

Digital marketing strategy for purchasing decisions at Rezeky Payet Medan

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ABSTRACT

This study aims to determine the influence of social media and content marketing on purchasing decisions at Rezeky Payet Medan. Rezeky Payet Indonesia is known as a supplier of high-quality raw materials for the fashion industry in Medan. The method used in this study is quantitative descriptive, and population use in this study consists of consumers who have shopped at Rezeky Payet Medan, the exact number of whom cannot be determined. Due to the uncertain number of respondents, the researcher used the hair method, which is a method employed when the researcher does not know the exact population size. In this study, 120 respondents were obtained, while the sampling technique used was accidental sampling. Data testing analysis consists of descriptive classical assumption tests, multiple linear analysis, partial hypothesis tests (t-test) and simultaneous tests (f-test), as well as the coefficient of determination test. The analysis results show a positive significant influence, both partially and simultaneously, between social media and content marketing on purchasing decisions at Rezeky Payet Medan.

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1. Introduction

The increasingly advanced world is making several changes, especially in the field of technology. The development of the internet is becoming more advanced. Every month, technology always undergoes certain developments and has a rapid impact on our lives as humans. The development of technology can be a threat to some businesses, but it can also be an opportunity that entrepreneurs can use to grow their businesses (Hasan et al., 2023). This causes purchasing decisions to also change in line with technological developments. Therefore, companies must be able to use technology wisely so that consumers are willing to purchase the company's products or services.

Purchase decisions can be considered a behavior welcomed by consumers because there is an impulse that is obtained, which generates interest in a potential consumer to buy the product. to attract customer interest, the company must continuously innovate to capture the buying interest of potential customers to shop (Manik, 2018). purchasing decisions are a problem-solving process for humans when buying goods or services to meet their needs (Faustina & Maryati, 2023). the methods of trade in the world have always progressed gradually, and their advancement has accelerated since the internet emerged in the world. In the past, the internet was only used for long-distance communication, but now the internet can be used for business (Pesta Gultom & Jack Karnadi, 2019). it is stated that every company must be able to compete and offer products well to face market competition (Sinaga et al., 2024). Companies are expected to determine the right strategies to be able to compete for the success of the business. in their research, they state that in the business world, if an institution does not formulate the right business and marketing

strategies, it will lose out to similar businesses. One of the strategies that can be used is leveraging digital marketing (Emily & Robin, 2023).

Digital marketing is the marketing strategies to achieve sales conducted through electronic media or the internet to (Salsabila et al., 2023). digital marketing can be defined as the utilization of technology to support marketing activities tailored to consumer needs and to expand consumer interest to (Fadhilah, 2024). digital marketing plays an important role in implementing marketing strategies as it provides opportunities to acquire more new customers. In digital marketing, having the advantage of being able to target the right customers (Husna et al., 2024).

Digital marketing greatly helps companies in introducing their products to consumers. By implementing promotions on various social media platforms, consumers will be attracted to make purchases. digital marketing is used to introduce products to potential consumers through the internet such as Instagram, websites, YouTube, and e-commerce (Fadhli & Pratiwi, 2021). Digital marketing is considered more effective in reaching a wider customer base. new and up-to-date products are easy to promote through social media with various platform options available (Poluan et al., 2024).

Rezeky Payet Indonesia is known as a supplier of high-quality raw materials for the fashion industry in Medan. Rezeky Payet has two stores open in Petisa Market and Rame Market. This company is primarily involved in providing sequins and other special materials used by tailors and designers in creating high-quality fashion products. In carrying out its operations, Rezeky Payet Indonesia is also involved in importing goods to meet the raw material needs from the international market. In introducing its products, Rezeky Payet is known for being active in marketing the products sold. Rezeky Payet utilizes technological advancements to market the company's products, as explained above, that in order for a company to survive and grow, it must be able to use technological advancements as effectively as possible. Utilizing social media by creating interactions through live sessions with all followers from social media and e-commerce, and producing engaging content.

Social media is a medium utilized so that users can provide reviews on various available platforms (Amalia, 2020). The presence of social media makes customers feel closer to the companies they follow on social media. Because you will receive the latest information shared by the company. Whether in the form of activities, new products, promotions on certain days, and engaging content. Rezeky Payet has several social media accounts used to promote his products, including Instagram, Facebook, TikTok, and LinkedIn, social media is a tool that can be used to connect with others. As a place to exchange information, in the form of images or videos even to foreign countries (Hommy Dorthy Ellyany Sinaga & Elisabeth Nainggolan, 2023).

