



Social Media Marketing and Product Quality on Purchase Intention of All-You-Can-Eat Restaurant

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ABSTRACT

Social media marketing is a technique for someone to carry out marketing activities through social media or word of mouth, by promoting products to potential consumers in online platform. Pempek-Yuk Restaurant! is the first restaurant to provide culinary with the "All-you-can-eat" concept. This research aims to see whether interest in buying all-you-can-eat, is influenced by social media marketing and the quality of Pempek-Yuk! The research method was quantitative, using SPSS25 analysis tool and purposive sampling with Likert scale. The population was the millennial who live in Jakarta with total sample of 192 respondents. It is concluded that the buying interest of the millennial generation is influenced by social media marketing positively and significantly. The purchasing interest of the millennial generation is influenced by product quality positively and significantly. This study also shows that people's buying interest is influenced by social media marketing and product quality simultaneously, positively and significantly.

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INTRODUCTION

Globalization tends to calibrate everything more interesting into the social media (Porcu & Barrio-garcía, 2022). This happens in various types of industries, including the culinary business industry. Social media marketing is starting to develop in various business fields (Jong-Hyuok Jung, 2017), one of which is the "all-you-can-eat" culinary concept. This concept is a dining concept to enjoy as many dishes at a restaurant as the customer like, within a certain period of time in one transaction (Wahyu Raharjo, 2019). Pempek-Yuk! provides pempek as culinary products which are typical traditional food from Palembang.

Pempek, a traditional Indonesian culinary known as a portioned meal, is presented by Pempek-Yuk! as a culinary product that can be enjoyed with the concept of "all-you-can-eat". This makes the Pempek-Yuk! as the first all-you-can-eat pempek restaurant. Pempek-Yuk! has been operating in three big cities, namely Jakarta, Surabaya and Bandung in Indonesia.

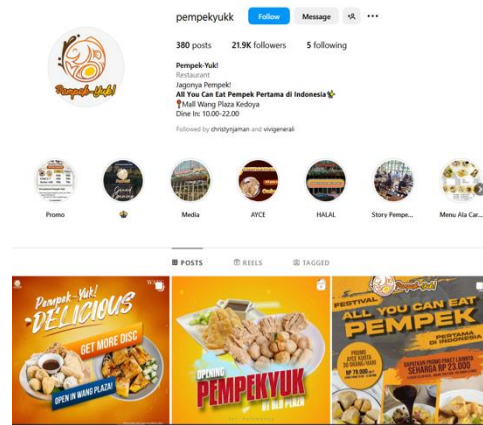


Figure 1. Instagram of Pempek-Yuk!
Source: [@pempekyukk] (2024)

Pempek-Yuk! has carried out social media marketing on the Instagram social media, using the account @pempekyukk and has more than 21,900,000 followers. Product quality is a factor that influences consumer perceptions of the product. Product quality refers to the ability of a product to meet or exceed consumer expectations for the product or service provided (Nofirda et al., 2023). Pempek-Yuk! as a restaurant that provides pempek, serves product quality with a variety of menus and types of pempek (<https://www.instagram.com/pempekyukk>, 2024).



Figure 2. Product variants of Pempek-Yuk!
Source: <https://www.instagram.com/pempekyukk/>

Pempek-Yuk! provides several options to their customers. There are two types of menus that the customers could choose with different type of variety offered within the package. There are seven types of pempek that the customers could enjoy in the first package. While the others, add other three types of pempek from the first package. It shows that Pempek-Yuk! offers many product variants.

Based on research, product quality has a significant effect on purchase intention (Ifta Firdausa Nuzula, 2022). This research is supported by (Lukitaningsih et al., 2024), (Sukma et al.,

2023), and (Widyarsih et al., 2023) stating that a person's buying interest is significantly influenced by the quality of the product they want to buy. Research of (Niu Haitao, 2022), (Nilowardonono et al., 2024), and (Kusuma Sunyoto et al., 2024) support previous research regarding the significance of product quality on consumer purchase intention.

Purchase intention is also significantly influenced by social media marketing, this is the result of research conducted by (Liu & Ali Qureshi, 2023), (Zhao & Wang, 2020), (Vidyanata, 2022) and (Noprisson et al., n.d.). This research is supported by research (Salhab et al., 2023) which states that the presence of social media marketing is able to influence consumer purchase intention.

