Social Media Advertising on Customer Purchasing Decisions

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Abstract

Advertising on social media is a place where sellers can offer their products through online media· The distribution of advertising on social media can influence the decision to purchase a product, especially when sales experience a decline· This research aims to determine the effect of advertising via social media on customer purchasing decisions at Starbucks· This research method uses a questionnaire survey and data analysis using SmartPLS4· The research sample consisted of 100 Starbucks customer respondents· The sampling technique uses convenience sampling· The research results show that advertising via social media influences customer purchasing decisions at Starbucks· Advertising via social media can increase brand awareness and improve customer purchasing decisions· The results of this research can help Starbucks improve its marketing strategy through social media to increase sales and customer satisfaction· The results of this research can help companies like Starbucks strengthen their marketing strategies via social media to increase sales and customer satisfaction· Advertising via social media can be used to increase brand awareness and improve customer purchasing decisions· Future research could add additional variables such as service quality, price, and location to further understand how advertising via social media influences customer purchasing decisions.

Keywords: Social Media Advertising, Buying Decision.

Abstrak

Iklan di media sosial merupakan wadah bagi para penjual untuk menawarkan produknya melalui media online. Penyebaran iklan di media sosial dapat mempengaruhi keputusan pembelian suatu produk, terutama ketika penjualan sedang mengalami penurunan. Penelitian ini bertujuan untuk mengetahui pengaruh iklan melalui media sosial terhadap keputusan pembelian pelanggan di Starbucks. Metode penelitian ini menggunakan survei kuesioner dan analisis data menggunakan SmartPLS4. Sampel penelitian ini berjumlah 100 responden pelanggan Starbucks. Teknik pengambilan sampel menggunakan convenience sampling. Hasil penelitian menunjukkan bahwa iklan melalui media sosial mempengaruhi keputusan pembelian pelanggan di Starbucks. Iklan melalui media sosial dapat meningkatkan brand awareness dan meningkatkan keputusan pembelian pelanggan. Hasil penelitian ini dapat membantu Starbucks meningkatkan strategi pemasarannya melalui media sosial untuk meningkatkan penjualan dan kepuasan pelanggan. Hasil penelitian ini dapat membantu perusahaan seperti Starbucks meningkatkan strategi pemasarannya melalui media sosial untuk meningkatkan penjualan dan kepuasan pelanggan. Iklan melalui media sosial dapat digunakan untuk meningkatkan brand awareness dan meningkatkan keputusan pembelian pelanggan. Penelitian selanjutnya dapat menambahkan variabel tambahan seperti kualitas layanan, harga, dan lokasi untuk lebih memahami bagaimana iklan melalui media sosial mempengaruhi keputusan pembelian pelanggan.

Kata Kunci: iklan media sosial, keputusan pembelian

INTRODUCTION

Nowadays, social media is very advanced, and all information can be obtained only through social media. With this development, it is straightforward to open up opportunities for a company to market products to various groups, especially since the use of social media is pervasive and almost most people have social media networks (Chen & Lin, 2019; Shafnaz, 2021). Advertising via social media has become a popular and effective marketing strategy in increasing brand awareness and improving customer purchasing decisions (Alalwan, 2018; Kumaradeepan, 2021; Palalić et al., 2020). However, it is necessary to investigate further how advertising via social media influences customer purchasing decisions.

Many previous studies have found that advertising via social media has a significant influence on customer purchasing decisions· For example, research by Trisnianti dan Wardhana, (2023) shows that social media is most widely used as a source of information for entertainment, networking, and information about new brands; social media reviews and opinions influence the purchasing decision process (Chen et al., 2011; Fu et al., 2020; Oumayma, 2019). However, a lot of research still needs to be done to understand further how advertising via social media influences customer purchasing decisions· Therefore, this research will discuss the influence of advertising via social media on customer purchasing decisions at Starbucks and how companies can improve marketing strategies to increase sales and customer satisfaction·

Advertising via social media has become a popular and effective marketing strategy in increasing brand awareness and improving customer purchasing decisions (Hussain et al., 2022; Xie & Lee, 2015) Previous research has found that advertising via social media has a significant influence on customer purchasing decisions (Bigne et al., 2018; Chen & Lin, 2019; Erkan & Evans, 2016; Hu & Olivieri, 2021; Jamil et al., 2023; Muniweera et al., 2020; Noor et al, 2021; Nyagadza et al., 2023; Park et al., 2021; Song & Yoo, 2016; Thornhill et al., 2017; Vergura et al., 2021; Xie & Lee, 2015; Zhang & Li, 2019).

