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## Analysys The Influence of Social Media on Product Purchasing Decisions

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**Abstract.** *This research is a literature study conducted through journal reviews and literature studies that are relevant to the research. The type of data used is secondary data, namely data obtained indirectly. Data collection techniques are carried out by reviewing and analyzing books and journals with rules related to the influence of social media, product purchasing decisions. From the research results, it is known that the use of social media is very important in influencing product purchasing decisions in the current industrial era. Human Resources of an organization, demanding the 5.0 era revolution and the current era of free competition, it is hoped that organizations must have quality, innovative and creative human resources. Because the organization is a network and decisions for succession policies and marketing decisions for quality products globally. Social media is used as a performance benchmark with the aim of getting loyal consumers and being able to promote the products they enjoy. The industrial revolution 5.0 has brought many changes, especially changes in very rapid technological developments which have greatly influenced the industrial world, namely that humans are required to master technology, especially for officials in companies who have direct contact with consumers throughout the world. And companies are also required to be able to follow technological developments and adapt them to global product marketing activities using social media. This speeds up the broader marketing process and improves employee performance.*

**Keywords:** *Social Media; Purchasing Decisions; Product*

## **A. INTRODUCTION**

Marketing management is the process of analyzing, planning, implementing and controlling programs designed to create, build and maintain profitable exchanges with target buyers to achieve organizational goals or company goals.

Marketing management is tasked with marketing the company's products, so as to achieve the company's long-term profit level and ensure the survival and development of the company.

Marketing management is important to apply in an organization to analyze, planning, implementation and control of programs that have been designed to create, build, and maintain exchanges and relationships profitable towards the target market with a view to achieving organizational goals.

In this new era of industrial revolution 5.0, there will be many changes in various industrial sectors. One example of real change from the industrial revolution 5.0 is the use of robots which can make human work easier. In Indonesia itself, a system like this has not yet developed rapidly.

Even so, Indonesia is starting to adapt to several forms of technology that are leading to the industrial revolution 5.0. Call it auto responder software, business intelligence software, and many more. All forms of virtual technology are used to make human work easier or even replace it.

Marketing in the era of the industrial revolution 5.0 is more effective using social media to be able to access a wider market. With the help of this technology, it is easy for us to analyze the market for the future.

Business people need media Effective marketing with purpose expand its market share. Social media as a marketing tool is certainly related with marketing communications, with good communication someone does promotion is for the product to be marketed increasingly known to more people. After the product many people know, then the sales results also increased. The main thing in promotion is to create a persuasive message effective in attracting consumer attention. An effective message strategy is a message which can convey promotional objectives with increasingly sophisticated and effective social media.

## **B. LITERATURE REVIEW**

According to Alma (2018:83), marketing management is an activity Analyze, plan, implement and supervise all activities (program), in order to achieve marketing levels in accordance with the stated objectives determined by the company.

According to Ardiansah and Maharani (2021) social media is a Facilities or containers are used to facilitate interaction between people users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also used by companies as marketing media.

Tjiptono (2020:21) Purchase decision is a process where consumers get to know a particular product or brand and evaluate how well each alternative can solve their problem, which then leads to a purchase decision.

According to Kotler and Armstrong (2017:244), Products are everything can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need.

## **C. RESEARCH METHODOLOGY**

The research method used in this research is literature review and journal review, where literature review is a series of activities related to methods of collecting library data, reading and taking notes, and managing research materials while journal review is an activity

that involves looking for references or reviewing research that has been published. in scientific journals.

This journal review method is carried out by comparing one journal with another in the sense of integrating the results of analysis of research journals based on the similarities and differences of each then providing new conclusions. The steps in reviewing the journal are as follows:

1. Read the journal entirely.
2. Write journal identity.
3. Write a summary of journal contents as an opener.
4. Write personal opinions or ideas about the journal.
5. Write a conclusion from the results of the review.
6. Double-check the results of the review.

## **D. RESULTS AND DISCUSSION**

### **Social Media**

Compensation Planning is one function which important in Management. Because compensation is salah One aspects The most sensitive in connection work contain problem compensation and various side which related like allowance which impact on performance employee.

Social media provides many benefits for business. One of the biggest benefits is reaching customers anywhere and anytime. With social media we can create interesting content and share it with the audience in seconds to influence product purchasing decisions.

Social media also helps you build brand awareness. By creating social media accounts and posting relevant and interesting content, you can attract the attention of people who may have never heard of your business before. The more people who know about your business, the greater the opportunity to increase sales.

Social media also helps build connections with customers. You can use social media to interact with customers. This gives your customers the feeling that your business cares about them and they can rely on your business, by Building their business through social media, this is a first step that does not require expensive costs but can provide extraordinary results.

