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The Effect of Social Media Marketing on VCO Purchasing Decisions at Osseda Folala Cooperative

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ABSTRACT
This study aims to analyze the effect of social media marketing on purchasing decisions (VCO) at Osseda Folala Nias Cooperative. Social media has become an effective tool in improving marketing and influencing consumer purchasing decisions. This research uses a quantitative method with a coefficient of determination test approach to evaluate how much social media marketing influences purchasing decisions. Based on the coefficient of determination test results, the Adjusted R Square value of 0.555 indicates that the social media marketing variable (X) can explain the purchasing decision variable (Y) by 55.5% after adjusting for the sample and independent variables. Other variables outside this study influence the remaining 44.5%. The results of this study indicate that marketing strategies through social media significantly influence VCO purchasing decisions at Osseda Folala Nias Cooperative. However, other factors also need to be considered to increase marketing effectiveness.

Keywords: Social Media Marketing, Purchasing Decisions.

I. Introduction

In the era of globalization and increasingly fierce business competition, a deep understanding of the factors influencing consumer purchasing decisions is essential for companies. Two factors that are often identified as having a significant influence on purchasing decisions are service quality and location. Service quality includes all forms of interaction between the company and customers, ranging from the attitude and knowledge of staff and service speed to meeting customer needs effectively and efficiently. When the quality of service a company provides meets or exceeds customer expectations, this can increase customer satisfaction, loyalty, and the tendency to make repeat purchases. Location, on the other hand, plays a crucial role in attracting and retaining customers. A strategic location can provide easy access for customers in terms of transportation and proximity to activity centers or settlements. Determining the right location can also affect the business's visibility, ultimately impacting the number of visitors and sales volume.

Osseda Folala Nias Cooperative is located in Nias, North Sumatra, Indonesia. The cooperative focuses on the local community's economic development through various business activities. Osseda Folala Nias Cooperative is engaged in agriculture and animal husbandry, where members cultivate local commodities such as coconut, cacao, and coffee. The cooperative also facilitates the marketing of these agricultural products, provides training to its members, and assists with access to capital. Meanwhile, the production of Virgin Coconut Oil (VCO) is one of the activities that can be undertaken by cooperatives such as Osseda Folala Nias. VCO (Virgin Coconut Oil) is made from fresh coconuts that are extracted without chemicals or high

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temperatures, thus maintaining their natural nutritional content. The production of VCO (Virgin Coconut Oil) not only adds value to coconut products but also creates jobs and increases farmers' income. The production process of VCO (Virgin Coconut Oil) involves the stages of coconut grating, coconut milk squeezing, fermentation, and oil filtration, all of which can be done with simple technology suitable for cooperative scale. By developing a VCO (Virgin Coconut Oil) production business, Osseda Folala Nias Cooperative can diversify its income sources and improve the welfare of its members.

Based on the results of observations made by researchers, researchers put forward several phenomena that often occur related to social media in purchasing decisions for VCO oil (Virgin Coconut Oil) Osseda Folala Nias Cooperative. First, the limited penetration and use of social media in the Nias region cause information about VCO (Virgin Coconut Oil) oil products to be challenging to reach most people. Second, the quality of promotional content that is less attractive or inconsistent on social media platforms can reduce the interest and trust of potential buyers. In addition, negative reviews or criticisms on social media can spread quickly and affect consumer perceptions of the quality and benefits of VCO (Virgin Coconut Oil) products. Finally, a lack of interaction and quick response from the cooperative to questions or complaints on social media can reduce customer satisfaction and influence purchasing decisions.

II. Literature Review

2.1. Stakeholder Theory

Stakeholder theory prioritizes relationships with stakeholders over society in general. As defined by Freeman, stakeholders are any group or individual that can influence or be influenced by the success of a company's objectives. The ethical or moral treatment of stakeholders is closely related to stakeholder theory. This theory proposes that companies must consider how their business activities affect the position of stakeholders. Stakeholder theory requires management (managers) to balance stakeholders' interests in considering the interests of all stakeholder elements. Stakeholder theory has the idea of maximizing value. Companies that serve the interests of many groups create more value over time. According to Freeman, one of the fathers of stakeholder theory states that limiting the idea of value to only financial value is a mistake; according to him, value includes everything that customers, employees, and other stakeholders consider important or valuable. Harrison and Wicks support this view because focusing on financial value contradicts the basic philosophy of stakeholder theory, which emphasizes the commonality of stakeholder interests and the need for all stakeholders to achieve more excellent benefits over time.

