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SINTA 2

The Effect of Digital Marketing and Product Attributes on Consumer Purchasing Decisions in Sayurbox

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ABSTRACT

The development of information and communication media has become one of the conveniences of accessibility experienced by every individual, supported by rampant online shopping activities. Sayurbox is a startup that sells fruit and vegetables online. Due to the closure of offline stores and the closure of partners in several areas, Sayurbox was forced to strengthen its sales strategy again, especially in the Surabaya area. The researcher's aim is to understand the purchasing decisions of Sayurbox Surabaya customers to ensure the company's business development is successful and sustainable in competition with similar start-ups in the food and beverage sector. The location of this research was determined based on the design, namely the Sayurbox branch in the Surabaya area for 2 months May - July 2023 with a sample of 100 respondents. The analytical tools used in this research consist of descriptive analysis and quantitative analysis, namely the use of the SEMP-PLS method.

Keywords: social media marketing, product atribute, purchase decision, brand image

INTRODUCTION

Technological advances are not only used for fast message exchange but also in line with consumer ideas to fulfill needs because marketing activities are much easier over time. The COVID-19 pandemic over the last two years has changed the way people shop online. E-commerce website traffic increased by 129 million, indicating a significant growth trend in online shopping during the early stages of the pandemic (Hernikawati, 2021).

Data shows e-commerce statistics released in 2022 that the categories of goods and services most sold are food and beverage products, which reached 41.5% (Central Statistics Agency, 2022). The growth of the food and beverage business will influence growth in 2021 and 2022, then the peak in the fourth quarter will increase to 4.90% (Central Statistics Agency, 2022). Currently, the agricultural industry is starting to penetrate the world of e-commerce by providing food needs, especially to meet the need for goods at the household level.

One startup that is trying to meet the demand for fresh vegetables and fruit is Sayurbox. An initiative that started in 2016 with the initial aim of improving the standard of living of local farmers, expanding business opportunities, and increasing

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farmers' income, has now spread to several cities in Indonesia, including Jabodetabek, Surabaya, and Bali. However, now that the pandemic situation has improved and consumer habits have adapted to shopping online, Sayurbox has closed its offline product stores in several regions (CNN Indonesia, 2022). The problems that Sayurbox faces in developing social media marketing, especially for branches in Surabaya, are caused by the lack of optimal use of social media.

Corporate sustainability is very important for startups to face changes in society and continue to develop product trends. Business expansion will be optimal if supported by the right planning strategy. One possible initiative is to strengthen marketing. Marketing activities can also be carried out by strengthening digital marketing, especially with the help of social media. This takes into account existing digital era trends, which aim to unite the desires of consumers, partners, and the business world to be able to take advantage of the competitive advantages of the technology sector in sustainable business aspects (Accarini et al., 2022).

Sayurbox will also take advantage of this opportunity to develop its business, especially on the Instagram platform, which currently has 499,000 followers. Sayurbox achieves this goal by creating a "Sayurfluencer" group that encourages other customers to shop at Sayurbox by sharing information, ideas, and recipes. When purchasing food and drink, it is also important to consider what is being sold, especially fresh vegetables and fruit, which may be spoiled due to their short shelf life. Product quality is important to consumers and supply chain optimization aims to increase delivery time efficiency as a reason to buy fresh products (Wang & Zhang, 2020). In China, it shows that product quality meets customer expectations, indicating that this relationship can increase customer satisfaction in online shopping (Sinurat et al., 2021).

Based on the research problems that have been presented previously, this research was carried out with the following objectives:

1. Analyze the influence of social media marketing and product attributes on the Sayurbox brand image
2. Analyze the influence of social media marketing and product attributes on purchasing decisions
3. Analyze the influence of social media marketing and product attributes on purchasing decisions through the Sayurbox brand image

METHODS ANALYSIS

The research approach used in this research is quantitative. The number of samples required based on the Lemeshow formula is 100 respondents. The data obtained was processed using the Partial Least Squares (PLS) Structural Equation Model (SEM) method using Warp PLS 7.0 software.

