

The Influence of Social Media Marketing and Product Diversity on Honda Motorcycle Purchase Interest at PT. Berlian Bintang Mas

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Abstract

*This study aims to determine the simultaneous and partial influence of social media marketing and product diversity on purchase intention at PT. Berlian Bintang Mas. Data were obtained from 110 respondents, customers of PT. Berlian Bintang Mas, using purposive sampling. Data analysis used multiple linear regression with the model: $\text{purchase intention} = 1.678 + 0.268 \text{ social media marketing} + 0.449 \text{ product diversity} + e$. The results indicate that partially, social media marketing and product diversity have a positive and significant influence on purchase intention, as evidenced by a significance value below 0.05 and a calculated *t*-test greater than the *t*-table, as evidenced by an *F*-value of 1647.489 with a significance below 0.05. The coefficient of determination (R^2) of 0.969 indicates that 96.9% of the variation in purchase intention can be explained by social media marketing and product diversity, while the remaining 3.1% is influenced by other factors outside this research model.*

INTRODUCTION

The development of digital technology and social media in recent years has significantly changed the way companies conduct marketing activities. Social media marketing has become an increasingly dominant strategy due to its ability to reach consumers widely and quickly, and foster more intense two-way interactions. Dwivedi et al. (2021) stated that social media marketing can increase engagement and purchase intention through engaging and interactive content, enabling companies to function not only as information providers but also as relationship managers with consumers. Furthermore, this shift also demonstrates that traditional marketing strategies such as personal selling, print advertising, and face-to-face promotions are beginning to decline in effectiveness because they no longer align with today's increasingly digital-oriented consumer behavior.

These changes in consumer behavior require companies to be more adaptive to technological developments. Consumers today tend to independently search for information online before making purchasing decisions, so companies that fail to leverage digital technology risk missing out on market opportunities. In this context, the use of social media, e-commerce, and consumer data analysis are crucial elements in creating more effective, measurable, and personalized marketing strategies.

PT. Berlian Bintang Mas, an authorized Honda motorcycle dealer established in 2015 in Tembung, Deli Serdang, is a company whose primary activities focus on sales and after-sales service. However, in practice, the company still relies primarily on traditional marketing strategies, particularly personal selling by its sales team, and has not maximized the use of social media as a promotional tool. However, according to Tjiptono & Chandra (2012), sales are the primary source of company revenue, used to cover operational costs and generate profit. Daryono (2011) also

emphasized that sales volume reflects the number of products sold, making increased sales a crucial indicator of a company's success.

Purchase intention is a key factor influencing sales growth. Sembiring et al. (2025) stated that the higher the consumer's purchase intention, the greater the opportunity for increased sales. Purchase intention itself, according to Karnadi Yudha Praja & Abdurachman Saleh (2023), is a consumer desire that emerges as a result of observing and learning about a product. In marketing practice, purchasing interest is inseparable from the marketing mix strategy. Pratama and Setyariningsih (2025) emphasized that the 7Ps concept remains relevant in attracting consumer interest, particularly through product and promotional aspects.

However, the phenomenon at PT. Berlian Bintang Mas demonstrates a mismatch between technological developments and the implemented marketing strategy. Although sales data from 2020 to 2024 showed an upward trend from 1,563 units to 3,333 units, this growth was deemed suboptimal. This indicates a gap between available market potential and achieved sales results, possibly due to the limitations of traditional marketing strategies in reaching a broad consumer base.

This finding is reinforced by the findings of Ramayana & Fadli (2025), who stated that social media plays a crucial role in shaping purchasing interest because it serves as a primary source of information for consumers. When companies do not utilize social media optimally, their opportunities to attract consumer attention and build purchasing interest are diminished. Conversely, a two-week trial utilizing social media showed an increase in sales from 17 to 25 units, and even orders for the next period, as reported by Ms. Suhartini. These findings support the research by Romadhoni et al. (2023), which demonstrated that social media marketing has a positive and significant impact on purchase intention.

In addition to social media marketing, product diversity is also a crucial factor influencing purchase intention. Interviews with 27 customers revealed that purchase intention is influenced by proximity, product availability, and the wide selection of products offered. This aligns with the findings of Isma Maisarah & Yani (2022), who stated that the more alternative product choices, the greater consumer interest in making a purchase. Therefore, product diversity, including color variations, types, and additional accessories, can be an effective strategy for increasing consumer purchase intention.

