# The Effect of Shopee Social Media Marketing on Purchasing Decisions at Borneo Store Banjarmasin
# (Case Study of Purchasing an Iphone Online)

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***Abstract***

*The purpose of this study was to determine Shopee's social media marketing influence on purchasing decisions at the Borneo Store. The research method used is quantitative descriptive method. The population of this study were buyers at Borneo Store. The sample was 20 respondents. Multiple linear regression data analysis techniques with the SPSS version 22 program. The results showed that the influence of Content Creation (X1) had a partially significant positive effect on purchases (Y) as evidenced by the t value of 2.509> t table 2.014 and the significance value (Sig.) 0.002 <0.050, which means that the Content Creation variable (X1) has a partial and significant effect or a positive effect on Purchasing Decisions. The test results show that the effect of Content Sharing (X2) has a partially negative significant effect on purchases (Y) as evidenced by the t value of 1.643 < t table 2.014 and the significance value (Sig.) 0.095> 0.050, which means that the Content Sharing variable (X2) has no partial and insignificant effect or negative effect on Purchasing Decisions. The test results show that the effect of Connecting (X3) has a partially positive significant effect on purchases (Y) as evidenced by the t value of 2.529> t table 2.014 and the significance value (Sig.) 0.015 <0.050, which means that the Connecting variable (X3) has a partial and significant effect or a positive effect on purchasing decisions. The test results show that the effect of Community Building (X4) has a partially negative significant effect on purchases (Y) as evidenced by the t value of 1.865 < t table 2.014 and the significance value (Sig.) 0.069 > 0.050, which means that the Community Building variable (X4) has no partial and insignificant effect or negative effect on Purchasing Decisions. The results showed that the Content Creation, Content Sharing, Connecting and Community Building variables on the Borneo Store Purchasing Decision assumed that the Content Creation (X1), Content Sharing (X2), Connecting (X3) and Community Building (X4) variables jointly influenced the Purchasing Decision (Y). The results of the simultaneous test show the calculated F value of 2.47 with a significance value of 0.000 <0.050.*

*Keywords : Social Media, Marketing, Purchase Decision*

## 1. Introduction

Marketing is a series of interrelated actions to understand consumer needs through creating, offering, and exchanging products and services of value, as well as managing promotion, distribution, service, and pricing with the aim of satisfying consumer needs efficiently while achieving the desired level of profit. In a business context, marketing is the key to introducing products to consumers so that they are interested in buying them.

The internet is one of the most essential technological communication media in human life today. The Internet is able to expand the network and interaction between individuals through various means in a medium. Internet information technology has penetrated and expanded the scope of human communication significantly. Internet accessibility is getting easier with the existence of internet cafes, modems, and even smartphone offerings that are increasingly widespread in society. The internet has become the backbone of communication and business. Technically, the internet is two or more computers that are interconnected to form a computer network covering millions of computers in the world, which interact with each other and exchange information". While in terms of science, the internet is a library in

which there is information in the form of text, graphics, sound and animation in electronic form. So, the internet is an effective and efficient means of exchanging information over long distances. (Kusumawardani, 2017).

One of the main contributions of the development of internet technology in the context of the emerging global economy is the use of the internet as a means of marketing communication and trade transactions. The ease of marketing products via the internet, along with the various benefits offered such as wider market reach, relatively low costs, and the availability of internet services that operate for 24 hours, significantly helps businesses increase their sales. There are 4 (four) indicators of social media marketing, namely:

1. Content Creation
2. Content Sharing
3. Connecting
4. Community Building. (Gunelius, 2011)

Cv Borneo Store is a business field of selling and purchasing various kinds of Used and New Apple products, as well as Accessories and repair services for apple products in 2017, which is centered in Banjarmasin City, with the aim of branch stores spread across South Kalimantan and Central Kalimantan. There are seven branches in seven cities, namely Banjarmasin, Banjarbaru, Tanjung, Batulicin, Pangka Raya, Sampit, and Pangkalan Bun. They sell new and used Apple products, accessories for Apple products and repair services for Apple products. Excellence provides a guarantee to replace the unit within the first 1 month if there are significant problems with the purchased unit. The only Iphon store in Kalimantan that provides a warranty to replace the unit in the first month. In active marketing using social media such as Shopee and Instagram for Marketing, using these media channels contributes significantly to the increase in sales. Sales data shows an increase in the last three years (2020, 2021, 2022), showing consistent and positive growth. The number of purchases who buy iPhone mobile phone products as follows:

Tabel 1
Total Sales of iPhone Borneo Store Banjarmasin in the Last 6 Months

| month | Year | iPhone purchase |
|---|---|---|
| Juni | 2022 | 388 unit |
| Juli | 2022 | 380 unit |
| Agustus | 2022 | 342 unit |
| September | 2022 | 466 unit |
| Oktober | 2022 | 383 unit |
| November | 2022 | 284 unit |
| Desember | 2022 | 439 unit |
| Januari | 2023 | 315 unit |
| Februari | 2023 | 176 unit |
| Mar et | 2023 | 185 unit |
| April | 2023 | 211 unit |
| Mei | 2023 | 196 unit |

*Source: Borneo Store Banjarmasin, 2023*

Based on iPhone sales data for the past year at the Borneo Store, it can be seen that the number of purchases tends to decrease and fluctuate every month. In June 2022, purchases of 388 units were recorded, then decreased in July to 380 units, and continued to decline in August to 342 units. However, in September 2022, there was a spike in purchases to 466 units, before declining again in October to 383 units, and continuing with a significant decline in November to 284 units. Furthermore, in December 2022, purchases increased again to 439 units, but dropped again in January 2023 to 315 units, and experienced a drastic drop in February 2023 to 176 units. However, in March 2023, purchases increased slightly to 185 units, and continued with an increase in April to 211 units, before declining again in May to 196 units. From this data, it can be seen that sales tend to increase only in

certain months, especially during high seasons such as the new year and holidays. The number of competitors selling the same brand through the Shopee platform can affect sales, Borneo Store competitors can be seen in the following table:

Table 2
List of Competitors of Borneo Store Banjarmasin

| No | Name of the Store that Sells iPhones |
|----|--------------------------------------|
| 1 | iPhone Mehanic |
| 2 | iPhone BJM |
| 3 | Applebox BJM |
| 4 | Galery Second Kalimantan |
| 5 | Apple House BJM |

*Source : Data Processing, 2023*

Based on the table above, it can be seen that there are quite a lot of stores that sell iPhones through the Shopee application, making iPhone sales at Borne Store Banjarmasin fluctuate.

On the Shopee platform, situations sometimes occur where the product page shows that stock is available, but when buyers make a purchase, they find that the desired product is not available in stock. This causes disappointment for the buyer, who then applies for a refund or cash cancellation. The seller then seeks a solution by offering a different replacement item at the same or slightly cheaper price to resolve the issue. Nonetheless, this may cause some buyers to feel offended.

Table 3.
Rating data on the Shopee Borneo Store application in May

| Rating / Stars | Number of Consumers (People) |
|----------------|------------------------------|
| 1 | 36 |
| 2 | 21 |
| 3 | 63 |
| 4 | 36 |
| 5 | 31 |

*Source : Borneo Store, 2023*

Based on the table above, there are still many consumers who give low ratings on the Shopee Borneo Store platform. There is a low rating that is rated by consumers. Having a low rating is a bad judgment for an online store that can have fatal consequences. With low to 1-star ratings given by visitors, stores can lose the opportunity to promote their products. This is what causes sales in the Shopee application at the Borneo Store to decline.

The survey conducted by the author highlights that Borne Store prioritizes content marketing strategies with a focus on creating photo content, but neglects the importance of promoting video content. The lack of promotion of video content through the Shopee platform is a mistake in the content marketing strategy. Despite having entered the digital age, there are still many people who are not internet savvy, so online marketing efforts do not reach some of the public. Some consumers even prefer to search for product information offline and make in-person purchases due to a lack of knowledge about the internet and concerns of fraud.

## 2. Method

This research was conducted at Borneo Store Banjarmasin which is located on Jl. Pangeran Hidayatullah Ruko No.9E, Sungai Jingah, Kec. North Banjarmasin, Banjarmasin City, South Kalimantan. The author chose this company because of the decline in sales of iPhone products at Borneo Store Banjarmasin.

The research method used is quantitative, quantitative method is a research approach based on the philosophy of positivism, where researchers investigate certain populations or samples using research instruments for data collection. Data analysis is carried out quantitatively or statistically, with the aim of testing predetermined hypotheses. Based on this information, quantitative methods are considered appropriate for this research. (Sugiyono 2017).

