THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AWARENESS ON CAFE YUMA BANDUNG PURCHASE DECISIONS

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Abstract. *This study employs quantitative and descriptive methods." Customers of Cafe Yuma Bandung make up the majority of the research sample. This survey comprises a sample of Cafe Yuma Bandung customers who are at least 18 years old, have social media profiles, and are familiar with the cafe. Yuma Bandung on social media Purposive sampling was utilised to acquire data, and 89 participants took the survey. This number exceeds the required value of 0.70, indicating that the research findings are trustworthy. The overall reliability test resulted in a score of 0.902 for each of the social media marketing variables (X1), 0.874 for brand awareness (X2), and 0.902 for purchasing decisions (X3). This study included a quantitative descriptive research design, descriptive statistics, and PLS analysis. According to the findings of the study, social media marketing has a favourable and significant impact on purchasing decisions.*

Keyword: *Social Media Marketing, Brand Awareness, Keputusan Pembelian*

Abstrak. Penelitian ini menggunakan metode kuantitatif dan deskriptif." Pelanggan Cafe Yuma Bandung merupakan mayoritas sampel penelitian. Survei ini terdiri dari sampel pelanggan Cafe Yuma Bandung yang berusia minimal 18 tahun, memiliki profil media sosial, dan akrab dengan kafe Yuma Bandung di media sosial Purposive sampling digunakan untuk memperoleh data, dan 89 peserta mengikuti survei. Jumlah ini melebihi nilai yang dipersyaratkan yaitu 0,70, menunjukkan bahwa temuan penelitian dapat dipercaya. Uji reliabilitas secara keseluruhan menghasilkan skor 0,902 untuk masing-masing variabel social media marketing (X1), brand awareness (X2) sebesar 0,874, dan keputusan pembelian (X3) sebesar 0,902.Penelitian ini meliputi desain penelitian deskriptif kuantitatif, statistik deskriptif, dan analisis PLS. studi, pemasaran media sosial memiliki dampak yang menguntungkan dan signifikan terhadap keputusan pembelian.

Kata kunci: Social Media Marketing, Kesadaran Merek, Keputusan Pembelian

A. INTRODUCTION

According to the marketing agency of the Wearesocial and Hootsuite Marekting Agency, in its report entitled "Digital 2022: Latest Insights Into the State of Digital" With a population of 274.9 million, 65.8 percent of Indonesians have entered social media, making it the most populated country in Southeast Asia. In addition, the number of Indonesians active using social media has

increased by 10 million, or about 6.3%, since January 2022. The number of social media users continues to increase throughout the year, so it can affect the development of business activities in marketing that currently has reached the various social media platforms.

According to Kotler & Keller (2018: 642), social media is a tool or technique used by companies to communicate with customers in the form of text, photos, audio, and video. Companies and government organizations can Use social media as a tool or technique to spread text, photos, audio, and video to the general public.

On the other hand, social media can serve as a communication medium for those who join a particular online community. For marketers, this new type of "consumer-to-consumer" and "business-to–consumer"-interaction on these social media networks is very important. (Kotler & Armstrong, 2012:141). Using resources from social networks, such as blogs, microblogs, and social networking sites, marketers leverage social media marketing to enhance consumer knowledge, recognition, memory, and even actions for brands, products, companies, people, or organizations. It was published in 2017 (Santoso). Facebook, Twitter, Instagram, and Tiktok are one of the most popular social networks today. Social media can be an easy way to get acquainted with a variety of new things with various types of users (Arifin, M. A., & Bahruddin, U. of 2021)

During social media operations, there are four Cs that serve as a success marker for social media marketing. Solis (in Rizal & Lubis, 2014) writes that, according to Chris Heurer, the creator of social media and media innovator of the club that has been his emphasis, "social media and club media innovators are the club's focus." According to this quote, the social media marketing signs are as follows:

1. Context: How to tell a story in a context. To get people's attention, you need to know how to communicate with them in a way that attracts their interest.
2. As listeners, respondents, and developers, we must learn how to practice sharing our own stories with others. Communication between the social media administrator and the user can be enhanced with the information communicated during the message process. Together, we can make everything more efficient and successful.
3. Collaboration with the Media
   Social is a platform that fosters participation and input.
4. Connection: Maintenance of previously established connections to ensure the security of those connections.