2.2. Legitimacy Theory

Companies carry out social and environmental activities that have accounting implications for public disclosure in the company's annual report to gain legitimacy. This is done to convince all stakeholders that the company's activities follow applicable norms and can be accepted as a form of the company's existence (Ramadhan, 2021). Legitimacy theory relates to the company's efforts to increase public trust in a business entity. Of course, public trust is an important part of business activities. This rapid technological advancement allows for the rapid dissemination of information, and everyone can access and assess all news related to business activities. Increased public concern for the environment also makes business actors pay attention to environmental conditions and take responsibility for their business activities that impact the environment to gain legitimacy from the community.

2.3. Signaling Theory

According to Brigham and Houston (2011), Signal theory describes how management anticipates the company's future growth, impacting how potential investors react to the company. The signal takes the form

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of details that outline management's efforts to carry out the owner's intentions. This data is an important signal for investors and business people who make investment decisions. The company's investor information will be reviewed and analyzed first to determine whether it is a positive signal (good news) or a negative signal (bad news). Investors will react positively to positive information and will be able to distinguish good companies from bad ones, which will result in higher stock prices and increased company value; however, if the investor gives a negative signal, their desire to invest decreases, affecting the company's value.

2.4. Environmental Performance

Environmental performance can be defined as assessing the company's performance towards its environment, both around business and outside business activities, and a form of corporate social responsibility for the impacts arising from its business activities on the balance of nature (Arieftiara, D., 2017). Efforts to preserve the environment and focus on fulfilling social and environmental responsibilities result in good environmental performance. They can be used to measure company compliance when implementing environmental accounting. Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number 1 of 2021 concerning the Company Performance Rating Assessment Program in Environmental Management Article 1, which states, "The Company Performance Rating Assessment Program in Environmental Management, hereinafter referred to as Proper, is an evaluation of the performance of the person in charge of business and/or activities in the field of environmental management" Environmental performance can be measured using the PROPER rating which is organized and officially announced by the Ministry of Environment, this program was created with the aim that companies can contribute thoughtfully in managing the environment as a place of business activity. Companies are expected to improve environmental management to create good environmental quality.

2.5. Green Accounting

According to (Lako, 2018), green accounting is accounting that green, live, and preserve business and profit by considering all environmental, social, and economic aspects to create partnership, peace, and prosperity from 3P to realize sustainability. Green accounting is an accounting activity that includes the calculation and allocation of preventive costs as well as those incurred due to the company's operational activities that have an impact either directly or indirectly on the environment and society. Green Accounting is one of the accounting roles used to see the relationship between the company's environmental budget and the funds realized to carry out operations.

2.6. Sustainability Report

As promoted by the GRI standard on the website https://www.globalreporting.org/, sustainability reporting is an organizational reporting practice that publicly discloses its economic, environmental, and/or social impacts and, therefore, also includes positive or negative contributions to sustainable development goals. The results of improving the company's social and environmental responsibility report make the Sustainability Report an important consideration for corporate compliance. The company makes the Sustainability Report a medium for publishing information that reflects the company's performance in the economic, social, and environmental fields. It can also be used to consider stakeholders' decision-making.

2.7. Company Value

Company value can be said to be a description of the company's condition on the achievement of company performance and a reflection of the community's assessment of the company from various factors. Firm value is one of the important factors for creditors and investors. The company's value is directly related

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to the share price of a company, where investors estimate the size of a company's success rate in line with how well the company is performing; the value may go up or down (Yuliani & Prijanto, 2022). Companies with performance results in large profits can increase company value; if the company's performance objectives are not met, the company's value will decrease. The high value of the company will increase the company's image from the investor's point of view.

Research conducted (Arieftiara, D., 2017) shows a positive influence of environmental performance on firm value; this aligns with research conducted (Mardiana & Wuryani, 2019), which states that environmental performance positively influences firm value. However, research (Eko, 2019) states that environmental performance does not directly influence firm value because many other factors influence firm value. Research conducted (Salsabila1 & Widiatmoko, 2022) reveals that Green accounting can affect firm value by influencing financial performance rather than directly impacting firm value. However, research conducted by (Istiqomah, 2022) explains that Green Accounting significantly affects firm value. Research conducted by Dhar et al. (2022) explains that effective implementation of green accounting significantly improves the sustainable development capabilities of heavily polluting companies; there is a significant positive correlation between the quality of disclosure of social responsibility information and the sustainable development capabilities of heavily polluting companies. Furthermore, research conducted (Kusuma & Priantinah, 2018) shows that Sustainability Report disclosure has a positive and insignificant effect on Firm Value, while research conducted (Trisnawati, 2018) shows that sustainability reports have an effect and are statistically significant to firm value.

