

The Influence Of Social Media Marketing And Electronic Word Of Mouth On The Decision To Purchase Mixue Products In Harapan Baru Bekasi

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ABSTRACT

This research aims to determine the influence of the social media marketing and e-Word of Mouth on purchasing decisions for mixue products in Harapan Baru Bekasi. This type of research is quantitative and the sampling technique used in this research is convenience sampling technique. The sample used was 130 respondents taken by distributing questionnaires. Data analysis test results using Multiple Linear Regression. The results in this research show that Social Media Marketing has a partially positive and significant influence on Purchasing Decisions, likewise with Electronic Word of Mouth there is a partially positive and significant influence on Purchasing Decisions.

INTRODUCTION

The world of business and technology is experiencing significant changes, even surpassing changes in other fields. Companies today are faced with pressure to innovate, improve operational efficiency, and achieve optimal financial performance by minimizing costs. Huge opportunities open up for companies with relatively new technology adoption, facing business challenges in a non-temporary time period. It is important for the business world to understand how to utilize and implement this new technology effectively (Situmorang et al., 2018).

Technological developments are also changing the global landscape, making the world increasingly connected. Many entrepreneurs are attracted to social networks because they cost almost nothing, but provide tremendous impact. Social networking is an aspect of the digital world that prioritizes interactions between individuals, creating bonds between individuals and social networks. Social media design makes interaction easier, and social media is based on internet technology, as a change to the pattern of information dissemination, where previously information was conveyed through monologue (one to various audiences), now through media dialogue (many audiences interact with various audiences) on social networks.

In terms of searching for information and deciding to buy a product. Social media and Electronic Word of Mouth (e-WOM) are considered the two main factors that

impact consumer purchasing decisions today. Mixue, as a popular food product, utilizes Social Media Marketing and e-WOM as the main marketing strategy. This research aims to identify the influence of Social Media Marketing and e-WOM on consumer purchasing decisions regarding Mixue products.

One of the franchise business systems that is currently popular in modern society and is in the spotlight of netizens on various social media platforms is MIXUE. The almost even presence of MIXUE shops in various corners of the city is one of the main factors (Agustiani & Yusa, 2023). In fact, netizens often joke that MIXUE will take over every empty shophouse. A post on Twitter displays an image of the MIXUE logo with the words "Angel of Empty Shophouse Registrar", asking a question about the number of MIXUE stores in the city, with the words "How many MIXUE stores are there in your city?". The keyword "MIXUE" has turned into a hot topic which is very often discussed on the Twitter page, even as of Thursday, December 29 2022, at 18.30 WIB, the MIXUE keyword has been tweeted more than 71,000 times (Aswan & Aqsa, 2022 .kompas.com).

Mixue is a drink outlet from China that was built by Zhang Hongchao in 1997. His role as a student studying at Henan University, China, Hongchao initially mixed Mixue in the form of shaved ice which was then sold through a relatively simple kiosk to help reduce costs. in his family settled in Zhengzhou lighter. Because the initial capital they had was limited, Mixue's first outlet was very simple, limited to having a refrigerator, a folding table and a few stools. Hongchao also assembles the machine himself which he uses to produce shaved ice using a motor, turntable and cutter.

Even though it is made using only simple machines, the main products in this shop are very unique, especially shaved ice, ice cream and smoothies. After the business he was running gradually went well, he started adding to the menu by selling milk tea at his outlet. The price offered by Zhang for these drinks is relatively cheaper than his competitors. Even though it offers menus at relatively cheap prices, Mixue has now become a single bubble tea brand that is very popular in China. In 2010, Mixue Bingcheng decided to cooperate with Zhengzhou Baodao Trading Co., Ltd. to develop its franchise so that it spreads throughout the country, which can further help increase the visibility and influence of the company.

The beginning of Mixue coming to Indonesia was that Mixue took off in the following year, with evidence of the opening of many branches in many countries. As of 2020, Mixue Bingcheng has tens of thousands of branches located in various countries. In Indonesia, Mixue started opening massive outlets in 2020. As of now, Mixue has around 300 branches throughout Indonesia. This is of course also thanks to the marketing idea for the drink and ice cream shop.

