

Social Media and Social Networking's Impact on Consumers

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Abstrak

The pandemic has had a big effect on the world, not just negatively but also in a lot of different industries. One of these sectors is the sports industry, where one of the results has been the increase in basketball tournaments, which inexorably has an effect on basketball-related products such specialized clothing. This product fills a niche in the market that the general public barely knows about because of its function, variety, and high level of product quality. During pandemics when social activities are restricted, this information search activity transfers to the network and involves visiting social media and social networking sites to learn more about products. Data for this qualitative study came from 141 respondents in Garut who play basketball regularly. The data was analyzed using SPSS, and it was found that social networks and social media have a big impact on people's decisions to buy basketball-related clothes.

Kata Kunci: Media Social , Networking Social , Decision Purchase

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INTRODUCTION

Wares clothes This basketball sport's products are highly specialized and niche, but since the pandemic, sales have increased significantly. This increase started with the appearance of new clothing brands and continued with the appearance of basketball-specific social media and networking sites. Method This was thought to be capable of persuading customers until winning them over because the current epidemic made it impossible for marketers to conduct conventional marketing activities (Priyandana, 2017). However, as marketers can use social media and networking sites, social media is also used by the general public for discussing, comparing, and ranking products after reviewing available information (Bilal et al., 2014). The extent of the media's social and networking functions, as well as the business, entertainment, and internet worlds, have an impact on Indonesian fashion trends (Andrea, 2019).

BASE THEORY

According to (Batee, 2019), media is social. Many indications social media Which acceptable, specifically:

(1) Convenience and ease There is a connection between a candidate's tendency to

buy things frequently and their tendency to have problems with their online transactions, which makes them more likely to reject their intentions. because_ That's good social media that provides guidance on how to transact online, from purchasing information on access pages to using charge forms (Agrilsta, 2021). Usability is another factor taken into account while evaluating technology. Online sites that are often utilized indicate that they are easier to use, easier to administer, and more well-known by users of social media. In order to forecast the usability and quality of the goods and services offered in online stores, the information displayed in online shops must be relevant and valuable (Gondodiyoto, 2008). (2) Trust, The growth of social media contributes to consumer trust in online stores. The bigger the Lots fan base A social media outlet's dependability will increase with consumer trust (Setyadi, 2010). Additionally, buyers should trust reputable online sellers to provide secure transactions and confirm that transactions were completed once payments were made by buyers. Reliability This has to do with online retailers. The technology used to combat online business theft is developing as technology advances (Rosdiana et al., 2019). (3) Quality Information. Quality information is defined as the quantity of information that online buyers need to forecast the usefulness and quality of the goods and services they will find when shopping online.

Network Social is regarded as a structure that supports online service communities with shared interests in a particular topic or activity. According to (Martin & Pear, 2015), the following factors influence activity in social networks: (1) Intensity, which refers to the amount of effort or energy required to carry out a behavior. And the power to uphold a viewpoint or attitude. 2011 (Chaplin). (2) Frequency relates to the quantity of an action occurring within a given time frame. However, according to KBBI (2022), it also refers to the frequency with which an element of language is employed in writing or recording. (3) Duration refers to the amount of time needed to complete a task. While (KBBI, 2022) asserts that there is such a thing as function time.

According to Kotler & Keller (2012), there are four stages in the decision-making process for consumers: (1) Introduction of the problem, the buying process with recognition of the issue, or the requirement for the consumer to perceive the difference between the existing situation and the desired state. Requests may be stimulated by outside or internal sources, depending on the buyer. (2) Search information, Potential Consumer No, actively seek out pertinent information when you need it. Where someone looks for information currently relies on the strength and weakness of their wants, the amount of material available, how convenient it is to do so, how complementing it is, and how much satisfaction they get from doing so. (3) Consumers form brand preferences during the evaluation phase of the purchasing decision. Consumers may also have their own plans to purchase their favorite brands. (4) Consumer behavior after the sale: The producer must manage the consumer's post-purchase emotions of dissatisfaction or negativity toward the goods or service while assisting them in making informed decisions about how to consume it. Consumers will either feel a particular level of happiness or discontent after purchasing a product. Marketers must monitor customer happiness after a purchase, take appropriate action after a purchase, and use the product.