Although various previous studies, such as those by Dwivedi et al. (2021), Ramayana & Fadli (2025), and Fredereca and Chairy (2010), have discussed the role of social media marketing and product diversity, there remains a research gap in the context of small-scale automotive dealerships like PT. Berlian Bintang Mas. Previous research tends to focus on large companies or the general public sector, thus not fully reflecting the real-world conditions faced by companies with limited resources and the dominance of traditional strategies.

Research gap of this research lies in the combination of two main variables derived from field phenomena: social media marketing as a solution to the limitations of traditional strategies, and product diversity as a driving factor for purchase interest, derived from direct consumer experience. With this approach, the research is expected to provide a more specific and relevant picture of the influence of these two variables on Honda motorcycle purchase interest at PT. Berlian Bintang Mas. Therefore, this study was conducted to more deeply examine the influence of social media marketing and product diversity on purchase interest as an effort to increase the effectiveness of the company's marketing strategy.

Based on the above background, the objectives of this study are as follows: (1) To determine the influence of social media marketing on Honda motorcycle purchase interest at PT. Berlian Bintang Mas. (2) To determine the influence of product diversity on Honda motorcycle purchase interest at PT. Berlian Bintang Mas. (3) To determine the influence of social media marketing and product diversity on Honda motorcycle purchase interest at PT. Berlian Bintang Mas.

Research Hypothesis

Based on the conceptual framework above, the following research hypotheses can be formulated:

H1: There is an influence of social media marketing on Honda motorcycle purchase interest at PT. Berlian Bintang Mas.

H2: There is an influence of product diversity on Honda motorcycle purchase intention at PT Berlian Bintang Mas.

H3: There is an influence of social media marketing and product diversity on Honda motorcycle purchase intention at PT Berlian Bintang Mas.

METHODS

This research was conducted at PT. Berlian Bintang Mas, located at Jl. Besar Tembung Psr. IX Tembung, Medan City, North Sumatra 20371, and lasted from February to May 2026. The research method used was quantitative, which, according to Sujarweni (2020), is a measurement-based and statistical analysis approach to objectively examine relationships between variables. The data used consisted of primary and secondary data. Sujarweni (2020) explained that primary data was obtained directly from respondents through questionnaires, interviews, or other methods, while secondary data came from published sources, requiring careful recording.

The study population refers to the entire population of Medan City, totaling 2,486,283 (2024 census), which, according to Sujarweni (2020), represents all objects or subjects with specific characteristics. A sample of 110 respondents was taken based on the formula of Hair Jr. et al. (2018), which multiplies the number of indicators by ten, and uses a purposive sampling technique. Purba (2020) states that this technique is based on specific criteria, in this study, consumers who have never made a purchase to reflect purchase intention.

Data collection was conducted using a Likert-scale questionnaire, which, according to Indrawati (2020), is effective and efficient for obtaining data that is easily processed statistically. Instrument testing included validity and reliability tests. Sujarweni (2020) explains that validity is measured by comparing calculated r and r table, while reliability is assessed using Cronbach's Alpha with a limit of >0.70 .

Data analysis, according to Sinaga, H.D.E. (2022), was conducted carefully through analytical stages, accompanied by classical assumption tests including normality, multicollinearity, and heteroscedasticity tests. Sujarweni (2020) states that normality tests ensure normal data distribution using the Kolmogorov-Smirnov method, PP-Plot, histograms, and skewness and kurtosis. The multicollinearity test was used to examine the correlation between independent variables using tolerance and VIF values. Priyanto (2022) explained that the heteroscedasticity test aims to ensure there is no inequality in residual variance.

Next, multiple linear regression analysis was used to determine the effect of social media marketing and product diversity on purchase intention, as explained by Priyanto (2020), with the model $Y = a + b_1X_1 + b_2X_2 + e$. Hypothesis testing was conducted using t-tests and F-tests. Darma (2021) stated that the t-test examines partial effects and the F-test examines simultaneous effects at a 5% significance level. Finally, the coefficient of determination (R^2) was used to examine the contribution of the independent variables to the dependent variable. According to Darma (2021), the coefficient of determination (R^2) ranges from 0 to 1; the higher the value, the greater the independent variable's ability to explain the dependent variable.

