

# **The Influence of Social Media Marketing and Halal Awareness on Purchase Decisions (Case Study on The L.Co Coffee Jalan Gagak Hitam No. 10C)**

**Seli Pratiwi, Alfifto, Hesti Sabrina**

## **Abstract**

The focused of this paper was to examine and analyze the influence of social media marketing and halal awareness on buying decision in The L.Co Coffee at Gagak hitam No.10C. The literature review of this paper obtained from the similar previous journal researchs to found the hypothesis of this research. Data collected by questionnaire distribution to 100 respondents were selected by Non-probability sampling with total 26 statements were measured by Likert scale. Data analyzed by quantitative method by software SPSS22. The data processing result indicated that the instruments of questionnaire were valid and reliable, the data were distributed normally, there were no heteroscedasticity and multicollinearity and whole of the social media marketing variable and halal awareness variable hypothesis has influenced positively and significantly toward buying decision as dependent variabel based on result of partial and simultan test

**Keywords:** Social Media Marketing, Halal Awareness, Buying Decision

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## **The Influence of Social Media Marketing**

### **Introduction**

This research was conducted based on the Research Gap found in previous studies, namely research conducted by Narottam and Moniaga (2022) found that Social Media marketing had a simultaneous and significant effect on purchase decisions and research conducted by Djunaidietal (2022) and Afendi (2021) found that the Halal Awareness variable had a positive effect on purchase decisions. Behind that, a phenomenon was found that led to this research variable where The L.Co Coffee is one of the restaurants in Medan City that provides a variety of food and beverages. This restaurant is visited a lot and is a favorite place to eat with family. However, this restaurant also provides alcoholic beverages so that many consumers doubt the halalness of the products sold, and not a few consumers fail to visit after seeing the display of alcoholic beverages. On the other hand, The L.co coffee also has an Instagram account as a place to promote the food and beverage products sold so that many consumers are interested in visiting The L.co coffee. But unfortunately, the promoted product is not included with information such as the description and price of the product being sold. This phenomenon is one of the factors that reduce consumer confidence in the products served at The L.co coffee, thus influencing purchase decisions. Based on the above background, the objectives of this study are obtained, namely: 1. To partially test whether social media marketing and halal awareness variables affect purchasing decisions; 2. To test simultaneously whether the variables of social media marketing and halal awareness affect purchasing decisions.

Purchase decisions are consumer behavior in determining decisions in purchasing preferred products (Herawati, 2016). Research conducted by (Qazzafi, 2020) also explains the factors that affect the behavior of purchase decisions that are part of consumer behavior, namely personal factors, psychological factors, cultural and social factors, and economic factors. Social Media Marketing is a process in which companies create, communicate, and deliver online marketing offerings through social media platforms to build and maintain business relationships that increase business value by facilitating interactions, information sharing, offering personalized purchase recommendations, and word-of-mouth creation among business actors about existing and trending products and services (Vinerean, Consciousness is the ability to feel, and be aware of, events and objects. It is a concept about implying the understanding and perception of an event or subject. Awareness has been hypothesized to play an important role in determining intent to buy. Awareness in the context of Halal can be interpreted as an indication process to increase awareness of what is allowed for Muslims to eat, drink and use (Widyaningrum, 2019).

### **Research Methods**

In this study, a quantitative descriptive research method was used with a large population of 13,114 visitors taken based on the daily sales report at the Cashier POS. From this population, the number of samples using the slovin formula was found to be 100 respondents. The data collection technique was carried out by distributing questionnaires. The questionnaire distributed contained 26 statements that had been tested for validity and reliability through 30 samples. The data analysis techniques used are multiple linear regression tests, classical assumption tests, hypothesis tests and determination coefficients

## Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.636	1.879		2.468	.015
<i>Social Media Marketing</i>	.196	.088	.201	2.234	.028
<i>Halal Awareness</i>	.508	.069	.661	7.339	.000

a. Dependent Variable: Purchase Decision

$$\text{Keputusan Pembelian} = 4.636 + 0.196 X_1 + 0.508 X_2 + 0.05$$

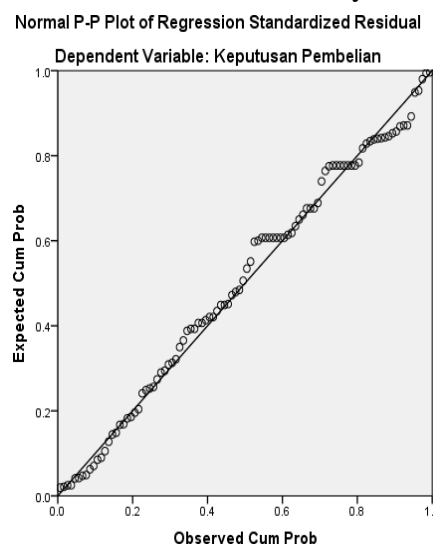
Furthermore, an explanation was obtained based on the regression equation that had been obtained after the test was carried out, namely:

- The constant coefficient is 4.636. The value of the constant is positive, so every value of the independent variable in this study (*Social Media Marketing and Halal Awareness*) increases, then the value of the dependent variable (Purchase Decision) will also increase.
- Koefisien regression of the *Social Media Marketing* ( $X_1$ ) variable has a positive effect, namely 0.196 which means that for every increase that occurs in the *Social Media Marketing* variable by 1 unit, the purchase decision variable will increase by 0.196.
- The regression coefficient of the *Halal Awareness* variable ( $X_2$ ) has a positive effect, namely the value of 0.508 which means that for every increase that occurs in the *Halal Awareness* variable by 1 unit, the purchase decision variable will increase by 0.508.

### a. Classical Assumption Test

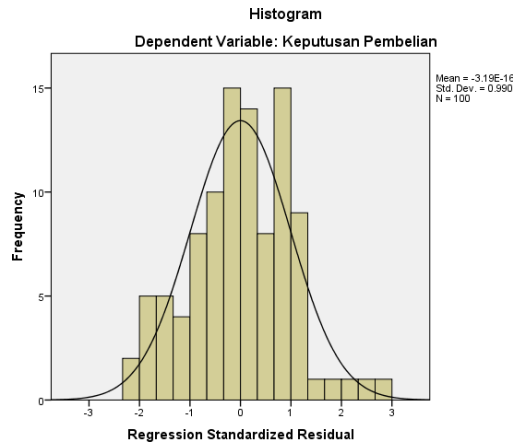
#### 1) Normality Test

The Normal P-P Plot graph below shows the result that each data spreads almost close to and follows the direction of the diagonal line so that it can be mentioned that the regression model used in this study, namely multiple linear regression, has met the criteria for the normality assumption test or the data is channeled normally.



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Then a normality test was carried out using a histogram test and it can be seen that the variables are normally distributed, this can be seen from the histogram graph forming a balanced curve and not deviating to the left or deviating to the right.



After that, a normality test was carried out using the Kolmogorov smirnov test and it was seen that the value of *Asymp.Sig.(2-tailed)* is 0.563 because the probability value of p, which is 0.563, is greater than the significance level, which is 0.05 ( $0.563 > 0.05$ ) this means that the assumption of normality is fulfilled. Thus, based on the test criteria, it can be concluded that the data has been distributed normally.

			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.71551893
Most Extreme Differences	Absolute		.079
	Positive		.066
	Negative		-.079
Kolmogorov-Smirnov Z			.788
Asymp. Sig. (2-tailed)			.563

- a. Test distribution is Normal.  
b. Calculated from data.