Lukman, who at that time served as Area Manager for Mixue Kemang Raya, revealed that Mixue was currently hype. At the right moment they tried to take advantage of the moment. At that time their branch was not too far away. But even if Mixue wasn't hype at that time, they thought that this wasn't a problem or obstacle. Because they are quite confident in the QSC (Quality, Service, Cleanliness) they have (Kumparan Food, 2022).

Based on the QSC principle, this aspect certainly does not create a feeling of worry for the brand to expand branches in locations that are relatively close. Therefore, it is not surprising that nowadays we can find Mixue in many places. Mixue itself has shown a picture regarding the expansion of business expansion which is not limited to

spreading across the island of Java, but has started to spread to Sumatra and Kalimantan, this was stated on their official website.

We can now find the red color and snowman-shaped mascot that is synonymous with their outlets in various places. However, it turned out that other ice cream outlets were also found which were apparently similar to Mixue, namely Momoyo and Ai-CHA. If you look closely, the three outlets have quite a lot of similarities even though they are actually very different.

Mixue itself has gone viral and has the nickname "empty shophouse buster" due to the proliferation of branches they have. Mixue was first established in China and started opening branches in many countries, of which Indonesia is one of them. Currently, there are around 300 Mixue branches established in Indonesia. A cute and adorable mascot in a shape similar to a snowman holding a stick is the mascot that is the characteristic of this ice cream shop. Apart from that, their outlets are also very synonymous with the color red. The price of the ice cream menu at Mixue is relatively affordable and the portions are not small, so it attracts many people to buy it. In terms of taste, Mixue ice cream is considered not inferior to ice cream at an expensive price. Mixue doesn't just sell ice cream, there are also lots of other drinks on the menu, for example Fresh Squeezed Lemonade, Original Jasmine Tea, and many more. It is known that recently, the red outlet has also released a new menu variant, namely chocolate, grape and kiwi.

Ai-CHA is considered to be similar to Mixue. There were reports that Ai-CHA imitated Mixue because of the similarities they have. Ai-CHA itself has a mascot that looks like a penguin with a scarf around his neck and a hat on his head. He also holds a glass cup in his hand. The prices are also affordable so quite a few people are interested in visiting the shop. However, unlike Mixue which does not have matcha flavor on its menu, Ai-CHA does and the matcha flavor is really liked by many customers. Apart from matcha, there is one popular menu at Ai-CHA, namely sea salt flavor. This ice cream has a unique taste, a combination of salty, savory and sweet in one taste, plus its soft texture makes anyone who tries it not want to stop eating.

There is another ice cream shop which again has similarities to Mixue and Ai-CHA, this shop is called Momoyo which also has red as its identical color. However, Momoyo's mascot is different from the other two, he is shaped like a polar bear with his white color and wears a red and white scarf holding an ice cream cone. Like the other two outlets, Momoyo also has very affordable prices.

In terms of ice cream flavor variants, Momoyo is no less diverse, they have various flavors of vanilla, strawberry, matcha and coffee. However, what attracts many consumers' interest in this outlet is that they sell a variety of drinks with relatively cheap portions but the prices they give are still relatively cheap. There are Milk Tea, Fruit Tea, Passion Tea and Watermelon Tea drinks which they sell in 1 liter capacity but the price is still under IDR 30,000.

In 2020, for the first time, Mixue ice cream was present in Indonesia, earning revenues of approximately 19 billion and successfully opening branches of up to 105 outlets within Mixue's first year in Indonesia. In 2021, Mixue ice cream will expand to 211 open outlets throughout Indonesia with sales of approximately 38 billion in the two years 2020-2021. Based on Pandaily data in 2023, the total Mixue outlets established in Indonesia at the end of March 2022 reached 317 stores. With these many outlets, Mixue

is estimated to earn operating income of up to CNY 25,410,800 or the equivalent of IDR 57.2 billion.