**Instrumen dan Kisi-kisi Penelitian**

This study used a research instrument in the form of a questionnaire. The questionnaire is a well-organized, mature list of questions, to which the respondent only needs to provide answers or by giving certain signs. In writing the instrument and its grids, it is necessary to know what the variables in this study are. Operational definition is an explanation of the definition of the variables that have been used to understand more about the variables in the study.

Table 4. Instrument Grid

| Variabel | Dimensi | Indikator | Skala |
|---|---|---|---|
| *Social Media Marketing* (X) | *Content Creation* (X1) | 1. Attractive advertisement 2. Innovate | Likert |
| | *Content Sharing* (X2) | 1. Consistent 2. Fast response | Likert |
| | *Connecting* (X3) | 1. Establish relationships with consumers 2. Establish cooperation | Likert |
| | *Community Building* (X4) | 1. Recommendations from consumers 2. Publicity | Likert |

*Source: Processed by the author, 2023*

**Research Population and Sample**
1. The population of this study were all consumers who bought an iPhone in May 2023, totaling 196 respondents.
2. Based on guidelines from Arikunto (2012: 104), with a population of 196 respondents, the sample taken is 25% of the population, or 49 respondents. However, to facilitate analysis, the number of samples was increased to 50 respondents.

**Data Source**
1. Primary data is obtained directly from the source or research subject, in this case through questionnaires and interviews with respondents regarding the influence of Online Marketing on purchasing decisions at the Borneo Store.
2. Secondary data comes from consumers and the sales department, in the form of iPhone sales reports at Borne Store from 2022 to 2023.

**Data Collection Technique**

The data collection methods used in this study include:

1. Interview method, which is carried out through face-to-face and direct question and answer with one of the Borneo Store employees.
2. Observation Method, by conducting direct research at Borneo Store because researchers work at the company.
3. Questionnaire Method, by distributing questionnaires to respondents to obtain information about purchasing an iPhone at the Borneo Store.
4. Documentation method, which involves collecting research-related archives such as sales reports and other documents.

**Data Analysis Technique**

In this study using SPSS 22, the tools used are as follows:

**a. Research Instrument Test**

   **a. Uji Validitas**

The results of the questionnaire were analyzed by tabulating and calculating the bivariate correlation between each questionnaire item and the total variable score. To determine the validity of the instrument, the bivariate correlation was calculated and compared with the table correlation value. If the result correlation value (r) is greater than the table correlation value, then the instrument is considered valid. Santoso (2005:136) suggests that the minimum correlation value for instrument validity is $r \geq 0.3$ with a significance level of 5%. If the result correlation value is smaller than the table correlation value, the instrument is considered invalid.

   **b. Uji Reabilitas**

The reliability test aims to evaluate the accuracy and consistency of an instrument's measurements. Instrument consistency occurs when repeated measurements of the same subject produce uniform results. The reliability test makes it possible to determine whether a questionnaire can be used repeatedly, with a minimum of providing consistent results from the same respondents. Therefore, instrument reliability reflects the level of measurement consistency. The reliability coefficient value that is considered good is above 0.6 (fairly good) or above 0.7 (good).

   **c. Uji Asumsi Klasik**

   **1.** Uji Normalitas

   **2.** Uji Multikolinearitas

   **3.** Uji Heteroskedastisitas

**Multiple Regression Analysis**

Multiple analysis in this study uses the SPSS 22 application program to process data. The equation model used is as follows:

$$\gamma = \alpha + \beta^1 \chi^1 + \beta^2 \chi^2 + \beta^3 \chi^3 + \beta4\chi4 + e$$

Where:

$\gamma$ = Borneo Store purchase decision

$\alpha$ = Constant

$\beta^1\beta^2$ = Variable coefficient X

$X^1$ = Content Creation

$X^2$ = Content Sharing

$X^3$ = Personal Selling

$X^4$ = Connecting

$e$ = Error term

**Uji Signifikan Parsial (Uji t)**

The t-test is used to evaluate the effect of the independent variable partially on the dependent variable. The process involves a comparison between the calculated t value and the table t value at a significance level of 0.05. If the calculated t value is greater than the t table value, then the independent variable is considered to have a significant influence on the

dependent variable. In other words, this indicates that there is a relationship between the independent variable and the dependent variable.

