



The Influence of Lazada Social Media Promotion Strategy on Purchase Decisions: A Case Study at the Allesya Collection Store

Dela Puspita^{1,*}, Donny Oktavian Syah²

LP3I Polytechnic Jakarta^{1,2}

dellapuspitaskm@gmail.com¹, donny@lp3i.id²

History:

Submit: January 12, 2022

Review: February 28, 2022

Publish: March 2022

Keywords:

Promotion Strategy, Social Media, Purchase Decision

ABSTRACT

This research is motivated by the rapid development of technology, so it is one of the efforts used to market products and services through social media. Social media is a promotional method that is often used, namely by selling or placing an advertisement through social media such as Lazada as a means of increasing sales. Promotion in the form of activities from sales to be able to inform and can encourage consumer demand for goods by influencing consumers to buy products sold by the store. In this study using a quantitative approach by using primary data types as a source of data obtained from the results of the questionnaire. The data analysis method used in this study is an instrument test consisting of validity and reliability test, classical assumption test consisting of normality test, heteroscedasticity test, and linearity test, as well as a hypothesis test consisting of T test, correlation coefficient test, coefficient test determination, and simple regression equation test. The results of this study indicate that (1) the promotion variable through social media has a positive and significant effect on purchasing decisions, (2) the promotion variable through the media has a strong influence and relationship with purchasing decisions.

INTRODUCTION

With the development of technology, the use of the internet is no stranger to sellers and small and medium businesses (Syah, et.al 2016). One of the efforts that can be done in marketing a product or service is to use internet-based social media or also known as electronic marketing. Electronic marketing is a company's strategy for communicating, promoting, and selling goods and services over the internet.

E-commerce is one of the distribution, sale, purchase, and marketing of goods or services that can rely on electronic systems such as the internet, TV, and other computer networks. By using this marketing or sales system, the seller can easily reach all over the world at the same time without having to open a branch, not only that, the seller can try it within 24 hours without having to stop the time and to operate it only with a computer or mobile phone connected to it. internet, a shop can easily sell its products. The advantage of the e-commerce system is that it makes it easier for consumers to find data related to the product they want to buy by using the gadgets they have without having to meet face-to-face. In Indonesia, many market-place platforms have emerged. One of them is Lazada.

With many access to social media in Indonesia through smartphones, it opens up good business opportunities in various fields, one of which is in the digital printing industry. One of the digital printing

Effect of Promotional Strategy, 7-15

products is clothing. Clothing is one of the products that are in great demand by the public because it is included in the basic needs. One of the stores that market clothing products on social media is the Allesya Collection store, which sells its products without opening an offline store or kiosk. The Alesya Collection store chooses to sell its products through the Lazada marketplace. Buyers usually find out about clothing products through the Lazada application by looking at pictures, descriptions, prices, and product reviews. Although the products are only marketed through social media, their consumers have spread, not only the Jakarta local zone,

In attracting the interest of consumers, the Allessya Collection store carries out promotions in the form of giving discounts and shopping coupons. This promotion is important to do in order to attract buying interest or consumer purchasing decisions. Promotion using social media must be done creatively and innovatively in order to be able to attract consumers, given the large amount of competition in the world of digital promotion.

With many access to social media in Indonesia through smartphones, it opens up good business opportunities in various fields, one of which is in the digital printing industry. One of the digital printing products is clothing. Clothing is one of the products that are in great demand by the public because it is included in the basic needs.

The factors that influence purchasing decisions according to Assauri (2015: 139): purchasing decisions made by consumers or buyers are also influenced by habits. Purchase habits include the time the purchase was made, the number of purchases made and the place where the purchase was made. According to Mangkunegara (2015:43): purchasing decisions are one of the processes of consumer behavior. Consumer behavior is a performance framework or something that represents consumer beliefs in making purchasing decisions. In purchasing decisions, consumers buy the preferred product or brand. There are 2 factors in making a purchase decision, namely the emergence of intention in making a decision to buy. The first factor is the attitude of other people and the second factor is unexpected circumstances after buying the purchase, namely comparing a person's performance or impression of the results and feeling happy or disappointed with the product and its expectations. If the performance is lower than expected, the consumer will be dissatisfied. If its performance meets consumer expectations, it will lead to satisfaction and pleasure.