RESULTS AND DISCUSSION

Research Results

Respondent Characteristics

The description of the respondents in this study illustrates the characteristics of the unit of analysis obtained from the questionnaire data processing, with a total of 110 respondents. Based on gender, the majority of respondents were male. Of the total respondents, 59, or approximately 53.64%, were male, while 51, or 46.36%, were female.

In general, this data indicates that PT. Berlian Bintang Mas's consumers are predominantly male compared to female, although the difference is not significant. This indicates that interest in Honda motorcycle products from the company is relatively even between the two genders, but with a slightly higher trend among male consumers.

Validity and Reliability Tests

Validity Test

Table 1. Validity Test for Social Media Marketing Variables (X1)

Statement	Corrected Item-Total Correlation Value	Rtable	Description
PT. BERLIAN BINTANG MAS creates content that follows the latest viral video trends.	0,915	0,361	Valid
PT. BERLIAN BINTANG MAS maximizes the use of all available editing features in content creation, tailored to each social media platform.	0,933	0,361	Valid
PT. BERLIAN BINTANG MAS's social media content has increased my interest in the product.	0,929	0,361	Valid
PT. BERLIAN BINTANG MAS uploads content across all available social media platforms.	0,903	0,361	Valid
PT. BERLIAN BINTANG MAS collaborates with influencers and other parties regarding content uploads on social media.	0,904	0,361	Valid
The content uploaded by PT. BERLIAN BINTANG MAS encourages me to share it with friends and family.	0,947	0,361	Valid
Consumers can interact with/contact PT. BERLIAN BINTANG MAS through social media.	0,871	0,361	Valid
Consumers can find and obtain the latest information from PT. BERLIAN BINTANG MAS.	0,889	0,361	Valid
PT. BERLIAN BINTANG MAS's social media accounts make it easy for me to connect directly with the company.	0,939	0,361	Valid
PT. BERLIAN BINTANG MAS has a community of HONDA motorcycle consumers/users on social media platforms.	0,868	0,361	Valid
PT. BERLIAN BINTANG MAS is holding an event as a token of appreciation for HONDA motorcycle users.	0,847	0,361	Valid
I gained various information and experiences from the user community on PT. BERLIAN BINTANG MAS' social media platforms.	0,889	0,361	Valid

Table 1 shows the validity test results for the social media marketing variable, indicating that all Corrected Item-Total Correlation values were greater than rtable (0,361), indicating that each statement in the social media marketing questionnaire was valid. The results show that the highest correlation was found for the statement "The content uploaded by PT. BERLIAN BINTANG MAS encourages me to share it with friends or family," with a value of 0,947. The lowest correlation was found for the statement "PT. BERLIAN BINTANG MAS held an event as a form of appreciation

for consumers/users of HONDA motorcycles," with a value of 0,847. The validity test results for the product diversity variable (X2) are shown in Table 2.

Table 2. Validity Test for Product Diversity Variable (X2)

Statement	Corrected Item-Total Correlation Value	Rtable	Description
PT. BERLIAN BINTANG MAS provides a comprehensive selection of product brands (brand names) to consumers.	0,828	0,361	Valid
The diversity of product brands makes me more interested in shopping at PT. BERLIAN BINTANG MAS.	0,872	0,361	Valid
The variety of product brands available at PT. BERLIAN BINTANG MAS makes it easy for consumers to use as a reference for comparison with other brands.	0,946	0,361	Valid
PT. BERLIAN BINTANG MAS provides a comprehensive selection of product sizes (engine capacity/cc).	0,916	0,361	Valid
The variety of product sizes available at PT. BERLIAN BINTANG MAS makes it easy for consumers to use as a reference to suit their tastes and needs.	0,885	0,361	Valid
The variety of available sizes increases my interest in purchasing the product.	0,944	0,361	Valid
PT. BERLIAN BINTANG MAS provides a comprehensive selection of product accessories (additional features) to consumers.	0,896	0,361	Valid
The variety of available product accessories makes consumers more interested in choosing the product they want.	0,871	0,361	Valid
PT. BERLIAN BINTANG MAS provides products with complete accessories that meet consumer needs.	0,874	0,361	Valid
PT. BERLIAN BINTANG MAS offers a comprehensive range of product qualities (product types) to consumers.	0,895	0,361	Valid
The variety of available product qualities makes it easy for consumers to tailor their choices to suit their purchasing power.	0,908	0,361	Valid
The availability of a variety of product qualities makes me more interested in purchasing.	0,904	0,361	Valid