Purchasing decisions are a complex process influenced by various factors, including brand awareness, product quality, and price (Juliana et al., 2020; Juliana et al., 2019; Pramezwary et al., 2021; Pramono et al., 2021). Previous research has found that purchasing decisions are not only influenced by internal factors but also by external factors such as advertising via social media (Dwivedi & Kushwaha, 2023; Fransisca & Pujiarti, 2022; K V et al., 2021; Pratama et al., 2022; Rakhmawati, 2023).

Starbucks is one of the world's famous coffee companies that has used advertising via social media as a marketing strategy (Cao, 2022; Sam & Cai, 2015; Taecharungroj, 2017). This research will discuss the influence of social media advertising on customers' purchasing decisions at Starbucks and how companies can improve marketing strategies to increase sales and customer satisfaction. The problem formulation in this research is whether advertising via social media significantly influences customer purchasing decisions at Starbucks· The study aims to analyze the influence of social media advertising on customers' purchasing decisions at Starbucks· The COVID-19 pandemic, which hit the entire world, including Indonesia, in 2020, significantly impacted the marketing system and product purchasing levels at Starbucks coffee shops (Corkery, 2020; Mason & Tennent, 2020)· In 2023, Starbucks will also experience a decline in sales due to boycott cases (Johnston, 2023) · Therefore, social media is beneficial for expanding the marketing network of a Starbucks business, especially during the COVID-19 pandemic (Chen & Wang, 2022; Gupta & Arora, 2021).

Starbucks aggressively promotes its products through social media, especially Instagram, by making various attractive offers, ranging from discounts to free stickers or products (Gupta & Arora, 2021). This research analyzes the influence of advertising from Starbucks coffee shop social media on increasing purchasing decisions· The hypothesis is that advertising on social media has a positive and significant influence on purchasing decisions·

LITERATURE REVIEW

Social Media Advertising

Social media advertising is a form of digital marketing that utilizes social media platforms to display advertisements to users to promote products, services, or brands (Bai & Yan, 2020; Baum et al., 2019; Dolega et al., 2021). Social media advertising is the practice of placing paid advertisements on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and others to reach a targeted audience· These ads can be images, videos, text, or various media formats· Through these ads, companies can increase brand awareness, attract user interest, encourage interaction, and ultimately influence purchasing decisions (Ansari et al., 2019).

Purchase Decisions

Purchase decision is a mental and emotional process that consumers go through when deciding to buy a product or service. This is the final stage in the consumer decision-making

process, where they decide to purchase a particular product after considering various factors (Levski et al., 2017; Neguri et al., 2020).

The purchase decision is the final decision taken by consumers regarding whether to buy a product or service, including choosing which product to buy, where to buy it from and when to buy it· These decisions are influenced by a variety of internal and external factors, such as personal needs and preferences, available information, recommendations from others, and the influence of advertising (Djakasaputra et al., 2018; Juliana, Juliana et al., 2020; Juliana et al., 2020; Juliana, 2018; Pradiva et al., 2021)

Social Media Advertising and Purchase Decisions

Social media platforms allow advertisers to target specific demographics, interests, behaviors, and even geographical locations. This ensures that ads are shown to individuals who are more likely to be interested in the product or service, thereby increasing the likelihood of purchase. Targeted ads can be personalized based on user data, making them more relevant and appealing to potential customers (Budree et al., 2021). Consistent advertising on social media helps in building brand awareness. The more frequently users see a brand, the more familiar they become with it, which can lead to trust and eventual purchase (Geng et al., 2021; Lee & Gsb, 2017).

Social media ads often include interactive elements such as polls, quizzes, and videos, which engage users more effectively than static content (Jaakonmäki & Müller, 2017; Pagani & Mirabello, 2011). Social media platforms are rich with user-generated content, including reviews and testimonials. Positive feedback and high ratings can significantly influence potential customers' purchase decisions (Laiq, 2021; Mathew et al., 2022)

Collaborations with influencers who have a large following can increase credibility and reach. Followers often trust the recommendations of influencers, leading to increased purchases (Ibáñez-Sánchez et al., 2022; Jamil et al., 2023; Litz, 1996). Social media platforms track user behavior and can retarget ads to individuals who have previously interacted with the brand or visited the website. This reminds potential customers of their interest and can prompt them to complete a purchase they were considering (Christou & Nella, 2012; Kapoor et al., 2018)

Many social media platforms now offer integrated shopping features, allowing users to purchase without leaving the app. This seamless experience reduces friction in the buying process (Benitez et al., 2018; Juliana et al., 2022). Instant Social media ads often include direct

links to product pages or detailed information, making it easy for users to learn more and make informed decisions quickly (Motta et al., 2023).