According to Setiadi (2014: 17) a decision taken by a person can be called a problem solving. In decision making, consumers have goals or behaviors to be achieved or satisfied. Consumers can determine behavior to solve problems. Furthermore, it is explained that problem solving is a continuous reciprocal flow between environmental factors, cognitive processes, and behavioral actions. Purchasing is an activity carried out by individuals or organizations to obtain goods or services. Positive feedback, negative feedback, rating stars given by consumers on Allessya Collection products greatly affect purchasing decisions at Alesya Collection stores. Because consumers usually before buying a product first read the feedback on the product.

METHOD

According to Tjiptono (2019: 53), the purchasing decision process can be broadly categorized into three main stages: pre-purchase, consumption, and post-purchase evaluation. Operational Definition as follows:

Table 1. Operational Definition of purchasing decisions

No.	Dimension	Number of Items	Item Number
1.	Pre-purchase	6	1-6
2.	Consumption	5	7-11
3.	Post-purchase evaluation	5	12-16

Meanwhile, the conceptual and operational promotions (X) are as follows:

According to Adila and Aziz (2019:3) "Promotion is essentially marketing communication, which means marketing activities that disseminate information, influence, persuade and increase the target

Effect of Promotional Strategy, 7-15

market of the company and its products to accept, buy, and be loyal to the products provided by the company". Operational Definition as follows:

Table 2. Definition of Promotion Operations

No.	Definition	Number of Items	Item Number
1.	Information	5	17-21
2.	Influence	4	22-25
3.	Persuade and Improve	4	26-29
4.	Accept	3	30-32
5.	Buy	3	33-35

The population that is the object of this research is the number of customers at the Allesya Collection Tanah Abang store, totaling 200 customers. Data collection can be done in various settings, various sources, and in various ways. Data collection techniques can be done by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three (Sugiyono 2019:194). online shop shop.

Table 3. Likert Table and Answer Score

Choice	Score	
	Promotion Rating Scale	Sales Level Rating Scale
Strongly agree	5	5
Agree	4	4
Neutral	3	3
Do not agree	2	2
Strongly Disagree	1	1

This study uses a research instrument test with the method of testing the validity and reliability using SPSS.

RESULTS AND DISCUSSION

Based on the results of data collection obtained through the distribution of questionnaires given to consumers of the Allesya Collection store in Tanah Abang as respondents, the researchers took 50 respondents from the consumers of the Allesya Collection store in Tanah Abang. Below will be described the characteristics of the respondents involved in the research that the author conducted based on gender and age range.

The distribution of the questionnaire was carried out by spreading it through soft copies of the questionnaire in online media via Whatsapp. The questionnaire was given to the respondent and here the researcher really hopes that the respondent fills in according to the honesty of each respondent without any coercion and influence from others. So from all the questionnaire data distributed by researchers via online will be processed into important data for the continuation of the research. The following is the data from the questionnaire that the researchers collected.

Table 4. Research Results

No.	Code Respondent	Age	Type Sex	Total Promotion Score (X)	Total Purchase Decision Score (Y)
1.	N	20-24 Years	Man	71	56
2.	S	20-24 Years	Woman	64	71
3.	E	24-35 Years	Man	53	64
4.	P	>35 Years	Woman	67	67
5.	Y	24-35 Years	Man	64	50
6.	A-1	20-24 Years	Woman	62	62
7.	L	>35 Years	Woman	66	64
8.	T	20-24 Years	Man	50	64
9.	W	20-24 Years	Woman	53	53
10.	A-2	20-24 Years	Man	81	71
11.	A-3	24-35 Years	Man	67	75

