Breeding Farm), chicken hatchery (Hatchery Farm), chicken slaughtering (Slaughter House) and animal feed factory (Feedmill). With the various experiences and advantages we have, we have been able to provide added value and benefits to all customers and business partners so that we can grow with them through positive synergies and mutual benefits.

Classic Assumption Test Results

Normality Test

The function of carrying out this test is to see whether a regression model in research, the distribution of the independent variable and the dependent variable or both has a normal distribution value or not. The normality test used by researchers is the Kolmogorov-Smirnov test. If the data resulting from the One-Sample Kolmogorov-Smirnov calculation results in a value exceeding 0.05, it can be interpreted that a regression model has a normal distribution. In contrast, if the data from the One-Sample Kolmogorov-Smirnov calculation results in a value of less than 0.05, then the regression model is considered to have a non-normal distribution (Ghozali, 2016).

Tabel 1 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		101
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.65112547
Most Extreme Differences	Absolute	.074
	Positive	.055
	Negative	-.074
Test Statistic		.074
Asymp. Sig. (2-tailed)		.195 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the test data, it can be seen that the significance value shows the number 0.195, which exceeds the decision making limit of 0.05. This means that the data distribution carried out on PT PT DMC (Dinamika Megatama Citra) respondents has residuals that are normally distributed.

Multicollinearity Test

Based on Ghozali's description (2016: 103), the multicollinearity test is used to test whether in the regression model there is a relationship between the independent variables. The criteria for making a decision regarding the results of this test are by looking at the Tolerance and VIF values obtained.

Tabel 2 Hasil Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Media Sosial Instagram (X1)	.865	1.156
Minat Beli	.805	1.242
Perilaku Konsumen	.914	1.094

From the table data above, it is known that the tolerance and VIF values for each variable are Instagram Social Media (X1) 0.865 with a VIF of 1.156, Purchase Interest (X2) 0.805 with a VIF of 1.242, Consumer Behavior (X3) 0.914 with a VIF of 1.094. From these values, if looking at the basis for decision making, each variable already has a tolerance and VIF value which states that it passes or each variable is said to have no symptoms of multicollinearity.

Discussion

The relationship between Instagram Social Media and Sales Volume. The significance value for the Instagram Social Media variable (X1) is 0.015, which is less than 0.05, and the calculated t value is 6.247, which is greater than the t table of 1.660. Therefore, it can be concluded that Instagram Social Media has a positive and significant effect on Sales Volume at PT. DMC (Dynamics of Megatama Citra). This shows that increased use of Instagram social media is correlated with increased sales volume. Supported by research from De Vries, Gensler, and Leeflang (2012), it is revealed that company interactions with consumers via social media can increase customer loyalty and purchase intentions, which in turn can increase sales volume. Relationship between Buying Interest and Sales Volume: The significance value for the Buying Interest variable (X2) is 0.029, which is less than 0.05, and the calculated t value is 5.717, which is greater than the t table of 1.660. Therefore, it can be concluded that Purchase Interest has a positive and significant effect on Sales Volume at PT. DMC. This shows that an increase in buying interest is correlated with an increase in sales volume. Supported by research by Kotler and Keller (2016) shows that consumer buying interest is influenced by various factors such as perceived value, brand trust, and consumer satisfaction, all of which contribute to increasing sales volume.

Relationship between Consumer Behavior and Sales Volume

The significance value for the Consumer Behavior variable (X3) is 0.022, which is less than 0.05, and the calculated t value is 6.034, which is greater than the t table of 1.660. Therefore, it can be concluded that Consumer Behavior has a positive and significant effect on Sales Volume at PT. DMC. This shows that an increase in consumer behavior is positively correlated with an increase in sales volume. Supported by research by Blackwell, Miniard, and Engel (2001) shows that consumer behavior is influenced by factors such as consumer perception, motivation, and attitude, all of which influence purchasing decisions and sales volume.

Simultaneous Influence of Instagram Social Media, Purchase Interest, and Consumer Behavior on Sales Volume

From the results of the F test, it is known that the significance value is 0.014 and the calculated F value is 15.717, both of which show a significant influence because $0.014 < 0.05$ and $15.717 > 3.115$. Therefore, it can be concluded that Instagram Social Media, Purchase Interest, and Consumer Behavior simultaneously have a significant influence on Sales Volume at PT. DMC. This shows that the combination of increased use of Instagram social media, increased purchasing interest, and increased positive consumer behavior correlates with increased sales volume. Supported by research by Kaplan and Haenlein (2010) shows that marketing via social media, understanding and influencing consumer buying interest, as well as understanding and managing consumer behavior, are effective strategies for increasing sales volume. Overall, the analysis results show that Instagram Social Media, Interest Buying and Consumer Behavior, both individually and collectively, have a positive and significant influence on Sales Volume at PT. DMC. Therefore, companies must continue to improve marketing strategies through Instagram social media, increase consumer buying interest, and understand consumer behavior to increase sales volume.

4. CONCLUSION

Instagram Social Media has a significant influence on Sales Volume at PT. DMC. Purchase Interest has a significant influence on Sales Volume at PT. DMC. Consumer Behavior has a significant influence on Sales Volume at PT. DMC. Instagram Social Media, buying interest, consumer behavior have a significant influence on simultaneous Sales Volume at PT. DMC.

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