THE INFLUENCE OF SOCIAL MEDIA INSTAGRAM, TIKTOK, AND WORD OF MOUTH ON THE DECISION TO PURCHASE "MIXUE" ICE CREAM IN SURAKARTA (CASE STUDY OF UNS STUDENTS)

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ABSTRACT

This research aims to determine the direct influence of social media Instagram, TikTok, and word of mouth on purchasing decisions for Mixue ice cream in Surakarta. The research strategy used was descriptive and causal. The population produced in this research were students from Universitas Sebelah Maret, Surakarta. The research sample consisted of 39 respondents, namely active UNS students who live in Solo Raya, have bought Mixue ice cream at least once, and have seen content on Instagram, TikTok, and heard about Mixue from other people. The sampling used is a non-probability method and uses a data collection technique, namely purposive sampling. Based on data analysis, this research concludes that social media TikTok and word of mouth have a significant influence on the decision to purchase Mixue ice cream, while social media Instagram does not have a significant influence.

Keywords : Purchasing decisions, Social media, Word Of Mouth

PENDAHULUAN

The rapid development of technology and the internet has changed the way people communicate, with social media becoming an important part of everyday life. These changes affect the way people obtain information and make decisions, including when purchasing products such as Mixue ice cream. Today's society, especially students, use social media as the main benchmark or standard in determining their lifestyle. Social media plays an important role in product purchasing decisions, as well as a socialization and interaction tool that provides information about products. For example, research from Smith (2015) shows that social media can influence purchasing decisions through engaging content and user interaction. So it is natural that its existence is used as the easiest and cheapest marketing medium by companies (Siswanto, 2013). Social media can be used in a targeted manner as strategic market share as well as marketing a company's products. To increase the number of sales of products or services, companies have now started implementing marketing strategies by utilizing social media (Arifah, 2015).

In today's modern era, various food and beverage products are increasingly varied and becoming popular among the public. The popularity of food and beverage products is increasing because they are supported by social media. One type of food and drink that is most often heard about in society is contemporary drinks, one of which is ice cream. Now ice cream does not only come in one variant but with various variants and more innovations so that ice cream is better known by many groups and is liked too. One of the most popular and viral ice creams right now is Mixue ice cream. Mixue has become a breath of fresh air for fans in Indonesia. One way for Mixue to develop its products and content is by opening as many outlets as possible in various regions. In several countries, including Indonesia, Mixue itself has many branch companies and approximately 300 Mixue outlets have been established in various regions in Indonesia. This drink franchise brand originates from China and first entered Indonesia in 2020. Mixue first entered Indonesia with its first branch in Bandung and began to expand throughout Indonesia. Mixue serves a variety of drink and ice menus cream that is already widely known by the public. One of Mixue's superior menus is boba ice cream which is much sought after by people from various circles. Mixue is one of the boba drink brands with the largest number of outlets in Southeast Asia.

RESEARCH METHODS

The object of this research is the Mixue ice cream company, especially in the Surakarta City area. The population in this study were students from Sebelas Maret University. The sampling method uses a non-probability sampling method with purposive sampling technique. The criteria for respondents selected to be samples in this research were all UNS students who had ever purchased beverage or ice cream products from Mixue in Solo. The number of samples obtained or used in the research was 39 respondents. The data collection method was carried out by distributing questionnaires.
The data was processed and tested using several data analysis techniques using Excel and SPSS software.

VALIDITY TEST

The questionnaire instrument is considered valid if the r-count > r-table and reliable if the Cronbach's alpha (α) value is ≥ 0.6. Reliability testing is carried out after the questionnaire instrument is declared valid. The following are the results of the outer model measurements which consist of reliability and validity tests using Excel and SPSS software.

Decision making is based on the calculated r value with the r table value.

Based on the results of the "Correlations" output, it is known that the calculated r value (Pearson Correlation X1.1 value with Total Score) is 0.561. The next step is to find the r table value for N = 39 at 5% significance, and the r table value is found to be 0.316.

Next, we compare the r table number with the calculated r value which is known from the SPSS output value. Because the calculated r value of X1.1 is 0.561 > r table 0.316. So as a basis for decision making in the validity test, it can be concluded that X1.1 is valid.