Table 2 shows the validity test results for the product diversity variable, showing all Corrected Item-Total Correlation values greater than r table 0,361, thus all questionnaire items for the product diversity variable are declared valid. These results indicate that the highest correlation is found in the statement "The variety of product brands available at PT. BERLIAN BINTANG MAS makes it easier for consumers to use as a reference for comparison with other brands," with a result of 0,946. The lowest correlation is found in the statement "PT. BERLIAN BINTANG MAS provides a complete variety of product brands (product brand names) to consumers," with a result of 0.828. The validity test results for the purchase intention variable (Y) can be seen in Table 3.

Table 3. Validity Test for Purchase Intention Variable (Y)

Statement	Corrected Item-Total Correlation Value	Rtable	Description
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas due to their own needs or desires.	0,898	0,361	Valid
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas due to the comprehensive product range.	0,932	0,361	Valid
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas due to content or information obtained from social media.	0,894	0,361	Valid
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas due to consumer preferences, which include trusting or prioritizing the brand.	0,910	0,361	Valid
Consumers consider purchasing motorcycle products at PT BERLIAN BINTANG MAS because this product brand has a wider and more complete product diversity than other brands.	0,882	0,361	Valid
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas because the brand offers a wider and more comprehensive product range than other brands.	0,886	0,361	Valid
Consumers consider purchasing motorcycles at PT. Berlian Bintang Mas due to the influence of the brand image on social media.	0,918	0,361	Valid
Consumers consider repurchasing motorcycles only at PT. Berlian Bintang Mas due to personal factors.	0,927	0,361	Valid

Consumers have the consideration to repurchase motorcycle products only at PT. Berlian Bintang Mas due to the influence of the content/information results that have been carried out by the company.	0,898	0,361	Valid
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Table 3 shows the validity test results for the purchase intention variable, indicating that all Corrected Item-Total Correlation values were greater than r_{table} (0,361), indicating that all items in the purchase intention questionnaire were valid. The results show that the highest correlation was found for the statement "Consumers are considering purchasing motorcycles from PT. BERLIAN BINTANG MAS because of its comprehensive product range," with a value of 0.932. The lowest correlation was found for the statement "Consumers are considering purchasing motorcycles from PT. BERLIAN BINTANG MAS because this brand offers a greater and more comprehensive product range than other brands," with a value of 0,882.

Reliability Test

Table 4. Reliability Test

No	Variable	Cronbach's alpha	N of item	Description
1	Social media marketing (X1)	0,978	12	Reliable
2	Product diversity (X2)	0,976	12	Reliable
3	Purchase interest (Y)	0,971	9	Reliable

Source: Data Processing Results, 2026

Based on Table 4 above, the reliability values obtained for the variables Social Media Marketing (X1), Product Diversity (X2), and Purchase Intention (Y) are greater than 0,60, and it can be concluded that all of the above statements are reliable. This means that the respondents' answers for the variables Social Media Marketing, Product Diversity, and Purchase Intention are considered reliable because they yield Cronbach's Alpha values greater than 0,60.

Classical Assumption Test

Normality Test

a. Graphical Analysis

According to Ghozali (2018), one of the easiest ways to determine the normality of residuals is to look at a histogram graph, which compares two observations with distributions close to a normal distribution. However, simply looking at a histogram can be misleading, especially for small sample sizes. A more reliable method is to look at a normal probability plot, which compares the cumulative distribution with a normal distribution. A normal distribution will form a straight diagonal line, and the residual data plot will be compared to the diagonal line. If the residual data distribution is normal, then the line representing the actual data will follow the diagonal line.

b. Statistical Analysis

According to Ghozali (2018), normality tests using graphs can be misleading if not carefully considered. Visually, they appear normal, but statistically, the opposite may be true. The statistical test that can be used to test residual normality is the non-parametric Kolmogorov-Smirnov (K-S) test.