Meanwhile, research conducted by (Vidyanata, 2022) states that there is no significant influence between social media marketing and interest in purchasing products. The results of this research are supported by research conducted by (Leonita, 2023) which states that the presence of celebrity endorsements as part of social media marketing does not influence consumer buying interest.

Surprising results were also found by (Lumingkewas et al., 2023) and (Ali & Naushad, 2023) where their research also found that social media marketing did not have a significant influence on consumers' interest in buying at the online jewelry store Uniqueshop.Ind. The opinion (Jahja, 2022) also states that consumer buying interest is not significantly influenced by product quality. This research will prove whether consumer buying interest is influenced by product quality and social media marketing or not.

LITERATURE REVIEW

Social Media Marketing

(Christian et al., 2023) Social media marketing of a product could influence consumers or potential consumers by increasing the buying interest in a product. Research conducted by (Henilia Yulita et al., 2022) states that product quality could increase buying interest. Thus, previous research states that social media marketing and product quality could increase purchasing interest (Junianti et al., 2023). Research conducted by (Thakur & Kushwaha, 2024) suggests that social media marketing could also affects the purchasing decisions. In addition, (Indriyarti et al., 2022) through his research, stated that product quality could also influence purchasing decisions. Based on the research background described previously, researchers are interested in examining the influence of social media marketing on social media and product quality on purchasing intention, especially purchasing decisions in the restaurant business with the "all-you-can-eat" concept.

Based on the research results of (Perakakis et al., 2019) social media marketing of a product could influence consumers or potential consumers by increasing buying interest in a product. Research conducted by (Wu & Monfort, 2023) states that product quality can also increase buying interest. Thus, previous research states that social media marketing and product quality could increase purchasing interest. Research conducted by (Abdul Moaz Alkhayyat & Ahmed Mohamud Ahmed, 2022) suggests that social media marketing could also have an influence on purchasing decisions.

Product Quality

(Christian et al., 2024) through his research stated that product quality could also influence purchasing decisions. Thus, previous research states that social media marketing and product quality could also increase purchasing decisions. Based on the research background outlined, social media marketing is a marketing activity that can be used as a tool to spread information widely and uncontrolled, by adapting to technological needs in more recent times (Indriyarti et al., 2022). Social media marketing is also called as viral marketing because of the message or information conveyed in a medium especially online media, quickly spreads like a virus (Perakakis et al., 2019). Social media marketing is measured by several measurement dimensions such as sender, message, and environment (Yulita et al., 2022). The sender of the message is a source of social media messages that involves market experts, usage of digital media such as social media (Rhoda Adura Adeleye et al., 2024), building social interactions (Rodgers & Nguyen, 2022), and the appearance of the seller's credibility (Kozinets & Gretzel, 2021). Messages spread on social media are memorable, easy to duplicate, and can influence emotions (Ziakis & Vlachopoulou, 2023). Meanwhile, the environment of a social media message has active social participation and has cultural value (Victoriia, 2020). Researchers were interested in examining the influence of social media marketing and product quality on purchasing intention in the restaurant business with the "all-you-can-eat" concept.

Purchase Intention

Purchase intention is an urge to buy a product (Yulita, 2016). Purchase intention will develop if potential consumers were influenced by the quality and information about the products (Chongcs et al., 2023). Purchase intention is generally based on the suitability between purchase motives or goals, and the consideration of the brand attributes or characteristics (Paschen et al., 2019). Interest in buying a product arises from the emergence of great attention to the product (Rodgers & Nguyen, 2022), interest in the product (Yulita, 2019), and strong belief in the product (Christian et al., 2021).

Purchase intention in a product can be measured by using several dimensions which include exploratory interest, transactional interest, preferential interest, and referential interest (Gabelaia, 2022). Exploratory interest is formed when audiences search for information or visit places where products are sold (Alareeni & Elgedawy, 2023). Transactional interest arises when consumers want to immediately buy or own the product (Alareeni & Hamdan, n.d.). In addition, preferential interest arises when consumers choose a particular product by ignoring other options, or making that product their first choice. Meanwhile, referential interest encourages consumers to refer a product to other people (Salem et al., 2018).

The following is a research model that portrays the relationship between research variables.

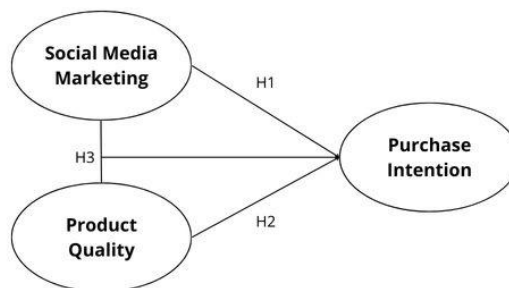


Figure 3. Research Framework

Research Hypotheses:

H1: There is an influence of social media marketing on purchasing intention.