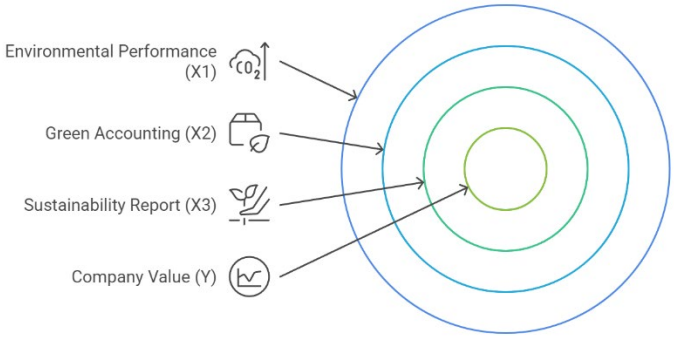

Figure 1. Conceptual Framework

2.8. Hypothesis Development

2.8.1. The Effect of Environmental Performance on Firm Value

The influence of environmental performance on firm value researched (Hafidz & Deviyanti, 2022) shows a significant and positive influence; this strengthens the stakeholder theory where company value can increase if management pays attention to its stakeholders, both primary stakeholders (investors and society) and secondary stakeholders (NGOs). Environmental performance measurement using PROPER: Companies that participate in PROPER and get good results certainly attract public attention and are viewed favorably by stakeholders, especially investors. This study supports research conducted by (Mardiana and Wuryani, 2019), Purnaman, 2020), and (Okta et al., 2022), which reveal that environmental performance has a positive influence on firm value. Environmental management activities receive attention and good signals or positive responses from investors, which are reflected in an increase in the value of the company's shares. Current shareholders are interested in investing in companies responsible for environmental preservation because of the certainty of the company's sustainability, so good environmental performance becomes an added value to the increase in stock value. Based on the results of previous research, the first hypothesis to be tested is:

H1: Environmental performance has a positive effect on firm value

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2.8.2. The Effect of Green Accounting Implementation on Firm Value

Research conducted by (Yuliani & Prijanto, 2022) shows that the application of green accounting affects firm value and profitability variables are unable to moderate or weaken the effect of green accounting on firm value, meaning that companies that have awareness and pay attention to all aspects of their activities will affect firm value, the application of green accounting can be used as a communication tool for management to make internal business decisions. The application of green accounting is carried out by allocating costs for environmental costs; this certainly affects the profit generated by the company, but it cannot weaken the role of green accounting implementation on firm value. The application of green accounting is considered more important, considering the company's current goals are based on profit, people, and the planet (environment).

These results are in line with research conducted by (Dewi & Narayana, 2019), which states that green accounting has a positive influence on firm value; researchers reveal that green accounting is needed to increase company value and achieve meaningful sustainability, green accounting as a form of quantitative assessment of the cost and effectiveness of environmental protection so that companies need to record this as an accountability report on environmental protection related to environmental activities carried out by the company. This is reinforced by research conducted (Salsabila1 & Widiatmoko, 2022) examining the effect of green accounting on firm value with financial performance as a mediating variable and finding a positive influence between green accounting and firm value. Based on the results of previous research, the second hypothesis to be tested is:

H2: The application of Green Accounting has a positive effect on firm value

2.8.3. The Effect of Disclosure of Sustainability Report on Firm Value

According to (Kusuma and Priantinah, 2018), examining the effect of sustainability report disclosure and company size on firm value with profitability as a moderating variable shows the results of sustainability report disclosure have a positive and insignificant effect on firm value. The insignificant effect in this study is due to the inconsistency of companies in publishing sustainability reports, the unevenness of disclosure using the GRI standard, and not many companies disclosing their sustainability reports. This research is supported by (Pujiningsih, 2020), which examines the effect of sustainability reports on firm value, stating the results that sustainability reports have a positive and significant effect; it also revealed that sustainability reports can be used as evidence of the company's value—the company's responsibility to the interests of its stakeholders. The benefits of a sustainability report are to build shareholder interest in the company's long-term vision and reflect the company's level of accountability, responsibility, and transparency to shareholders, especially its investors. Based on the results of previous research, the third hypothesis to be tested is:

H3: Disclosure of sustainability report has a positive effect on the value of the Company.

III. Research Method

Researchers use quantitative research types. Researchers use quantitative methods because this method allows objective and systematic measurement of the phenomenon under study. With quantitative methods, researchers can collect numerical data that can be analyzed statistically to make the research results easier to interpret and compare. These methods also allow for precise hypothesis testing and provide a higher confidence level in the generalizability of the research results. In addition, quantitative methods are often more efficient regarding time and resources as they can collect data from larger samples, increasing the research's external validity. In the context of my research, using quantitative methods will help answer the

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research questions more accurately and reliably and provide a solid basis for decision-making or further theory development. Quantitative research systematically investigates a phenomenon by collecting data that can be measured using statistical, mathematical, and computational sciences. Quantitative research is research based on quantitative data in the form of numbers or numbers.