Based on the research by (Suwardi & Yusuf, 2021) titled "The Influence of Instagram Social Media on the Purchase Decision of Kimber Shoes," it shows that social media has a significantly positive influence on purchase decisions. Unlike the research conducted by (Andriani et al., 2023) titled "The Influence of Instagram Social Media Promotion on Purchase Decisions Mediated by Purchase Interest (A Case Study on the Millennial Generation in Malang)," which shows that social media does not have a significant effect on purchase decisions.

The use of content marketing also greatly helps companies in digital marketing. If we talk about content marketing, we are also discussing digital marketing. Because content marketing is one of the unique parts of digital marketing. Because almost all digital marketing is definitely in the form of content. content marketing is a marketing activity that creates various content to attract consumer interest by presenting engaging content (Yunita et al., 2021). Rezeky Payet also often creates content marketing to attract consumer interest, and we can see Rezeky Payet's content on several platforms such as Instagram, TikTok, and YouTube.

Based on the research by (Huda et al., 2021) titled "The Influence of Content Marketing and Lifestyle on Purchase Decisions in Small and Medium Enterprises on Social Media," which shows that content marketing does not have a significant effect on purchase decisions. This is different from the research conducted by (Saputra & Fadhilah, 2021) titled "The Influence of Content Marketing and E-WOM on Generation Z's Purchase Decisions," which shows that content marketing has a significantly positive effect on purchase decisions.

Purchase decision is a purchase decision is a reason that drives how consumers make choices regarding the purchase of a product according to their needs (Victor & Yu, 2023). the indicators of decision-

making include Product feasibility Behavior in purchasing the product, Desire to recommend, Repurchase intention (Wangsa et al., 2022).

Content Marketing Content Marketing is a marketing strategy involving the distribution, planning, and production of engaging content to attract the target market and encourage consumers to become customers of the Company (Supriatna et al., 2022). it explains that the indicators for Content Marketing are: high-quality content, unique , meaningful , valuable , more relevant compared to competitors (Dani, 2024).

Social Media is known asa a platform that makes it easier for users to communicate various content. Social media is known to make easier for users to communicate various content (Lubis et al., 2022). There are 3 indicators for Social Media as follows: information accessibility, openness in Social Media , completeness of information from social media (Lisdawati, 2022).

Digital marketing has become a vital tool in the business landscape, including the fashion raw material sector. Previous research highlights the importance of digital marketing in enhancing customer engagement, optimizing supply chains, and improving market reach. Studies such as [Insert Relevant Studies] have demonstrated its positive impact on small and medium enterprises (SMEs) in related industries. However, some studies also highlight challenges, such as limited digital literacy and resource constraints among stakeholders in this sector, which could impede effective implementation. This study seeks to examine these dynamics further, exploring how digital marketing strategies impact customer satisfaction and business growth at Rezeky Payet, a store specializing in fashion raw materials.

In addressing existing research gaps, this study focuses specifically on the fashion raw material sector, an area that has received limited attention in digital marketing literature compared to other segments of the fashion industry. By analyzing consumer responses and leveraging quantitative methods, the research aims to provide insights into the unique challenges and opportunities in this niche market. These findings contribute to bridging the gap in understanding how digital marketing strategies can be tailored to support businesses operating in specialized sectors, such as fashion raw materials.

2. Research Method

This research was conducted at the Rezeky Payet store, located at Thamrin Baru Number 1, Sei Renges II, Medan Area District, Medan City, North Sumatra. The study employed a quantitative research method, which aims to provide an objective representation of the research context through numerical data. This approach includes processes such as data collection, data interpretation, and result presentation (Tarigan et al., 2024). Quantitative research often utilizes surveys to collect responses from the study's subjects (Batu et al., 2019). In this study, data collection was performed by distributing structured questionnaires to consumers who had previously made purchases at Rezeky Payet.

Population and Sample

According to (Sugiono, 2016), a population is a segment consisting of research objects that have certain characteristics determined by a researcher and from which conclusions are drawn. The population in this study consists of consumers who have shopped at Rezeky Payet Medan, with an unknown number.

According to (Sudana & Sentianto, 2018) a sample is a small part of a population selected based on a predetermined number; not all populations can be sampled. Due to the unknown population size, the researcher uses the hair formula, which states that the sample size is 10 times the number of indicators. Therefore, with the number of indicators in this study being 12 indicators, then $10 \times 12 = 120$ respondents. The sample determines that the number of samples to be used is 120 respondents from consumers at Rezeky Payet Medan.

Testing Regression Assumptions

Before conducting regression analysis, basic assumptions were tested to ensure the validity of the results: **Multicollinearity:** Variance Inflation Factor (VIF) and tolerance values were assessed to detect potential multicollinearity among independent variables. Variables with VIF values exceeding 10 were considered problematic and addressed accordingly.