## 2) Multicollinearity Test

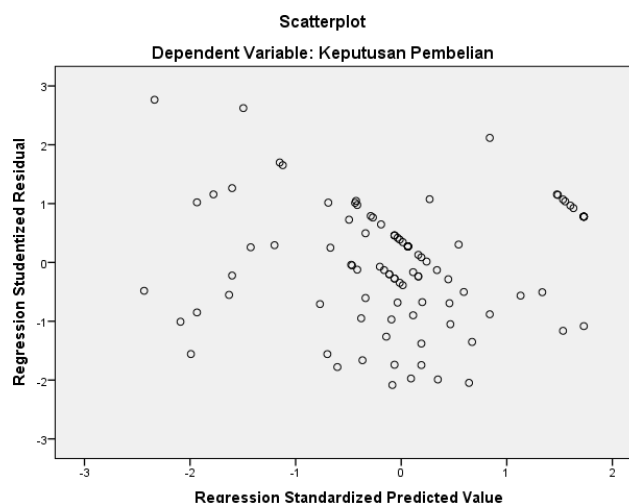
Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIG HT

(Constant)	4.636	1.879		2.468	.015		
1 <i>Social Media Marketing</i>	.196	.088	.201	2.234	.028	.401	2.492
<i>Halal Awareness</i>	.508	.069	.661	7.339	.000	.401	2.492

a. Variable Dependent: Purchase Decision

The results of the calculation show that the *Tolerance value of the Social Media Marketing variable (X1) is 0.401 and the VIF value is 2,492 and the Tolerance value of the Halal Awareness variable (X2) is 0.401 and the VIF value is 2,492 Thus it can be seen that the Tolerance value of each independent variable  $\geq 0.1$  with a value of  $VIF < 10$ . Therefore, based on the test criteria, if the *Tolerance value  $\geq 0.1$  with a value of  $VIF < 10$ , it can be concluded that there is no multicollinearity.**

### 3) Heteroscedasticity Test



In the image, which is a *scatterplot* method, it shows a plot that spreads pickled and does not form any pattern. Therefore, heteroscedasticity is said to not occur in this regression model. Then a heteroscedasticity test was carried out using the glacier test method as follows.

#### Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	T	Mr.
	B	Std. Error	Beta		
(Constant)	3.301	1.108		2.980	.004
1 <i>Social Media Marketing</i>	-.043	.052	-.132	-.826	.411
<i>Halal Awareness</i>	.006	.041	.022	.140	.889

a. Dependent Variable: Abs\_RES

This can be seen from the probability of *Social Media Marketing* (0.411) and *Halal Awareness* (0.889) being greater than the confidence level of 5% (0.05) with the basis of

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making decisions of greater significance than 0.05 (5%), so it is concluded that the regression model does not lead to heteroscedasticity.

### b. Uji Hipotesis

#### 1) Test T

$$t = \alpha/2 ; n-k-1$$

Information:

$$\alpha = 0,05$$

k= Number of independent  
variables n= Number of  
respondents

$$\text{then } t_{\text{table}} = 0.05/2 ; 100-2-1$$

$$= 0.025 ; 97, \text{ then the value of } t_{\text{table}} = 1.984$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
(Constant)	4.636	1.879		2.468	.015
1 <i>Social Media Marketing</i>	.196	.088	.201	2.234	.028
<i>Halal Awareness</i>	.508	.069	.661	7.339	.000

#### a. Dependent Variable: Purchase Decision

On the basis of decision-making where  $H_0$  cannot be rejected if the  $t_{\text{cal}} < t_{\text{table}}$  and significance value  $> 0.05$  with an error rate of  $\alpha = 5\%$ , then  $H_a$  is accepted if the  $t_{\text{cal}} > t_{\text{table}}$  and significance value  $< 0.05$  with an error rate of  $\alpha = 5\%$  means that the independent variable has a positive influence on the bound variable.

So the following explanation is obtained:

- a. It is known that the value of the regression coefficient of *Social Media Marketing* (X1) is 0.196 with a positive value, this means that the *Social Media Marketing* variable has a positive effect on the Purchase Decision. A tcount value of 2,234 was obtained, which means that it was greater than the  $t_{\text{table}}$  value of 1,984 and a significance value of 0.028 was obtained which was less than the set sig value of 0.05. So the variables of *Social Media Marketing*

have a positive and significant effect on purchase decisions.

