

THE INFLUENCE OF PRODUCT INNOVATION AND SOCIAL MEDIA MARKETING ON MIRACLEMATES BRAND PURCHASE DECISIONS

Didi Tarmidi¹, M. Aqsal Alghifary²

^{1,2}Business & Economy Faculty, Widyatama University, Bandung, Indonesia

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E-mail:

didi.tarmidi@widyatama.ac.id

ABSTRACT

The study aims to determine the magnitude of the influence of product innovation and social media marketing on purchasing decisions at the Miraclemates fashion brand in the city of Bandung. Miraclemates is trying to expand sales, one of which is utilizing social media. The research method uses quantitative methods with 100 respondents of social media users in the city of Bandung which are then analyzed using multiple regression processed with the help of SPSS25 software. The main data from the study used a questionnaire survey, and secondary data were obtained through the publication of journals, articles, and theoretical books. The results of this study show that the variables of product innovation and social media marketing affect miraclemates' purchasing decisions. The amount of product innovation and social media marketing affecting purchasing decisions is 35.6%.

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1. INTRODUCTION

The Ministry of Industry sees that the growth of the textile industry and its derivatives including Fashion has increased by up to 70% after slowly COVID-19 began to fall. Data from 35 organized stores from Shopee for the Women's Clothing Category in August 2022 of IDR 2.8 billion and the Men's Clothing Category of IDR 8.2 billion means that fashion sales have increased following the improving economy. This is certainly welcomed optimistically by Fashion Brands, one of which is also Miraclemates which is also engaged in women's and men's clothing to expand sales. Sales will increase if the Brand has a better reach such as the AIDA (Attention, Interest, Desire, & Action) model. According to Kotler and Keller, the AIDA model is the advertising model that is most often used to help plan an advertisement thoroughly and in an advertisement [1].

The purpose of advertising itself is to do the widest possible publicity with a mass reach. The publicity medium used by Miraclemates is Instagram Social Media. Social media is a digital platform for companies to carry out marketing activities in this modern era where consumers are actively involved in the offer, and have access to comment, share and get information easily [2]. Marketing that uses social media is called social media marketing. Based on research by Astuti, Social Media Marketing has a significant effect on purchasing decisions [3].

The purchase decision is not necessarily after seeing the publication of the product and then potential consumers will immediately buy it. However, some factors cause potential consumers to become willing to buy whether it is out of necessity or because of desire. Needs or Desires will arise when looking at products that have innovations or offer new solutions such as Smartphones that are always improving in technology in terms of performance, cameras, or even battery life. The same thing also arises in the Fashion Industry, product innovation from design styles or clothing materials will make people have a desire or need for these items because they have innovations. A person will continue to buy new clothes to follow trends or because of other needs. Product innovation has a significant effect on purchasing decisions of 42.1% based on research by Laela [4].

Utilizing market opportunities properly and optimally will bring many benefits to the Miraclemates Brand so it needs careful and planned steps in expanding sales from the media used to product innovations [5]. This research will reveal how the influence of Product Innovation and Social Media Marketing on Purchase Decisions on The Miraclemates Fashion Brand in Bandung.

Product Innovation

Creative innovation activities, both process innovations, and product or service innovations will increase the company's ability to create quality products, furthermore, it is expected to increase the *The Influence of Product Innovation and Social Media Marketing on Miraclemates Brand Purchase Decisions*,

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company's competitive advantage which ultimately has an impact on company performance. According to Laela, innovation itself is defined as taking creative ideas and turning them into useful products or methods of work [4]. A business venture that can make innovations, a business can lead and reduce the possibility of competitors innovating early. Pertiwi explained that there are several assessment indicators of product innovation [6], namely: (1) Line extensions, (2) Me too products, and (3) New to the world products.

Social Media Marketing

Social media marketing is a marketing tool through social media. Introduce or market products or services using Tools on social media by utilizing users who are always following any developments with social media in a campaign. Social media marketing according to Afriani, focuses on creating content such as writings, images, uploads or videos that can attract the attention of potential consumers who see to share the marketing content through social media [3]. According to DS [7] it will include: (1) Promotions and content attract consumers, (2) Consumers understand the promotion and content delivered, (3) Promotions and content provided according to consumer's expectations, (4) Consumers are encouraged to buy after seeing the promotions and content, and (5) Consumers are encouraged to give good testimonials.

Purchase Decision

According to Kotler and Keller, a purchasing decision is a decision where consumers correctly decide to buy and enjoy goods or services among the various alternatives offered [1]. Fedika define that the essence of consumer decision-making is an integrating process that combines knowledge to evaluate two or more behaviors in choosing one of them [8]. According to Prihatini, it will include: (1) Deciding to choose, (2) Priority, (3) Willingness to sacrifice, and (4) Like the product [9].

2. METHOD

This study will use a descriptive quantitative approach to explain the influence of product innovation variables and social media marketing on purchasing decision variables with a multiple linear regression process processed using the SPSS 25 for Windows application [9]. The sampling technique in this study, namely purposive sampling, is a type of sampling by taking into account the considerations made by the researcher [10].