Normality: The normality of residuals was tested using graphical methods (e.g., histogram and Q-Q plots) and statistical tests such as the Shapiro-Wilk test. **Heteroscedasticity:** The Breusch-Pagan test and scatterplots of residuals versus predicted values were employed to detect any patterns indicating

heteroscedasticity. These tests were conducted to meet the foundational assumptions of regression analysis and enhance the robustness of the findings.

Justification of Sampling Method

The non-probability sampling method was employed due to the lack of a complete population frame. Convenience sampling was used to recruit respondents who had experience shopping at Rezeky Payet, ensuring relevance and practicality in the data collection process.

Ethical Considerations

Respondents were informed about the purpose of the study, assured of their confidentiality, and provided consent before participating in the survey.

3. Result and Discussion

Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.

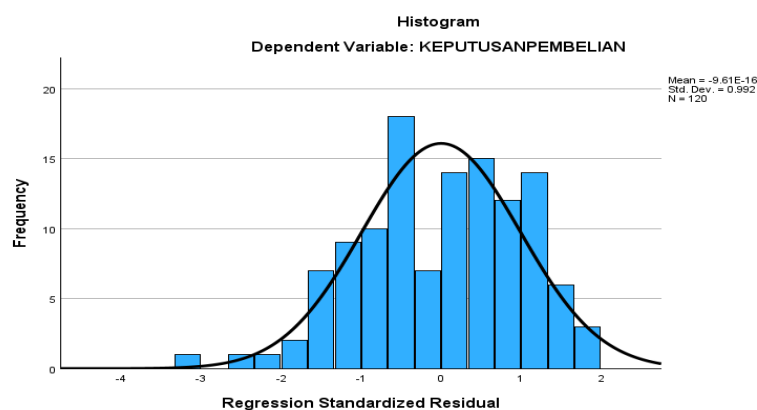


Figure 1. Histogram Graphic

Source: Results Data, 2024

From Figure 1, Based on the image above, it can be seen that the lines that form the bell do not tilt left or right. This shows that the data is normally distributed.

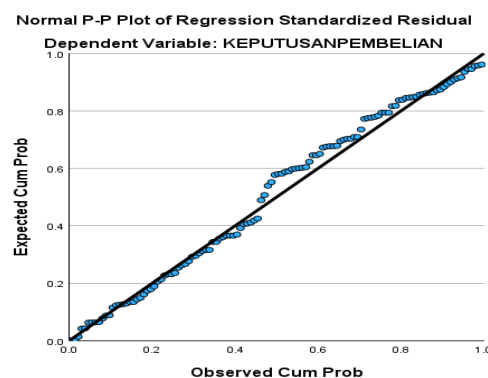


Figure 2. Results of the P-P plot test

Source: Results Data, 2024

It is clear from the figure 2 above, that the dots are along the diagonal line and spread out not far from it. This demonstrates the regularly distributed nature of the data.

Table 1. One-sample kolmogorov-smirnov test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.61104083
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.052
Test Statistic		.061
Asymp. Sig. (2-tailed)		.0200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: *Results Processing of Data, 2024*

According to Table 1 above, the residuals (data) are normally distributed since the one-sample Kolmogorov-Smirnov normality test produced a significance value of $0.200 > 0.05$ ($\text{sig} > 0.05$).

Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. (Trigunawan et al., 2020). The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1.

Table 2. Multicollinearity test

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	21.417	3.623			5.912	.000		
Social Media	.385	.136	.250		2.839	.005	1.000	1.000
Content Marketing	.119	.058	.179		2.035	.044	1.000	1.000

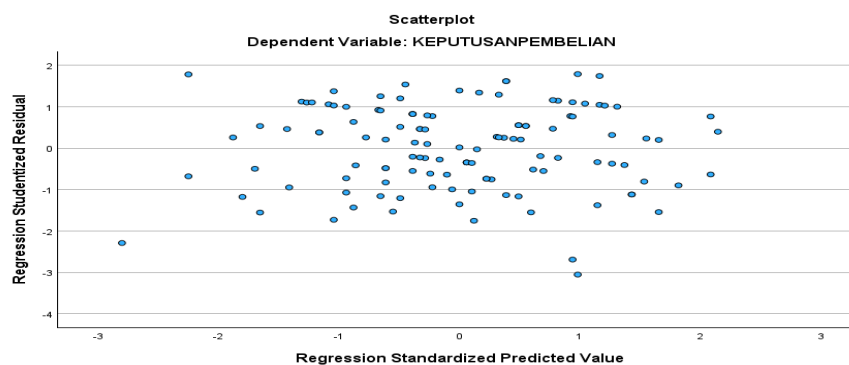
a. Dependent Variable: Purchase Decision

Source: *Results Processing of Data, 2024*

From Table 2, It is evident from the preceding table that every variable has a VIF value less than 10 and a tolerance value more than 0.1. Thus, it can be said that the multicollinearity test revealed no issues.

Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity.

**Figure 3.** Results of the heteroscedasticity test

Source: *Results Data, 2024*

Based on the Figure 3 above, it is evident from the provided scatterplot table that the points are dispersed haphazardly and do not follow any certain pattern and dispersed either above or below zero. Therefore, it can be said that there is no heteroscedasticity.

Analysis of the multiple linear regression model

Multiple linear analysis is used to find out how much influence one or two independent variables have on the dependent variable.

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

$$\text{Purchase decision} = 22.567 + 0.347 \text{ social media} + 0.147 \text{ content marketing} + e$$

Constant = 22.567 indicates the constant value, if the value of the independent variable (X1) which is social media and the variable (X2) which is content marketing is 0, then the Purchase Decision remains at 22.567. The coefficient $a.X_1 = 0.347$ indicates that the social media variable (X1) has a positive influence on Purchase Decisions, where every 100% increase in social media (X1) will result in a 34.7% increase in Purchase Decisions. The coefficient $b.X_2 = 0.147$ indicates that the content marketing variable (X2) has a positive effect on Purchase Decision by 0.003. This means that for every increase in content marketing (X2) by 1 unit (100%), the Purchase Decision will increase by 14.7%.

Coefficient Determination

Analysis of determination or also called R Square symbolized by R^2 is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger. Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 3. Results of the coefficient of determination test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295 ^a	.087	.071	2.178

a. Predictors: (Constant), Social Media, Content Marketing

b. Dependent Variable: Purchase Decision

Source: Results Processing of Data, 2024

Based on Table 3 above, shows that social media and content marketing factors have an 8.7% influence on purchase decisions, with a R Square value of 0.087. whereas factors not included in the study had an impact on 91.3%.

Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are:

H_0 Accepted if: $F_{\text{count}} < F_{\text{table}}$

H_a Accepted if: $F_{\text{count}} > F_{\text{table}}$

Table 4. ANOVA test

ANOVA ^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	95.436	2	47.718	5.582	.005 ^b	
	Residual	1000.264	117	8.549			
	Total	1095.700	119				

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Social Media, Content Marketing

Source: Results Processing of Data, 2024

Based on Table 4 above, Purchase decisions at Rezeky Payet Medan are significantly influenced by social media and content marketing at the same time, according to Table 4 above, the computed F value of 5.582 > the table F value of 3.07, and the sig value of 0.00 < 0.05.

Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a two-sided test. The criteria for evaluating the hypothesis in this t test are H_0 Accepted if: $t_{count} < t_{table}$, H_a Accepted if: $t_{count} > t_{table}$

Table 5. Partial test

Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	t	Sig.	
1	(Constant)	21.417	3.623		5.912	.000	
	Social Media	.385	.136	.250	2.839	.005	1.000
	Content Marketing	.119	.058	.179	2.035	.044	1.000

a. Dependent Variable: Puchase Decision

Source: Results Processing of Data, 2024

Based on table 5 above, The Social Media variable (X1) has a computed t-value of 2.839 > the t-table of 1.980 with a significance level of 0.005 > 0.1, as seen in table 5 above. Consequently, it can be said that social media significantly influences Rezeky Payet Medan customers' decisions to buy.

With a significance level of 0.044 > 0.1, the computed t-value for the content marketing variable (X2) is 2.035 > the table value of 1.980. Thus, it can be said that content marketing has a favorable and noteworthy partial impact on Rezeky Payet Medan customers' decisions to buy.

4. Conclusion

Social media (X1) and content marketing (X2) have a positive and significant partial influence on purchase decisions at Rezeky Payet Medan, according to the t-test results, where the t-value is higher than the t-table value. Social media (X1) and content marketing (X2) have a favorable and significant simultaneous effect on purchase decisions at Rezeky Payet Medan, according to the f-test results, where the f-value is bigger than the f-table value. The calculated R-squared, or coefficient of determination, shows that content marketing (X2) and social media (X1) have an 8.7% impact on Rezeky Payet Medan customers' decisions to buy. Meanwhile, variables outside the purview of this research paradigm impact the remaining variability.

This study provides valuable insights into the impact of digital marketing strategies on consumer satisfaction in the fashion raw material sector, specifically at Rezeky Payet in Medan. However, the findings should be interpreted in light of certain limitations. The short time period of the study may not capture long-term trends or seasonal variations in consumer behavior. Additionally, the study's scope, limited to a single location, restricts the generalizability of the results to other regions or businesses. Future research should consider a longer observation period and broader geographical coverage to build upon these findings and validate their applicability in diverse contexts.

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