

THESIS

**THE INFLUENCE OF BRAND IMAGE AND SOCIAL MEDIA
MARKETING TOWARDS CUSTOMERS PURCHASE DECISION
(CASE STUDY BAKSO SUPER MAKASSAR)**

ANDI ARIE SURYA WIBOWO
A021171814



MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
HASANUDDIN UNIVERSITY
MAKASSAR
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As one of the requirements for obtaining
drafted and submitted by

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ANDI ARIE SURYA WIBOWO
A021171814

Has been prepared and approved for presentation

Makassar, 04 March 2024

Advisor I



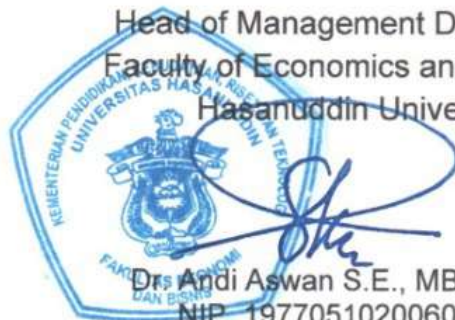
Prof. Dr. Hj. Nuraeni Kadir, S.E., M.Si
NIP. 195603151992032001

Advisor I



Dr. Andi Aswan S.E., MBA., M.Phil
NIP. 197705102006041003

Head of Management Department
Faculty of Economics and Business
Hasanuddin University



Dr. Andi Aswan S.E., MBA., M.Phil
NIP. 197705102006041003

THESIS

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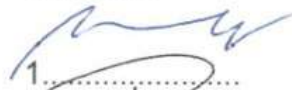

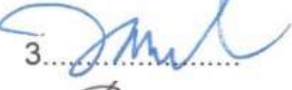

Drafted and submitted by

ANDI ARIE SURYA WIBOWO

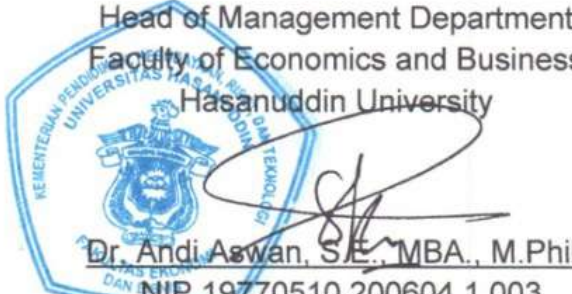
A021171814

Has been defended in the thesis examination trial on July 18, 2024 and
declared to have met the graduation requirements

Agreed,
Examining Committee

No	Examiners Name	Position	Signature
1	Prof. Dr. Hj. Nuraeni Kadir, S.E., M.Si	Head	1. 
2	Dr. Andi Aswan S.E., MBA., M.Phil	Secretary	2. 
3	Prof. Dr. Musran Munizum S.E., M.Si., M.A.P	Member	3. 
4	Dr. Wahda, S.E., M.Pd., M.Si	Member	4. 

Head of Management Department
Faculty of Economics and Business
Hasanuddin University



Dr. Andi Aswan, S.E., MBA., M.Phil.
NIP 19770510 200604 1 003

STATEMENT OF AUTHENTICITY

I am the undersigned,

Name : Andi Arie Surya Wibowo

NIM : A021171814

Majors/Study Programs : Management/S1

Hereby declares truthfully that the thesis entitled:

**THE INFLUENCE OF BRAND IMAGE AND SOCIAL MEDIA MARKETING
TOWARDS CUSTOMERS PURCHASE DECISION (CASE STUDY BAKSO
SUPER MAKASSAR)**

is my own work and to the best of my knowledge in this thesis manuscript there are no scientific works that have ever been submitted by others to obtain an academic degree at a university, and no work or opinion has ever been written or published by others, except those that are written quoted in this manuscript and mentioned in citation sources and bibliography. If in the future it turns out that in this thesis manuscript it can be proven that there are elements of plagiarism, I am willing to accept sanctions for these actions and be processed in accordance with applicable laws and regulations (Law No.20 of 2003, article 25 paragraph 2 and article 70).

Makassar, 20 August 2024

_____ makes the statement



Andi Arie Surya Wibowo

PREFACE

Praise the author to Allah SWT who has given His mercy and wisdom so that the author can complete the thesis with the title: **THE INFLUENCE OF BRAND IMAGE AND SOCIAL MEDIA MARKETING TOWARDS CUSTOMERS PURCHASE DECISION (CASE STUDY BAKSO SUPER MAKASSAR)**. This thesis is prepared to meet one of the requirements to obtain a bachelor's degree at the Department of Management, Faculty of Economics and Business, Hasanuddin University. The author hopes that this thesis can add insight and knowledge for readers.

