

## The Impact of Price And Social Media on Buying Decisions

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### Abstrak

*The goal of this study was to ascertain how consumer purchasing choices at Warung Selasih Kadungora Garut were influenced by price, café ambiance, and social media. In this study, data were gathered using the Accidental Sampling technique using a questionnaire with 91 respondents. The research used a quantitative approach together with a descriptive examination of case studies. Data analysis used normality tests, multicollinearity tests, heteroscedasticity tests, autocorrelation tests utilizing Durbin Watson tests, and hypothesis testing to identify which variables had a meaningful link. Validity and reliability tests were applied to data instruments. The partial t-test produced a tcount price variable of 0.867 1973 and a significant value of 0.242 > 0.05, showing that the test was not significant. Then, Ho is approved while Ha is turned down. A significant value was 0.342 > 0.05, suggesting that the cafe atmosphere variable is not significant. The cafe atmosphere variable received 15 tcount from the t-test (partial) computation, and it was 0.834 1.873. Additionally, the social media variables obtained from the partial t-test calculation produced the values 6.174 > 1.873 for the tcount social media variables and a significant value of 0.000 0.05, indicating significant.*

**Keywords:** Consistency; Program and Implementation of activities; Planning and Budgeting

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## INTRODUCTION

In reality, the development of the Indonesian food industry is an intriguing subject for study, particularly in the current globalization era. This gives business owners the chance to engage in competitive consumer attraction strategies. The basil shop run by Cooperative Tunas Artha Mandiri in Dusun Wangunjaya RT 0 1/RW 0 6 Village Wangunjaya, Banjarasari

District, Garut Regency is the subject of the writer's analysis in this study. Consumers are influenced by a variety of factors while making purchases, including prices that are strategic and accessible. and the cafe's atmosphere is one of the components that make up the whole establishment. Every cafe has a distinct look and physical layout that can either make moving around the establishment simple or difficult for customers. Furthermore, social media marketing has a part in influencing consumer decisions. The fast-paced development in the culinary industry serves as an example of this business possibility and the need to adapt marketing tactics in order to boost sales. Regarding the cost of the Warung Selasih, which is located in the center of the village, the atmosphere of the open-concept cafes, the scarcity of parking spaces, and the use of media, it is essential that the manager pay special attention to innovation in order to prevent customers from moving locations.

Based on the history, the researcher is interested in learning how social media, cafe ambiance, and pricing all affect purchasing decisions simultaneously and partially. The purpose of the study is to determine how varied the influence is both simultaneously and partially based on the outcomes that have been examined. Benefit from this research is an addition to the information learned from going through lectures and is useful in the workplace.

## METHODS

This research technique makes use of quantitative research, in which the data are presented as numerical data and are analyzed using statistics. Information gathered from visitors utilizing a questionnaire and derived from survey findings. Consumers who visit Warung Selasih Kadungora Garut make up the populace.

"The sample is the number of characteristics the population possesses." 91 respondents who visited Waroeng the served as the sample for this study. As for the amount of sample that was produced through computation, Wibisono (Anonym, 2010:31) proposed it in his book if the population was not precisely known, and Lemeshow's sample formula is as

$$n = \left( \frac{Z\alpha/2}{e} \right)^2$$

$$= \left( \frac{(1,96) \cdot (0,25)}{0,05} \right)^2$$

$$= 96,04 \text{ atau } 100 \text{ sampel}$$

follows:

Where :

$n$  = Size Sample

$Z\alpha = \alpha = 0,05, \text{ maka } Z0,05 = 1,96$

$\sigma$  = Standard Deviation Population

$e$  = Level Error

## RESULT AND DISCUSSIONS

### Test Instrument study

### Test validity

According to the calculation  $r \text{ count} > r \text{ table}$ , which yielded a result of 0.197, all

questions on the factors of pricing, café atmosphere, and social media as well as purchasing decision are deemed to be genuine.

Because the validity test is a crucial tool in research and the aforementioned study can demonstrate that the question in that variable has been shown to be valid.

### Test Reliability

The reliability test table shows that each price variable, café atmosphere, social media, and purchasing decisions have reliability scores more than or equal to 0.70.

Matter This demonstrates that every statement that is utilized can acquire reliable information, i.e., replies that are comparable to those given earlier when the statement is presented again.