The hypotheses used in this test are:

- H₀: The residual data is normally distributed
- H_a: The residual data is not normally distributed

In this test, the guidelines used in decision-making are:

1. If the significance value is > 0.05 , then the residual data is normally distributed
2. If the significance value is < 0.05 , then the residual data is not normally distributed. The following are normality tests using histograms and normal P-plots, as shown in Figures 1 and 2.

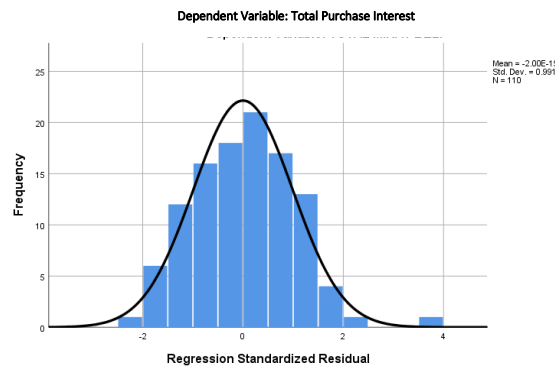


Figure 1. Histogram Graph

Source: Data Processing Results, 2025

Figure 1 shows that the data are distributed around the diagonal line and follow the direction of the diagonal line. The histogram shows a normal distribution pattern. Therefore, the regression model is considered to meet the assumption of normality.

Normal P-P Plot of Regression Standardized Residual

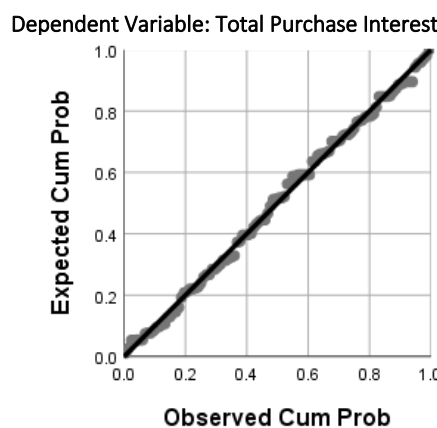


Figure 2. Normal P-P Plot

Figure 2 shows that the data (points) are spread around the diagonal line and follow the direction of the diagonal line. The histogram graph shows a normal distribution pattern, thus the regression model meets the assumption of normality. This aligns with the results of the histogram test, which showed a normal distribution.

**One Kolmogorov-Smirnov Test
Multicollinearity Test**

**Table 5. Multicollinearity Test
Coefficients^a**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social media marketing	0,024	41,604
	Product diversity	0,024	41,604

a. Dependent Variable: Customer satisfaction

Source: Data Processing Results, 2026

Table 5 shows that the TOLERANCE value for the Social Media Marketing and Product Diversity variables is 0,024, and the VIF value for the Social Media Marketing and Product Diversity variables is 41,604, indicating that there are no multicollinearity issues with the other independent variables.

Heteroscedasticity Test

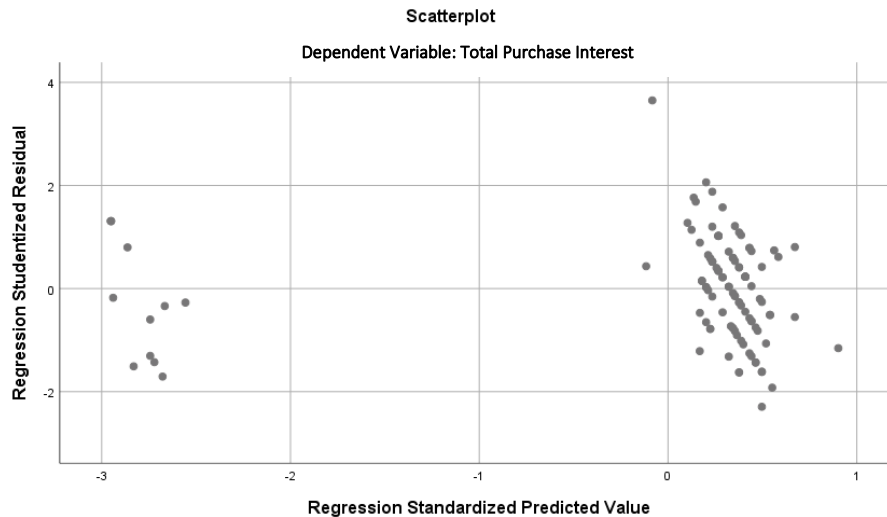


Figure 3. Heteroscedasticity Test

Source: Data Processing Results, 2026

Figure 3 shows that the points are random and do not form a clear pattern, with the largest values either above or below 0 on the Studentized Residual (Y) axis. This indicates that there is no heteroscedasticity in the regression model, making it suitable for predicting purchase intention based on social media marketing and product diversity.