Effect of Promotional Strategy, 7-15

12.	M	24-35 Years	Woman	85	63
13.	J	24-35 Years	Woman	64	64
14.	E-2	24-35 Years	Man	83	69
15.	A-4	20-24 Years	Man	63	70
16.	C	20-24 Years	Woman	50	50
17.	L-2	24-35 Years	Woman	62	72
18.	R-1	20-24 Years	Woman	71	55
19.	R-2	24-35 Years	Woman	62	66
20.	S	24-35 Years	Woman	85	70
21.	H	>35 Years	Man	82	60
22.	W	20-24 Years	Man	50	65
23.	M	20-24 Years	Woman	59	54
24.	W	20-24 Years	Woman	65	66
25.	I	24-35 Years	Woman	81	68
26.	E	24-35 Years	Woman	48	48
27.	A-5	20-24 Years	Man	65	55
28.	S	24-35 Years	Woman	60	65
28.	R	24-35 Years	Man	64	64
30.	G	20-24 Years	Woman	47	47
31.	D-2	20-24 Years	Woman	55	74
32.	M	24-35 Years	Man	82	65
33.	A-6	24-35 Years	Woman	53	60
34.	A-7	20-24 Years	Woman	48	48
35.	R	20-24 Years	Man	74	76
36.	R-2	20-24 Years	Woman	66	74
37.	F	20-24 Years	Woman	71	71
38.	S	20-24 Years	Woman	69	56
39.	A-8	20-24 Years	Woman	67	71
40.	N	24-35 Years	Man	80	80
41.	D-3	20-24 Years	Woman	84	53
42.	F	20-24 Years	Man	75	55
43.	M	24-35 Years	Man	80	60
44.	N	20-24 Years	Woman	60	53
45.	R	24-35 Years	Man	53	70
46.	D-4	24-35 Years	Woman	64	70
47.	C	24-35 Years	Woman	62	75
48.	R	24-35 Years	Man	64	64
49.	A-9	24-35 Years	Man	66	53
50.	D-5	20-24 Years	Woman	75	80

Source: Primary Data Processed

Based on the table above, there are 20 men while 30 women are. And the total is 50 people, while the age range is in the range of 20-35 as shown in the table below:

Table 5. Age

No	Age Vulnerable	Amount
1.	20-24 Years	24 people
2.	24-35 Years	23 people
3.	>35	1 Person

Source: Primary Data Processed

Based on the table above, it shows that there are 24 people aged 20-24 years, 23 people aged 24-35 years, and there are 3 people aged > 35 years.

Effect of Promotional Strategy, 7-15

Purchasing Decision Validity Test (Y)

Based on the calculations performed using SPSS 26, the results of the validity test on the purchasing decision variable (y) on the 16 question items are as follows:

Table 6. Results of Testing the Validity of Purchasing Decisions (Y)

Definition	Item	Rcount	Rtable	description
Pre Purchase	1	0.702	0.3	Valid
	2	0.754	0.3	Valid
	3	0.807	0.3	Valid
	4	0.742	0.3	Valid
	5	0.413	0.3	Valid
Consumption	6	0.730	0.3	Valid
	7	0.841	0.3	Valid
	8	0.733	0.3	Valid
	9	0.874	0.3	Valid
	10	0.879	0.30,	Valid
After Purchase Evaluation	11	0.797	0.3	Valid
	12	0.859	0.3	Valid
	13	0.846	0.3	Valid
	14	0.885	0.3	Valid
	15	0.834	0.3	Valid
	16	0.875	0.3	Valid

Source: Primary Data Processed

So based on the table above, the purchasing decision variable (y) is declared valid for all questions because the number of rcount > rtable.

Promotional Variable Validity Test (X)

Based on the calculation of the results of the validity test of the promotion variable (x) on the 19 question items as follows:

Table 7. Promotion Validity Test Results (X)

Definition	Item	Rcount	Rtable	description
Information	17	0.615	0.3	Valid
	18	0.559	0.3	Valid
	19	0.636	0.3	Valid
	20	0.691	0.3	Valid
	21	0.633	0.3	Valid
Influence	22	0.638	0.3	Valid
	23	0.681	0.3	Valid
	24	0.668	0.3	Valid
	25	0.685	0.3	Valid
	26	0.545	0.3	Valid
Persuade and Improve	27	0.445	0.3	Valid
	28	0.550	0.3	Valid
	29	0.505	0.3	Valid
	30	0.531	0.3	Valid
Accept	31	0.443	0.3	Valid
	32	0.528	0.3	Valid
	33	0.609	0.3	Valid
Buy	34	0.511	0.3	Valid
	35	0.590	0.3	Valid

Source: Primary Data Processed

Effect of Promotional Strategy, 7-15

Based on the table above, the promotion variable states that all of the question items are valid because the value of $r_{count} > r_{table}$ (0.3).