In addition to social media marketing, there is also a concept of increasing the awareness of the company's own brand. Creating brand recognition is a long-term value. The brand itself is used as an identity or identifier of a product offered among other similar products. (2013: 205). Consumers can identify or remember brands as part of a particular product category if they have a brand awareness. (Durianto et al, 2017: 54). When customers get information about various items, the capabilities and strengths of a brand appear in their minds and how quickly the brand appears in

the minds of consumers or the public is known as brand awareness. According to (David A. (1997:22) in Sally Meuthia F, 2018) the Brand Awareness Indicator has a level of brand awareness that can be used as an indicator of the brand consciousness that is present in the minds of consumers from the lowest to the highest.

1. Unaware of Brand (tidak menyadari merek).
2. Brand Recognition (pengenalan merek)
3. Brand Recall (pengingatan kembali terhadap merek)
4. Top of Mind (Puncak pikiran).

A purchase decision is a step in a purchase choice when a customer makes a real purchase behavior, according to Kotler and Armstrong. (2013:20). The study of how people, communities, and organizations choose, acquire, use, and how products, services, ideas, or experiences meet their desires and aspirations is referred to as "consumer behavior" by Kotler and Keller. (2018: 194).

According to Kotler & Keller (2012:479) indicators of purchase decision include:

1. Selection of product
2. Selection of purchase channels
3. Time of purchase.
4. Number of purchases
5. Method of payment

As discovered by Muslihah (2018), "63.2 percent of purchasing choices are influenced by social media marketing, while the remaining 36.8 percent are affected by other factors not studied in this study. According to Devi Krisnawati (2018), Aqua has a high level of brand awareness among consumers. This study also suggests that, based on descriptive analysis based on the above, the aim of this study is to test the impact of Café Yuma Bandung's social media marketing and brand awareness on purchasing choices."

B. METHOD OF RESEARCH

This study is a discryptive analysis study using primary data collection through a questionnaire covering 89 respondents. Consumers who have purchased the products of Yuma Bandung. The non-probability sampling approach is used in this study, and purposive sampling is used to determine the sample strategy. The criteria for respondents to this study is to be at least 17 years of age or minimum SLTA education or equivalent and have a social media account and know Cafe Yuma Bandung through social media. The analysis technique uses the Partial Least Square. (PLS).

C. RESULT AND DISCUSSION

According to age, 45 respondents are aged between 23 and 26 years, or 42,77 percent. 42 respondents, or 38,22%, have a minimum last education SLTA, which dominates the

characteristics of respondents who respond to the survey. respondent characteristics based on work there are the highest results 72 respondents as students/students or in a presentation of 67.34%. respondents characteristics according to the channel to know Cafe Yuma Bandung there is a highest score 45 responden.

Descriptive data analysis.

1. Social Media Marketing

Table 1 Responses to Social Media Marketing

	1	2	3	4	5	total
			Score of Statement			
X1.1	4	6	7	40	32	89
X1.2	2	15	19	26	27	89
X1,3	7	2	17	25	38	89
X1.4	1	12	17	38	21	89

Source: The Data

1) The first initiator of Social Media Marketing is Information delivered by Cafe Yuma Bandung on interesting social media (X1.1). Generates the largest amount of pleasant feedback, with a score of 40, corresponding to a response rate of 44 percent.
2) The second indicator of Social Media Marketing is the information provided by the social media account Cafe Yuma Bandung is very clear. (X1.2). The highest score was 5 with a result of 29 respondents or with a presentation of 32%, which means very agree.
3) The third indicator of Social Media Marketing is Cafe Yuma Bandung providing critical services and advice in social media (X1.3). The highest score was 5 with a result of 40 respondents or with a presentation of 44% which means fully agree.
4) The fourth indicator of Social Media Marketing is Cafe Yuma Bandung collaborating with various communities (X1.4). Generating the highest achievement there is a score of 4 with a result of 38 or with a presentation of 42% which means agree.