**Uji Signifikan Simultan (Uji F)**

The F test is used to evaluate the effect of independent variables simultaneously on the dependent variable. The process involves comparing the calculated F value with the F table value at a significance level of 0.05. If the calculated F value is greater than the F table value, then the independent variables together are considered to have a significant influence on the dependent variable, in this case, sales volume. In other words, this indicates that there is a significant relationship between the independent variables and the dependent variable.

### 3. Results and Discussion
**Analisis Profil Responden**

The sample in this study were 50 respondents. The number of questionnaires distributed was 50 respondents and all questionnaires were returned and the respondents had filled out the questionnaire correctly and in accordance with the filling instructions. Furthermore, the respondent's profile is detailed according to gender, age, occupation, one of the objectives of grouping respondents is to find out the details of the profile of respondents who are used as research samples.

**Research Instrument Test**

**Uji Validitas**

The instrument test carried out in this study was aimed at 50 respondents with a significance level of 5%, with n = 50, df = n-2, or in this case df = 50-2 = 48 and $\alpha$ = 0.05 then obtained rtable = 0.278. The full results can be seen in the following table: However, a small proportion of respondents showed uncertainty (14% expressed doubt) or even disagreement (1% expressed strong disagreement) with the statement.

Table 5. Validity Test Results

| Variabel | Item | Correlation Level | r-Tabel | Description |
|---|---|---|---|---|
| X1 | X1.1 | 0,671 | 0,278 | Valid |
| | X1.2 | 0,615 | 0,278 | Valid |
| X2 | X2.1 | 0,550 | 0,278 | Valid |
| | X2.2 | 0,637 | 0,278 | Valid |
| X3 | X3.1 | 0,788 | 0,278 | Valid |
| | X3.2 | 0,721 | 0,278 | Valid |
| X4 | X4.1 | 0,823 | 0,278 | Valid |
| | X4.2 | 0,875 | 0,278 | Valid |
| Y | Y.1 | 0,855 | 0,278 | Valid |
| | Y.2 | 0,628 | 0,278 | Valid |
| | Y.3 | 0,730 | 0,278 | Valid |
| | Y.4 | 0,806 | 0,278 | Valid |

*Source: Data Processed (Outpu SPSS 22), 2024*

Based on the table above, the results of validity data using SPSS 2022, show that the entire Colleration Level has a value greater than rtable, meaning that all of these questions are valid. All of these questions can be used as valid measuring instruments in the next analysis.

**Uji Reliabilitas**

The reliability test is useful for determining whether the questionnaire can be used more than once, at least by the same respondents, it will produce consistent data. In other words, the reliability of the instrument characterizes the level of consistency. A good reliability coefficient value is above 0.6 (good enough), above 0.7 (good).

Table 6 Reliability Test Results

| Variabel | Cronbach Alpha | Description |
|---|---|---|
| *Content Creation* (X1) | 0,844 | Reliabel |
| *Content Sharing* (X2) | 0,757 | Reliabel |
| *Connecting* (X3) | 0,649 | Reliabel |
| *Community Building* (X4) | 0,662 | Reliabel |
| Keputusan Pembelian (Y) | 0,817 | Reliabel |

