

THESIS

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER PURCHASING DECISION AT AEHARA.ID ONLINE SHOP IN MAKASSAR

LARAS SHINTA JAYENDRA DEWI



**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMIC AND BUSINESS
UNIVERSITAS HASANUDDIN
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THESIS

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as one of the requirements to obtain
Bachelor of Economics degree

compiled and submitted by

LARAS SHINTA JAYENDRA DEWI
A0211 71 818



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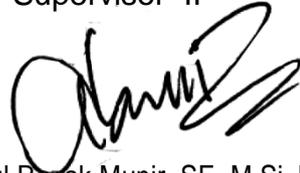
Makassar, January 28th 2022

Supervisor I



Prof. Dra. Hj. Dian A.S. Parawansa, M.Si., Ph.D., CWM.
NIP. 196204051987022001

Supervisor II



Prof. Dr. Abdul Razak Munir, SE., M.Si., M.Mktg., C.MP
NIP 19601225 1992031 007



Head of Management Department
The Faculty of Economics and Business
Universitas Hasanuddin

Prof. Dra. Hj. Dian Anggraecce Sigit Parawansa, M.Si., Ph.D.
NIP. 19620405 198702 2 001

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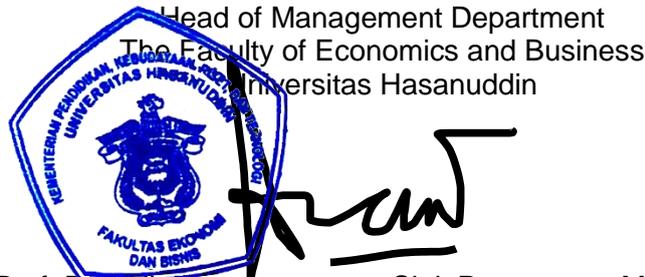
compiled and submitted by

LARAS SHINTA JAYENDRA DEWI
A0211 71 818

has been defended in the thesis examination
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has been declared to have met the graduation requirements

Approved by,
Supervisory Committee

No	Name	Position	Signature
1.	Prof. Dra. Hj. Dian A.S. Parawansa, M.Si.,Ph.D.,CWM	Chairman	1..... 
2.	Prof. Dr. Abdul Razak Munir, SE.,M.Si.,M.Mktg.,C.MP	Secretary	2..... 
3.	Prof. Dr. H. Abdul Rahman Kadir, SE.,M.Si.,CIPM.,CWM	Member	3..... 
4.	Andi Aswan, SE.,MBA.,M.Phil.,DBA.,CWM	Member	4..... 



Prof. Dra. Hj. Dian Anggraecce Sigit Parawansa, M.Si., Ph.D
NIP. 19620405 198702 2 001

STATEMENT OF AUTHENTICITY

I, the undersigned below,

Name : Laras Shinta Jayendra Dewi

NIM : A0211171818

Department : Management

hereby truthfully declare that the thesis entitled,

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER PURCHASING DECISION AT AEHARA.ID ONLINE SHOP IN MAKASSAR

is my own scientific work and to the best of my knowledge in this thesis there is no scientific work that has been submitted by another person to obtain an academic degree at a university, and there is no work or opinion that has been written or published by another person, except those quoted in this manuscript and mentioned in the citation sources and bibliography.

If in the future it turns out that in the manuscript of this thesis it can be proven that there are elements of plagiarism, I am willing to accept sanctions for such actions and be processed in accordance with applicable laws and regulations (Law No. 20 of 2003, article 25 paragraph 2 and article 70).

Makassar, June 28th 2021

Who make the statement,



Laras Shinta Jayendra Dewi

PREFACE

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The author realizes that the process of writing and organizing this thesis is inseparable from mistakes and shortcomings. Therefore, with all humility, the author sincerely apologizes and is gracefully willing to accept all input, critics, advice, and suggestion to make this thesis better. The author humbly present this thesis, with the hope that it could be useful to increase knowledge and information in the field of management.