H2: There is an influence of product quality on purchasing intention.

H3: There is an influence of social media marketing and product quality on purchasing intention.

METHOD

The research method used in this research is quantitative research with the type of explanatory research. This study uses independent variables namely Social Media Marketing (X1), Product Quality (X2), and Purchase Intention (Y). Data collection technique Researchers use data triangulation techniques by combining 3 data collection techniques (observation, interviews and documentation). The population in this study is limited to all millennial generations aged between 19 years and 39 years. The sample in this research, as written by (Hair et al., 2014), Hair et al's sample formula, depends on the number of indicators multiplied by 5 to 10, namely minimum sample size = number of indicators times 5. Hair, et al (1998) stated that although there is no correct sample size, they stated that the appropriate sample size is between 100 and 200 samples. The sample in this study was 192 respondents.

ANALYSIS AND DISCUSSION

Based on the participant profile statistics, this study consisted mostly of female participants, representing more than 50% of the total participants. The study mostly consisted of participants aged between 31-40 years and represented 40% of the total. Most of the participants in this study had undergraduate educational backgrounds, representing more than 80% of the sample. Regarding the professional dimension, the majority of participants in this research are working people, representing almost 75% of the sample.

Validity checks are conducted to ensure that each indicator of the research tool can be used. The error value (Sig) is compared to the probability of error determined by the researcher and is symbolized by alpha (α). A commonly chosen α value in social research is 0.05. If the Sig

value is $< \alpha 0.05$, the instrumental item for which the correlation is being tested is valid. For a cleanup sample size of 192 the r table value is 0.142.

Table 1. Validity Test

Indicator	Count	R	R Table	Result
Variable X1 (Social Media Marketing)				
X1.1		0,569	0,142	Valid
X1.2		0,518	0,142	Valid
X1.3		0,476	0,142	Valid
X1.4		0,602	0,142	Valid
X1.5		0,601	0,142	Valid
X1.6		0,599	0,142	Valid
X1.7		0,535	0,142	Valid
X1.8		0,483	0,142	Valid
X1.9		0,575	0,142	Valid
Variable X2 (Product Quality)				
X2.1		0,598	0,142	Valid
X2.2		0,586	0,142	Valid
X2.3		0,562	0,142	Valid
X2.4		0,691	0,142	Valid
X2.5		0,525	0,142	Valid
X2.6		0,401	0,142	Valid
X2.7		0,598	0,142	Valid
Variable Y (Purchase Intention)				
Y		0,675	0,142	Valid
Y		0,619	0,142	Valid
Y		0,406	0,142	Valid
Y		0,498	0,142	Valid
Y		0,637	0,142	Valid
Y		0,638	0,142	Valid
Y		0,486	0,142	Valid

Source: SPSS 26, n=192 (2024)

Based on the analysis of the table 1, all indicators and all research lights obtained calculated r results that were greater than r table. So, it can be said that every research tool light is valid.

Table 2. Validity Test

Variable	Cronbach's Alpha	R Table	No. of Item	Result
X1 (Social Media Marketing)	0,707	0,600	9	Reliable
X2 (Product Quality)	0,641	0,600	7	Reliable

Y (Purchase Intention)	0,654	0,600	7	Reliable
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Source: SPSS 26, n=192 (2024)

Based on the analysis from the table above, all variables in the research obtained Cronbach's alpha values higher than 0.600. Thus, each research variable is reliable.

Classic assumption test

The purpose of the normality test is to find out whether the data used is normally distributed or not. To get a good regression you must have normally distributed data. The decision-making process for the normality test is: - If Sig > a then the residual data is normally distributed. - If Sig < a then the residual data is freely distributed.

**Table 3. Normality test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		192	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.12293807	
Most Extreme Differences	Absolute	.076	
	Positive	.063	
	Negative	-.076	
Test Statistic		.076	
Asymp. Sig. (2-tailed) ^c		.184	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.172	
	99% Confidence Interval	Lower Bound	.162
		Upper Bound	.182

a. Test distribution is Normal.

Source: SPSS 26. N=192 (2024)

Based on this analysis, a two-tailed significance value of 0.182 is greater than 0.05, so the data is normally distributed.

