
BRANDING BASED ON DIGITAL MARKETING FOR SURABAYA STUDENTS: HIGH PURCHASE DECISION?

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ABSTRACT

The trend of the last few years shows a significant amount and uses it mostly for social media, especially for students. The gap between the limited purchasing power due to the lack of individual income makes students not have enough purchasing power to make transactions. On the other hand, students easily have a desire because of digital marketing on their social media. Based on this background, this research was conducted to analyze the effect of digital marketing-based branding on purchasing decisions in the marketplace. This is done to get an idea of how much the impact of product branding using digital marketing can change a person's purchasing decision. The method that researchers use is the descriptive causality quantitative method with data collection using an online form. To determine the sample, the author uses probability sampling with a Purposive Sampling approach. The respondents were 90 people who met the previously established answer criteria. The analysis techniques used are data quality test, the classical assumption test, and multiple linear regression. Based on this research, it shows that product branding and social media variables partially do not have a positive and significant effect on purchasing decisions. The magnitude of the influence of product branding and social media tiktok on purchasing decisions is 11.2%. Then the remaining 88.8% is influenced by other variables not examined in this study.

Keywords: *Product branding, social media, purchase decision.*

A. INTRODUCTION

Since the spread of information on this virus outbreak, the Indonesian government has taken swift steps by making policies to familiarize activities in compliance with health protocols and enforcing regional quarantine (lockdown) to break the chain of spread. In reality, as predicted by many experts, the dominant social media that are widely used are Facebook, Whatsapp, Instagram, Telegram, and various other types of internet-based applications. This social media is able to change people's lifestyles, especially during the current pandemic.

The impact of the pandemic has made changes in all sectors. To overcome boredom at home, people use the internet to access whatever they want. This makes it a habit to fulfill all needs using online media. In line with this, (Jatmiko, 2020) also states that the impact of the pandemic has affected the trend of internet users to become higher. This finding is corroborated by data on internet users reaching 196.7 million or 73.7% of the population. Based on the results of Wearesocial Hootsuite research, 209 social media users in Indonesia reached 150 million or 56% of the total population. Social media gadget users reach 130 million or around 48% of the population. (databoks, 2019)

As a result, the growth of online shopping in Indonesia is increasing rapidly, but it also has an impact on the economic decline in Indonesia. Business actors from various fields must rack their brains to survive and increase their income during this pandemic. The significant increase in internet users with the dominance of social media usage shows that people have become more media literate or more commonly called digital literacy. Digital literacy is defined by experts as "the ability to access and process information from any form of transmission" (Potter, 2019).

At the same time, the TikTok platform is on the rise because it is in great demand by various groups. TikTok is an application where users can share short videos accompanied by music, filters, and several other creative features with all users. Although in 2018, TikTok was blocked by Kominfo because it was considered to have a negative impact on children. However, its existence is now no doubt; judging from the current data, TikTok users in Indonesia have reached 92.2 million users, calculated as of July 2021, this number has increased.

The research findings of the millennial generation with an age range of 25–40 years who have a TikTok social media account, Triyanti, (2022) show a significantly strong correlation with exposure to advertisements on videos on TikTok, which has a consumptive behavior of 85% for the millennial generation. The frequency aspect is the most influential factor in the emergence of consumptive behavior by the millennial generation. The age of TikTok users in Indonesia is 76% dominated by the age range 18-34 years who access TikTok where one of the employment statuses at this productive age is student. Meanwhile, TikTok user data based on regional distribution in 2021 in DKI Jakarta Province obtained a percentage of 22%, followed by East Java with a total of 18% and West Java with a total of 13%. Content that enters the TikTok homepage or commonly known as For Your Page has the potential to go viral and can be seen and liked by many people.

There is also content, such as comparing or reviewing a product, that actually contains the implied purpose of promoting the product. In order for content viewers to turn into potential buyers, it is important to highlight a characteristic, such as the identity given to the product, to influence consumers' decisions to buy it. Not to forget, at the end of the video, Uniform Resource Locators (URL) or can also be called a web address for further information to facilitate the purchase of these products online, so a platform is needed to transact buying and selling online. Shopee is one of many parties that take advantage of e-commerce business opportunities and position itself as a marketplace.