Makassar, July 04th 2022

Laras Shinta Jayendra Dewi

ABSTRACT

The Influence of Social Media Marketing on Customer Purchasing Decision at Aehara.id Online Shop in Makassar

Laras Shinta Jayendra Dewi

Dian A.S. Parawansa

Abdul Razak Munir

This study aims to determine the effect of social media marketing on the purchasing decision to buy product at Aehara.id Makassar. The design of this research is quantitative approach. The data obtained from questionnaires. This research was conducted by distributing online questionnaires with the help of Google Forms. The online research questionnaire was distributed through the Aehara.id social media account questionnaire link, with Aehara.id's own approval. The questionnaire was distributed via direct messages, Instagram stories (Instastory), and messenger groups. Meanwhile, secondary data in this study were obtained from literature related to research. The results of this study indicate that social media marketing (Instagram) influence purchasing decisions. Interaction, creadibility, sharing of content, trendiness, advertisement have a positive and significant relationship to purchasing decisions at Aehara.id makassar.

Keywords: Social Media Marketing, Interaction, Creadibility, Sharing of Content, Trendiness, Advertisement, Purchasing Decision.

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CHAPTER I

INTRODUCTION

1.1 Background

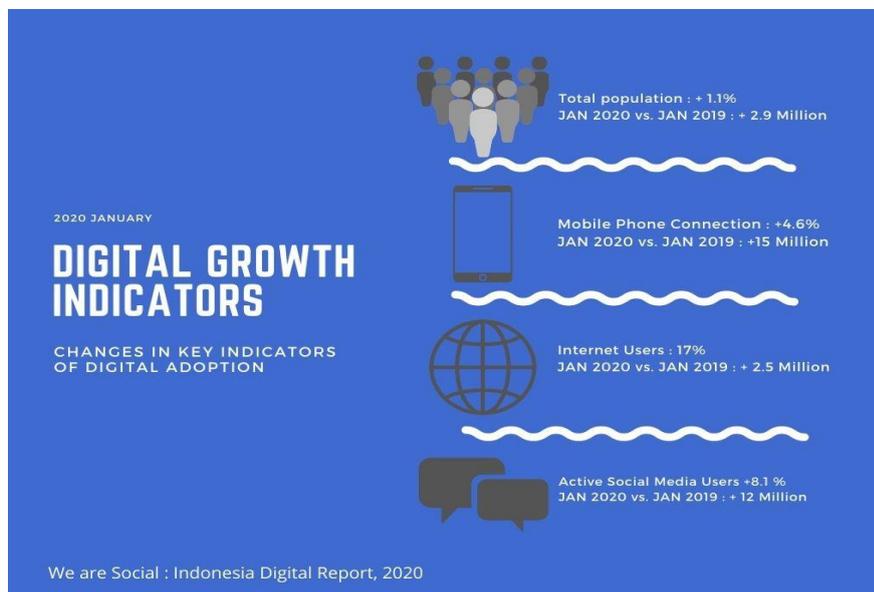
In this globalization era, to win the competition every company must have the right marketing strategy in order to attract consumer buying interest and compete with other companies. With increasingly fierce business competition, management's carefulness is needed to determine various alternative marketing strategies in order to continue to exist in carrying out its operational activities. Business people must race and continue to compete in order to survive in the business world because business people are not only from within the country but also abroad. The COVID-19 pandemic that is currently happening is sure to have an impact on various sectors. At the global economic level, the COVID-19 pandemic has a very significant impact on the economy.



Source: Hootsuite (we are social: Indonesia digital report, 2020)

Based on the data above, social media users in Indonesia have reached 160 million social media users in Indonesia as of January 2020. The number of social media users in Indonesia increased by 12 million (8.1 percent) between April 2019 and January 2020. The penetration of social media in Indonesia was

59 percent in January 2020. This proves that globalization changes in the technology sector are increasing rapidly.