According to Gunelius (2016: 15), the most common purpose is social use the media are as follows:

1. Building relationships: the main benefit of social media marketing is the ability to actively build relationships with consumers.
2. Brand building: conversations via social media present a way perfect for increasing brand awareness, increasing recognition and brand recall and increase brand loyalty.
3. Publicity: marketing via social media which provides outlets where Companies can share important information and modify perceptions negative.
4. Promotion: through social media marketing, providing exclusive discounts and opportunity for the audience to make people feel appreciated and specific, as well as to meet short-term goals
5. Market research: using tools from the social web to learn about users, create demographic and behavioral profiles of users, learn about consumer wants and needs, and learn about competitors.

According to Purbohastuti, (2017: 2015) there are several functions of the media social, namely:

1. Social media has been designed in such a way that it can expand human social interaction by using internet and web technology.

2. Social media is a place to transform communication practices unidirectional broadcast media from one media institution to many audience (one to many) into dialogic.
3. Social media can encourage the democratization of knowledge as well information

### **Purchasing Decisions**

Determining a purchase is the stage of the decision process where consumers actually purchase products. In general, consumer purchasing decisions will buy the most preferred brand, but there are two factors that emerge between purchasing propensity and buying decision. The first factor is the attitude of other people, because consumers may form purchasing tendencies based on expected opinion. The second factor is the unexpected situation factor suddenly, because unforeseen circumstances can change tendencies purchase.

A purchasing decision IS an action or behavior whether or not consumers make a purchase or transaction, whether there are many consumers in making decisions to buy the desired product.

According to Kotler (1997), in consumer purchasing decisions there are often more than two parties involved in the purchasing process. Generally there are five roles what a consumer can do, the five roles these include:

1. Initiator, namely the person who first realized it there are unfulfilled desires or needs and propose an idea to buy a particular good or service.
2. Influencers, namely people with views and advice or income influences purchasing decisions.
3. Decision Making, namely the person who makes the decision buying decision.
4. Buyer, namely the person who makes the purchase.
5. User, namely the person who consumes or uses goods or services purchased.

### **Product**

The product has very important for the company because without a product, the company will not be able to do whatever it takes. Buyers will buy a product if they feel it suitable, therefore the product must be adapted to your desires or needs buyers for successful product marketing. The better the product offered by the manufacturer to consumers, the more purchasing decisions they will make by consumers is also increasing.

The higher the quality level of an item, the higher the quality the level of consumer confidence in the product. By level Consumers may have high confidence in the quality of goods will choose and make purchasing decisions about the product, because high quality goods will provide a level of satisfaction to consumers, product is the key to customer loyalty towards the products we have.

According to Kotler and Keller (2016:163) products have 5 levels, including:

1. Core Benefits  
The services or benefits that customers actually purchase.
2. Basic Products  
Marketers must convert core benefits into basic products.
3. Expected Product  
A set of attributes and conditions that buyers typically expect when they buy this product
4. Augmented Products  
Marketers prepare products that exceed customer expectations
5. Potential Products  
Which includes all possible additions and transformations that a product or offering may experience in the future.

### Thinking Framework

Management Marketing is the art and science of reaching target markets and retaining them growing customers in the company so that the company can run company activities effectively and efficiently to achieve organizational goals.

Social media marketing by creating content (posts, writing, images, videos). attract attention and encourage readers to share content through their social networks. In short, social media marketing is the business of the agency's marketing or public relations department to create writing, images, videos, graphics, or posts on social media accounts of the institution promote goods or services so that they can influence readers or potential consumers to buy the products they have watched.

Based on the explanation above, the research concept framework can be compiled, as follows:



Figure 1. Framework

Based on the description above, we can see that good marketing through online social media is appropriate because of the means and media intended for facilitating interaction, collaboration and sharing of material, increasing product popularity online, sales will increase so that it can help companies achieve organizational or company goals more quickly.

## E. CONCLUSIONS AND SUGGESTIONS

By marketing via social media we can build awareness, recognition, memory and action towards our brand, business and products globally, these products will be easily understood by potential consumers.

By marketing it via social media, we can package it in video form, images or short and interesting content that displays our products, so that they can influence consumers to buy our products online when they see our products appearing on social media. This can increase sales.

To carry out the digital marketing process via social media, the company must be really ready with a good system or social media, to be able to compete with other products, marketing with social media requires a sustainable strategy to continue to create ideas and innovations in displaying advertisements to influence potential consumers.

Marketing with social media must really be packaged well to influence potential consumers then look and find out more about the product and that person will think about buying it so that the level of purchase intention that person will improve.

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