Social media advertising leverages visual content such as images and videos, which can be more compelling and memorable than text-based ads. High-quality visuals can attract attention and evoke emotions that drive purchasing behavior. Advertisements that tell a story or present a lifestyle associated with a product can create an emotional connection, influencing purchase decisions (Min-En et al., 2020; Varkaris, Eleftherios, Neuhofer, 2017). Social media platforms provide detailed analytics on ad performance, allowing advertisers to measure the effectiveness of their campaigns. Insights into engagement, click-through, and conversion rates help refine strategies for better results (Bhimani et al., 2019). Advertisers can test different versions of their ads to see which ones perform better. This continuous optimization helps improve ads' impact on purchase decisions (Okazaki & Taylor, 2013; Raji et al., 2019).

Social media facilitates the sharing of ads and promotions among users. When users share ads with their networks, it acts as a form of word-of-mouth marketing, which highly influences purchase decisions (Hussain et al., 2022; Shareef et al., 2019). Creative and engaging ads have the potential to go viral, reaching a vast audience quickly and driving significant traffic and sales (Motta et al., 2023; Rahman, 2015). Social media advertising influences purchase decisions through targeted and personalized ads, enhancing brand awareness, leveraging social proof, retargeting interested users, providing a seamless shopping experience, using emotional and visual appeal, offering measurable insights, and enabling social sharing (Mattke et al., 2019). Based on the explanation above, the following hypothesis can be made:

H1: Social media advertising positively and significantly affects purchasing decisions.

RESEARCH METHOD

This research uses a quantitative research design with a survey approach to measure the impact of social media advertising on customer purchasing decisions (Sekaran & Bougie, 2016). This research population includes all Starbucks customers. The research sample consisted of 100 Starbucks customers. The sampling technique uses convenience sampling. The questionnaire consists of closed and open questions that include demographic information (age, gender, location).

Questionnaires were distributed via online survey platforms and emails to respondents. Descriptive Analysis was carried out to describe sample characteristics and distribution of answers, including frequency, percentage, mean, and standard deviation.

Inferential Analysis consists of Hypothesis testing using the t-test, F-test, and linear regression to assess the relationship between the independent variable (social media advertising) and the dependent variable. Construct validity is tested using relevant theory and literature to ensure the research instrument measures the intended concept. Validity and Reliability use digital marketing experts to review the questionnaire to ensure all critical aspects are covered. Reliability was assessed using Cronbach's Alpha to ensure the internal consistency of the questionnaire scale.

RESULT AND DISCUSSION

Result

This research distributed 100 questionnaires to customers who purchased products or visited Starbucks. The questionnaire was distributed using Google Forms. The following is the data obtained from the questionnaire.

Descriptive Statistic

Table 1. Gender

No.	Note	Total	Percentage
1	Male	38	38%
2	Female	62	62%
	Total	100	100%

Source: Data Processed Results (2024)

62 (62%) women and 38 (38%) men out of 100 respondents filled out the questionnaire. It can be concluded that there are more female buyers in the questionnaire.

Table 2. Age

No.	Note	Total	Percentage
1	15-25	52	52%
2	26-35	21	21%
3	36-45	14	14%
4	>45	13	13%
	Total	100	100%

Source: Data Processed Results (2024)

The age range from the questionnaire shows that there are 52 (52%) who are in the age range 15-25 years, there are 21 (21%) in the age 26-35 years, 14 (14%) in the age 36-45 and 13 (13%)) aged > 45. It can be concluded that there are many buyers aged 15-25 years.

Table 3. Respondent's Education

No.	Note	Total	Percentage
1	SMA/SMK	25	25%
2	Diploma	25	25%
3	S1	29	29%
4	Postgraduate	18	18%
5	Bachelor	3	3%
	Total	100	100%

Source: Data Processed Results (2024)

There were 25 (25%) high school/vocational school students, 25 (25%) respondents who had a diploma degree, 29 (29%) respondents who had a bachelor's degree, 18 (18%) respondents who were postgraduates and 3 (3%) respondents who have a bachelor's degree. It can be concluded that many buyers have a bachelor's degree in education.

Table 4. Respondent's Occupation

No.	Note	Total	Percentage
1	Student	59	59%
2	Self-employed	18	18%
3	Civil servants	8	8%
4	Businessman	15	15%
	Total	100	100%

Source: Data Processed Results (2024)

There are 59 (59%) students, 18 (18%) self-employed, 8 (8%) civil servants, 15 (15%) self-employed. It can be concluded that students dominate Starbucks' buyers.