Promotional Variable Reliability Test and Purchase Decision

To perform a reliability test must be in accordance with valid questions. The variable is said to be reliable if the statement from the respondent is stable and consistent. A variable can be declared reliable if Cronbah's alpha correlation is 0.70 then the level of reliability is said to be sufficient, if Cronbah's alpha is less than 0.70 then it is declared unreliable.

Table 8. Promotional Reliability Testing Results (X) and Purchase Decisions (Y)

Variable	<i>cronbah's alpha</i>	<i>Role Of Thumb</i>	Information
Promotion	0.892	0.70	Reliable
Buying decision	0.956	0.70	Reliable

Source: Primary Data Processed

Based on the table above, reliability testing is carried out in a non-item variable, different from the validity test using items. It can be seen from the results of the value of the promotion variable (x) and purchase decision (y) in the table above that cronbah's alpha shows a value above the Role Of Thumb which is a significant value, so the conclusion is that both variables are reliable.

Classic Assumption

After testing the instrument, the next step is to test the classical assumptions. The purpose of conducting this test is to test the quality of the data so that researchers can avoid bias estimation and to find out the truth of the data. There are three tests in the classical assumption test that the researcher will use, namely normality test, heteroscedasticity test, and linearity test.

Normality test

The normality test aims to determine whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed. The normality test method used is Kolmogorov-Smirnov with the following test criteria:

1. If the significance value is > 0.05 , then the data is normally distributed.
2. If the significance value is < 0.05 , then the data is not normally distributed.

Table 9. Normality Test Results

Variable	Significant	Criteria	Information
Promotion (X)	0.082	0.05	Normal Distribution
Purchase Decision (Y)	0.061	0.05	Normal Distribution

Source: Primary Data Processed

Based on the normality test table above, it is known that the value of the significant promotion variable (x) is $0.082 > 0.05$ (criteria value), therefore it can be concluded that the promotion variable (x) is normally distributed, and the purchasing decision variable (y) shows the value $0.061 > 0.05$ (criteria value), so it can be concluded that the purchasing decision variable (y) is normally distributed.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to test whether in the regression model there is an inequality of variance from one residual with other observations. Researchers used the glejser test with the following criteria:

- 1) If the value of sig > 0.05 then there is no heteroscedasticity.
- 2) If the value of sig < 0.05 then there is heteroscedasticity.

Table 10. TestHeteroscedasticity

Variable	Tcount	Sig	Criteria	Information
Promotion	0.614	0.542	0.05	Heteroscedasticity does not occur

Source: Primary Data Processed

Effect of Promotional Strategy, 7-15

Based on the table above, it can be stated that the significant promotion variable has a value of $0.542 > 0.05$, so it can be concluded that there is no heteroscedasticity.

Linearity Test

The linearity test aims to determine the form of the relationship between the promotion variable (x) and the purchasing decision variable (y) with the following criteria:

- 1) If the value of sig. deviation form linearity > 0.05 then there is a linear relationship between promotions and purchasing decisions.
- 2) If the value of sig. deviation form linearity < 0.05 then there is no linear relationship between promotion and purchase decisions.

Table 11. Linearity Test

Variable	Sig	Criteria	Information
Promotion Buying decision	0.675	0.05	There is a Linear Relationship

Source: Primary Data Processed

Based on the table above shows that the value of sig. deviation form linearity $0.675 > 0.05$, it can be concluded that there is a linear relationship between promotions and purchasing decisions.

Hypothesis testing

The purpose of conducting hypothesis testing is to prove the existing hypotheses in the study are in accordance with the results that have been tested. This test also includes T test, correlation coefficient test, coefficient of determination, and linear regression equation test.