- b. It is known that the value of the *Halal Awareness regression* coefficient (X2) is 0.508 with a positive value, this means that the *Halal Awareness* variable has a positive effect on purchase decisions. A tcount value of 7,339 was obtained, which means greater than the  $t_{\text{table}}$  value of 1,984 and a significance value obtained 0.000 less than the set sig value of 0.05. So the *Halal Awareness variable* has a positive effect and significant to purchase decisions.

#### 2) Simultaneous Test (F)

With the provision that if  $F_{cal} > F_{table}$ , the free variable (X) simultaneously exerts a positive influence on the bound variable (Y) and the value  $\alpha = 5\%$ . Then to find out the value of the  $F_{table}$ , the following formula is needed:

$$F = k ; n - k$$

Information:

$k$  = Number of independent variables  $n$  = Number of respondents

Then the value of  $F = 2; 100 - 2$

$= 2 ; 98$ , then it can be known that the value of  $F_{table} = 3.09$

#### ANOVA

Model	Sum of Squares	Df	Mean Square	F	Mr.
1 Regression	1579.970	2	789.985	104.966	.000b
Residual	730.030	97	7.526		
Total	2310.000	99			

a. Variable Dependent: Purchase Decision

b. Predictors: (Constant), *Halal Awareness*, *Social Media Marketing*

An  $F_{cal}$  value of 104,966 was obtained where this value was greater than the  $F_{table}$  value of 3.09 and a significance of  $0.000 < 0.05$  ( $\alpha$ ). This proves that there is a significant and simultaneous influence of the independent variables of *Social Media Marketing* and *Halal Awareness* on the variables bound to purchase decisions.

#### 3) Coefficient of Determination

##### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827a	.684	.677	2.743

a. Predictors: (Constant), *Halal Awareness*, *Social Media Marketing*

b. Variable Dependent: Purchase Decision

- An  $R$  value of 0.827 is equal to 82.7%, meaning the relationship between *the Social Media Marketing and Halal Awareness variables to the purchase decision variable* is 82.7%, meaning the relationship is close.
- The Adjusted  $R$  Square value of 0.684 means that 68.4% of the variation in purchasing decision factors can be explained by the variables *Social Media Marketing and Halal Awareness*. While the remaining 31.6% can be explained by other factors that were not included in this study.

### Conclusion

After going through various data processing processes, the following results were found:

1. Partially, the *Social Media Marketing variable* has a positive and significant effect on the purchase decision of The L.Coffee. This statement is based on the value of the  $t_{cal} > t_{table}$  ( $2,234 > 1,984$ ) and the significance value of  $\alpha = 5\%$  ( $0.05$ ) is greater than the significance value of this variable ( $0.028 < 0.05$ ). Then the first hypothesis is accepted.
2. Partially, the *Halal Awareness variable* has a positive and significant effect on the purchase decision of The L.Coffee. This statement is based on the value of  $t_{calculated} > t_{table}$  ( $7,339 > 1,984$ ) and the significance value of  $\alpha = 5\%$  ( $0.05$ ) is greater than the significance value of this variable ( $0.000 < 0.05$ ). Then the second hypothesis is accepted.
3. Together, the variables of *Social Media Marketing and Halal Awareness* have a positive and significant effect on the purchase decision of The L.Co Coffee. This statement is evidenced by the value of  $F_{cal} > F_{table}$  ( $104,966 > 2,766$ ) and the significance value of  $\alpha = 5\%$  ( $0.05$ ) is greater than the significance value of this variable ( $0.00 < 0.05$ ). Then the first hypothesis is accepted.
4. Based on the Adjusted *R Square value* of 0.684, it means that 68.4% of the variation in purchasing decision factors can be explained by the variables *Social Media Marketing and Halal Awareness*. While the remaining 31.6% can be explained by other factors that were not included in this study.

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