However, it cannot be denied that students also make purchasing decisions that still depend on the budgetline they have. Limited purchasing power due to the absence of definite income makes students do not have enough purchasing power to make transactions. On the other hand, students easily have a desire because of digital marketing on their social media. This definition shows that people have the ability to access and process data and information transmission on various media platforms. This aims to disseminate and receive information from various parties. In today's reality, social media has become very widespread and is directly related to aspects of people's lives in terms of obtaining and disseminating information.

Seeing this momentum, business people take advantage of it to expand market segmentation through the combination of two applications, namely TikTok as a promotional medium and Shopee as a means of buying and selling transactions. With this phenomenon, the authors are interested in conducting this research.

B. METHODOLOGY

In the study, the authors used a type of quantitative research because quantitative research results emphasize meaning rather than generalization. The method used is quantitative descriptive causality. Descriptive research is research with a problem formulation that guides research to explore or portray the social situation to be studied thoroughly, broadly and in depth with the aim of describing certain populations or certain fields factually and carefully. Causality research is research that aims to determine the causal relationship between variables.

Based on the above understanding, the researcher took one of the universities in Surabaya, namely STIE Pemuda Surabaya, and the population in this study were D3 Accounting students in 2019 with a total of 115 student respondents. Sampling using Probability Sampling technique with a Purposive Sampling approach where the type of sample taken is based on the following criteria:

- a. STIE Pemuda Accounting Student Class of 2019
- b. Students who know Tik Tok
- c. Students who know Shopee

Determination of the number of samples using the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description :

n = number of samples

N = total population

e2 = real level or error limit

Researchers use a 5% error rate because, in every study it is impossible for the results to be perfect at 100%. The greater the error rate, the smaller the sample size. The total population is 115 people with the following calculations:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{115}{1 + (115 \times 0,05^2)}$$

$$n = \frac{115}{1 + (115 \times 0.0025)}$$

$$n = \frac{115}{1 + 0,2875} = 89,320$$

Thus, it can be concluded that from a population of 115 students with an error rate of 5%, the sample size is 89.320 or rounded up to 90 respondents.

Below, I will explain the identity of respondents based on gender.

Table 1. Respondent Data Based on Gender

No.	Gender	Frequency	Presentation
1	Male	13	14,5%
2	Female	77	85,5%
Jumlah		90	100%

Based on table 4.1 shows that as many as 90 respondents: 14.5% are male namely 13 respondents and 85.5% are female namely 77 respondents.

Based on the table below, it shows that as many as 90 respondents chose the majority of neutral, agree, and strongly agree scales. know the TikTok and Shopee applications.

Table 2. Data on Respondents who Know Tiktok and Shopee

No.	Gender	Frequency	Presentation
1	Male	13	14,5%
2	Female	77	85,5%
Jumlah		90	100%

C. RESULTS AND DISCUSSION

Results

1. Validity Test Results

The validity test is used to test whether a questionnaire is valid or not. Meanwhile, the reliability test is used to test whether a questionnaire that is said to be reliable can provide convincing answers if retested with the same results.

Table 3. Ease of Use Validity Test

No.	Variable	Question	R. Count (Pearson Correlations)	R. Table (DF = N-2) Probability 5%	Description
1	Product Branding	X1.1	0.768	0.207	Valid
		X1.2	0.756	0.207	Valid
		X1.3	0.748	0.207	Valid
		X1.4	0.593	0.207	Valid

		X1.5	0.537	0.207	Valid
		X1.6	0.988	0.207	Valid
2	Social Media	X2.1	0.617	0.207	Valid
		X2.2	0.673	0.207	Valid
		X2.3	0.598	0.207	Valid
		X2.4	0.723	0.207	Valid
3	Purchase Decision	Y1.1	0.380	0.207	Valid
		Y1.2	0.250	0.207	Valid
		Y1.3	0.397	0.207	Valid
		Y1.4	0.332	0.207	Valid
		Y1.5	0.521	0.207	Valid
		Y1.6	0.340	0.207	Valid

Source: Research Results, 2022 (Data processed)

Based on the validity test of the three question instruments used, it has $R_{hitung} > R_{tabel}$. So, it is declared valid and does not need to be retested because it is eligible for further testing.