The process of preparing this thesis cannot be separated from the help of various parties. With all respect and humility, the author expresses his gratitude to Allah SWT who always gives health and blessings to the author. Prof. Dr. Hj. Nuraeni Kadir, S.E., M.Si As the Main Supervisor as well as the author's examining lecturer who has provided direction and advice in the preparation of this thesis; and Dr. Andi Aswan S.E., MBA., M.Phil second supervisor who has provided advice and direction in the preparation of this thesis. Not to forget that the author would also like to thank all Mr. and Mrs. Lecturers of the Faculty of Economics and Business who have educated and provided knowledge to the author as well as all Staff and Ranks of the Faculty of Economics and Business who have provided a lot of help and direction in the author's lectures.

I would like to express my deepest gratitude to my parents, who always give love and fulfill all the needs of the author since birth until I can be at this stage. The author also expresses his deep gratitude to all those who helped both moral and material assistance that the author cannot mention one by one. Thank you very much and hopefully the author can repay your kindness in the

future. Thus this thesis is made, the author realizes that there are still so many shortcomings contained in this thesis. Therefore, constructive criticism and suggestions are very much expected by the author in order to perfect this thesis. Finally, the author hopes that this thesis can be useful and useful for all parties. Aamiin.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND SOCIAL MEDIA MARKETING TOWARDS CUSTOMERS PURCHASE DECISION (CASE STUDY BAKSO SUPER MAKASSAR)

Andi Arie Surya Wibowo

Nuraeni Kadir

Andi Aswan

The purpose of this study was to analyze the influence of brand image and social media marketing towards customers purchase decision at the Bakso Super Makassar online shop. The study samples were 361 people who were followers of Instagram @baksosuper_mks by using the slovin formula. The data collection technique used is through the distribution of questionnaires, with data analysis techniques using multiple linear regression analysis, partial test (t-test), and coefficient of determination (R²). The results of the study conducted showed that brand image has a positive and significant effect on the purchase decision of Bakso Super Makassar customers, which is characterized by the t-value of the t-calculation > t-table (2,796 > 1,966) with a significance level of < 0.05 (0.005 < 0.05); and social media marketing has a positive and significant effect on the purchase decision of Bakso Super Makassar, which is characterized by the t-value of the t-table > t table (13,519 > 1,966) with a significance level of < 0.05 (0.000 < 0.05)

Keywords: Brand Image, Social Media Marketing, Purchase Decision, Bakso Super Makassar

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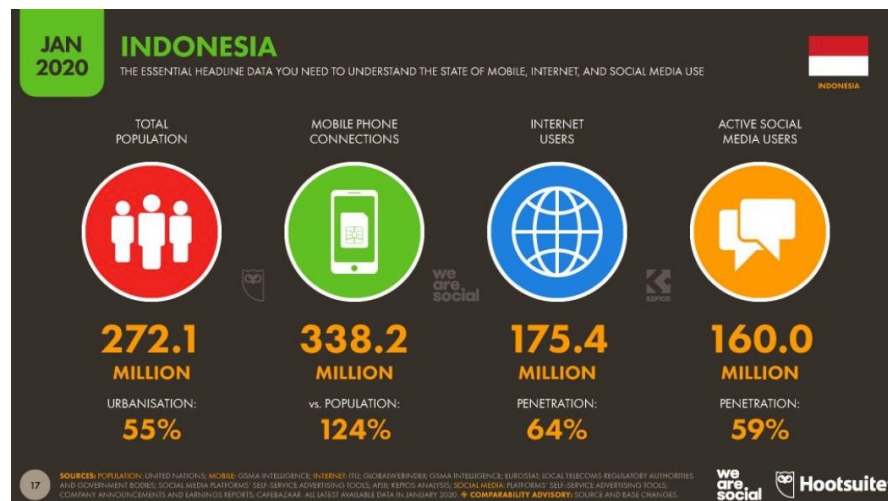
CHAPTER I

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 is 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 sector. At the global economic level, the COVID-19 pandemic has a very significant impact on the economy.