*Source: Dara Processed (SPSS 222 Output), 2024*

Based on the table above, that all Cronbach Alpha values exceed the Alpha value (0.60). Because the value of all Cronbach Alpha is greater than 0.60, it can be concluded that all instruments are declared reliable.
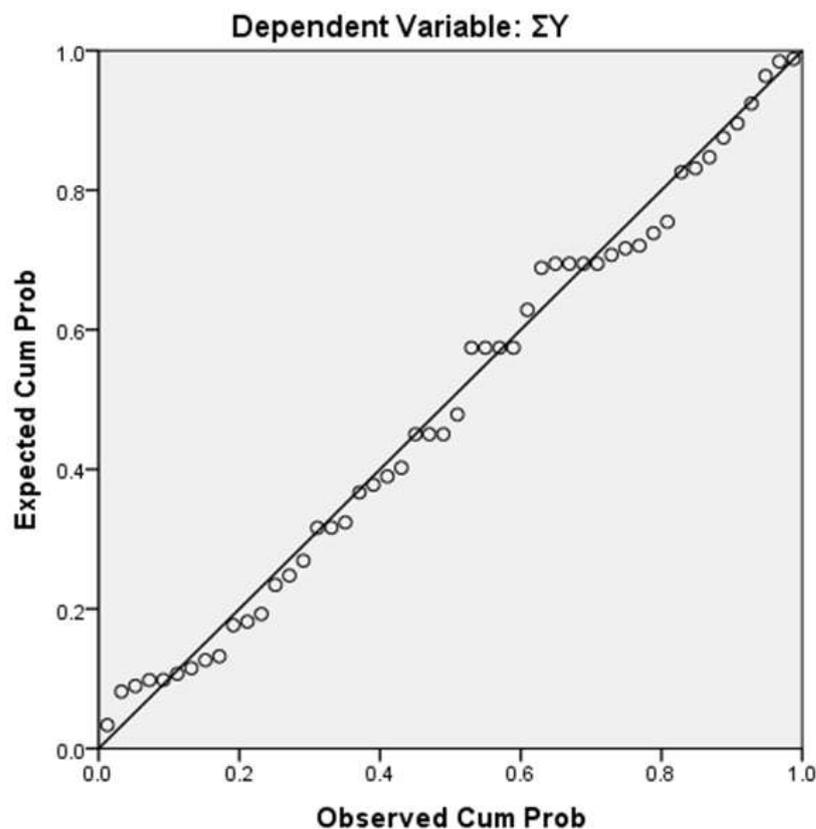
**Uji Asumsi Klasik**
**Uji Normalitas**



Figure 1 Normality Test
*Source: Data processed (SPSS 22 output), 2024*

The picture above shows the data points around the diagonal line. This means that the data is normally distributed, the normality test is said to be normal if the significance level

value is> 0.05. Likewise, the following is a normality test using a histogram graph. Based on the picture above, it shows that the bell-shaped curve does not deviate to the left or right. This means that the data is normally distributed.
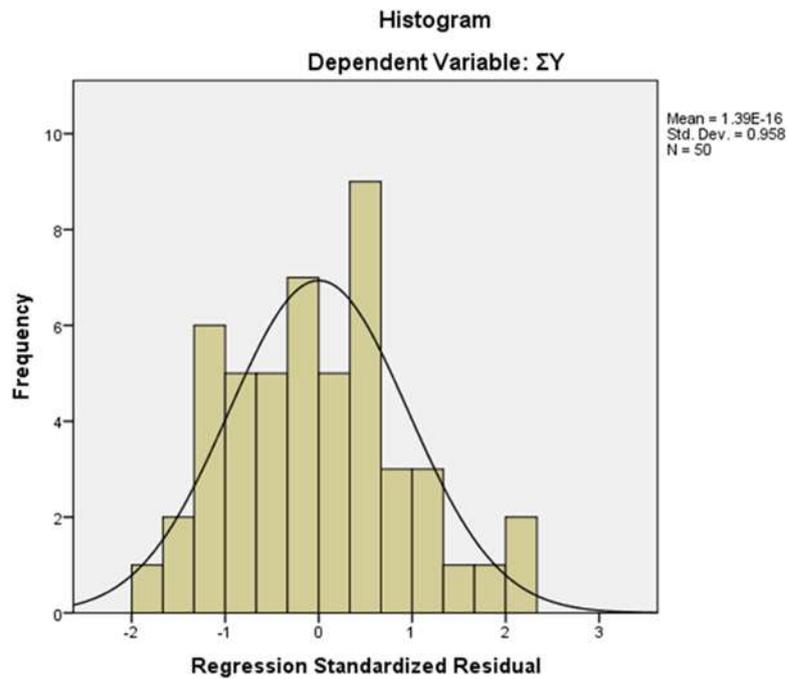


Figure 2 Histogram
*Source: Data processed (SPSS 22 output), 2024*

Based on the picture above, it shows that the bell-shaped curve does not deviate to the left or right. This means the data is normally distributed.