Source: Hootsuite (we are social: Indonesia digital report, 2020)

Economic growth and current technological developments have made the business world experience very rapid development, especially since the current world conditions due to the COVID-19 pandemic have forced business people to master technology. This is marked by various kinds of competition in all fields. One of them is business competition that is getting tougher with the emergence of various companies trying to create and offer products and services to meet the needs and desires of consumers. Considering the increasingly dynamic development of technology, companies are required to work quickly and precisely so that they are not less competitive. In market competition, the success of a company in achieving its objectives is very much dependent on its ability to dominate the market. The company is expected to be able to find creative ideas, develop technology, and try to increase sales.

The internet has revolutionized the way businesses communicate to make consumer behavior by including social media as a medium (Farooq & Jan, 2012;

Schweidel & Moe, 2014). With the trend of the business world using social media as a marketing tool, it automatically opens opportunities for Small and Medium Enterprises (as we call UKM).

Entering an environment of very high competition in a dynamic business world. KOMINFO (2019) reports that 95% of Internet users in Indonesia use the Internet to access social media platforms. Therefore, all SMEs need to present attractive promotional activities on their social media platforms to expand customer reach and build consumer desire for these products.

According to Kaplan and Haenlein (2010: 66), social media is a collection of applications based on Internet networks based on Web 2.0, a program created by Tim O'reilly (2003). One of the most common social media platforms businesses use today is Instagram. Instagram is a very popular photo and video sharing platform which has millions of monthly active users (Hajli, 2015). The target market for Instagram 2020 is an important issue to be explored more deeply. The explanation for this is that social media often plays a large role in increasing profitability and changing the way a business is managed in a more modern way.

Instagram is a mobile application devoted to social media, according to Bambang, and is one of the digital media with features similar to Twitter, but its discovery lies in taking photos in the form or place of sharing information with users. Instagram can also provide inspiration to its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more creative and better (Atmoko, 2012: 10). Therefore, the use of Instagram for business purposes among companies has increased since then. Selain itu, Instagram telah berkembang dan memperkenalkan fitur baru untuk bisnis, seperti data insights, jenis iklan baru, alat kemitraan berbayar, dan alat pelacakan untuk mengelola produktivitas bisnis untuk menarik motivasi pembelian pelanggan (Instagram, 2019).

Currently, many companies are making the most of social media, starting from introducing products, prices, and sales locations (Fauzi, 2016). This proves that social media marketing is done well with company support by approaching consumers through increasing social media marketing for the better so that it will improve the structure of consumer purchasing decisions for products (Mileva and DH, 2018; Nurgayati, 2016; Prastowo, 2016; , Lontaran, 2016).

In this era, there is already an industry that dominates the market on Instagram. In the Indonesian market itself, fashion is the product that most often appears on Instagram. Fashion business people are competing to demonstrate their products. In general, not a few of these business people use professional photographers to take good pictures of their clothes to arouse the tastes of their online consumers. Therefore, there is no doubt that these business people will take advantage of the great potential of social media to attract consumers to buy their products.

The very rapid development of the internet has led to a shift in marketing technology. Many people use the internet as a medium to make ends meet. Consumers will also find it easier to find information about the desired product. This then made many business people change the way they communicate and disseminate information about their products. The existence of sophisticated technology with internet networks facilitates direct interaction between consumers and business people. Changes in the behavior of suppliers or consumers are one of the drivers of change in the field of marketing strategies carried out by businessman or buisnesswoman.

Many businesses are effectively using social media to promote their products and connect with customers. However, social media can also pose risks. The use of social media can not only interfere with productivity, but

information shared on social networks can damage both consumer relationships and your brand. "Fake news" has become commonplace and consumer confidence in traditional media has even been significantly eroded. There are standalone retailer and review sites to help consumers make good choices. While many of the reviews on this site do reflect the experiences of others, some are not. False reviews that accumulate compliments or derision on businesses are common. ("The Negative Effect of Social Media on Society and Individuals", 2021)