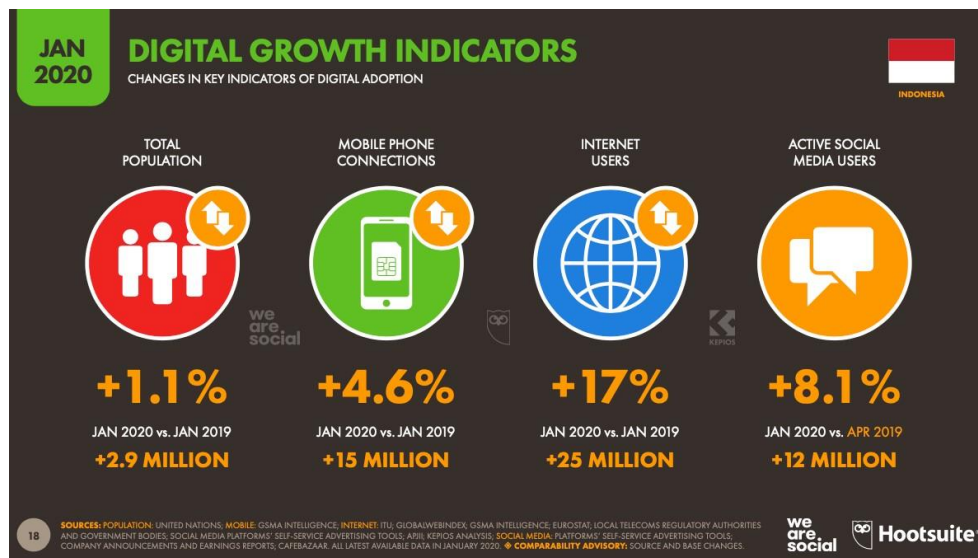
Figure 1 1 Users of Social Media in Indonesia



Source: Hootsuite (2020)

Based on the data above, social media users in Indonesia have reached 160 million social media users in Indonesia as of January 2020.

Figure 1 2 Digital Growth Indicators in Indonesia



Source: Hootsuite (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.

Economic growth and current technological development have made the business world experience very rapid development, especially since the current world condition 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 objective 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 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), social media is a collection of applications based on Internet network 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 in 2022 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 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). Therefore, the use of Instagram for business purposes among companies has increased since then. Besides that, Instagram has evolved and introduced new features for business, such as data insight, new ad types, paid partnership tools and tracking tools to manage productivity business to attract customers purchase motivation (Instagram, 2019).

Currently, many companies are making the most of social media, starting from introducing products, price, and sales location (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 consumers purchasing decision for product (Mileva and DH, 2018; Nurgayati, 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 product. In general, not a few of these business people use professional photographer 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 product.

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 product. The existence of sophisticated technology with internet network 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 businesswoman.

Many businesses are effectively using social media to promote their product 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 relationship 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 experience of others, some are not. False reviews that accumulate compliment or decision 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 negative impact, such as cases of fraud which reduce the credibility of a business actor. Social media is a place where businesses 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 in Instagram since 2013, and spread across 1,386 different accounts (Perwitasari, 2020).

Bakso Super Makassar is an offline and online business in Makassar that utilizes the development of social media Instagram to market its product. Bakso Super Makassar is offline and online store that has been selling product in the food and beverage sector since 2013. Then Bakso Super Makassar started promoting its products through Instagram social media. After starting a business by promoting through social media, Bakso Super Makassar has succeeded in attracting consumers attention through promotion carried out through its Instagram account. This is evident from the number the number of follower / followers on their Instagram account which reached 3,397 followers. Bakso Super Makassar online promotion carried out on their Instagram account is quite effective because within 1 year online sales have increase quite significantly by relying only on one social media, namely Instagram. This Bakso Super Makassar online business is still relatively new in promoting its product on social media, but seeing the large number of followers on Instagram social media this show that Bakso Super Makassar is in great demand by consumers.

Therefore, based on the background stated above, this study conducts a research entitled **“The Effect Media Social Marketing**

**towards Consumers Purchase Decision (Case Study Bakso Super Makassar)”.
Makassar)”.
Makassar)”.**

1.2 Problem Statement

Based on the background of the problem described above, the formulation of the problem in this study is

1. Does brand image have a positive and significant effect on consumer purchasing decisions at the Bakso Super Makassar online shop?
2. Does social media marketing have a positive and significant effect on consumer purchasing decisions at the Bakso Super Makassar online shop?

1.3 Purpose and Benefit of Research

1.3.1 Research Objectives

The research objectives in this research is

1. to analyze the influence of brand image on consumer purchasing decisions at the Bakso Super Makassar online shop.
2. to analyze the influence of social media marketing on consumer purchasing decisions at the Bakso Super Makassar online shop

1.3.2 Ressearch Benefits

The research benefits in this research are

1. Theoretical Significance

This research is expected to provide a significant contribution of though as input of knowledge for other scientific literature that can be used by further marketing research related to the effect of brand image and social media marketing on purchasing decisions.