3.1. Research Variables

According to Suryabrata (2018), the term variable can be interpreted variously. This study defines variables as everything that will be the object of research observation. It is also often stated that research variables play a role in the events or symptoms to be studied ". Y is the dependent variable, and variable X is the independent variable. So, variable X (Social Media Marketing) is the independent variable, and variable Y (Purchase Decision) is the dependent variable (bound). The Social Media Marketing variable (X) consists of 4 (four) indicators, namely:

- Time spent accessing social media
- Number of social media accounts owned
- Purpose or reason for using social media
- Positive and negative effects of using social media.

The Purchasing Decision Variable (Y) consists of 5 (Five) indicators, namely:

- Problem introduction
- Information search
- Evaluation of alternatives
- Purchase decision
- Post-purchase behavior

3.2. Population and Sample

3.2.1. Population

The research population is an entire group of individuals, objects, events, or other elements that have specific characteristics and become the main focus of research. This population includes all members or elements that are of concern to the researcher to answer research questions or achieve research objectives. The population of this study consisted of customers at Osseda Folala Nias Cooperative from January to June 2024, with an estimated population of 150 people. Nawawi (2019) suggests that: "population is the whole object that can consist of humans, objects, symptoms, events as a source of data that has characteristics in a study."

3.2.2. Sample

Arikunto (2017) argues that "the sample selection process must be carried out carefully so that the sample can function as an example that accurately represents the population situation. Arikunto (2018: 134) states, "the sample is part or representative of the population studied. If the subject under study is more than 100 people, 10% to 20% of the population can be taken. Furthermore, if the subject under study is less than 100, the sample is the population". The sampling technique I chose was a simple random sampling technique. This technique was chosen because it gives every member of the population an equal chance of being selected as a sample to reduce bias and increase the sample's representativeness to the population. This sampling process involves identifying all relevant members of the population and then selecting a random

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number of members using methods such as a lottery, random number table, or computer software. Using this technique, every subject in the population has an equal probability of being selected, ensuring that the study results can be generalized more accurately to the larger population. So, based on the experts' opinions above, the researcher took the population as a sample of 30 people.

3.3. Research Instruments

In quantitative research, the instrument is a person or human instrument, namely the researcher himself. Researchers must have theoretical provisions and broad insights to be more precise and meaningful in asking, analyzing, photographing, and constructing the social situation under study. At the pre-research stage, the researcher identified the research problem and set clear objectives. After that, the researcher develops a theoretical framework relevant to the research topic and conducts a literature review to gain an in-depth understanding of previous related research. The researcher then designs appropriate research instruments, such as questionnaires or other data collection tools. Furthermore, researchers tested the validity and reliability of the instrument through an initial trial on a small representative sample. This was done to ensure the instrument could consistently measure what should be measured. If problems were found in the pilot test, the researcher made revisions and improvements to the instrument. The researcher also made logistical preparations, including selecting a representative sample of the population under study and designing efficient and effective data collection strategies. At this stage, the researcher also obtained the necessary ethical clearances from relevant parties to meet ethical research standards.

3.4. Data Collection Technique

According to Sugiyono (2022), data collection techniques are used to obtain various information and data needed in research. Data collection can be done in various settings, sources, and ways. The data collection techniques used by researchers in this study are:

3.4.1. Observation

According to Sugiyono (2021), observation is a data collection technique with specific characteristics compared to other techniques. Observation is also not limited to people but also other natural objects. According to Djaali (2020), observation is a data collection technique that collects material and information, which is carried out through systematic observation and recording of various phenomena that become objects of observation or indicators of research variables. Researchers collect data directly through field observations of symptoms or facts at the Osseda Folala Nias Cooperative research location.

3.4.2. Questionnaire

According to Sugiyono (2022), "Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents." the questionnaire contains several questions that are by the variables and must be answered by the respondent. The distribution of this questionnaire will later use Google Forms because there are still several forces that carry out online learning. The researcher prepared a questionnaire to obtain data regarding Social Media Marketing on Purchasing Decisions. Furthermore, the responses/answers of respondents to questionnaires/questionnaires that researchers have circulated are processed and analyzed using the analysis technique used in this study, namely SPSS26.

3.4.3. Documentation

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According to Sugiyono (2018: 476), documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers, and images in the form of reports and information that can support research. Document study complements the use of observation and interview methods in qualitative research. Research results from observations or interviews will be more reliable or highly credible if supported by photographs or existing academic papers.