Research conducted (Borrego, 2021) Social Media Marketing has a positive and also significant influence to purchasing decisions. However, from (Prayogo & Yoestini, 2022) gaps and inconsistencies were found in the results of previous research which revealed that social media marketing does not have a significant influence to purchasing decisions.

Own research (Yulindasari & Fikriyah, 2022) that e-WOM has a positive influence on purchasing decisions. But partial e-WOM has no influence on purchasing decisions.

Based on this influence, the author is interested in carrying out research entitled "The Influence of Social Media Marketing and Electronic Word of Mouth on the decision to purchase Mixue products in Harapan Baru".

THEORETICAL REVIEW

Marketing Management

Marketing management as a whole has various different interpretations. According to Kotler's definition, marketing management includes analysis, planning, implementation and supervision designed to achieve the company's goals and also vision.

This management also depends on an organizational structure that is adapted to market needs, especially target markets, which involves several aspects such as pricing, distribution from suppliers to consumers, and service.

Therefore, it is important for a company to carry out marketing management. When a company is able to meet consumer satisfaction, this will have a positive impact on company profits.

Apart from that, in the context of control, marketing management is also involved in product development, pricing and promotional strategies. This can have a positive impact not only for consumers, but also for companies.

Buying Decision

Alma (2016: 96) defines purchasing decisions as consumer decisions that are influenced by culture, economics, prices, people, location, promotions, products, finance, politics, processes, physical evidence, and technology. Consumer purchasing decisions refer to the process in which consumers decide to purchase certain products (DaulayA& Putri, 2018). Each company has various ways to encourage consumers to choose their products. Before making a purchasing decision, consumers go through various stages that guide them towards the final decision to purchase, namely a series of steps that consumers take when they want to purchase goods or services. Every consumer purchasing decision is often influenced by perception, so companies are required to have the ability to build a strong brand that is easy to stick in customers' memories. Customers essentially see brand image and brand awareness as important elements of a product. Therefore, the better and evenmore positive the brand image, the greater the impact it will have on consumer purchasing decisions, and can even encourage consumers to make repeat purchases (Megasari Manik & Siregar, 2022).

Social Media Marketing

Namely a marketing strategy that is used to create awareness, recognition, reminders and interaction with the brand using social media platforms. Gradually, social

media marketing is being integrated into the company's marketing strategy. Thus, it can be concluded that social media marketing is a marketing activity carried out through social media platforms to create awareness, recognition and also loyalty regarding brands (Isman et al., 2020).

Electronic Word Of Mouth

Word of Mouth information is the best marketing strategy without spending a lot of money for consumer marketing using the method of spreading information that appears by word of mouth. Priansa (2017) defines as information related to the brand of a product or service related to the satisfaction they receive from one customer to another. This means that information related to a brand is spread from person to person and can create marketing activities for the brand being discussed (Rorlen et al., 2023). Research conducted by Lela and Harti (2022) did not show a partial influence between Social Media Marketing and purchase interest, but gained knowledge that has positive influence of e-Word of Mouth on purchase interest. Different findings were stated in Santho and Aldo (2021) found a positive influence of e-Word of Mouth on purchase intention. Research from Bona and Sulistiono (2020) and Radifa et al. (2021) show that e-WOM and social media together have a significant and positive influence on purchase intention (Taufik, 2021).

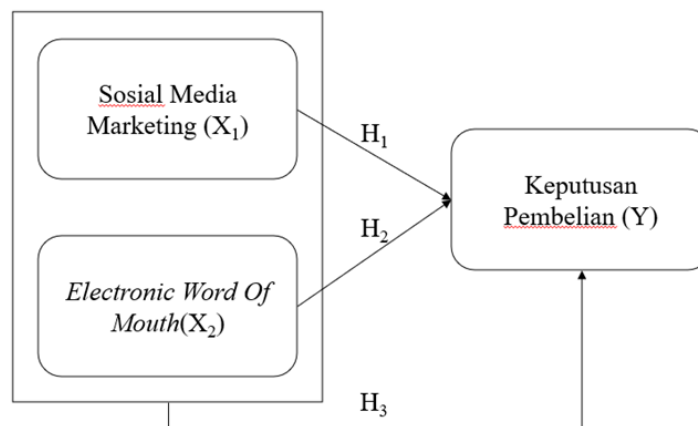


Figure 1. Conceptual Framework

Hypotheses

H1: There is an influence of Social Media Marketing on purchasing decisions

H2: There is an influence of e-WOM on purchasing decisions

H3: Social Media Marketing and e-WOM influence the decision to purchase Mixue products in Harapan Baru Bekasi