Table 5. Respondent's Domicile

No.	Note	Total	Percentage
1	Jakarta	22	22%
2	Tangerang City	32	32%
3	Tangerang Regency	27	27%
4	Outside Jakarta & Tangerang	19	19%

	Total	100	100%

Source: Data Processed Results (2024)

The domicile of the respondents was 22 (22%) from Jakarta, 32 (32%) from Tangerang City, 27 (27%) from Tangerang Regency, 19 (19%) from outside Jakarta & Tangerang. It can be concluded that many buyers come from Tangerang City.

Table 6. Visiting Frequency Starbucks in a month

No.	Note	Total	Percentage
1	1-2 times	43	43%
2	2-3 times	27	27%
3	3-4 times	16	16%
4	>5 times	14	14%
	Total	100	100%

Source: Data Processed Results (2024

The table above shows that there are 43 (43%) respondents out of 100 (100%) respondents who visit Starbucks 1-2 times a month. It can be concluded that more Starbucks buyers come 1-2 times each month to visit, namely 43 buyers.

Table 7. Frequency of Consuming Starbucks in a Month

No.	Note	Total	Percentage
1	1-2 times	47	47%
2	2-3 times	25	25%
3	3-4 times	18	18%
4	>5 times	10	10%
	Total	100	100%

Source: Data Processed Results (2024)

The table above shows that 47 (47%) respondents out of 100 (100%) consume Starbucks 1-2 times a month. It can be concluded that more Starbucks buyers come 1-2 times a month to consume the product, which is 47 buyers.

Table 8. Most Frequently Purchased Products at Starbucks

No.	Note	Total	Percentage
1	Coffee	51	51%
2	Non-Cofee	29	29%
3	Food	9	9%
4	Tumbler	6	6%
5	Coffee Beans	5	5%
	Total	100	100%

Source: Data Processed Results (2024)

The table above shows that there are 51 (51%) respondents who most often buy coffee, 29 (29%) who buy non-coffee, 9 (9%) who buy food, 6 (6%) who buy tumblers, 5 (5%) who buy coffee beans/powder. It can be concluded that buyers most often buy Starbucks coffee products.

Table 9. Have you ever written feedback on Starbucks' social media?

No.	Note	Total	Percentage
1	Yes	24	24%
2	No	76	76%

Source: Data Processed Results (2024)

The table above shows that 24 (24%) respondents out of 100 (100%) have written feedback on Starbucks social media. It can be concluded that buyers rarely write feedback.
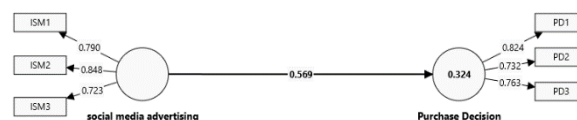

Figure 1. Outer Model

Table 10. Reliability and Validity Test

	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average variance extracted (AVE)
Purchase Decision	0.782	0.722	0.817	0.599
social media advertising	0.705	0.741	0.831	0.622

Source: Data Processed Results (2024)

The table presents the reliability and validity results for two constructs Purchase Decision and Social Media Advertising, based on Partial Least Squares Structural Equation Modeling (PLS-SEM). The indicators used to assess Reliability and validity are Cronbach's Alpha, Composite Reliability (rho_and rho_c), and Average Variance Extracted (AVE). Both constructs, Purchase Decision **and** Social Media Advertising, show acceptable levels of Reliability and convergent validity. All the measures, including Cronbach's Alpha, Composite Reliability, and AVE, are above the commonly accepted thresholds, which suggests that the measurement model for these constructs is valid and reliable.

Table 11. HTMT Test

	Heterotrait-monotrait ratio (HTMT)
social media advertising <-> Purchase Decision	0.740

Source: Data Processed Results (2024)

The Heterotrait-Monotrait Ratio (HTMT) between Social Media Advertising **and** Purchase Decisions is reported as 0.740. The HTMT is a statistical measure used in Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess discriminant validity, which ensures that two different constructs are truly distinct from each other·

Table 12. R Square Test

	R-square	R-square adjusted
Purchase Decision	0.324	0.317

Source: Data Processed Results (2024)

The R-Square of 0·324 and R-Square Adjusted of 0·317 indicate that the model explains a moderate proportion of variance in Purchase Decision·
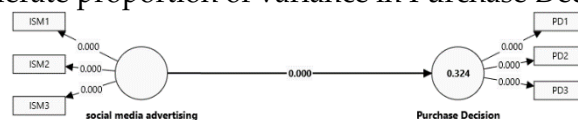

