

## THE EFFECT OF MARKETING COMMUNICATION STRATEGIES AND SOCIAL MEDIA MARKETING ON BUYING DECISION WITH PERCEIVED QUALITY AS INTERVENING VARIABLES IN SHOPEE APPLICATIONS

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**Abstract:** *This study aims to determine how much influence the Marketing Communication Strategy (MCS), Social Media Marketing (SMM), Perceived Quality (PQ) has on the Buying Decision (BD) on the Shopee application. The population used in this study are consumers who have accessed the Shopee application. The sample in this study was 115 respondents using the Non - Probability Sampling technique with a purposive sampling approach (sampling based on certain criteria, with the criteria of respondents who had used the Shopee application. Data was taken using a questionnaire via a google form, after the questionnaire results were collected then tabulation was carried out data using MS Excel and analyzed using Spss version 23.*

*The results of this study indicate that the Marketing Communication Strategy (MCS) does not affect Perceived Quality (PQ). Social Media Marketing (SMM) does not affect Buying Decision (BD). Perceived Quality (PQ) has a positive and significant effect on Buying Decision (BD). The influence of Marketing Communication Strategy (MCS) on Buying Decision (BD) through Perceived Quality (PQ) as an intervening variable is accepted.*

**Keywords:** *Marketing Communication Strategy; Social Media Marketing; Perceived Quality; Buying Decision*

### 1. Introduction

In today's modern era, the development of science and technology is growing rapidly and people's lifestyles are instantaneous because the majority of people have high mobility. So that people are looking for things as possible to be more practical in meeting their daily needs. The application of information communication technology that can be used to support the sales system is E-commerce. E-commerce is sales made through electronic media. According to describes e-commerce is a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services.

Competition among e-commerce businesses in Indonesia has become increasingly fierce lately, especially for the two giants, Tokopedia and Shopee. The two are often juxtaposed because they dominate the Indonesian market. Meanwhile, no other e-commerce has managed to approach Tokopedia and Shopee. According to The Map of E-commerce in Indonesia published by iPrice, in Q2 2021, Tokopedia had monthly web visits which were 16% higher than Shopee. Tokopedia recorded 147,790,000 monthly web visits and Shopee with 126,996,700 monthly web visits. Meanwhile, from the same iPrice report, it can be seen that according to application rankings, both on the Apple App Store and the Google Play Store, Shopee is still the champion of the marketplace in Indonesia.

In the Apple App Store, Shopee is still in first place, ahead of Tokopedia, which is in

second place. It's the same with app rankings on the Google Play Store. Shopee is still the defending champion in first place, while Tokopedia is far behind in fourth place. This is in line with data from App Annie, wherefrom the beginning to the middle of 2021, Shopee was listed as the 1st online shopping platform in Indonesia for the total number of downloads (total downloads) both on the Google Play Store and on the Apple App Store, and is also a platform for online shopping 1 in the number of monthly active users. In other words, in 2021, Shopee is still the champion of the marketplace in Indonesia with the highest number of downloads and users.

Based on SimilarWeb data on e-commerce applications in Indonesia, the number of daily active users (DAU) or Shopee's daily active visitors far exceeds the Tokopedia application, even reaching more than three times. During August 2021, the number of daily active visitors to the Shopee application reached 28.35 million, while the Tokopedia application was only 8.43 million. Of course, this is not surprising, because according to GlobalWebIndex (GWI) data in Q3 2020, 78.2% of internet users aged 16-64 years use online shopping applications via their mobile phones or tablets.

When Shopee was launched in Indonesia, it experienced very rapid development, even in October 2017 the Shopee application was downloaded by more than 26 million people who used it. Shopee has also provided payment systems via bank transfer, Indomaret, Alfamart, Kredivo, and credit cards. In addition, Shopee has also provided an electronic wallet from ShopeePay where ShopeePay can also store funds from sales and purchases by consumers who cancel their orders.

Marketing communication is also a form of communication that aims to strengthen the marketing strategy, to reach a wider segmentation. According to Schultz in Alifahmi (2005:14), this study can also be said as an effort to strengthen customer loyalty to products, namely goods and services owned by the company. The thing that needs to be understood by a marketer is that the success of a marketing communication strategy can be measured by how much sales of a product or income from the use of services by consumers.

While (Kusniadji & Tarumanagara, n.d.) explain, marketing communication activities are marketing activities that use communication techniques that function to provide information to many people so that company goals are achieved and there is an increase in income from using the services or purchasing the products offered.

In other words, marketing communication is a form of communication that aims to strengthen the marketing strategy, to achieve a wider segmentation. In addition, marketing communication activities are activities aimed at introducing, establishing, or creating interactions between companies and business partners, consumers and these activities, or is an attempt to communicate companies, products and services to outside parties (business partners, suppliers and consumers).