Not all information can have a positive impact on business development, sometimes some information or news has a negative impact, such as cases of fraud which reduce the credibility of a business actor. Social media is a place where business people sell their products, it can be seen from the very significant developments every year, but in the midst of its development, social media is also one of the places that can harm business people. It can be seen from a report released by ZeroFox which found 4,574 unique cases of fraud on Instagram since 2013, and spread across 1,386 different accounts (Perwitasari, 2020)

Aehara.id is an online business in Makassar that utilizes the development of social media Instagram to market its products. Aehara.id is an online store that has been selling products in the fashion sector since 2019. Then Aehara.id started promoting its products through Instagram social media. After starting a business by promoting through social media, Aehara.id has succeeded in attracting consumers' attention through promotions carried out through its Instagram account. This is evident from the number of followers / followers on his Instagram account which reached 30,100 followers in just 1 year since his Instagram social media was created. Aehara.id's online promotion carried out on his Instagram account is quite effective because within 1 year online sales have

increased quite significantly by relying only on one social media, namely Instagram. This Aehara.id online business is still relatively new in promoting its products on social media, but seeing the large number of followers on Instagram social media this shows that Aehara.id is in great demand by consumers. Therefore, based on the background stated above, this study conducts a research entitled **“THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CUSTOMER PURCHASING DECISION AT AEHARA.ID ONLINE SHOP IN MAKASSAR”**

1.2 Question

Based on the background of the problem described above, the formulation of the problem in this study is: “Does social media Instagram have a positive and significant effect on consumer purchasing decisions aehara.id?”.

1.3 Research Purpose

To analyze the influence of Social Media Marketing on consumer purchasing decisions at the aehara.id online shop Makassar.

1.4 Significance of The Study

- 1.4.1 Theoretical Significance, this research is expected to provide a significant contribution of thought as input of knowledge for other scientific literature that can be used by further marketing research related to the effect of social media marketing on purchasing decisions.
- 1.4.2 Practical Significance, results of this study are expected to become a reference for the development of knowledge, especially regarding marketing management. This research can be used by business actors in seeing the prospects for marketing activities through social media, as a comparison in determining marketing strategies, namely promotion through social media, given the growing development of marketing on social media.

1.5 Structure of Research

The writing of this proposal is divided into five chapters. The preliminary section encompasses the title of the thesis, approval sheet, validation page, statement of authenticity, preface, abstract, table of contents, list of images and graphics, list of tables, and list of attachments.

Chapter I: Preliminary – generally explains the background regarding the research's object, formulation of the problem, the research purpose, and the systematic research.

Chapter II: Literature review – focused in review of literature that consists of explanation of grand theory that used in the research, as well as the lists of previous research related to the topic researcher choose and the conceptual framework of the research before the hypotheses concluded.

Chapter III: Research method – gives explanation about the methodology used by the research in order to gain and processing the data, and discuss about the type of research carried out in the paper along with variables, type and sources of data, population and sample, method of collecting data and data analysis technique.

Chapter IV: Research finding and discussion – contains general description of the research object, respondent's identity, reliability and validity test, moderated regression analysis, research instrument test, hypotheses test and discussion.

Chapter V: Conclusion and suggestions – contains the results of conclusion from the discussion in the previous chapter as well as the suggestion given by the researcher related to the results of the study.

CHAPTER II

LITERATUR REVIEW

2.1 Grand Theory

2.1.1 Marketing Concept

Marketing is the spearhead of a company that ensures the continuity of its business. In this case, consumer habits, and product distribution with consumer estimates, and their needs. These efforts are made by the company, as proof of consumers that the products being marketed are in accordance with the wishes and build a good image for the company. Marketing is the process of identifying and fulfilling human beings with their social needs. One of the shortest definitions of marketing is meeting needs with profit (Kotler, 2012). The definition of marketing by The American Marketing Association is a group activity, and the process of creating, making, and exchanging offers that have value for customers, clients, partners, and the wider community (American Marketing Association, 2014).