Figure 2. Inner Model

Table 13. Hypothesis Test

Hypothesis	Original sample	Standard deviation (STDEV)	T statistics	P values
social media advertising -> Purchase Decision	0.569	0.065	8.730	0.000

Source: Data Processed Results (2024)

The data support the hypothesis that Social Media Advertising positively influences Purchase Decisions· The relationship is statistically significant, with a path coefficient of 0·569, a T statistic of 8·730, and a P value of 0·000, indicating that effective social media advertising can lead to increased purchase decisions· This result underscores the importance of social media advertising in contemporary marketing strategies·

Discussion

The strong and significant relationship between Social Media Advertising and Purchase Decisions suggests that social media advertising is critical in influencing consumer behavior· This finding highlights the importance of investment in social media advertising strategies to drive purchase decisions effectively· With a p-value of 0·000, this relationship is highly significant, suggesting that SMA is an effective tool for influencing consumer behavior·

Companies looking to improve purchase behavior should optimize their social media campaigns, as this channel substantially impacts customer decision-making·

The findings of this study are consistent with a body of research that has examined the relationship between social media advertising and purchasing behavior· Several studies have explored similar hypotheses, confirming the positive impact of social media advertising on purchasing decisions across different industries and contexts·

According to Duffett (2015), social media marketing has significantly impacted consumer engagement and purchase intentions, especially among younger demographics· The path coefficient for the relationship between social media advertising and purchase intention was also positive and significant, with a similar range to the present study· Duffett concluded companies could leverage social media advertising to drive purchase decisions by creating engaging, targeted campaigns· Both studies found a strong and statistically significant relationship between social media advertising and purchase decisions, emphasizing the importance of engagement and relevance in social media campaigns· The path coefficients in both studies reflect the positive influence of social media advertising on consumer behavior·

Social media advertising positively impacts purchase decisions through factors like customer trust, brand engagement, and word-of-mouth recommendations· They argued that consumers who trust social media ads are more likely to proceed with purchases, mainly if the ads are personalized and authentic· Like the current research, Shareef et al· (2019) highlighted the significance of trust and authenticity in social media advertising· The findings from both

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studies demonstrate that when consumers feel confident in the ads they see on social media platforms, their likelihood of purchasing increases·

Their Analysis found that targeted and visually appealing ads on platforms like Facebook and Instagram significantly increase the likelihood of purchase· Alalwan's work supported the notion that social media advertising is a critical tool for driving consumer action in developed and emerging markets·

The current study and Alalwan's research underline the positive correlation between well-crafted social media ads and customer purchase behavior· The strong path coefficient in the present research (0·569) is comparable to the findings in Alalwan's study, where targeted social media ads were shown to boost purchase decisions effectively· The findings align with prior research, such as studies by (Alalwan et al., 2017 Duffett, 2015; Shareef et al., 2019), highlighting the positive impact of social media advertising on consumer behavior. The comparison with other research underscores the importance of personalization, engagement, trust, and visual appeal in crafting effective social media campaigns· By leveraging these elements, companies can enhance the effectiveness of their advertising efforts and significantly influence customer purchasing behavior· This body of research affirms the growing role of social media as a powerful tool in modern marketing strategies·

CONCLUSION

The research results show that social media advertising positively and significantly affects Starbucks' purchasing decisions· The results of this research can help Starbucks improve its marketing strategy through social media to increase sales and customer satisfaction· The results of this research can help companies like Starbucks strengthen their marketing strategies via social media to increase sales and customer satisfaction· Advertising via social media can be used to increase brand awareness and enhance customer purchasing decisions· Future research could add variables such as service quality, price, and location to understand further how social media advertising influences customer purchasing decisions·

This study expands on TPB by highlighting the specific role of social media ads in forming positive attitudes and shaping behavioral intentions, especially when ads are highly targeted and engaging· It suggests that perceived behavioral control (e·g·, ease of purchasing via social media links) and subjective norms (influencers or peer recommendations) further enhance the likelihood of purchase·

This research on social media advertising's impact on customer purchasing decisions provides significant implications for theory and practice· The study enhances the understanding of crucial marketing theories, such as TPB, while offering practical guidance for businesses looking to optimize their social media strategies. By focusing on personalization, engagement, authenticity, and data analytics, companies can harness the power of social media advertising to drive consumer behavior and increase purchase decisions.

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