2. Brand awareness

Table 2 Results Jawaban Responden Terhadap Brand Awareness

	1	2	3	4	5	total
			Score Of Statement			
X2.1	2	4	15	37	31	89
X2.2	4	7	33	34	11	89
X2,3	0	2	13	29	45	89
X2.4	1	6	9	35	38	89

Source: The Data

1) The first indicator of Brand Awareness is Coffee, Milk and Tea are some variants of Cafe Yuma Bandung products. (X2.1). The highest score is in the score, 4 resulted in 37 respondents or with a presentation of 41% which means agree.

2) The second indicator of Brand Awareness is "Coffee Student" is the tagline Cafe Yuma Bandung (X2.2). The highest score was 4 with 34 respondents with a 38% presentation that means agree.

3) The third indicator of brand awareness is when asked about the category of coffee shops in Bandung city, the brand that appears in the heart of the brother is the brand Cafe Yuma Bandung (X2.3). Generate the highest achievement on a score of 5 with a result of 47 respondents or with a presentation of 47% which means fully agree.

4) The fourth indicator of Brand Awareness is Yuma Coffee is a coffee brand that exists in the city of Bandung and has developed over several years (X2.4). The highest score was at 5 with a result of 40 respondents or with a presentation of 44%, which means fully agree.

3. The Purchase Decision

Table 3 Results of Respondents' Answers to Purchase Decisions

	Score of Statement					
	1	2	3	4	5	total
Y1	4	5	12	36	34	89
Y2	3	7	12	27	42	89
Y3	4	7	10	29	41	89
Y4	4	11	10	35	31	89
Y5	3	4	6	34	44	89

Source: The Data

1) The first indicator of the purchase decision is that if you want to buy coffee, kekinian drinks and snacks then you will buy at Cafe Yuma Bandung (Y1). The indicator produced the highest achievement on the score 4 of 36 respondents or with a presentation of 40% which means agree.

2) The second indicator of the purchase decision is Cafe Yuma Bandung having a comfortable and spacious place (Y2) obtaining the highest result on a score of 5 with a result of 42 46% of respondents or with a presentation that means totally agree.

3) The third indicator of the purchase decision is the purchase of the product in the period of a week once (Y3) obtained the highest result on a score of 5 of 41 respondents or with a presentation of 45% which means very agree.

4) The fourth indicator of the purchase decision, which is to buy a product with a quantity of more than one (Y4), obtained the highest result on a score of 4 with an acquisition of 35 respondents or with a presentation of 38% which means agree.

5) The fifth indicator of the purchase decision, Cafe Yuma Bandung, has a variety of payment methods (Y5) obtaining the highest score on a score of 5 with the result of 44 respondents or a presentation of 48% which means very agree.

Data Analysis, Hypothesis Testing and Scalable Model (outer model)

Covergent Validity

It is said that the validity of an indicator is satisfied if the Factor Loading Value of the variable to the indicator exceeds 0.5 or the T-Statistic value exceed 1.96 (Z value at α = 0,05). The validity and significance of an indicator is considered to be satisfied if the statistical T-value is more than 1.96 and the load factor is greater than 0.5. Loading factor (original sample) greater than 0.50 and/or significant for all indicators reflected on the variable Social Media Marketing (X1), Brand Awareness and Purchase Decision (X2) (Statistical T-value greater that the Z value α = 0.05 (5%) = 1.96), All indicators have met convergence validity or excellent validity in their estimate findings.

Discriminant Validity

Cross loads of reflective markers provide evidence of their discriminatory validity. When evaluating discriminatory validity, you can also see the square root of the Extracted Average (AVE) for each variable and the relationship between them. There is a strong discriminatory validity if the AVE root for each variable is higher than the interconstructive correlation. The model (Ghozali, 2008). Strong discriminatory validity is shown when the AVE root is greater than the correlation between other variables.

Table 4 Average Variance Extracted (AVE)

	AVE
Social Media Marketing (X1)	0.694
Brand Awareness (X2)	0.635
Keputusan Pembelian (Y)	0.649

Based on the AVE test for variables X1 (Social Media Marketing), variable X2 (Store Brand Awareness), and variable Y (Purchase Decision), all three show a value of more than 0.5 which indicates that the variable in the study is statistically significant. It has a high level of validity.