Marketing has a social and managerial definition. Socially, marketing is a social process that involves individuals and groups to get what they need and want by creating, offering, and freely exchanging products and services of value with other parties. Meanwhile, from a managerial point of view, marketing is often referred to as the 'art of selling products', but sales are not the most important part of marketing (Kotler and Keller, 2008).

According to Kotler (2012), one of the important concepts in marketing is your needs, wants and requests. Needs are basic human needs such as air, food and clothing. This need can become a desire when the need is directed at a more specific object, for example someone who wants to eat fried rice whose basic

need is only rice. Meanwhile, demands are the desire for certain products accompanied by purchasing power. According to Kotler and Armstrong, marketing is the process by which individuals and groups get what they need and want through the creation and exchange of goods and values for other values.

2.1.2 Social Media Marketing

Social media marketing is often used as a means of promoting a brand. According to (Tuten, 2008) in his research stated that “ Social media marketing is a broad category of advertising, spending, including advertising using a social network, virtual words, user-generated product reviews, blogger endorsement, RSS feeds of content and social news sites, podcasts, games and consumer generated advertising.” Pada penelitian yang sama yang diteliti oleh (Chikandiwa, Contogiannis, dan Jembere, 2013), menyatakan bahwa “Social media marketing is a system that allow markets to engage, collaborate, interact, and harness collective intelligence crowd sourcing for marketing purposes. This system integrates social media principles with marketing communication elements in an effort to create strong and lasting relationship’s”. (Barefoot dan Szabo, 2010), and “Social media marketing activities are subset of online marketing activities that complete traditional web-based promotion strategies, such as e-mail newsletters, and online advertising campaigns”.

Therefore, as an important component in the marketing mix, advertising has the ability to shape consumer behavior towards a product. This is the reason why businesses today take advantage of the existence of social media as a promotional tool.

Social marketing focuses on individuals, their requirements and expectations, ambitions, lifestyle, freedom of choice. All marketing efforts begin with a focus on understanding people's needs and wants, their hopes, lifestyles

and choices. However, we can realize that concentrating on consumers is not an exclusive province of social marketing. In addition, in other studies it is said that there are many possibilities that social media has a functional role in implementing marketing activities effectively.

In this research, social media marketing activities are considered as interaction, credibility, content sharing, trendy and advertising.

- 1) Interaction: Enabling greater interaction with the online community through broadcasting information relevant to consumers, and promoting products (As'ad & Alhadid, 2018). Interaction also offers convenience for customers and sellers to interact with each other.
- 2) Credibility: The way a company delivers its message on social media clearly contributes to the company's credibility attributes. The credibility aspect is also believed to be a factor that motivates buyers to connect emotionally with brands (As'ad & Alhadid, 2018).
- 3) Content sharing: The degree to which a person exchanges information and distributes content in a social media setting.
- 4) Advertising: Promotional campaigns conducted by businesses through social media to improve business sales performance.

Therefore, referring to the statements from some of the definitions above, it appears that social media marketing is a marketing activity that uses social media as a medium to focus on the efforts of business actors in creating content that can attract consumer purchase motivation for products. The result, this study concluded that the social media dimension has a significant relationship with one of the sources of purchase motivation, namely impulsive behavior. Thus, social media marketing is an independent variable that affects customers' impulsive buying behavior.

2.1.3 Decision Making

According to Handoko (2000) in Frendy Prasetya (2011: 26), consumer behavior is behavior shown by consumers in looking for, buying, using, evaluating and spending products and services that they hope will satisfy their needs. Understanding according to Hani Handoko can provide an understanding that a purchase decision will occur if a consumer has found an item in accordance with predetermined criteria from the start which is influenced by several factors that can support the purchase.

There are five stages in the purchase decision process (Kotler, 2007: 234), namely recognition of needs, information seeking, evaluation of alternatives, purchasing decisions, and post-purchase behavior. The following is a picture of the five-stage purchasing process mod



Figure 2.1: Five Step of Buying Proses

This model assumes that consumers take five stages in making a purchase. The five steps above do not always occur, especially in purchases that do not require high involvement in the purchase. Consumers can go through several stages and the order does not match.