## **2. Literature Review**

### **Marketing**

#### **Communication Strategy**

Marketing Communication Strategy According to Schultz in (Pratiwi et al., 2015) Integrated Marketing Communication (IMC) is communication between marketers and customers, in the form of efforts to talk to people who buy or do not buy products. This means inviting a response, not just a monologue effort, but also responsibility for the results. Meanwhile, according to DeLozier (1966) in (Pratiwi et al., 2015), marketing communication is

a continuous dialogue between buyers and sellers in a market arena.

Nickels (1984) refers to marketing communication as a two-way exchange of information and persuasion that enables the marketing process to function more effectively and efficiently. Meanwhile, William F. Arens (1996) in Alifahmi (2005: 14) defines IMC as a process of establishing and strengthening mutually beneficial relationships with employees, customers and all related parties by developing and coordinating strategic communication programs to enable them to enter into constructive contracts with the company. / product brands through various media. Specifically, Tom Duncan (2002:7) in Estaswara (2008:72

### **Social Media Marketing**

Social Media Marketing as a tool that offers a unique opportunity to market businesses, products, and services that did not exist decades ago. In today's era, business people need to experiment and make adjustments to market conditions by using social media marketing tactics to achieve the company's goals (Astuti et al., 2015)

Become one of the marketing tools used to attract consumers. Globalization and free markets are a challenge for Small and Medium Enterprises (SMEs) to continue to survive. The rapid flow of information and increasingly free competition has increased consumer and customer awareness of the large selection of goods and services to choose from.

For this reason, SMEs need to improve themselves and build long-term relationships with consumers and customers. One of the potentials that can be utilized is the potential of information technology. Social media has the potential to connect many people easily and for free. Until now, there are still few publications about the use of social media in SMEs and the benefits of using social media for SMEs in Indonesia. Given the importance of information about how to use social media for SMEs and their benefits, it is necessary to conduct an observational study.

### **Perceived Quality**

According to academics, customer satisfaction is a stand-alone construct and is influenced by Perceived Quality (Oliver, 1980). Perceived Quality can also affect customer loyalty directly (Zeithaml et al., 1996) and indirectly affect customer loyalty through satisfaction (Caruana, 2002).

Perceived Quality encourages customers to be committed to a company's products and services so that it has an impact on increasing the market share of a product. Perceived Quality is very crucial in retaining customers for a long time. Companies that have superior services will be able to maximize company's financial performance (Gilbert et al., 2004).

### **Buying Decision**

The purchase decision is a decision because of the interest felt by someone towards a product and wants to buy, try, use, or own the product. In the decision to buy goods, consumers often have more than two parties involved in the exchange or purchase process. Every producer must carry out various strategies so that consumers decide to buy their products. Purchasing decisions are actions from consumers to want to buy or not to the product (Farmasi & Dan, 2017).

Consumer buying behavior is influenced by cultural, social, personal, and psychological

characteristics (Farmasi & Dan, 2017) Cultural factors have the widest and deepest influence on consumer behavior. Consumer behavior is also influenced by social factors such as small groups, families, roles and status that surround these consumers. Groups are two or more groups of people who interact to fulfill individual goals or common goals.

## Research Model

The framework in this research is as follows:

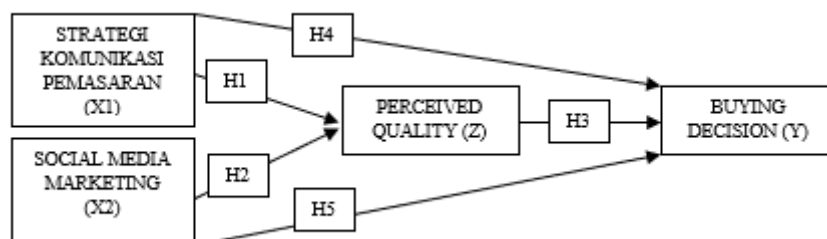


Figure 1 Framework

H1. Marketing Communication Strategy affect the Perceived Quality

H2. Social Media marketing affects Perceived Quality

H3. Perceived Quality affects Buying Decision

H4. Marketing Communication Strategy Affects Buying Decision

H5. Social Media Marketing affects Buying Decision

## 3. Research methodology

The nature of the research used in this research is explanatory research with a quantitative approach. The reason for choosing this type of explanatory research is because this research is a type of research conducted to determine the relationship between research variables and test the hypotheses formulated previously. According to (Sugiono, 2010) explanatory research is research that explains the causal relationship between variables that affect the hypothesis.

## Research Population

The population can be interpreted as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiono, 2012)The population in this study is the general public of Yogyakarta who uses Shopee in the province of the Special Region of Yogyakarta.