T Uji test

The t-test aims to determine whether there is an influence between the promotion variable (x) and the purchasing decision variable (y). Below is an explanation of the basic decision making.

- 1) If the significance is $< 0.05 / T_{count} > T_{table}$, then there is an effect.
- 2) If the significance $> 0.05 / T_{count} < T_{table}$ then there is no effect

Table 12. T . test

Variable	Tcount	ttable	Sig	Criteria	Information
Promotion	6,853	1,676	0.000	0.05	There is Influence

Source: Primary Data Processed

So based on the table above, the test results from the t test show that sig $0.000 < 0.05 / T_{count} 6.853 > 1.676$ then there is a significant influence between promotion and purchasing decisions.

Correlation Coefficient Test

The purpose of the correlation coefficient test is to explain the relationship between the promotion variable and the purchasing decision variable whether the interpretation is very low, low medium, strong and very strong. Below are guidelines for the interpretation of correlation coefficients.

Table 13. Interpretation of Correlation Coefficient

Coefficient Interval	Interpretation
0.00-0.199	Very low
0.20-0.399	Low
0.40-0.599	Currently
0.60-0.799	Strong
0.80-1.00	Very strong

Source: Kuncoro (2013:240)

Below is a table of results from the correlation coefficient test

Table 14. Correlation Coefficient Test

Variable	Pearson correlation	Information
Promotion	0.702	There is a correlation

Effect of Promotional Strategy, 7-15

Buying decision	0.702	There is a correlation
-----------------	-------	------------------------

Source: Primary Data Processed

Based on the table above, the correlation coefficient shows that there is a correlation in Pearson correlation of 0.702 between promotion variables and purchasing decision variables and shows a strong correlation coefficient interpretation.

Coefficient of Determination Test

The purpose of testing the coefficient of determination is to measure how much the model's ability to explain variations in the dependent variable is.

Table 15. Coefficient of Determination Test

Model	Adjusted R Square	Information
1	0.718	Take effect

Source: Primary Data Processed

Based on the table above, the results of the determination coefficient test show that the influence of the promotion variable on the purchasing decision variable is quite high with an adjusted r square value of 0.718, which means that the promotion variable has an influence of 71.8% on purchasing decisions and the remaining 28.2% is influenced by the independent variable. another.

Simple Linear Regression Equation Test

The purpose of the simple linear regression equation test is to test the effect of and relate one variable to another variable. Below is a table of results from the simple linear regression equation test as follows:

Table 16. Test of Simple Linear Regression Equations

Model	constant	X
1	46,157	0.875

Source: Primary Data Processed

Based on the table above, the regression equation can be found using the formula $Y = a + bX$. So the regression equation can be written:

$$Y = a + bX$$

$$Y = 46,157 + 0.875X$$

The meaning of the above equation is that the constant value of the purchasing decision variable is 46,157, the X regression coefficient is 0,875 which states that for every 1% change in the promotion value, the purchase decision value increases by 0,875. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive (unidirectional).

CONCLUSIONS

This study was conducted to determine the effect of promotion through social media on purchasing decisions at the Allesya Collection store. From the results of data analysis and discussions that have been carried out by researchers, it can be concluded as follows:

1. There is a significant influence between promotion through social media on purchasing decisions as evidenced by a significance value of $0.000 < 0.05$ and $t \text{ count} > t \text{ table}$ or $6.853 > 1.676$, then there is a significant effect between promotion through social media and purchasing decisions.
2. Promotion through social media has a strong influence and relationship. Based on the correlation test, the correlation between social media promotions and purchasing decisions is 0.702 with a variable x promotion through social media and a variable y purchasing decisions with an interval value of 0.60-0.799 (strong relationship).

Judging from the coefficient of determination of the adjusted r square of 0.718, which means the promotion variable has an influence of 71.8% on purchasing decisions and the remaining 28.2% is influenced by other independent variables of 71.8% on purchasing decisions and the remaining 28.2 % influenced by other independent variables.