1. Introduction of needs

The customer process recognizes the problem or need the buyer realizes a difference between the actual situation and the state he wants. That need can be driven by stimuli from within the buyer or from outside. For example, a normal person's need for thirst and hunger will increase until it reaches a stimulation threshold and turns into an impulse based on existing experiences. A person has

learned how to deal with that urge and he is being pushed toward a type of object that is known to satisfy that urge.

2. Information search

Consumers may not try to actively seek information related to their needs. How far the person is looking for information depends on the strength and weakness of the impulse needs, the amount of information they have, the ease of obtaining information, additional and satisfaction obtained from information seeking activities. Usually the amount of information seeking activity increases as the consumer moves from a decision situation to a limited problem solving situation to a maximum problem solving

3. Alternative evolution

Information obtained from prospective buyers is used to obtain a clearer picture of the alternatives it faces and the attractiveness of each alternative. Manufacturers must try to understand the consumer's way get to know the information it gets and arrive at a certain attitude about the brand's product and the decision to buy.

4. Decision Making

Producers must understand that consumers have their own way of handling the information they get by limiting the alternatives that must be selected or evaluated to determine which product to buy.

5. Behavior After Purchase

The last stage is the stage where consumers will take further action after purchasing based on a feeling of satisfaction or dissatisfaction. Satisfaction or dissatisfaction arises after consumers consume the product or service. This is largely determined by the experience of consumers in consuming the product purchased and also the distance between expectations and the reality at hand. If

the product purchased does not meet expectations, consumers will be dissatisfied and will be disappointed. If the product meets expectations, consumers will be satisfied. If the product can exceed expectations, consumers will feel very satisfied. Usually consumers will repurchase or buy again when the consumer is satisfied or very satisfied, and consumers may not repurchase when they are not satisfied with the products or services they have consumed. Consumer satisfaction or dissatisfaction with a product will influence subsequent behavior. If the consumer is satisfied, he will show a higher probability of buying the product again.

2.1.4 Online Shop

Online shop or shopping via the internet is the process of purchasing goods or services from parties selling via the internet, or buying and selling services online without having to meet directly with the seller or buyer directly. Online shops are not only considered as a choice in shopping, but have become part of the socio-cultural change of society (Sari, Chacha Andira, 2015: 208). By shopping online, consumers will get a different experience when shopping offline.

Early in its development, online stores were used by trading companies that decided to try new marketing strategies in cyberspace. But in fact, the number of online shops that are managed individually is far more than trading companies. In 1994 online stores were introduced to the public, the beginning of the online sales system known as e-commerce which stands for electronic commerce. Social Media (Social Media) consists of two words: media and social. Understanding according to language, social media is a tool or means of community communication to get along.

Another term social media is "social networking" (social network), namely networks and relationships online on the internet. Therefore, according to

Wikipedia, social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums, and so on (Saragih and Ramdhany, 2012) . The e-commerce system was first used by a company in the food sector, namely Pizza Hut. E-commerce uses internet facilities for transactions. From this e-commerce, online buying and selling has developed. (Islamy, Daniella Putri, 2005: 4).

Social Media provides two-way communication, customer reviews, and easy access to information about products. It also facilitates customers with multiple social networks to evaluate and compare alternatives. Today, customers are becoming more concerned with the relevance and authenticity of advertising content and customer recommendations are given more preference than product recommendations made by companies.

In 2010 Instagram was developed as a visual social media site by Kevin Systrom and is now owned by Facebook. It has more than 700 million active users of them 71 million are from India as per Statista report (2018). This social network is a successful marketing platform that provides users with many interesting features such as online video and photo filtering and editing. Instagram has an average 3.31% posting engagement rate compared to 0.07% on Twitter.