Numerous studies conducted in the past, including those by Bilal et al. (2014), Sema (2013), Grover & Mandan (2017), and El Yousfi & Karaduman (2019), demonstrate the influence of social media and social networks on consumer purchasing decisions. However, consumers continue to make offline purchases, and these studies only reach consumers who have already made purchases or who are familiar with the products they are purchasing. However, a 2019 study by Nash found that social media did not have the expected impact on customer decision-making. However, many bad information on social media can have a moderating effect on the relationship between confidence in social

media information and purchase intent, according to (Qi, 2020) media social influential to choice consumers.

There is No Influence From Social Media And Network Social To Taking Decisions, as Description On Show Debate Results That Is Anything To Show, As Well As With Characteristics Of Product Clothes Rated Basketball _ Enough distinctive, thus the author is interested in exploring how social media and networking affect consumer decision-making around studies, cases, products, clothing, sports, and basketball in arrowroot. _

METHOD

Study This study examines how social media and online communities affect consumer decisions in the city of Garut from January to April 2023. The methodology employed is causal explanatory study. The study's variables were the decision-making consumer and the media, social networks, and societal variables as independent and dependent, respectively (Sugiyono, 2017). people being studied This basketball player is from the city, according to arrowroot In this study, the minimum sample size was taken, and the findings were derived by multiplying the indicator by five, yielding a total of 141 respondents (Hasnah, 2017). The author's method of data collection was employed to get the information needed for this investigation. Questionnaire here.

Following the collection of responses from respondents using the questionnaire, the researcher will further tabulate the data before moving on to the instrument testing stage. Use of the method coefficient r count over the r table is the validity test. Moreover, test validity Which employed the cronbach alpha > 0.60 technique and declared it to be trustworthy (Sunjoyo, 2013). When the Kolmogorov-Smirnov test for normality > 0.05 , the traditional assumption of normality can be stated. Additionally, heteroscedasticity marks its relevance at a level of 5% trust, allowing for conclusion. Heteroscedasticity does not exist (Ghozali, 2018). Equation models for multiple linear regression with research data are used to assess the data. This reads as follows: $Y = + 1X_1 + 2X_2 + E$, where Y = Decision Purchasing, = Intercepts, X_1 = Social media, and X_2 = Network Social.

Multiple regression analysis will be processed with SPSS's assistance. On three variables Social Media, Network Social, and Decision Consumer a simultaneous testing hypothesis with coefficient determination and testers is conducted.

Table 2. Results test validity

	Mark rcount		Value rtable	Description	
	Media social	Network social	Decision purchase		
1.	0.701	0.467	0.688	0.1348	Valid
2.	0.657	0.470	0.640	0.1348	Valid
3.	0.742	0.545	0.702	0.1348	Valid
4.	0.677	0.688	0.667	0.1348	Valid
5.	0.727	0.693	0.756	0.1348	Valid
6.	0.703	0.738	0.761	0.1348	Valid
7.	0.647	0.787	0.678	0.1348	Valid
8.	0.683	0.824	0.728	0.1348	Valid
9.	0.680	0.859	0.818	0.1348	Valid
10.	-	0.588	-	0.1348	Valid
11.	-	0.697	-	0.1348	Valid
12.	-	0.622	-	0.1348	Valid

According to the table, it is known that every item's mark coefficient validity (r -

count) is bigger from the r-table (0.1348), meaning that the item's statement or query is valid.

Reliability of Tests

Reliability/reliability is a measure of how much something is trustworthy or can be believed.