2. Practical Significance

Result 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 prospect for marketing activities through brand image and social media, as a comparison in determining marketing strategies, namely promotion through social media, given the growing development of marketing on social media.

1.4 Research Systematics

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 content, list of images and graphics, list of tables, and list of attachments.

Chapter I: Introduction – This chapter consists of background, problem formulation, research objectives and benefits, and research systematics.

Chapter II: Literature review – focused in theoretical foundations, previous research, frameworks, and research hypotheses.

Chapter III: Research Methods – gives explanation about the research design, location and time of study, population and sample, data type and source, data collection techniques, variables and operational definitions, research instruments, data analysis techniques, and hypothesis testing.

Chapter IV: Research Results and discussion – contains general description of an overview of the object of research, an overview of respondents, data analysis, and interpretation of the results.

Chapter V: Conclusion – contains the result of conclusions 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 definition 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, exchanging offers that have value for customers, client, 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 product', 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 needs is only rice. Meanwhile, demands are the desire for certain products accompanied by purchasing power. According to Kotler and Amstrong, marketing is the process by which individuals and groups get what they need and want through the creation and exchange of goods and exchange of goods and values for other values.

2.1.2 *Brand Image*

Brand Image is the way consumers view a brand as a reflection of what is in the minds of consumers regarding a brand (Dewi et al, 2020). According to Arif & Sari, Brand Image is a unique set of associations that marketers want to create and maintain, these associations state what the brand actually is and what it promises to consumers (Sari, 2021). According to Kotler and Keller in Prabowo, brand image measurement has the following indicators:

1. *Strengthness* are the physical advantages and advantages that a brand has and cannot be found in other brands. The advantages

and disadvantages of this brand give rise to physical attributes so that the brand looks different from other brands. Such as: physical products, product prices, and other appearances that support the product.

2. *Uniqueness* is a unique impression of a brand that is created from the unique attributes of the product so that it is able to attract and encourage consumers to find out more about the brand.
3. *Favorable* is a brand ability that is easy for consumers to remember and pronounce. Brands must pay attention to consumer desires and needs so that consumers believe that the benefits provided by a brand can fulfill and satisfy consumer needs and desires and can create a positive attitude towards the brand. (Prabowo, 2013)

In the view of Keller & Swaminathan (2020), there are several Brand Image indicators that need to be considered, such as::

- 1) *Corporate Image* is the consumer's view of the company that provides the product or service.
- 2) *User image* is the consumer's view of the company that provides the product or service.
- 3) *Product Image* is the consumer's view of a particular product (good or service)

2.1.3 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 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”. In addition it also state by (Chikandiwa et al, 2013), that “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 relationships” (Barefoot & 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 choices. All marketing efforts begin with a focus on understanding people’s needs and wants,

their hopes, lifestyle 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.

- a. Interaction: Enabling greater interaction with the online community through broadcasting information relevant to consumers, and promoting product (As'ad & Alhadid, 2018). Interaction also offers convenience for costumers and sellers to interact with each other.
- b. Credibility: The way a company delivers its message on social media clearly contributes to the company's credibility aspect is also believed to be a factor that motivates buyers to connect emotionally with brands (As'as & Alhadid, 2018).
- c. Content sharing: The degree to which a person exchanges information and distributes content in a social media setting.
- d. 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.

2.1.4 Decision Making

According to Hani Handoko (2000) in Frendy Prasetya (2011) 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 five stages in the purchase decision process (Kotler, 2007), 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 model:

Picture 2 1 Steps of Buying Process



Source Kotler & Armstrong (2012)

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 activity. 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 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 selected or evaluated to determine which product to buy.

5. Behavior After Purchase

The last stage is the where consumers will take further action after purchasing based on 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 meet expectations, consumers will be

satisfied. If the product can exceed expectations, consumers will feel very satisfied. Usually consumers will repurchase or buy again when they consumers is satisfied or very satisfied, and consumers may not repurchase when they are not satisfied with the products or service they have consumed. Consumer satisfaction or dissatisfaction with a product will influence subsequent behavior. If the consumer is satisfied, we will show a higher probability of buying the product again.

2.1.5 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 & Andira, 2015). 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 by 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 of social media is “social networking” (social network), namely network and relationship 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 & 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 transaction. From this e-commerce, online buying and selling has developed (Islamy & Putri, 2005).