Table 5. Summary of Validity Tests

Question Variables	Rxy	Table	Information
X1.1	0.561	0.316	Valid
X1.2	0.397	0.316	Valid
X1.3	0.698	0.316	Valid
X1.4	0.636	0.316	Valid
X1.5	0.611	0.316	Valid
X2.1	0.639	0.316	Valid
X2.2	0.624	0.316	Valid
X2.3	0.837	0.316	Valid
X2.4	0.805	0.316	Valid
X2.5	0.622	0.316	Valid
X3.1	0.269	0.316	Invalid
X3.2	0.342	0.316	Valid
Y1	0.733	0.316	Valid
Y2	0.783	0.316	Valid
Y3	0.419	0.316	Valid

Source : Data Author

Because in the validity test results there was 1 question that was invalid, we chose to delete the question and for the next test did not include this question.

REALIBILITY TEST

Interpretation of Reliability Tests with SPSS

Table 6. First output "Case Processing Summary"

Case Processing Summary

		N	%
Cases	Valid	39	100.0
	Excluded[a]	0	.0
	Total	39	100.0

a. Listwise deletion based on all variables in the procedure.

The output table above provides information about the number of samples or respondents (N) analyzed, namely 39 respondents. Because there is no empty data (in the sense that all respondents' answers are filled in) the valid number is 100%.

Table 7. Second Output "Reliability Statistics"

Reliability Statistics

Cronbach's Alpha	N of Items
.746	15

From the output table above, it is known that there are N of items (the number of questions in the questionnaire). 15 items with a Cronbach's Alpha value of 0.746. Because the Cronbach's Alpha value is 0.746 > 0.60, as in the basis for decision making in the Reliability Test, it can be concluded that the 15 questionnaire questions for the variable "The Influence of Instagram, Tiktok and Word of Mouth Content in the Decision to Purchase Ice Cream Mixue" are reliable or consistent.

Table 8. Third Output "Item-Total Statistics"

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	86.05	291.313	.531	.734
X1.2	86.59	295.459	.376	.739
X1.3	86.03	289.341	.685	.731
X1.4	85.97	290.341	.621	.732
X1.5	85.64	288.552	.581	.731
X2.1	86.18	281.099	.596	.725
X2.2	86.54	286.729	.598	.729
X2.3	85.90	280.358	.830	.721
X2.4	85.97	283.131	.796	.724
X2.5	85.49	285.520	.588	.728
X3.2	85.72	297.734	.251	.743
Y1	86.26	283.669	.719	.725
Y2	86.05	281.366	.768	.723
Y3	85.46	293.939	.347	.739
Skor_Total	42.51	75.520	.991	.876

The output table above states the statistical values for the 15 questionnaire questions. In the "Cronbach's Alpha if Item Deleted" column in the table it is known that the value for 15 questionnaire questions is greater than (>) 0.60. So it can be concluded that the 15 questionnaire questions are reliable.

RESULTS AND DISCUSSION
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This research used 39 respondents who were used to describe the extent to which social media factors Instagram, TikTok, and Word of Mouth can influence consumers' purchasing decisions for Mixue ice cream. Respondent characteristics are a description of the respondent's identity according to the research sample that has been determined, the aim is to provide an overview of the samples in this research. The results of data collection through questionnaires to people who have purchased Hanasui products are used as respondents.

In sample research, respondent characteristics are grouped according to gender, age, domicile, pocket money. To clarify the characteristics of the respondents in question, a table regarding the respondents is presented as explained below:

1. Characteristics of Respondents Based on Gender

Table 1. Percentage of Gender of Respondents

Gender	Frequency (person)	Percentage (%)
Man	13	33%
Woman	26	67%
Amount	39	100%

Source : Data Author

Based on the results of processed data regarding the characteristics of respondents based on gender in the table above, the largest number of respondents is respondent 26, namely 67%, while the smallest number of respondents is respondent 13, namely 33%.

2. Characteristics of Respondents Based on Age

Table 2. Percentage of Age of Respondents

Age	Frequency (person)	Percentage (%)
18 - 23 Years	39	100%
>23 Years	0	0%
Amount	39	100%

Source : Data Author

Based on the results of processed data regarding the characteristics of respondents based on age in the table above, the largest number of respondents were respondents aged 18-23 years, namely 39 people or 100%. And those who are at least 23 years old consist of 0 people or 0%.