3.5. Data Analysis Technique

Data analysis techniques in this study used correlation analysis techniques, namely bivariate correlation with the help of SPSS for Windows (IMB SPSS STATISTIK 26). The stages of implementing the analysis include:

3.5.1. Validity and Reliability Tests

Before the research instrument is used to collect data at the research location, it is first tested at another location to get a valid and reliable instrument empirically. The location of validity and reliability testing was carried out at the Osseda Folala Nias Cooperative.

- Data Validity Test: This test measures how reliable a measuring instrument is by comparing the correlation coefficient (r-value) with a table value. The questionnaire item is valid if the calculated r value exceeds the table value. Additionally, the Sig. (2-tailed) value is compared with a probability of 0.05; if it is more significant than 0.05 and the person correlation is positive, the item is valid.
- Reliability Test: This test assesses the reliability of an instrument by checking the Cronbach alpha value. A value greater than 0.06 indicates that the instrument is reliable. Reliability ensures that the data collected using the instrument is trustworthy and consistent.

3.5.2. Classical Assumption Test

- Normality Test: This test checks whether the data in the regression model follows a normal distribution. It is determined by examining the standard plot or histogram of the residuals. If the data points closely follow the diagonal line of the graph, the model meets the normality assumption; if not, the assumption is violated.
- Multicollinearity Test: This test assesses if there is a significant correlation between independent variables in the regression model. A strong correlation between the variables, indicated by a high R^2 value or a VIF value greater than 10 and tolerance below 0.10, suggests multicollinearity, which can affect the reliability of the regression model.
    - Heteroscedasticity Test: This test determines whether the variance of residuals in the regression model is unequal across observations. It is conducted using the Rank Spearman correlation test. If the correlation significance is less than 0.05, heteroscedasticity indicates an issue with the regression model's assumptions.

3.5.3. Hypothesis Test

After conducting multiple linear regression analyses, the next step is to conduct a Goodness of Fit Test or model feasibility test. This test aims to evaluate the extent to which the regression function from the sample can predict the actual value. Statistically, the Goodness of Fit Test can be done by assessing the coefficient of determination, the F statistical value, and the t statistical value. According to Ghozali (2019), the statistical calculation results are considered statistically significant if the statistical test value is within the

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critical area (where the null hypothesis is rejected). Conversely, the results of statistical calculations are considered insignificant if the statistical test value is within the area where the null hypothesis is accepted.

- Simple Linear Regression: This method identifies the relationship between an independent variable (X) and a dependent variable (Y). The equation $Y=a+bX+e$ vY=a+bX+e is used to model the effect of Social Media Marketing (X) on Purchasing Decisions (Y), where a is the constant, b is the regression coefficient, and e represents the error term.
- Test Coefficient of Determination (R^2): R^2 measures the proportion of variation in the dependent variable explained by the independent variables in the regression model. Values closer to 1 indicate a strong relationship, while values closer to 0 suggest that the independent variables have limited explanatory power over the dependent variable.
- T-test: The t-test assesses the individual impact of each independent variable on the dependent variable by comparing the t count to the t table. If the t count is greater than the t table and the significance level is below 0.05, the independent variable significantly affects the dependent variable. If not, the effect is not significant.

IV. Results and Discussion

4.1. Instrument Test

4.1.1. Data Validity Test

According to Sugiyono (2019: 267), the validity test is the equation of data researchers report with data obtained directly from research subjects. This validity test is carried out to measure whether a questionnaire obtained by researchers from respondents is valid; the validity test that researchers will use with the help of SPSS is one of the applications for analyzing statistical data. The validity test used Pearson Product Moment correlation and involved 30 respondents outside the research sample. In order to measure validity, the Corrected Item-Total Correlation value is compared with the table value of 0.361. This comparison value checks whether the Corrected Item- Total Correlation calculation value (count) is more significant than the table value (equal to 0.361). If the count value is more significant than 0.361, then the questions in the questionnaire are considered valid. Testing the research instrument aims to measure the validity and reliability of the questionnaire before data collection. The results of the variable validity test in this study are as follows:

- Social Media Marketing Validity Test (Variable X)

To calculate the validity of social media marketing variables, researchers prepared the results of questionnaire items with the following table:

Table 1. Validity of Social Media Marketing Variables (X)

No Question Item	r count	r table	Description
1	0,833	0,361	Valid
2	0,868	0,361	Valid
3	0,906	0,361	Valid
4	0,869	0,361	Valid
5	0,895	0,361	Valid
6	0,920	0,361	Valid
7	0,916	0,361	Valid

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8	0,870	0,361	Valid
9	0,940	0,361	Valid
10	0,931	0,361	Valid

Source: processed from primary data through spss satatistic26, 2024

Table 1 shows that all statements used in the Social Media Marketing variable questionnaire are declared valid because all question items have a Pearson Correlation value (r count) more significant than the r_{table} (0.361).