2. Reliability Test Results

The reliability test is used to test whether a questionnaire that is said to be reliable can provide a convincing answer if it is retested with the same results. Researchers used the Cronbach Alpha technique to test reliability.

Table 4. Research Variable Reliability Test Results

No.	Variable	Total	Cronbach's Alpha Item Deleted	Standard Value	Description
1	Product Branding	6	0.801	0.6	Valid
2	Social Media	4	0.724	0.6	Valid
3	Purchase Decision	6	0.399	0.6	Valid

Source: Research Results, 2022 (Data processed)

Based on the results of the reliability test on all variables above, it shows that the question items used in measuring product branding variables, and social media in this study are feasible to use because the Cronbach's Alpha value is >0.6 . Meanwhile, the question item for the purchasing decision variable shows a Cronbach's Alpha value of <0.60 . So that it is declared unreliable. It is likely that each respondent who answered did not decide to buy the product due to several factors.

3. Normality Test

This test is used to test whether the data in the regression model in this study have normally distributed residuals or not.

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,000000
	Std. Deviation	1,70538947
	Most Extreme Differences	
	Absolute	0,062
	Positive	0,062
	Negative	-0,050
Test Statistic		0,062
Asymp. Sig. (2-tailed)		.200 ^{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.

The results of the Kolmogorov-Smirnov (K-S) non-parametric statistical test show that the significance value is >0.05 . So that, the data can be said to be normal.

4. Multicollinearity Test

Table 6. Multicollinearity Test

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.	Collinearity	
	b	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17.157	1.921		8.933	.000		
X1. TOTAL	.156	.116	.206	1.342	.183	.425	2.356
X2. TOTAL	.173	.147	.181	1.181	.241	.425	2.356

Source : Research Results, 2022 (Data processed)

Based on the multicollinearity test results above, the VIF value of the product branding and social media variables is 2,356. So it can be concluded that the VIF value of the two variables above is < 10 . Meanwhile, the tolerance value for the two variables is 0.425. So it can be concluded that the tolerance value of the two variables above > 0.10 . Based on the assessment of the table above, it can be concluded that there is no multicollinearity between the variables of product branding and social media on purchasing decisions; it is concluded that the data is normally distributed.

5. Heterokedasticity Test

This test aims to test whether in a regression model there are similarities or differences in variance from the residuals of one observation to another.

Table 7. Hasil Uji Heteroskedastisitas

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.495	1.146		2.177	.032
X1. TOTAL	.076	.069	-.179	-1.095	.276
X2. TOTAL	.103	.088	.192	1.176	.243

Source : Research Results, 2022 (Data processed)

Based on the results of the heteroscedasticity test above, it can be seen that the significant value of the product branding variable is $0.276 > 0.05$ and the social media variable is $0.243 > 0.05$. So, it can be concluded that these two variables do not occur heteroscedasticity.

6. Multiple Linear Regression Test

Table 8. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.157	1.921		8.933	.000
Product Branding	.156	.116	.206	1.342	.183
Social Media	.173	.147	.181	1.181	.241

a. Dependent Variable: Purchasing Decision

Source : SPSS Processing Results Version 25.0

From the results of the regression equation above, it is evident that the independent variable is very dominant in the statistical test data and has a significant contribution to influence.

7. Simultaneous Test (Test F)

Table 9. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.401	2	49.7	6.596	.002
	Residual	655.499	87	7.534		
	Total	754.9	89			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Trust, Ease of Use, Security

Source : SPSS Processing Results Version 25.0

Variables X1 and X2 will have a significant effect on Y, if sig < 0.05. The results in the anova table above show a sig result of 0.002, which means that together the variables X1 and X2 have a significant effect on Y.

Variables X1 and X2 will have a significant effect on Y, if if F count > F table. The results in the anova table above show 6,596. While the F table is 3.10, the results of F table 3.10 can be seen from the F distribution table. In column 2 (total of all variables - number of dependent variables), this means that together the variables X1 and X2 have a significant effect on Y.