## TEST ASSUMPTION CLASSIC

### Test Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.75359641
Most Extreme Differences	Absolute	.109
	Positive	.050
	Negative	-.109
Test Statistic		.109
Asymp. Sig. (2-tailed)		.065 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## ANALYSIS MULTIPLE REGRESSION

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	2.320	2.209			
	LOKASI	.089	.096	.096	.367	2.727
	SUASANA CAFE	.064	.067	.121	.241	4.147
	MEDIA SOSIAL	.637	.103	.624	.380	2.631

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Double regression analysis This was utilized to understand how to affect variables like price, cafe atmosphere, and social media on purchase decisions.

Compare the regression results as follows:

$$Y = \alpha + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3 + e$$

$$Y = 2,320 + 0.089 X_1 + 0.064 X_2 + 0.637 X_3$$

It is clear from equality that

- Mark coefficient regression price 0.089 is valuable.
- The variable's coefficient value of 0.064 is positive. Making more informed selections about what to buy will boost understanding of the cafe's atmosphere.
- Value the media/social coefficient at 0.637, which is large and positive. Ar The likelihood of making a purchase increases as social media usage is better understood.

## TESTING HYPOTHESIS

### Test t

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.320	2.209		.296
	LOKASI	.089	.096	.096	.353
	SUASANA CAFE	.064	.067	.121	.342
	MEDIA SOSIAL	.637	.103	.624	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN

With compare t table and t count based on level significant 0.05 or 5%, this test aims to ascertain the significant relationship of each independent variable on the dependent variable, which are price (X1), cafe atmosphere (X2), and social media (X3).

The price value of 0.867 is less than the t table value of 1.973, which indicates that it is not significant, according to calculation test t.

- Table This demonstrates that the price variable has a negligible impact on the choice to buy.
- The café atmosphere score of 0.834 is not noteworthy because it is lower than the overall score of 1.873. Results This is demonstrating a changing mood café in a way that has a minimal impact.
- Mark social media of 6,174 more than t table 1.873, and this number displays variable social media in a particular way. partial influence on the purchase choice.

### Test F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1265.863	3	421.954	53.964	.000 <sup>b</sup>
	Residual	750.647	96	7.819		
	Total	2016.510	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), MEDIA SOSIAL, LOKASI, SUASANA CAFE

This test aims to determine whether the price variable (X1), the cafe's ambiance (X2), and social media (X3) simultaneously or jointly influence the decision to purchase. If F count > F table, Ho is accepted and Ha is rejected, indicating that the variables are independent yet jointly influential simultaneously. And if F counts F table, then Ho is rejected and Ha is accepted, indicating that the variables are independent of one another but not concurrently influential.

Ho is rejected and Ha is approved based on the F test findings that were obtained, where the computed F value was 53.964 > 2.70 d. Ho was disproved on the basis that all variables, independent and dependent, simultaneously affect each other when the value of Sig (0.000) is greater than (alpha) = 0.05.

## Test Coefficient Determination ( $R^2$ )

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.628	.616	2.796

a. Predictors: (Constant), MEDIA SOSIAL, LOKASI, SUASANA CAFÉ

Sumber : Data yang diolah, 2022

The R Square calculation shows that the variable prices, café ambiance, and social media are able to explain 62.8 of the variables in purchase decisions, with the remaining 37.2 being described by other variables including price, quality, and other services. Which study examined this variable.

## CONCLUSION

Based on data analysis which came to the following conclusion.

- Through partial variable price There was no substantial influence in the calculation of the t count, which was 0.867.984, the café ambiance variable similarly has no discernible influence on the choice to buy, according to the calculation of 0.834 1973. According to the computation of the t count from the t table, which is 6.174, social media variables have a considerable impact on purchasing decisions.
- "At the same time, the factors of price, cafe ambiance, and social media strongly influence the decision to purchase. The estimated F value is 53,964 > 2.70 with a significant level 0.000 0.05, as determined by the F test computation.
- "The results of the determination test ( $R^2$ ) show the value R square of 0.628 this shows variable price, cafe atmosphere, and social media are able to explain purchasing decisions as big as 62.8 whereas 37.2 explained by variable other like price, quality service, and others."

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