- Purchasing Decision Validity Test

Table 2. Validity of Purchase Decision Variables (Y)

No Question Item	r count	r table	Description
1	0,847	0,361	Valid
2	0,782	0,361	Valid
3	0,856	0,361	Valid
4	0,790	0,361	Valid
5	0,838	0,361	Valid
6	0,834	0,361	Valid
7	0,838	0,361	Valid
8	0,650	0,361	Valid
9	0,573	0,361	Valid
10	0,803	0,361	Valid

Source: Processed From Primary Data Through SPSS Statistics 26, 2024

Table 2 shows that all statements used in the questionnaire for the Improvement variable are declared valid because all question items have a Pearson Correlation value (count) more significant than the table (0, 0.361).

- Reliability Test

According to Sugiyono (2019), the reliability test is the extent to which the measurement results using the same object will produce the same data. The reliability test is carried out on question items that are declared valid; a variable is said to be reliable or reliable if the answers to the questions are always consistent. Reliability is concerned with the degree of consistency and stability of data or findings to see the accuracy or clarity of the questionnaire. The level of reliability is expressed by a value called the reliability coefficient, which ranges from 0-1. In this study, researchers tested reliability with Cronbach's alpha model, where researchers used the help of the SPSS version 26 program. The results of the instrument reliability test are contained in Table 3 as follows:

Table 3. Calculation of Reliability for each Variable

Variables	Cronbach's Alpha	N of Items
Social Media Marketing	0,971	10
Purchase Decision	0,919	10

Source: Processed From Primary Data Through SPSS Statistics 26, 2024

The reliability test results on the instrument resulted in a Cronbach Alpha number greater than 0.7, namely 0.971 for the social media marketing variable and 0.919 for the purchasing decision variable. The reliability of the questionnaire on these two variables is declared reliable if it provides a Cronbach alpha value> 0.7. By referring to the information above, it can be stated that the statements in this research questionnaire have sufficient reliability and are suitable for use in the context of this study.

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- Correlation Coefficient Test

Suldaryono (2016) states that correlation analysis is a statistical technique often used to find the relationship between two variables. The type of relationship between the essential variable and the dependent variable can be positive, meaning that it has a direct relationship where the value of the independent variable is high, and the value of the dependent variable is high. Conversely, if the correlation value is positive, it has an opposite relationship where the value of the independent variable is high. The value of the dependent variable is turn or low.

0,00-0,199, the level of bullying is very low
0,20-0,399 low level of bullying
0,40-0,599 low level of bullying
0,60-0,799 degree of bulldozing of the fungus
0,80-1,00 robust bulldozing rate

Table 4. Reliability Calculation of Variables

Correlations			
		Social Media Marketing	**Purchase decision**
Social Media Marketing	Pearson Correlation	1	,755**
	Sig. (2-tailed)		,000
	N	30	30
Purchase decision	Pearson Correlation	,755**	1
	Sig. (2-tailed)	,000	
	N	30	30
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Processed From Primary Data Through SPSS Statistics 26, 2024

Based on the tabular value of the social media marketing correlation collection value of 0.755, based on the guidance on the value of the correlation intelligence, the value is in the range of 0.60-0.799, which means that the level of influence of social media marketing on purchasing decisions for telecommunications is at a high level of influence.

4.2. Classical Assumption Test

4.2.1. Normality Test

In this study, data normality was tested using SPSS for Windows software. The normality test used is the Kolmogorov-Smirnov test. The criterion used is significance for a two-sided test. If the calculation result is more significant than 0.05, it can be concluded that the data is usually distributed. According to Ghozali (2017: 160), the normality test is carried out to determine whether each variable is normally distributed using the Kolmogorov-Smirnov test statistic. In this study, researchers used the Kolmogorov-Smirnov normality test method.

Table 5. Normality Test with Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

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N		30
Normal Parametersa,b	Mean	,0000000
	Std. Deviation	3,76649200
Most Extreme Differences	Absolute	,156
	Positive	,111
	Negative	-,156
Test Statistic		,156
Asymp. Sig. (2-tailed)		,061c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed From Primary Data Through SPSS Statistics 26, 2024

Based on the Kolmogorov-Smirnov test results, the Asymp. Sig. (2-tailed) is 0.032. In the Kolmogorov-Smirnov test, a significance value greater than 0.05 indicates that the data is not significantly different from the normal distribution. With a significance value of 0.061, more significant than 0.05, it can be concluded that there is insufficient evidence to reject the null hypothesis. The residual data follows a normal distribution, and the normality test shows no significant deviation from normality.