Composite Reality

Composite reliability is defined as a reliable structure if the compound reliability value is greater than 0.70, which indicates that the indicator is consistent in measuring the latent variable.

Table 5 Composite Reality

	Composite Reliability
Social Media Marketing (X1)	0.901
Brand Awareness (X2)	0.874
Decisions of the Pembelian (Y)	0.902

Source: SmartPLS Output Data

The values of t-statistical significance can be seen at the location of each indicator between the variable and the indicator, as well as the measurement of the path coefficient placed between the exogenous and endogenic variables, as seen in this model image

The Result Impact of Social Media Marketing for Purchase Decision

Social Media Marketing has a profitable and substantial influence on the purchase choice of Cafe Yuma Bandung items, in accordance with the findings of data processing using PLS Social media marketing in social media, interesting content, and information about Cafe YUMA Bandung, such as promotion, event activities, and cooperation, all are important indications for optimizing the use of Social Media marketing by Cafe Yumu Bandung. Cafe Yuma Bandung should use Social Media Marketing according to such indications in order to influence potential consumers in making purchasing choices. Thus, the more attractive social media marketing is received by consumers, it will increase consumer purchasing decisions on Yuma Bandung products.

Social media marketing has had a good impact on the location of 58900 Pati Post Office, according to previous research conducted by Imam Kambali and Siti Masitoh. (2021). Social media marketing features such as context and communication get the highest ratings from respondents, Each with a score of 315. Alfi Nur'aini's previous research also supports these findings. He found that the @promodazzle Instagram account had a considerable influence on accessory purchases made by those who followed him. (2022).

The Impact Of Brand Awareness On Purchasing Decisions

Brand Awareness has proven to have a beneficial and substantial influence on the purchase decision of Cafe Yuma Bandung items after data processing using PLS. Brand awareness owned by the brand Cafe Yuma Bandung can influence the purchasing choice of potential consumers. In this regard, the brand Cafe Yuma Bandung has grown from year to year exactly in 2018 until now so that the brand Café Yuma Banda has been attached to the society and has an emotional bond with its consumers so that it can influence the purchase decision on the products Cafe YUMA Bandung.

According to Sally Meuthia Febrian's previous study, this study's findings are consistent. The test results of the hypothesis showed that the regression coefficient was 0.569%, with a significance rate of 0.0000 and Sig less than 5 percent. (0,000–0,05). This indicates that the decision to purchase Zara products at Sun Plaza Field is influenced by Brand Awareness in a profitable and meaningful way.

Nadya Egileona Wibowo's previous research was also consistent with this study. (2017). 71.3 percent of Yellow Truck customers said brand awareness variables influenced their purchase choices. This figure belongs to the "high" range.

D. CONCLUSION

The following findings can be taken from studies conducted using PLS to assess the influence of factors on purchase decisions:

1) Customer purchasing choices of Cafe Yuma Bandung are positively influenced by their perception of Marketing of Social Media. The more attractive promotional information through social media is made to consumers, the higher the rate of purchase decisions on Cafe Yuma Bandung.
2) Brand awareness perception has a positive influence on the purchase decision of Cafe Yuma Bandung products. The better brand awareness that is built and developed to consumers, the higher the level of purchase decision on Yuma Cafe Bandung.

E. CONCLUCION

The results of this study offer a variety of recommendations:

1) The perception of social media marketing is very important for the purchase decision on the product Cafe Yuma Bandung. So for Cafe Yuma Bandung to provide information about promotions that meanric in social media with some social media marketing methods so that consumers think to get an interesting offer with social network marketing that has been applied to consumers to buy products Cafe yuma Bandung and so can increase the number of sales transactions in the following year.
2) The brand awareness developed by Cafe Yuma Bandung has been quite good and has produced a positive response from consumers. For the next Cafe Yuma Bandung can improve and maintain the brand awareness that has been created by the cafe to continue to do activities that can create a good memory or impression to the consumer so that the brand consciousness that exists is driven by consumers is better. So that's in line with the brand awareness created by Cafe Yuma Bandung. In this way, Yuma Cafe Bandung can influence potential consumers to make Purchase Decisions and can increase the amount of sales transactions at Cafe Yuma Greesik."

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