Accordingly, the study's reliable outcomes are as follows:

Table 3. Results test reliability

No	Variable	Cronbach's Alpha	Criteria
1.	Media social_X1	0.862	good
2.	Network Social_X2	0.888	good
3.	Purchase Decision_Y	0.881	good

Each result for the mark coefficient reliability variable is 0.862, 0.888, and 0.881. This score indicates that the third variable has a mark coefficient that is dependable (reliable) when compared to the criteria and statements made. Withdrawn conclusion that represents all of the variables, fulfills the criteria, and is appropriate for further investigation.

Test Assumption #1, which is done to ensure that the data in the model regression are regularly distributed. Regression models must have normal or nearly normal distribution. This is done in research so that the data is regularly distributed for the Kolmogorov-Smirnov test using the SPSS software.

Table 4. Results test Normality

Sig.		Information
0.200	0.05	Distributing Normal

Based on the findings of the Kolmogorov-Smirnov test, which has a known mark significance of 0.200, it may be concluded that the residual value distribution is normal because $0.200 > 0.05$.

Test heteroscedasticity, with the following objective: Inequality variance of the residuals of one observation to another occurs during testing in regression models.

Table 5. Results test Heteroscedasticity

Sig.		Information
0.452	0.05	No happen Heteroscedasticity
0.060	0.05	No happen Heteroscedasticity

Based on results test heteroscedasticity obtained more big mark significance from 0.05 so that concluded No happen heteroscedasticity .

According to test results, social media and networking sites can affect people's decisions to buy clothes or tickets to a basketball game. Results of research According to research findings, social media and networking are crucial in helping people make buying decisions (Balal et al., 2014; Sema, 2013; Grover & Mandan, 2017; El Yousfi & Karaduman, 2019). However, the results of this study reveal that social media and networking have no substantial influence on consumer decision-making (Nash, 2019), as well as having a negative influence on consumer decision-making (Qi, 2020).

CONCLUSION

According to a findings analysis which performed as that which was previously explained in the chapter, research Companies can use and benefit from this expected information to stay current on issues, particularly those that are connected to social media, networking, and purchasing decisions. In order to gather information, a questionnaire was distributed to 141 respondents. so, based on the outcomes of the analysis, a choice can be made between other: (1) Through approach analysis, results computation reveals that the parameter is $Y = 8.195 + 0.546 X_1 + 0.163 X_2$. (2) The value of the r- count every larger question from the r- table, or the value of the results validity test calculation price, is 0.1348. In order to determine whether each indicator has been reliable. (3) The findings of the reliability test can be used to determine whether each variable between social media _ networks and purchasing decisions got a mark of 0.6 Cranbach Alpha is dependable. (4) Coefficient of Results Test results indicate a 37.5% influence of social networking and media on purchasing decisions. (5) From test Q, it is known that the mark that was acquired by media and social influence to purchase decision because it has a sig. as large as 0.000, in which significant at (0.05). Additionally, social networking influencers were significant with a sig. of 0.001 at 0.05. (6) From the F test, it is clear that media, networks, and social interactions have a considerable impact on how consumers make decisions.

(1) Expected party company still capable of protecting and using social media that is appropriate for use as a tool for communication marketing and customizing social media with the appropriate target market. In addition, network social needs to be worked on by party company with method increase interaction and engagement with followers. (2) Expected party company must be able to enhance information and influence on social media and networking sites with engaging advertisements, paid promotions, frequent uploads, and other actions to encourage consumer purchase decisions. (3) Other researchers other than those who worked on this study's social media, networking, and buying decisions were anticipated to add variables and adjust variables.

The following are some study limitations: (1) Researcher This only done in city arrowroot so that No is known magnitude influence media, social, and network social to decision-making regarding purchases in other cities as well in a manner of national scope. (2) Concentrate solely on one clothing brand. (3) The impact of social media and network decisions on public purchases made by basketball players without awareness of social media.

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