**Uji Multikolinieritas**
    a) If the VIF value < 10 or the Tolerance value> 0.01, it is stated that there is no multicollinearity.
    b) If the VIF value> 10 or Tolerance value> 0.01, then it is stated that multicollinearity occurs.
    c) If the correlation coefficient of each independent variable> 0.8, multicollinearity occurs. But if the correlation coefficient of each independent variable <0.8 then there is no multicollinearity

Table 7. Multicollinearity Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3,903 | 1,555 | | 2,509 | ,016 | | |
| | X1 | ,675 | ,206 | ,424 | 3,277 | ,002 | ,530 | 1,887 |
| | X2 | ,166 | ,258 | ,102 | 1,643 | ,095 | ,555 | 1,817 |
| | X3 | ,562 | ,222 | ,314 | 2,529 | ,015 | ,577 | 1,732 |
| | X4 | ,360 | ,193 | ,236 | 1,865 | ,069 | ,553 | 1,807 |

*Coefficients[a]*

a. Dependent Variable: Keputusan Pembelian

*Source: Data processed*

Based on the table above, it is known that the VIF value of product variables X1, X2, X3, and X4 the overall value is declared not to occur multicollinearity because the VIF value on each variable is less than or <10. X2, X3, and X4 the overall value is declared not to occur multicollinearity because the tolerance value on each variable is more than or> 0.1, so the data does not occur multicollinearity.
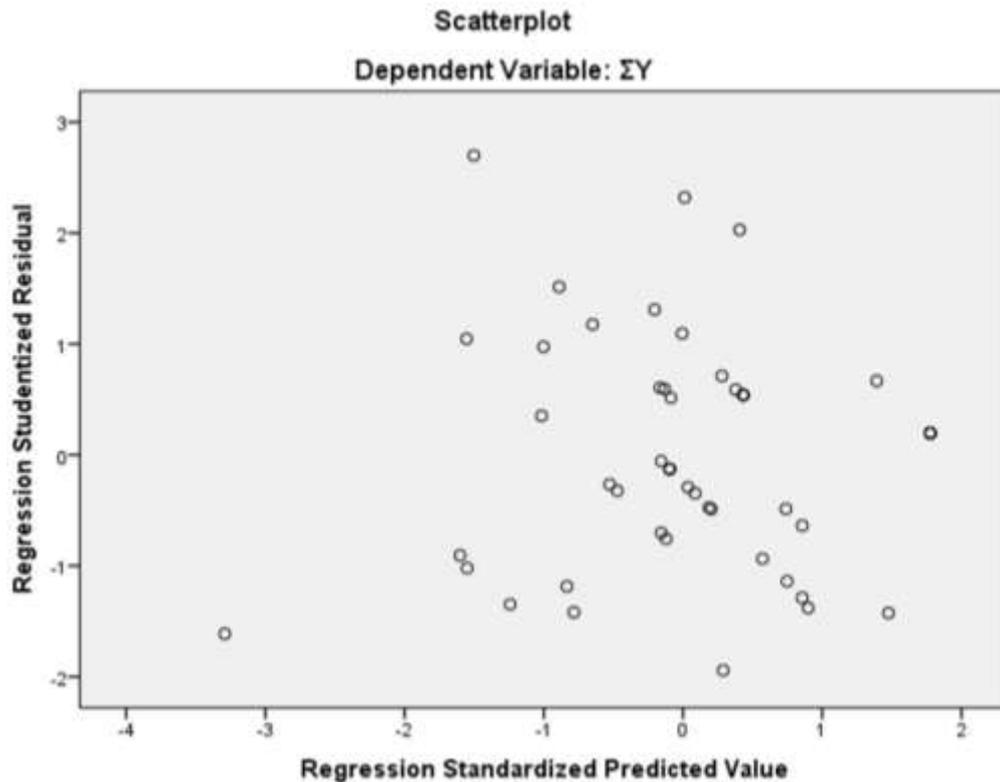
**Uji Heterokedastisitas**



Figure 3 Scatterplot of Heteroscedasticity Test
*Source: Data processed (SPSS 22 output), 2024*

Based on the scatterplot image of the heteroscedasticity test above, the data points are scattered and do not form a certain pattern. This means that the residual data is not heteroscedasticity.