REFERENCES

- Arianty, N. (2014). Pengaruh Bauran Promosi Terhadap Volume Penjualan. *Jurnal Riset Akutansi Dan Bisnis.*, Vol 14, No1 (2014), 98-110. (<http://jurnal.umsu.ac.id>).
- Adila, S.N.dan Aziz, N. (2016). Pengaruh Straregi Promosi Terhadap Keputusan Pembelian Yang Dimediasi Oleh Minat Beli Pada Konsumen Restoran KFC Cabang Khotib Sulaiman Padang. OSF Preprints dqb9m, Center for open Science (<https://osf.io>).
- Assauri, S. (2015). *Manajemen Pemasaran*, PT Raja Grafindo Persada, Jakarta
- Bhatti, A. (2018). Sales Promotion and Price Discount Effect on Consumer Purchase Intention with The Moderating Role of Social Media in Pakistan. *Internatoonal Journal of Business Management.*, Vol, 3 (4): 50-58, (<https://sciarena.com>)
- Herminingtyas, R. (2021). Pengaruh Strategi Promosi Melalui Social Media (Context, Communication, Collaboration, Connection) Terhadap Minat Beli Konsumen (Studi Kasus pada Produk Pakaian Old Man Store di Semarang). *Jurnal STIE Semarang (Edisi Elektronik)*, Vol 13. No 1, 51-59 (<http://jurnal3.stiesemarang.ac.id>)
- Johnson, G. dan Scholes, K., (2016)., *Exploring Corporate Strategy*, 8 Edition, Boston, Prentice Hall
- Kuncoro, M. (2013). *Metode Riset untuk Bisnis dan Ekonomi*, Edisi 4, Erlangga, Jakarta.
- Mulyana, A. (2017). Pengaruh Biaya Produksi Dan Biaya Promosi Terhadap Lab Ausaha Samsung Co Tahun 2009-2015. *Jurnal Manajemen Indonesia.*, Vol.17 No 3, 185-196, (<https://journals.telkomuniversity.ac.id>).
- Mangkunegara, A.P. (2015). *Sumber Daya Manusia Perusahaan*, Cetakan 12, Remaja Rosdakarya, Bandung
- Nurgiyantoro, S. (2014). Pengaruh Strategi Promosi Melalui Social Media Terhadap Keputusan Pembelian Garskin Yang Mediasi Word Of Mouth Marketing. *Skripsi*, Yogyakarta, (<https://eprints.uny.ac.id>)
- Pamungkas, B. A.dan Zuhro, S (2016). Pengaruh Promosi Di Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian: Studi Kasus Pada Kedai Bontacos, Jombang . *Jurnal Komunikasi*, Vol 10, No 2, 145-158.. (<https://journal.trunojoyo.ac.id>)
- Setiadi, N. I. (2014). *Perilaku Konsumen, Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*, Edisi Pertama, Edisi 1, Bogor: Penerbit Kencana
- Sholihat, A. dan Romyeni, R. (2018). Pengaruh Promosi Penjualan Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Di Krema Koffie. *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik*, Vol 5, No 1, 1-15, (<https://media.neliti.com>)
- Siagian, S. P (2016). *Manajemen Sumber Daya Manusia*, Bumi Askara, Jakarta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*, Edisi 2, Alfabeta, Bandung.
- Syah, D.O., Lupiyoadi, R., Tjiptadi, A.P. (2016). Factors Affecting The Use of E-Commerce In Creative Industries: Empirical Evidence from SMEs in Jabodetabek-Indonesia. *Jurnal Siasat Bisnis*, Vol 20, No . 2, 143-160, (<https://journal.uji.ac.id>)
- Tangcharoensathien, V., Limwattananon, S., Patcharanarumil, W., Thammatacharee, J., Jongudomsuk, P., Sirilak, S. (2014). Achieving Universal Health Coverage Goals In Thailand: The Vital Role of Strategic Purchasing. *Health Policy and Plan.*, Vol 30, Issue 9, 1152-1161 (2015), (<https://academic.oup.com>)
- Tjiptono F. (2019). *Strategi Pemasaran*, Edisi 4, Andi, Yogyakarta.
- Tjiptono, F. (2015). *Strategi Pemasaran*, Edisi 4, Andi, Yogyakarta.