The size of the sample in this study was calculated using the Bernoulli formula so that the calculation of the total sample taken was as many as 100 respondents who were asked to fill out the research questionnaire. Each individual taken as a sample will be asked to fill out a questionnaire on a Linkert scale with a scale of 1-5 (strongly disagree – strongly agree). The multiple linear regression techniques are used to determine the magnitude of the influence of the product innovation variable (X1) and social media marketing (X2) on the purchase decision variable (Y) [11].

3. RESULT AND DISCUSSION

This study also presents validity and reliability tests by presenting the convergent validity of data as in table 1.

Table 1. Validity and Reliability Test Results

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Product Innovation				
X1.1	0,619			
X1.2	0,718	Valid	0,803	Reliable
X1.3	0,694			
Social Media Marketing				
X2.1	0,700			
X2.2	0,614			
X2.3	0,726	Valid	0,733	Reliable
X2.4	0,754			
X2.5	0,682			

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Purchase Decision				
Y1.1	0,856			
Y1.2	0,596	Valid	0,698	Reliable
Y1.3	0,559			
Y1.4	0,858			

The data that has been collected through the questionnaire is then analyzed with multiple regression analysis techniques to determine the influence of product innovation variables and social media marketing on purchasing decisions through the help of the SPSS 25 Application. The results of the analysis will provide an overview of the calculation table that will be outlined in the equation of the multiple linear regression model which can be seen in the table below.

Table 2. Multiple Linear Regression

Model	Coefficients^a				
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1 (Constant)	4.477	1.798		2.490	.014
PRODUCT_INNOVATION	.643	.166	.419	3.879	.000
SOCIAL_MEDIA_MARKETING	.204	.096	.231	2.135	.035

a. Dependent Variable: PURCHASE_DECISION

$$Y = 4,477 + 0,643X_1 + 0,204X_2$$

The constant value of 4,477 means that the dependent variable which is the purchase decision variable is worth 4,477 if the variables of product innovation and social media marketing are considered constant. In other words, if the value of the independent variable does not change, the value of the purchase decision also does not change.

If the value of the regression coefficient of the product innovation variable shows 0.643 this means that the product innovation variable if the value increases by one and another independent variable, namely the social media marketing variable are considered constant, then the addition of points to the product innovation variable is 0.643. A positive sign for the value of the regression coefficient indicates that product innovation has a positive effect on purchasing decisions. This means that the higher the product innovation, the higher the purchasing decision, and vice versa.

If the value of the regression coefficient of the social media marketing variable shows 0.204, this means that the social media marketing variable if the value increases by one and another independent variable, namely the product innovation variable are considered constant, then the addition of points to the purchase decision variable is 0.204. A positive sign for the regression coefficient value indicates that social media marketing has a positive effect on purchasing decisions. This means that the higher the social media marketing, the higher the purchase decision, and vice versa.

Table 3. Simultaneous Hypothesis Testing

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.324	2	80.162	26.754	.000 ^b
	Residual	290.636	97	2.996		
	Total	450.960	99			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Social_Media_Marketing, Product_Innovation

Based on the analysis in the table above, based on the significant value in the following cases if it is below < 0.05 . In the table above, it can be seen that its important value is 0.000. Therefore, from the value of its importance, we can conclude that product innovation and social media marketing influence purchasing decisions at the same time.

Table 4. Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596 ^a	.356	.342	1.73097

a. Predictors: (Constant), Product_Innovation, Social_Media_Marketing

b. Dependent Variable: Purchase_Decision

From the results shown in the table above, the square of R in the study was 0.356 or 35.6%. This means that purchasing decisions are influenced by product innovation and social media marketing by 35.6%. The remaining 64.4% or 0.644 was influenced by other variables or factors that were not studied.

4. CONCLUSION

Based on the results obtained, the variables of product innovation and social media marketing influence purchasing decisions, so it is better that in every strategic policy-making by the company, it is necessary to pay attention to the elements of increasing product innovation and social media marketing. Based on the results of multiple linear regression analysis, with a constant value of 4,477, which means that if product innovation and social media marketing are equal to zero, the value of the purchase decision will increase with the same value. As for the coefficient of direction of product innovation affecting purchasing decisions, a regression coefficient of 0.643 with a positive sign is obtained. Based on these results, it can be concluded that if the company can increase the value of product innovation, there will be an increase in purchasing decisions.

As for the coefficient of social media marketing direction that affects purchasing decisions, a regression coefficient of 0.204 with a positive sign was obtained. Based on these results, it can be concluded that if the company can increase the value of social media marketing in the company, there will be an increase in purchasing decisions. The value of the coefficient of determination of R square in this study was 0.356 or 35.6%, which means that purchasing decisions were influenced by product innovation and social media marketing by 35.6%. While the remaining 64.4% or 0.644 was influenced by variables or other factors that were not studied.

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