Table 6. Multiple Linear Regression Analysis Test

Model	Coefficients ^a		
	Unstandardized Coefficients		
		B	Std. Error
1	(Constant)	1,678	0,643
	Social media marketing	0,268	0,078
	Product diversity	0,449	0,082

a. Dependent Variable: Purchase interest

Source: Data Processing Results, 2026

From the multiple linear regression test, the regression equation is:

Purchase interest = 1,678 + 0,268 Social media marketing + 0,449 Product diversity + e
The equation is explained as follows:

1. A constant value of 1,678 indicates that if social media marketing and product diversity are held constant, then purchase intention at PT. Berlian Bintang Mas is 1,678.

2. The coefficient value of 0,268 indicates that each additional unit of the social media marketing variable (X1) will increase purchase intention by 0,268, assuming the product diversity variable (X2) remains constant.
3. The coefficient value of 0,449 indicates that each additional unit of the product diversity variable (X2) will increase purchase intention by 0,449, assuming the social media marketing variable (X1) remains constant.

Hypothesis Testing

t-Test (Partial Test)

According to Ghozali (2018), the t-statistical test essentially indicates the extent to which an explanatory/independent variable individually explains the variation in the dependent variable. The null hypothesis (H0) to be tested is whether a parameter (bi) is equal to zero or:

- a. $H_0 : b_1, b_2 = 0$, meaning that social media marketing and product diversity have no partial effect on purchase intention at PT. Berlian Bintang Mas.
- b. $H_A : b_1, b_2 \neq 0$, meaning that social media marketing and product diversity have a partial effect on purchase intention at PT. Berlian Bintang Mas.

In this study, the calculated t value will be compared with the t table value, at a significance level (α) of 5%.

The criteria for evaluating the hypothesis in this t-test are:

1. If $t\text{-test} \leq t\text{-table}$, then H0 is accepted and Ha is rejected.
2. If $t\text{-test} \geq t\text{-table}$, then H0 is rejected and Ha is accepted.

**Table 7. t-Test (Partial Test)
Coefficients^a**

Model	T	Sig.
1 (Constant)	2,608	0,010
Social media marketing	3,418	0,001
Product diversity	5,506	0,000

Dependent Variable: buying interest

Source: Data Processing Results, 2026

The t-test results show that the social media marketing variable (X₁) has a highly significant influence on purchase intention (Y), with a calculated t-value of 3,418, a t-table value of 1,982, and a significance level of 0,001, well below the critical limit of 0.05. This demonstrates the importance of social media marketing in shaping purchase intention.

The product diversity variable (X₂) shows a calculated t-value of 5,506, a t-table value of

1,982, and a significance level of 0,000, well below the critical limit of 0,05. This demonstrates the importance of product diversity in shaping purchase intention.

F-Test (Simultaneous Test)

Table 8. F-Test (Simultaneous Test)

Model	F	Sig.
Regression	1647,489	0,000b
Residual		
Total		

a. *Dependent Variable:* Purchase interest

b. *Predictors:* (Constant), Social media marketing, Product diversity

Source: Data Processing Results, 2026

Based on the results of a simultaneous F-test with 110 respondents and using two independent variables: social media marketing (X₁) and product diversity (X₂) on the dependent

variable, purchase intention (Y), the calculated F-value was 1647,489 with a significance level of 0,000. The df1 value was 2 and the df2 value was 107, resulting in an F-table value of 3,08 at a significance level of 5%. Because the calculated F-value (1647,489) is greater than the F-table (3,08) and the significance value is less than 0,05, the decision is to reject H_0 and accept H_1 . It can be concluded that social media marketing and product diversity simultaneously have a significant effect on purchase intention.