RESULT AND DISCUSSION

Based on the data obtained, it was found that the respondents were dominated by female respondents. This is in line with what was stated by Stefanie (2013), where women have a more consumerist nature, and are more emotional in buying products than men. This is also by research conducted by Romadloniyah & Setiaji (2020), that women are more likely to use their money to buy clothes, food, and drinks, while men tend to spend more money on electronic devices. Respondents in this study had various ages, ranging from 17 years to 40

years. The dominant age range in this study was 17 to 21 years. Ages 18-24 years are the largest contributors as social media users in Indonesia (We Are Social & Hootsuite, 2022). At this age, people actively use various social media platforms such as Instagram both for entertainment and seeking information.

Table 1.
Research Variable Indicators

Variable	Indicator	Source
Social Media Marketing (X1)	Online Communities Interaction *Sharing of Content Sharing of Content* Credibility Accecibility	(As'ad & Alhadid, 2014; Kotler & Keller, 2016)
Product Attributes (X2)	Price Flavor Packaging	(Dinawan, Muhammad Rhendria, 2010; Firmansyah, 2018)
Brand Image (Z)	The Power of Brand Association Brand Association Advantages	(Firmansyah, 2018)
Purchasing Decision (Y1)	According to consumer needs Products have benefits that consumers need Accuracy in purchasing products Purchase Intention	(Thompson, A. A., & Peteraf, 2016)

Source : Personal Data (2023)

SEM-PLS Analysis Results

The first test of the outer model is to look at the value of the convergent validity test. The convergent validity test is carried out to find out whether the variables used are valid or not. According to Hair Jr. et al., (2017), the convergent validity value is obtained by measuring the factor loading value where the factor loading value must be above 0.7 and a value below 0.4 requires the indicator to be eliminated. Convergent validity testing can also be evaluated using the Average Variance Extracted (AVE) value, where the AVE value should be equal to 0.5. The next outer model test is reliability testing which can be done by looking at the value of composite reliability and also Cronbach's Alpha.

Based on the Table 2 above, it can be seen that if the indicators as a whole have a loading factor value for each indicator greater than 0.4, they are considered to meet the convergent validity criteria. Likewise with the AVE value which is also ≥ 0.5. Thus, it can be seen that all latent variables can explain more than half of the indicator variance well. Reliability testing can be done by looking at the value of composite reliability and also Cronbach's Alpha. According to Solimun, Fernandes, and Nurjannah, (2017), the value requirement for composite reliability must

be ≥ 0.70, and the Cronbach's Alpha value must be > 0.6.

The discriminant validity test is a test carried out on an external model to see whether the construct used in the research can describe the existing phenomenon or not.

Table 2.
Outer Model Measurements

Variable	Indikator	*Factor Loading*	*P-value*	*Alpha Cronbach*	*Composite Reliability*	*AVE*
Social Media Marketing (X1)	X1.1	0,822	<0.001	0,80	0,86	0,57
	X1.2	0,859	<0.001			
	X1.3	0,837	<0.001			
	X1.4	0,601	<0.001			
	X1.5	0,602	<0.001			
Product Attributes (X2)	X2.1	0,864	<0.001	0,77	0,86	0,69
	X2.2	0,826	<0.001			
	X2.3	0,794	<0.001			
Brand Image (Z)	Z1.1	0,903	<0.001	0,77	0,89	0,81
	Z1.2	0,903	<0.001			
Purchasing Decision (Y1)	Y1.1	0,880	<0.001	0,81	0,87	0,64
	Y1.2	0,757	<0.001			
	Y1.3	0,777	<0.001			
	Y1.4	0,782	<0.001			

Source : Personal Data (2023)

Table 3.
Discriminant Validity

Indicator	Social Media Marketing (X1)	Product Attributes (X2)	Brand Image (Z)	Purchasing Decision (Y1)
X1.1	**(0.822)**			
X1.2	**(0.859)**			
X1.3	**(0.837)**			
X1.4	**(0.601)**			
X1.5	**(0.602)**			
X2.1	0.205	**(0.864)**		
X2.2	-0.227	**(0.826)**		
X2.3	0.013	**(0.794)**		
Z1.1	-0.102	0.075	**(0.903)**	
Z1.2	0.102	-0.075	**(0.903)**	
Y1.1	0.157	-0.129	0.187	**(0.880)**
Y1.2	0.023	0.205	0.166	**(0.757)**
Y1.3	-0.251	0.029	-0.278	**(0.777)**
Y1.4	0.050	-0.083	-0.095	**(0.782)**

Source : Personal Data (2023)

After the outer model testing has been completed, the next step is to carry out inner model testing which can be done by looking at the values of the path coefficient, R-squares, VIF, Q-squares, effect size, and also Goodness of Fit, where the entire test has met as stated seen in Figure 1.