METHODOLOGY

From the point of view of the research field, this type of research is categorized as research in the field of marketing, with the aim being to apply the research results so that they can be used for individual or group interests for company purposes. This research is also applied research to test scientific theories, and test the relationship between empirical and analytical results, of an exploratory nature to deepen data and information on marketing phenomena (Pandoyo, 2018). Research also aims to be descriptive, to explain or describe a situation or object related to related variables. The

research approach carried out is quantitative cross-sectional, which is research by looking at causal relationships or correlations at once over a certain time, with analysis using statistical processes (Pandoyo, 2018).

The types of data sources used are primary data and secondary data. The sampling technique chosen was using a convenience sampling technique. According to Uma Sekaran (2006), the definition of convenience sampling is a collection of various information that comes from members of the population who have given consent to share that information.

According to (Hair et al., 2010), the number of representative samples depends on the number of indicators multiplied by 5 to 10. The number of samples in this study is a number of research indicators $\times 10 = 13 \times 10 = 130$, so that the respondents in the study were 130 respondents.

The collection method in this research uses a closed questionnaire method or questionnaire method or provides a series of questions that are arranged systematically so that respondents can complete them. Data analysis techniques in research were assisted using computer assistance through the SPSS 27 for Windows program.

RESULTS

T Test

Chosen as a means of gaining knowledge of the influence of the independent variable (X) on the dependent variable (Y). Following are the results of T test via SPSS version 27.

Table 1. T Test Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.192	.885		3.606	.000
X1	.423	.081	.378	5.235	.000
X2	.625	.083	.544	7.544	.000

a. Dependent Variable: Y

Source : Process data using SPSS version 27, 2023

The ttable value is for data from 130 respondents, the number of variables is 3 variables at a significance level of 0.05 (two-way test) and uses the degrees of freedom (df) formula, namely $df = n - 2 = 130 - 2 = 128$. From df 128 and $\alpha = 0.05$, then the ttable is 1.65685. The results of processing the data in the table above, if you pay attention to the coefficients section, you will get the knowledge that the calculated r value for each variable as follows:

1. Social Media Marketing (X1) on purchasing decisions (Y). The tcount value of the Social Media Marketing variable t is 5.235 so $t_{\text{count}} > t_{\text{table}}$ ($5.235 > 1.65685$). It

can be concluded that the Social Media Marketing variables tested have a partial influence on purchasing decisions.

2. e-WOM (X2) on Purchasing Decisions (Y) t_{count} value of the e-WOM t variable is 7.544 so that $t_{\text{count}} > t_{\text{table}}$ ($7.544 > 1.65685$). So the e-WOM variable tested contains a partial influence on purchasing decisions.

Simultaneous F Test

This test is used as a means of testing the regression model, namely to obtain knowledge of whether there is an influence between Social Media Marketing (X1) and e-WOM (X2), together on Purchasing Decisions (Y). to find f_{table} of 128 = 3.07. Meanwhile, the calculated f value is known based on testing with SPSS version 27, obtained by ANOVA in the table:

Table 2. F Test Result

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1692.729	2	846.364	213.566	.000 ^b
Residual	503.302	127	3.963		
Total	2196.031	129			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source : Process data using SPSS version 27, 2023

It is known that the f_{count} value is 231.566 with a significance level of 0.000. Meanwhile f_{table} with ($\alpha = 5\%$) is 3.07. So that f_{count} is $231.566 > f_{\text{table}}$ 3.07 with a significance of $0.000 < 0.05$, there is a positive and significant simultaneous influence of all independent variables on the dependent variable. This is an indication that H_0 is rejected and H_a is accepted. So, Social Media Marketing and e-Word of Mouth have a positive and also significant influence on purchasing decisions.