According to (Sugiono, 2018) the sample is part of the number and characteristics possessed by the population. Sample measurement is a step to determine the size of the sample taken in researching an object. To determine the size of the researchers estimate. This sampling must be carried out in such a way that a sample can truly function or can describe the actual state of the population, in other terms it must be representative .

## 4. Research Results and Discussion

### a. Research Result

This research data comes from primary data in the form of a questionnaire addressed to the general public of Yogyakarta. Data collection was carried out from December 2021. Data collection was carried out by distributing questionnaires in the form of Google Forms via Whatsapp. The sample in this study was 115 samples. Shopee applications are 42 people while

those who are female are 73 people. The majority of consumers have jobs as students as many as 77 people. While other respondents work as private employees, civil servants, entrepreneurs, and others. The majority of respondents earn per/month 1,000,000 – 1,500,000 as many as 66 people. information on the number of times using the Shopee application, the majority of which are more than 10 times, which is 74 people, this indicates that the Shopee application can already be accessed by respondents if they want to buy an item they need. The age of majority of respondents was 18-22 years old, as many as 78 people. this is because the majority of this sample is a student.

### Validity and Reliability

The results of data processing using SPSS 23 all questions for the variable Marketing Communication Strategy (X1), *Social Media Marketing (SMM)*, *Perceived Quality (PQ)*, and *Buying Decision (BD)*, the results of the validity test have a valid status because the calculated value (*Pearson Correlation*) > *r-table*.

Table 1 . Reliability Test Table

VARIABLE	CRONBACH ALPHA	DESCRIPTION
Marketing Communication Strategy	0.829	RELIABLE
<i>Social Media Marketing</i>	0.784	RELIABLE
<i>Perceived Quality</i>	0.823	RELIABLE
<i>Buying Decision</i>	0.914	RELIABLE

The reliability test results from 115 respondents can be seen that the Cronbach's Alpha value of the Marketing Communication Strategy variable is 0.829, Social Media Marketing is 0.784, Perceived Quality is 0.823, and Buying Decision is 0.914, so it can be concluded that all variables in the statement are declared reliable because they have met the required value, namely the Cronbach Alpha value > 0.6.

### Coefficient of Determination

$R^2$  in this study is 0.512. This value means that the independent variables are Marketing Communication Strategy (SKP), Social Media Marketing (SMM) in influencing Perceived Quality (PQ) by 73.3% while the remaining 26.7% is influenced by other factors not examined in this study. The value of the coefficient of determination (Adjusted  $R^2$ ) in this study is 0.568.

This value means that the independent variables are Marketing Communication Strategy (SKP), Social Media Marketing (SMM), and Perceived Quality (PQ) in influencing Buying Decision (BD) by 33.4% while the remaining 66.6% is influenced by other factors not investigated in this study.

### Hypothesis testing

Based on hypothesis testing, it is obtained that hypothesis 1 is accepted, Marketing Communication Strategy does not affect perceived quality, the results of the Path Coefficient test show Unstandardized Coefficients - 0.089, T Statistics 1,422 , and Sig. 0,158 at the significance level = 5%; Hypothesis 2 is rejected, Social Media Marketing has a positive effect on Perceived Quality, the results of the Path Coefficient test show Unstandardized Coefficients 0, 986 T Statistics 10,529 , and Sig. 0.000 at the significance level = 5%. Hypothesis 3 d is rejected, then perceived quality has a positive effect on buying decisions, the results of the Path Coefficients test show Unstandardized



Coefficients 0,197, T Statistics 2,677, and the value of Sig. 0,009 at the significance level = 5%. Hypothesis 4 is rejected, the Marketing Communication Strategy has a positive effect on Buying Decision, the results of Path Coefficient Test shows Unstandardized Coefficients 0,246, T Statistics 2,721, and Sig Value 0,008 at significance level = 5%. Hypothesis 5 is accepted, Social Media Marketing does not affect Buying Decision, the results of the Path Coefficient Test show Unstandardized Coefficients -0.070, T Statistics -0.681 and Sig Value 0.498 at significance level = 5%.

## **b. Discussion**

The first hypothesis, which states that the Marketing Communication Strategy does not affect the Perceived Quality, the Marketing Communication Strategy no effect on perceived quality can be seen through the highest mean value on the Marketing Communication Strategy variable which has no effect on Perceived Quality can also be seen from the highest mean value of the respondents' assessment results. The highest mean value in the marketing communication strategy variable is 4.20 with a statement on the Shopee application that there are testimonials on the products offered so that it can make purchases easier. Meanwhile, the highest mean value on the perceived quality variable is 4.10 with a statement that I choose Shopee because it provides the product I want. These results are supported by the results of research conducted (Andika & Mandang, 2004) which states that Marketing Communication has no effect on Perceived Quality.