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 statistics

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

No	Researcher Name	Research Title	Variables	Result
1.	Alique La Passawung (2014)	The Influence of Social Media Marketing on Coffe Toffe's Visit in Makassar	Social Media (x) Visit Rate (y)	Social media marketing variables simultam affect the level of visits to Coffee Toffee Makassar.
2.	Singgih Nurgiyantoro, (2014)	The Influence of Promotion Strategies Through Social Media on Garskin Purchasing Decisions Mediated by Word Of Mouth Marketing (Study on Consumers of SayHello Brand garskin products in Yogyakarta City)	Promotion strategies through social media (x) Purchase decision (y)	There is a positive influence of promotional strategies through social media on the purchase decision of SayHello brand garskin products in Yogyakarta City, 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	Instagram as Online Shopping Media (x) Consumptive Behavior (y)	There is positive influence of Instagram as online shopping fashion media towards consumer behavior (Impulsive Buying, Prodigality, Irrational

		Student in Faculty of Social and Political Sciences Student of Riau University		Buying) among student of Political Science and Social Science Faculty in University of Riau.
4.	Andriany & Arda (2019)	The Influence of Social Media on Impulse Buying in Millenial	Social Media (x) Impulse Buying (y)	Social media has positive and significant effect on impulse buying in millennial.
5.	Walid Nabil Iblasi, Dojanah M.K. Bader, Sulaiman Ahmad Al-Qreini (2016)	The Impact of Social Media as a Marketing Tool on Purchasing Decisions (Case Study on Samsung for Electrical Home Appliances)	Social Media (x) Purchasing Decisions (y)	There is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing
6.	Noemie Meslat, (2018)	Impact of social media marketing on customer purchase decision	Social Media (x) Purchase Decision (y)	that customers are more likely being influenced by their social media connection. This phenomenon is explained by the fact that customers are easily influenced by someone they trust and known the reliability
7.	Renu, Sanjeev Bansal & Vandana	The influence of social media on costumer	Social media (x) Purchasing decision (y)	Rewards, interaction, entertainment, electronic word of mouth, customer's reviews, trust and

	Gupta, (2020)	purchasing decision		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. With social networks, marketers can communicate and serve their customers in more personalized manner as compare to mass media marketing
8.	Umaira Wardhani, (2015)	The influence of promotion through social media on consumer preferences and Smartphone buying interest in visitors to millennial ICT Centre Medan	Social media (x) Purchasing decision (y)	Simultaneously, personal relevance, interactivity, and brand familiarity have a positive and significant effect on consumer preferences and buying interests. Partially, personal relevance, interactivity, and message have a positive and significant effect on consumer preferences, while the brand familiarity variable has a non-positive effect.
9.	Mila Setiawati, (2015)	The influence of social media on consumer buying interest case study of Pasir Pengairan 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 of Pasir Pengairan University.

10.	Qreini, dkk (IJMSR), 2016 Vol 4	The Impact of Social Media as a Marketing Tool on Purchasing Decision (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
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2.3 Research Framework

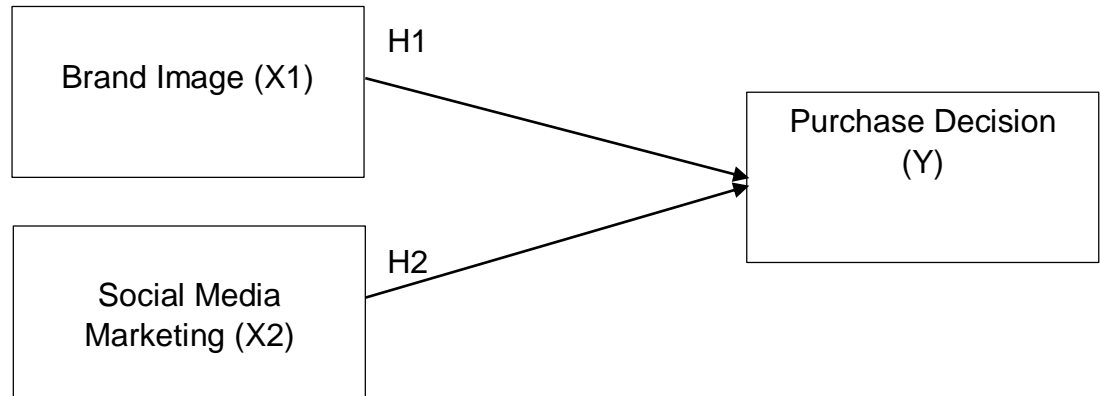


Chart 2.1 Research Framework

2.4 Research Hypotheses

H1: There is a positive and significant influence of brand image on consumer purchasing decisions at the Bakso Super Makassar online shop.

H2: There is a positive and significant influence of social media marketing on consumer purchasing decisions at the Bakso Super Makassar online shop.