3. Characteristics of Respondents Based on Domicile

Table 3. Percentage of Domicile

Domicile	Frequency (person)	Percentage (%)
Jebres	23	59%
Laweyan	5	13%
Banjarsari	7	18%
Kliwon Market	4	10%
Serengan	0	0%
Amount	39	100%

Source : Data Author

Based on the respondents' domicile, 23 people live in Jebres District (59%), 5 people in Laweyan District (13%), 7 people in Banjarsari District (18%), 4 people in Pasar Kliwon District (10%), and there were no respondents from Serengan District (0%).

4. Characteristics of Respondents Based on Pocket Money

Table 4. Percentage of Respondents Pocket Money

Pocket Money	Frequency (person)	Percentage (%)
<IDR 500,000	39	38%
IDR 500,000 - IDR 1,000,000	24	62%
Amount	39	100%

Source : Data Author

Based on the monthly pocket money that the respondents had, 15 people had monthly pocket money of less than IDR 500,000 with a percentage of 38%, then people who had monthly pocket money of IDR 500,000 - IDR 1,000,000 were 24 people or 62%.

BRANDOUGH LINEAR REGRESSION TEST

Using multiple linear regression tests because you want to know the influence of three variables on variable Y.

Interpretation of Multiple Linear Regression Test results

Table 9. ANOVA output

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.328	3	38.443	10.596	.000^b
	Residual	126.980	35	3.628		
	Total	242.308	38			

a. Dependent Variable: Keputusan (Y)

b. Predictors: (Constant), WOM (X3), Tiktok (X2), Instagram (X1)

Based on the Anova table above, it is known that the significance value (Sig.) in the F test is 0.000. Because Sig. 0.000 < 0.05. So, as in the basis for decision making in the F test, it can be concluded that Instagram (X1), Tiktok (X2), and WOM (X3) simultaneously (together) have an influence on Purchasing Decisions (Y) or are significant. Thus, the requirements for being able to interpret the value of the coefficient of determination in multiple linear regression analysis have been fulfilled.

Table 10. Model Summary Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690^a	.476	.431	1.905

a. Predictors: (Constant), WOM (X3), Tiktok (X2), Instagram (X1)

Based on the Model Summary output table above, it is known that the coefficient of determination or R Square value is 0.476. The R Square number is 0.476 which is equal to 47.6%.

This means that the variables Instagram, Tiktok, WOM simultaneously influence the Purchase Decision variable by 47.6%. While the rest (100% - 47.6% = 52.4%) influenced by other variables outside this research.

Table 11. Output "Coeficients"

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.948	1.707		.555	.582
	Instagram (X1)	.064	.128	.081	.499	.621
	Tiktok (X2)	.314	.099	.519	3.189	.003
	WOM (X3)	.812	.280	.355	2.899	.006

a. Dependent Variable: Keputusan (Y)

1. **Instagram (X1)**: Variable X1 has a Coefficients value of 0.064 and the P-Value is 0,621 where the P-Value is greater than 0.05. So it can be concluded that the variable X1 partially/separately has a positive but not significant influence on the Purchase Decision variable (Y).

2. **TikTok (X2)**: Variable X2 has a Coefficients value of 0.314 and a P-Value value of 0,003 where the P-Value value is smaller than 0.05. So it can be concluded that the variable X2 partially/separately has a positive and significant influence on the Purchase Decision variable (Y).

3. **Word Of Mouth (X3)**: Variable X3 has a Coefficients value of 0.812 and the P-Value is 0,006 where the P-Value value is smaller than 0.05. So it can be concluded that the variable X3 partially/separately has a positive and significant influence on the Purchase Decision variable (Y).

CONCLUSION

Based on data testing and analysis results, it can be seen that of the three variables tested, Instagram content does not have a significant influence on customer purchasing decisions. Meanwhile, TikTok and WOM content are still significant in purchasing decisions. Content that influences customers is content that is funny and enjoyable. This is in accordance with research showing that entertainment content tends to attract more attention and influence purchasing decisions (Johnson, 2018). Also, suggestions from other people also greatly influence a purchasing decision. TikTok content is considered more interesting because the videos created are also fun. Tiktok made Mixue famous among the public. People who create TikTok content indirectly help promote mixue and influence other people's decisions to buy mixue products that are going viral. Meanwhile, content on Instagram is considered more informative so it is not too interesting to look at. Information from other people about mixues is more about how it tastes, where it is, and how it compares to others. It can be concluded that most UNS students prefer content that has a humorous concept rather than content that directly educates about something.

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