Coefficient of Determination Test (R²)

Table 9. Coefficient of Determination Test (R²) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,984a	0,969	0,968	1,482

a. Predictors: (Constant), product diversity, social media marketing

b. Dependent Variables: Purchase Intention

Source: Data Processing, 2026

The R value obtained was 0,984, indicating a very strong relationship between the variables social media marketing (X1) and product diversity (X2) on purchase intention (Y). The R Square (R²) value of 0,969 indicates that 96.9% of the variation in changes in the purchase intention variable can be jointly explained by social media marketing and product diversity, while the remaining 3.1% is explained by other factors outside this research model.

Table 10. Variable Contribution Test

Model	Variables Entered	Variables Removed	Method	Method
1. Social media marketing			Enter	Stepwise (Criteria: Probabilty-of-F-to-enter <= ,50, Probability of-F- to-remove >= ,100). Stepwise (Criteria: Probabilty-of-F-to-enter <= ,50, Probability - of-F-
2. Product diversity				

a. Dependent Variable: buying interest

b. All requested variables entered.

Source: Data Processing Results, 2026

Based on Table 10, it can be seen that the social media marketing variable is more dominant in determining business success because it is positioned above the product diversity variable. Furthermore, to determine the contribution of each variable to business success, the following test results can be seen:

Table 11. Beta Coefficient and Correlation Coefficient Values

Variables	Standardized Coefficients Beta	Correlation Coefficient
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Social media marketing	0,378	0,980
Product diversity	0,609	0,983

Source: Data Processing Results, 2026

Based on these results, the next step is to determine the contribution of social media marketing and product diversity to purchase intention. The formula for finding the contribution of variable X to Y is as follows:

Contribution of Variable X = Standardized Coefficient x Correlation Coefficient. Based on this formula, the following is a calculation to determine the partial contribution of the variables social media marketing and product diversity to purchase intention:

1. Social media marketing contribution = $0,378 \times 0,980 = 0,370$
2. Product diversity contribution = $0,609 \times 0,983 = 0,599$
3. Simultaneous contribution = $0,370 + 0,599 = 0,969$

Based on these calculations, several points can be explained in the following description.

1. Based on the calculation results, the standardized beta value for the social media marketing variable is 0,378, while the correlation coefficient is 0,980. If calculated using the formula above, the contribution is 0,370, or 37.4%.
2. For the product diversity variable, the standard beta value obtained is 0,609, and the correlation value is 0,983. When multiplied, the contribution becomes 0,599, or approximately 59.86%.
3. When calculated in total, the combined contribution of the social media marketing and product diversity variables is 0,969, or 96.9%. The R-squared (R^2) value from the regression model is 0,969, or 96.9%.

Discussion

The Influence of Social Media Marketing on Purchase Intention

The t-test shows that the social media marketing variable (X_1) has a t-count of 3,418 with a significance level of 0,001. With a degree of freedom (df) of 108 ($n-2 = 110$ respondents – 2) and a significance level of 5%, the t-table value is 1,982. Since the calculated t value is greater than the t table, social media marketing has a very significant influence on purchase intention (Y), well below the critical limit of 0,05. This proves that social media marketing is important in shaping purchase intention at PT. Berlian Bintang Mas.

The Influence of Product Diversity on Purchase Intention

The product diversity variable (X_2) shows a significance value of 0,000. With a calculated t of 5,506 and a t table of 1,982, product diversity influences purchase intention at PT. Berlian Bintang Mas.

The Influence of Social Media Marketing and Product Diversity on Purchase Intention

With 110 respondents and using two independent variables, social media marketing (X_1) and product diversity (X_2), on the dependent variable, Purchase Intention (Y), the calculated F value is 1647,489 with a significance level of 0,000. The df1 value is 2 and the df2 value is 107, resulting in an F table value of 3.08 at a significance level of 5%. Therefore, the decision taken is to reject H_0 and accept H_1 . It can be concluded that social media marketing and product diversity have a significant influence on purchase intention.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that social media marketing has a positive and significant influence on purchasing intention at PT. Berlian Bintang Mas. This indicates that better implementation of social media marketing strategies can increase consumer interest in purchasing products. In addition, product diversity also has a positive and significant influence on purchasing intention. The availability of a wider variety of products is able to attract consumer interest and encourage purchasing decisions. Simultaneously, social media

marketing and product diversity play an important role in influencing purchasing intention. Both variables together contribute to increasing consumer interest in buying products at PT. Berlian Bintang Mas.

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