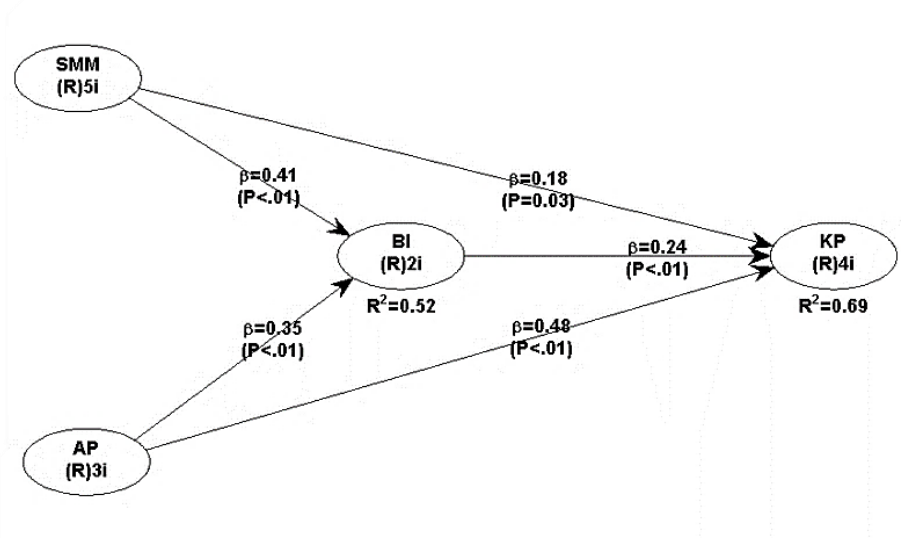


Figure 1.
Research Structural Model
Source : Personal Data (2023)

Hypothesis Testing

Based on the analysis that has been carried out and the results that have been obtained, the following are the results of hypothesis testing for each variable used in this research

Business expansion can be optimal if supported by appropriate strategic planning, one of the efforts that can be made is by strengthening the marketing aspect. The marketing activities carried out can also be implemented by strengthening digital marketing (Acciarini et al., 2022). The use of social media marketing is a specific marketing tactic through creating content that is interesting to the audience so that good communication can be created. The research results show that Social Media Marketing has a path coefficient value of 0.412 with a significance of <0.001. This is in line with what was stated by Damayanti et al., (2021), that social media marketing influences brand image. Five elements play a role in the key to success in social media marketing, namely online communities, interaction, sharing of content, accessibility, and credibility. Sayurbox also uses social media marketing using Instagram with an account called @sayurboxsurabaya by creating content by offering economical promos, cooking recipes, healthy food education, and quizzes. The better the content created, the communication with followers, and the community built to distribute content to the right people, the brand

image will be formed which has implications for the development of a business (Kristiani, P., & Dharmayanti, 2017; Lubis & Hidayat, 2023). Active and aggressive marketing via social media can contribute to the creation of brand value (Seo, E.-J., & Park, 2018).

Table 3.
Hypothesis Testing Results

Relationship between Variables	Coefficient	*P-Values*	Results
Social Media Marketing → *Brand Image*	0,412	<0,001	Significant
Product Attribute → *Brand Image*	0,351	<0,001	Significant
Social Media Marketing → Purchasing Decision	0,181	0,030	Significant
Product Attribute → Purchasing Decision	0,478	<0,001	Significant
Brand Image → Purchasing Decision	0,245	0,005	Significant
Social Media Marketing → Purchasing Decision through *Brand Image*	0,101	0,073	Significant
Product Attribute → Purchasing Decision through *Brand Image*	0,086	0,108	Not Significant

Sumber: Data Primer Diolah, 2023

Product attributes are one of the main considerations in purchasing food and beverage products, especially fresh vegetable and fruit products which are perishable or easily damaged due to the product's low shelf life. The results of the analysis that have been carried out show that the product attribute variable has a path coefficient value of 0.351 with a significance of <0.001. The results of this research are in line with research by Leksono & Herwin (2017), that product attributes have a positive and significant effect on brand image. In the product attributes of Sayurbox, the price product attribute can form a brand image. Price is a product attribute component that can create a strong brand image (Noor, 2014).