2.2 Previous Research

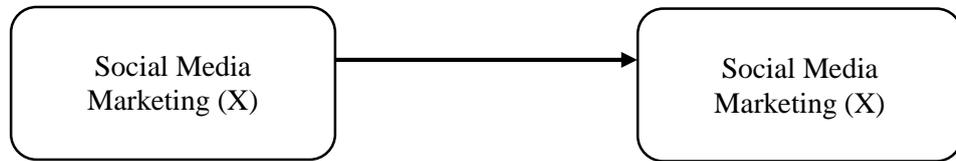
Table 2.1: Previous Research Summary

No.	Researcher	Research Title	Research Result
1.	Passawung (2014)	The Influence of Social Media Marketing on Coffee Toffee Visits in Makassar Social media (x) Visit rate (y)	Social media marketing variables simultaneously affect the level of visits Coffee Toffee Makassar.
2.	Singgih Nurgiyantoro (2014)	The Influence of Promotional Strategies Through Social Media on Garskin Purchase Decisions mediated by Word Of Mouth Marketing (Study on consumers of SayHello Brand Garskin products in Yogyakarta City) Promotional strategies through social media (x) Purchase decisions (y)	There is a positive influence of promotional strategies through social media on purchasing decisions for SayHello brand Garskin products in the City of Yogyakarta, There is a positive influence of word of mouth marketing on purchasing decisions on SayHello brand Garskin products in Yogyakarta City.
3.	Miranda (2017)	The Influence of Instagram as Online Shopping Media on Consumptive Behavior of Students in Faculty of Social and Political Sciences Students of Riau University. Instagram as Online Shopping Media (x) Consumptive Behavior (y)	There is a positive influence of Instagram as online shopping fashion media towards consumer behavior (Impulsive Buying, Prodigality, Irrational Buying) among students of Political Science and Social Science Faculty in University of Riau.
5.	Qreini, dkk International Journal of Managerial Studies and Research (IJMSR), 2016 Vol 4	The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on Samsung for Electrical Home Appliances) Social Media (y) Purchasing Decisions (y)	The impact of using social media sites as a marketing tool has an effect on purchasing decisions.
6.	Noémie Meslat , 2018	Impact of social media marketing on customer purchase decision social media (y) purchase decision (x)	Online marketers generated content such as paid ads or display banners. Indeed the company can create a social media account and published content in order to reach their customers and prospects. However, online marketers do not have all influencing power on social media. Several previous researches has that customers are more likely being influenced by

			their social connection. This phenomenon is explained by the fact that customers are easily influenced by someone they trust and know the reliability.
7.	Renu, Sanjeev Bansal & Vandana Gupta , 2020	The influence of social media on customer purchasing decision social media (x) purchasing decision (y)	From our study, we conclude that rewards, interaction, entertainment, electronic word of mouth, customer's reviews, trust and satisfaction are the factors having positive influence on purchase intention on consumer buying behaviour through social media, while trust has maximum influence and satisfaction has lowest influence on consumer purchase intention
8.	Umaira Wardhani, 2015	The Effect of Promotion Through Social Media on Consumer Preference and Interest in Buying Smartphones on Visitors to Millennium ICT Center Medan Social media (x) Purchasing decision (y)	Simultaneously, personal relevance, interactivity, message, and brand familiarity have a positive and significant effect on consumer preferences and buying interest. Partially personal relevance, interactivity, and message have a positive and significant effect on consumer preferences, while the variable brand familiarity has no positive effect
9.	Mila Setiawati, 2015	The Influence of Social Media on Consumer Purchase Interest Case Study of Pasir Pengaraian University Students Social media (x) Purchasing decision (y)	Regression analysis shows that there is a very strong and significant relationship between social media and consumer buying interest in students of the Management study program at Pasir Pengaraian University
10.	Qreini, dkk (IJMSR), 2016 Vol 4	The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on Samsung for Electrical Home Appliances) Social media (x) Purchasing decision (y)	The impact of using social media sites as a marketing tool affects purchasing decisions

2.3 Research Framework

Figure 2.1: Research Conceptual Framework



2.4 Research Hypotheses

H1: There is an influence of social media marketing on consumer purchasing decisions at the online shop aehara.id Makassar.