4.2.2. Multicollinearity Test

According to Ghozali (2017), this test aims to investigate whether there is a significant correlation between the independent variables in the regression model. In an effective regression model, there should be no strong correlation between the independent variables. Multicollinearity detection in the regression model can be done by looking at the tolerance value or variance inflation factor (VIF). Multicollinearity detection in this model has several steps as follows:

- The R^2 value is very high, but there are individual independent variables that do not have a significant influence on the dependent variable.
- Analyze the correlation matrix between the independent variables. If there is a high correlation (>0.9) between the independent variables, this indicates the possibility of multicollinearity.
- Look at the VIF and *Tolerance* values. If the *Tolerance* value < 0.10 and VIF > 10, this indicates multicollinearity.

4.2.3. Heteroscedasticity Test

According to Ghozali (2017: 47), heteroscedasticity means that variable variances in the regression model differ. The heteroscedasticity test aims to determine whether there is or is an occurrence of inequality of variance in the regression model from the residuals of one observation to another, which means heteroscedasticity occurs. In the heteroscedasticity test, researchers used the help of SPSS26.

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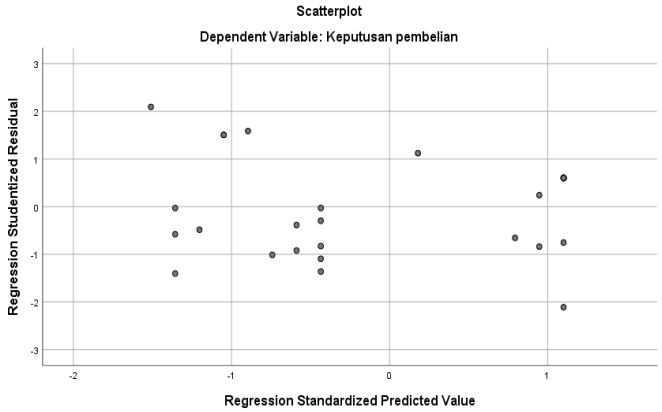

Figure 1. Heteroscedasticity Test

Based on the picture above, we can conclude that the dots in the picture above spread at each point 0, so it can be concluded that there is no heteroscedasticity.

4.2.4. Simple Linear Test

Sugiyono (2019) states that multiple linear regression analysis is a regression that has one dependent variable and two or more independent variables. Simple linear studies the relationship between two variables, one independent variable, and one dependent variable. The simple linear regression analysis method determines whether social media marketing (X) influences purchasing decisions (Y).

Table 6. Simple Linear Test

Coefficients						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	14,448	4,733		3,053	,005
	Social Media Marketing	,667	,109	,755	6,099	,000
a. Dependent Variable: Purchase decision						

Source: Processed From Primary Data Through SPSS Statistics 26, 2024

Based on the results of the SPSS output above, the regression equation model can be formulated as follows:

$$Y=14.488\ (a)+0.667\ (x)+e$$

The regression model is meaningful:

- Constantan (a)=14.488 means that if social media marketing is constant or fixed, the increase in sales is 14.488.
- The coefficient of regression direction /B (X) = 0.667 (positive value) means it is proposed that Social Media Marketing has a positive impact on Purchasing Decisions, which means that every monthly increase in the social media marketing variable will increase the Purchasing Decision by 0.667, with the assumption that other variables are not examined in this research.

4.2.5. Determination Coefficient Test

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This study used the adjusted R square, where every additional independent variable, R2, must increase. Therefore, many researchers recommend using *adjusted R square* when evaluating regression models. Unlike R^2, the *adjusted* R^2 value can increase or decrease when one independent variable is added to the model.

Table 7. Test Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,755a	,571	,555	3,833
a. Predictors: (Constant), Social Media Marketing				
b. Dependent Variable: Purchase decision				

Source: Processed From Primary Data Through Spss Satatistic26, 2024

Based on Table 7, the results show that the Adjuster R Square value is 0.555; this means that the social media marketing variable (X) influences purchasing decisions (Y) by 0.555 with a percentage of 55.5% after adjusting for the sample and independent variables. The remaining 44.5% is influenced by those not discussed in this study.

4.3. Hypothesis Test

4.3.1. T-test

The T statistical test shows how far the influence of one explanatory variable alone explains the variation in the dependent variable. In this case, does the social media marketing dimension variable affect the purchase decision variable? This research was conducted by looking at the *Quick Look* and comparing the T statistical value with the critical point according to the table with a level ofα = 5%. As a basis for decision-making, the following test criteria can be used:

- If T count> T table and the significance level < (0.05), the independent variable individually affects the dependent variable.
- If T count < T table and significance level > (0.05), the independent variable individually does not affect the dependent variable.