Determination Coefficient Analysis (Adjusted R²)

This test is used as a means to gain knowledge of the magnitude of the influence of Social Media Marketing, e-WOM on Purchasing Decisions. Following are the test results via SPSS 27.

Table 3. Determination Coefficient Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.767	1.991

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source : Process data using SPSS version 27, 2023

It is known that the r square value is 0.767 or 76.7%. So the ability of the Social Media Marketing and e-WOM variables to influence Purchasing Decisions is 76.7%, meaning there are still 23.3% of other independent variables that can influence the Purchasing Decision variable.

DISCUSSION

The Influence of Social Media Marketing on Purchasing Decision

Based on the results of the data analysis test, a partial test calculation was produced which showed the value of $t_{count} > t_{table}$ ($5.235 > 1.65685$). Social Media Marketing variable has a positive and also significant influence on purchasing decisions for Mixue ice cream products in Harapan Baru. The results of this research conclude that the way to decide on a purchase is by providing good Social Media Marketing for a product. Influence of Social Media Marketing can be explained in several factors, namely the Social Media Marketing factor of quality or related quality, products that can be trusted, there are uses and benefits, the services provided, so the Social Media Marketing factor and the respondent's interest factor.

This is in line with research carried out by Borrego, (2021) Social Media Marketing has a positive and also significant influence on purchasing decisions. So purchasing decisions increase with the Social Media Marketing factor.

The Influence of Electronic Word of Mouth on Purchasing Decision

According to the results of the data analysis test, a partial test calculation was produced which showed an f_{count} value of 231.566 at a significance level of 0.000. Meanwhile, f_{table} with ($\alpha = 5\%$) is 3.07. So that $f_{count} 231.566 > f_{table} 3.07$ with a significance of $0.000 < 0.05$, there is a positive and significant simultaneous influence of all independent variables on e-WOM which has a positive and also a significant influence on purchasing decision for Mixue ice cream products in Harapan Baru. Therefore, the results of this research conclude that the way to decide on a purchase is by providing good e-WOM in a product. The influence of e-WOM can be explained in several factors, namely the e-WOM factor of quality or related quality, trustworthy products, uses and benefits, services provided, so the e-WOM factor and the respondent's interest factor.

Research carried out by Yulindasari & Fikriyah, (2022) shows that e-WOM has a positive influence on purchasing decisions. But partially e-WOM has no influence on purchasing decisions. So purchasing decisions increase with the Electronic Word Of Mouth factor.

The Influence of Social Media Marketing and Electronic Word of Mouth on Purchasing Decision

According to the results of data analysis tests obtained from Social Media Marketing and e-WOM which is positive and significant influence on purchasing decision for Mixue ice cream products in Harapan Baru. So from the results of this research, the way to decide on a purchase is by providing good Social Media Marketing and e-Word of Mouth in Mixue products at Harapan Baru. This can further strengthen the research conducted by Borrego, (2021) and Yulindasari & Fikriyah, (2022) that Social Media Marketing and e-Word of Mouth have a positive and significant effect.

CONCLUSIONS AND RECOMMENDATIONS

1. Social Media Marketing in this research shows that there is a partial and significant influence on Mixue Purchase Decisions in Harapan Baru. This shows that creating content on Social Media Marketing can encourage purchasing decisions.
2. Electronic Word of Mouth in this research proves that there is a partial and significant influence on Mixue Purchase Decisions in Harapan Baru. This shows that positive opinions on e-WOM can encourage purchasing decisions.
3. Based on the results of the simultaneous test (f test), a positive and simultaneous influence was found between Social Media Marketing and e-WOM on Mixue Purchase Decisions in Harapan Baru.

FURTHER STUDY

Future researchers are expected to examine other variables besides Social Media Marketing and e-WOM such as brand image, product quality, and so on.

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