Purchasing decisions can occur if consumers have knowledge or awareness of the chosen brand, technological advances cause consumers to feel more familiar with the product, so social media marketing will be able to influence consumers to make purchasing decisions (Ansari et al., 2019). Based on the results of the analysis carried out, show that the Social Media Marketing variable has a path coefficient value of 0.181 with a significance of 0.030. Consumers often rely on reviews when making purchasing decisions. Social media marketing is a tool that plays a role in influencing purchasing behavior and is defined as a process that explores, identifies, supports, and involves people involved in a conversation (Zhang et al. 2023). Social media allows companies to interact directly with consumers, whether questions, comments or consumer input

can be answered quickly, which creates a sense of trust and involvement.

One thing that consumers consider when deciding to purchase a product is the product attributes. This research found that the brand image variable had a path coefficient of 0.478 with a significance of <0.001. Product information plays an important role in purchasing decisions. In this research, price is the attribute most considered. Consumers' reasons and purchasing decisions for products are heavily influenced by price because there are psychological elements that create consumer reactions to prices (Ermiati et al., 2021). Sayurbox attracts consumer interest by offering free shipping promotions for certain minimum purchases, and there is a Sayurpoin feature to exchange points for various vouchers as well as NEMU (Cheap Nebus) with a minimum purchase of IDR 200,000 for purchases at Sayurbox Surabaya, SOS (Sayurbox on Sale) with discounted prices almost 90%.

The brand image attached to a service or product creates trust in every consumer. In this research, brand image has a path coefficient value of 0.24 with a significance of 0.005. The brand image attached to products, especially healthy products, by highlighting brand uniqueness and technological advances can increase consumer purchasing decisions (Perdana Siregar et al., 2022). Purchasing decisions are also based on consumer behavior in paying attention to brand image, so Sayurbox needs to manage and maintain the brand image for business continuity (Antika & Setiadi, 2021). At Sayurbox, the brand image attached is one of the pioneers of online shopping platforms for agricultural products.

Optimizing the use of good marketing social media through brand image can increase consumer purchasing decisions (Narayana & Rahanatha, 2020). This research shows that social media marketing on purchasing decisions through brand image has a line coefficient value of 0.101 with a significance of 0.073. The social media management carried out by Sayurbox can provide a good image for the Sayurbox brand, namely as an online shopping platform for fast and fresh fruit and vegetable needs. Good brand image conditions supported by technological developments have a positive impact on consumer purchasing decisions (Harto et al., 2021).

In this research, the influence of product attributes on purchasing decisions through brand image is also discussed, with the results obtained an indirect path coefficient value of 0.086 with a p-value of 0.018, where these results indicate that product attributes have a positive influence on purchasing decisions through brand image. but not significant. The results of this research are in line with research conducted by Cahyaningtyas & Budiarti (2022), that product attributes do not influence purchasing decisions through brand image. These results indicate that brand image is unable to mediate product attributes in purchasing decisions.

CONCLUSION

Based on the results of research conducted at Sayurbox Surabaya, several conclusions were obtained that social media marketing and product attributes have a positive and significant influence on brand image and also purchasing decisions. This is because the use of social media marketing via the Instagram platform carried out by Sayurbox Surabaya can help consumers become more familiar with the products offered, various promotions, and other interesting information about healthy food. Apart from that, product attributes also play a role in influencing brand image. Not

only that, the social media platforms used can help expand consumer targets, thereby encouraging consumers to make purchases.

The brand image also has a positive and significant influence on purchasing decisions. This can be seen when the image captured by consumers about Sayurbox is good enough, it will influence consumers' attitudes and beliefs, making Sayurbox the choice when they want to shop for necessities such as vegetables, fruit, meat, and other necessities. The results of the analysis that have also been carried out show that brand image can mediate the relationship between social media marketing and purchasing decisions. However, brand image is not able to mediate the relationship between product attributes and purchasing decisions.

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