8. Partial Test (T Test)

Table 10. Partial Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.157	1.921		8.933	.000
	Product Branding	.156	.116	.206	1.342	.183
	Social Media	.173	.147	.181	1.181	.241

a. Dependent Variable: Purchasing Decision

Source : SPSS Processing Results Version 25.0

Partial regression test results, significance can be seen by the way variable X has a significant effect on variable Y if the sig result is < 0.05 or below 5%. The sig result for variable X1 or product branding is 0.183, while the sig result for variable X2 or social media is 0.241. So both variables X1 and X2 have sig > 0.05. Thus, based on the test obtained, variables X1 and X2 have no significant effect on variable Y is negative.

9. Determinant Coefficient Test

Table 11. Determinant Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.363	.132	.112	2.745

Source : SPSS Processing Results Version 25.0

The coefficient of determination is the ability of all independent variables to explain the dependent variable. The adjusted R square coefficient of determination is 0.112 or 11.2%, which means that the ability of variables X1 and X2 to explain variable Y is 11.2%. While the remaining 88.8% is explained by other variables outside of the variables of this study.

Discussion

The results of hypothesis testing that has been carried out in this study can be seen there is an action effect of ease of use.

1. The Effect of Product Branding on Purchasing Decisions

Product branding is an effort to give identity or strength to a product so that it can influence consumers to choose this product over competing products. Based on the research results from the T test table above, it can be understood that product branding affects purchasing decisions with a significance value of $0.183 > 0.005$. Based on the decision-making criteria, it can be concluded that H_0 is accepted and H_a is rejected. This shows that there is no significant influence between product branding variables and purchasing decisions in the Shopee marketplace for D3 Accounting students in the STIE Pemuda Surabaya class of 2019.

2. The Effect of Social Media on Purchasing Decisions

Social media is Social media is a page or application that provides facilities for conducting social activities for each user. Based on the research results from the T test table above, it can be understood that product branding affects purchasing decisions with a significance figure of $0.243 > 0.005$. It can be concluded that H_0 is rejected and H_a is accepted. This shows that there is no significant influence between product branding variables and purchasing decisions in the Shopee marketplace for D3 Accounting students in the STIE Pemuda Surabaya class of 2019.

3. The Effect of Product Branding and Social Media on Purchasing Decisions

Based on the test results that have been described above, in the T test (partial) conclusion two variables are insignificant, while in the F test (simultaneous), they are significant, so the two variables are said to be irrelevant. It can be seen from the reliability test that the purchasing decision variable is not reliable and is supported by an R^2 value of less than 50%, which is only 11.2%. With this, it can be concluded that product branding and social media tiktok have no effect on purchasing decisions.

D. CONCLUSION

Based on the results of the analysis and discussion in this study, it can be concluded as follows:

- 1) The results of this study concluded that there was no significant effect on product branding or social media variables. However, simultaneously there is a significant influence on purchasing decisions on the Shopee marketplace for Surabaya students, especially D3 Accounting students of the STIE Pemuda Surabaya class of 2019.
- 2) The theory and results of this study contradict previous research by Dovan Praditasetyo and Marheni Eka Saputri in 2021 with the title "The Effect of Social Media Marketing Through the Tiktok Application on Online Purchasing Decisions at Shopee Indonesia" which shows that social media marketing has a positive and significant effect on purchasing decisions. Likewise, Eko Putra's research in 2020 with the title "The Effect of Promotion Through Social Media and Product Reviews on the Shopee Marketplace on Purchasing Decisions (Study on Stie Pasaman Students)" which shows the results. There is a significant influence of promotion through social media on purchasing decisions for STIE Pasaman students. This is because the two variables in this study are no longer relevant.
- 3) As input material, both TikTok and Shopee have currently developed their respective features. Tiktok itself is equipped with a live streaming feature to expand its reach. There is also a tiktok shop, which is present in Indonesia as e-commerce. While Shopee is present as one of the marketplaces in Indonesia, it is now also equipped with a live streaming feature which is part of marketing strategy. So it is more effective if the purchase decision is made in each application.

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