The second hypothesis, which states that Social Media Marketing has a positive effect on Perceived Quality, Social Media Marketing has an effect on Perceived Quality, can be seen through the highest mean value of the Social Media Marketing variable that has an effect on perceived quality. The highest mean value for the Social Media Marketing variable is 4.34 with the statement I find it easy to find Shopee applications on google playstore. Meanwhile, the highest mean value on the perceived quality variable is 4.10 with a statement that I choose Shopee because it provides the product I want. This result is supported by the results of research conducted (Kristiani & Dharmayanti, 2017) which states that Social Media Marketing has a positive and significant effect on Perceived Quality.

The third hypothesis, which states that Perceived Quality has a positive effect on Buying Decision, Perceived Quality has an effect on Buying Decision can be seen through the highest mean value on the variable Perceived Quality that affects Buying Decision can also be seen from the highest mean value of the respondents' assessment results. The highest mean value for the Perceived Quality variable is 4.10 with the statement I choose Shopee because it provides the product I want. Meanwhile, the highest mean value in the buying decision variable is 4.28 with the statement I see consumer reviews before buying a product because there is detailed product information and it attracts me to buy it. This result is supported by the results of research conducted (Tampubolo & Purba, 2017) which states that Perceived Quality has a positive and significant effect on Buying Decision.

The fourth hypothesis, which states that Marketing Communication Strategy has a positive effect on Buying Decision, Marketing Communication Strategy affects Buying Decision, can be seen through the highest mean value of the Marketing Communication Strategy variable that has an effect on Buying Decision. It can also be seen from the highest mean value of the respondents' assessment results. The highest mean value on the Marketing Communication Strategy variable is 4.28 with the statement I see consumer reviews before buying a product because there is detailed product information and it attracts me to buy it. Meanwhile, the highest mean value in the buying decision variable is

4.28 with the statement I see consumer reviews before buying a product because there is detailed product information and it attracts me to buy it. This result is supported by the results of research conducted (Hanafi & Wahab, 2017) which states that Marketing Communication Strategy has a positive and significant effect on Buying Decision.

The fifth hypothesis, which states that Social Media Marketing does not affect Buying Decision, Social Media Marketing does not affect Buying Decision, can be seen through the highest mean value of the Social Media Marketing variable which has no effect on Buying Decision. It can also be seen from the highest mean value of the assessment results. respondents. The highest mean value for the Social Media Marketing variable is 4.34 with the statement I find it easy to find Shopee applications on google playstore. Meanwhile, the highest mean value in the buying decision variable is 4.28 with the statement I see consumer reviews before buying a product because there is detailed product information and it attracts me to buy it. This result is supported by the results of research conducted (Refiani & Mustikasari, 2020) which states that Social Media Marketing has no effect on Buying Decisions.

## 5. Conclusion and Recommendation

### Conclusion

The results of research regarding the influence of marketing communication strategies, social media marketing have an influence on buying decisions as an intervening variable in the Shopee application, based on the results of data analysis and discussion, it can be concluded as follows:

Marketing Communication Strategy (SKP) has no effect on Perceived Quality (PQ). From the results of this study, it is known that the better the marketing communication strategy at Shopee does not affect the perceived quality of Shopee consumers.

Social Media Marketing (SMM) has a positive effect on Perceived Quality (PQ). From the results of this study, it is known that the better Social Media Marketing at Shopee has a positive influence on the perceived quality of Shopee consumers.

Perceived Quality has a positive effect on Buying Decision (BD). From the results of this study, it is known that the better the Perceived Quality at Shopee has a positive influence on the buying decision of Shopee consumers.

Marketing Communication Strategy (SKP) has a positive effect on Buying Decision. From the results of this study, it is known that the better the Marketing Communication Strategy on the Shopee has a positive influence on the buying decision of Shopee consumers.

Social Media Marketing (SMM) has no effect on Buying Decision (BD). From the results of this study, it is known that the better Social Media Marketing at Shopee does not affect the buying decision of Shopee consumers.

### Recommendation

#### a. For Companies

Based on the conclusions above, the suggestions that can be given as input are:

The Shopee application must pay more attention to the Marketing Communication Strategy both through the Shopee application directly and through social media to increase buying decisions to make purchases on the Shopee application.

The Shopee application must increase the speed of response to consumer complaints so that consumer loyalty in using the Shopee application is maintained.

Shopee applications must be active in consumer discussion forums as a

form of marketing communication strategy and as a step to find out consumer perspectives on services on Shopee applications so that they can be used in decision making to improve perceived quality.

The language used in Shopee application social media posts must be communicative so that it can be easily understood by consumers and can attract consumers to make transactions on the Shopee application.

b. For Researchers

In further research, it should be able to provide additional supporting theories so that they will be able to provide a new picture, especially regarding Social Media Marketing. In addition, future researchers can develop intervening variables other than the Perceived Quality variable .

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