The results of the F test based on SPSS26 are as follows:

Table 7. T-test

Coefficients						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	14,448	4,733		3,053	,005
	Social Media Marketing	,667	,109	,755	6,099	,000
a. Dependent Variable: Purchase decision						

Source: Processed From Primary Data Through Spss Satatistic26, 2024

based on Table 7, the interpretation is that It is known that the sign value of variable X 001 <0.05 and the t-value is 6.099 <2.054, so it can be concluded that Ha is accepted and has an effect on the purchasing decision variable (Y)

4.4. Discussion

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4.4.1. The Effect of Social Media Marketing on VCO Purchasing Decisions at the Ossseda Folala Nias Office

Social media has become one of the most effective tools in modern marketing strategies, especially in influencing consumer purchasing decisions. In the digital age, consumers no longer rely solely on information in physical stores or traditional media; they increasingly seek recommendations and information from social media platforms. For Osseda Folala Nias Office, which is engaged in VCO (Virgin Coconut Oil) marketing, social media such as Facebook, Instagram, and WhatsApp dramatically influence consumers' decision to purchase this product. According to recent research in the past five years, social media is important in building brand awareness and increasing interaction between brands and consumers. For example, a study by Sashi (2020) explains that social media allows companies to interact directly with consumers through comments, reviews, and private messages. These interactions can increase positive perceptions of the product and increase purchase intent. In the context of Osseda Folala Nias, social media provides a platform for the company to present information regarding the health benefits of VCO, how to use it, and testimonials from other consumers, all of which encourage trust and purchase intention.

Furthermore, according to Kotler and Keller (2021), digital marketing theory supports the idea that social media can increase consumer engagement and loyalty through engaging and interactive content. When Osseda Folala Nias shares interesting educational or promotional content about VCO, consumers are informed and feel engaged with the brand. This creates a strong emotional attachment and ultimately influences their purchase decision. Purchasing decisions are no longer based solely on functional needs but also on the digital experience presented by the brand through social media. Research by Dwivedi et al. (2019) also shows that consumer reviews on social media significantly impact purchasing decisions. Consumers tend to trust other people's reviews and personal experiences on social media more than traditional advertising. Therefore, Osseda Folala Nias Office's strategy of optimizing positive consumer reviews and testimonials through social media can directly increase potential buyers' trust in the VCO products offered. Furthermore, the role of visuals and engaging content cannot be ignored in the influence of social media on purchasing decisions. The study by Alalwan et al. (2020) shows that visual content, such as images and videos, plays a key role in influencing consumers' perception of a product. When Osseda Folala Nias displays images or videos demonstrating the quality of VCO, the natural production process, or the health outcomes of using it, consumers become more interested in trying the product. This marketing approach is particularly relevant in a local context such as Nias, where people increasingly access the internet and social media. Consumers who may not be familiar with VCO can be educated through social media campaigns. Moreover, social ties in the local Nias community can be leveraged by Osseda Folala Nias by utilizing local influencers or community leaders to promote their products on social media.

Overall, the influence of social media marketing on VCO purchasing decisions at Osseda Folala Nias Office is significant. Social media allows for more intense interaction between companies and consumers, increases brand awareness, and strengthens trust through testimonials and reviews. With the right approach, social media marketing can directly influence the increase of VCO sales on Nias. Based on the coefficient of determination, the test aims to measure how far the model can explain the variation in the dependent variable (Ghozali, 2018). The coefficient test shows that the linear regression value X of 0.555 with a percentage of 55.5% indicates that the social media marketing variable positively influences purchasing decisions of 0.555 or 55.5%, assuming that other variables are not examined in this study.

V. Conclusion

Based on the study's results, it can be concluded that social media marketing significantly impacts purchasing decisions at the Nias Women's Osseda Folala Cooperative. The Kolmogorov-Smirnov test showed that the data follows a normal distribution with a significance value of 0.061, indicating no significant deviation from normality. The correlation coefficient of 0.755 indicates a high influence of social media marketing on purchasing decisions. The regression equation model Y=14.488+0.667X+eY=14.488+0.667X+e

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shows that an increase in social media marketing leads to a corresponding increase in purchasing decisions. The adjusted R-square value of 0.555 indicates that social media marketing explains 55.5% of the variation in purchasing decisions, with the remaining 44.5% attributed to other variables. Finally, the T-test results confirm that social media marketing significantly affects purchasing decisions, with a p-value of 0.001 and a t-value of 6.099, leading to the acceptance of the alternative hypothesis.

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