**Analisis Regresi Linier Berganda**
The equation model used is as follows:
$\gamma^1 = \alpha + \beta^1 \chi^1 + \beta^2 \chi^2 + \beta^3 \chi^3 + \beta4\chi4 + e$
Where:
$\gamma$ = Borneo Store Purchasing Decision
$\alpha$ = Konstanta
$\beta^1\beta^2$ = Koefisien variabel X    $X^1$ = Content Creation
$X^2$ = Content Sharing  $X^3$ = Connecting
$X^4$ = Community Building      e = Error term
The results of multiple linear analysis can be seen in the following table:

Table 8 Multiple Linear Analysis Results

| | | Coefficients<sup>a</sup> | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3,903 | 1,555 | | 2,509 | ,016 |
| | X1 | ,675 | ,206 | ,424 | 3,277 | ,002 |
| | X2 | ,166 | ,258 | ,102 | 1,643 | ,095 |
| | X3 | ,562 | ,222 | ,314 | 2,529 | ,015 |
| | X4 | ,360 | ,193 | ,236 | 1,865 | ,069 |

a. Dependent Variable: Keputusan Pembelian

*Source: Data processed (SPSS 22 output), 2024*

Thus, the results of linear regression analysis show that all independent variables (X1, X2, X3, and X4) have a unidirectional and significant relationship to the dependent variable (Y), namely purchasing decisions..

**Uji Signifikan Parsial (Uji t)**

Table 9. t Test Results (Partial)

| | | Coefficients<sup>a</sup> | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3,903 | 1,555 | | 2,509 | ,016 |
| | X1 | ,675 | ,206 | ,424 | 3,277 | ,002 |
| | X2 | ,166 | ,258 | ,102 | 1,643 | ,095 |
| | X3 | ,562 | ,222 | ,314 | 2,529 | ,015 |
| | X4 | ,360 | ,193 | ,236 | 1,865 | ,069 |

a. Dependent Variable: Keputusan Pembelian

*Source: Data processed (SPSS 22 output), 2024*

Thus, from the results of this analysis, it can be concluded that the Content Creation (X1) and Connecting (X3) variables have a significant influence on purchasing decisions, while the Content Sharing (X2) and Community Building (X4) variables do not have a significant effect partially on purchasing decisions.

**Uji Signifikan Simultan (Uji F)**       Table 10
Simultaneous Test Results

| | | ANOVA<sup>a</sup> | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 171,507 | 4 | 42,877 | 16,885 | .000<sup>b</sup> |
| | Residual | 114,273 | 45 | 2,539 | | |
| | Total | 285,780 | 49 | | | |

a. Dependent Variable: ΣY

b. Predictors: (Constant), ΣX4, ΣX1, ΣX3, ΣX2

*Source: Data processed (SPSS 22 output), 2024*

Based on the results of the F test in the table above, it shows the calculated F value of 16.885> F table 2.47 with a significance value of 0.000 <0.050. So that in this study it can be concluded that the variables Content Creation (X1), Content Sharing (X2), Connecting (X3) and Community Building (X4) together (simultaneously) have an effect on Purchasing Decisions (Y).

## 4. Conclusion

1. Variabel Content Creation (X1) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y), menunjukkan bahwa konten yang menarik menjadi dasar strategi pemasaran media sosial dan mempengaruhi keputusan pembelian.
2. Variabel Content Sharing (X2) tidak berpengaruh secara parsial dan signifikan terhadap keputusan pembelian (Y), mengindikasikan bahwa informasi yang dibagikan melalui content sharing di media sosial tidak memengaruhi keputusan pembelian secara signifikan.
3. Variabel Connecting (X3) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian (Y), menunjukkan bahwa jejaring sosial memungkinkan individu bertemu dengan orang-orang yang memiliki minat yang sama, yang memengaruhi keputusan pembelian.
4. Variabel Community Building (X4) tidak berpengaruh secara parsial dan signifikan terhadap keputusan pembelian (Y), menunjukkan bahwa pembangunan komunitas online tidak memiliki dampak signifikan terhadap keputusan pembelian.
5. Secara bersama-sama, variabel Content Creation (X1), Content Sharing (X2), Connecting (X3), dan Community Building (X4) mempengaruhi keputusan pembelian (Y) Borneo Store. Ini menunjukkan bahwa pemasaran melalui media sosial yang menggunakan strategi ini dapat memengaruhi keputusan pembelian secara keseluruhan.
6. Dengan demikian, hasil penelitian ini memberikan pemahaman yang lebih baik tentang bagaimana aktivitas di media sosial, seperti pembuatan konten, pembagian konten, koneksi dengan orang lain, dan pembangunan komunitas, dapat mempengaruhi perilaku pembelian konsumen.

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