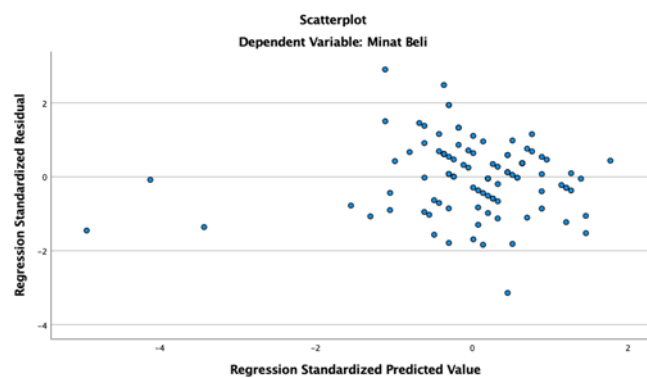


Figure 4: Heteroscedasticity Tes

Heteroscedasticity is used to test whether in the regression model there is an inequality in the variance of the residuals from one observation to another. If the residual variation from one observation to another remains constant, it is called homoscedasticity and if the variance is different, it is called heteroscedasticity. A good research model is that heteroscedasticity does not occur. Based on the analysis of the figure 4, it does not show a clear and regular pattern.

There are points scattered above and below the number 0 on the Y axis. This means that heteroscedasticity does not occur.

Table 4. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.544	2.329		.663	.509		
	Pemasaran Viral	.475	.083	.525	5.709	.000	.510	1.961
	Kualitas Produk	.317	.097	.300	3.269	.001	.510	1.961

a. Dependent Variable: Minat Beli

Source: SPSS 26, n= 192 (2024)

The purpose of using the multicollinearity test is to test whether the regression model has a correlation between independent variables or independent variables. A good regression model should not have symptoms of multicollinearity. Based on this analysis, the tolerance value X1 (Social Media Marketing) was obtained, namely 0.610 and the tolerance value X2 (Product Quality) was 0.510. Meanwhile, the VIF X1 (Viral Marketing) value is 1.961 and the VIF X2 (Product Quality) value is 1.961. Thus, there are no symptoms of multicollinearity.

Table 5. t – Partial Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.544	2.329		.663	.509
	Pemasaran Viral	.475	.083	.525	5.709	.000
	Kualitas Produk	.317	.097	.300	3.269	.001

a. Dependent Variable: Minat Beli

Source: SPSS 26, n=192 (2024)

Based on the analysis in the table above, the calculated t value for the social media marketing variable is $5.709 > t$ table of 1.984 with a significance of 0.000. Thus, it can be concluded that social media marketing has a significant positive effect on purchasing intention. In addition, the calculated t value for the product quality variable is $3.269 > t$ table of 1.984 with a significance of 0.001. Thus, it can be concluded that product quality has a significant positive effect on purchasing intention.

Table 6. F – Simultant Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	626.347	2	313.174	68.070	.000 ^b
	Residual	441.673	196	4.601		
	Total	1068.020	198			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Kualitas Produk, Pemasaran Viral

Source: SPSS 26, n=192 (2024)

Simultaneous Hypothesis Testing or F test is used to test whether the independent variables jointly influence the dependent variable. The basis for making decisions in the F test is based on the calculated F value and F table. Based on the analysis above, the calculated F value is 68,070, while the F table is 3,940 with a significance of (0.000) or <0.050. Thus, there is a significant positive influence of variables X1 and X2 simultaneously on variable Y, so that Ha3 is accepted and H03 is rejected.

DISCUSSION

The first finding of this research is that social media marketing has effect on purchase intention. This means that promotions all-you-can-eat pempek on social media Pempek-Yuk! Restaurant has been able to raise consumer purchase intention. pempek, which is known as a portioned culinary dish, is presented by Pempek-Yuk! as a culinary product that can be enjoyed with the concept of "All-you-can-eat". This makes the Pempek-Yuk! as the first "Eat all-you-can-eat pempek" concept restaurant in Indonesia. Nowadays, Pempek-Yuk! already operating in three big cities, namely Jakarta, Surabaya and Bandung.

This is the proven that promotion on social media effected purchase intention. Based on the results of respondents' answers to the questionnaire distributed, this happened because respondents often saw the marketing of Pempek-Yuk! on social media. The results of this study support the results of previous research yang conducted by (Liu & Ali Qureshi, 2023), (Zhao & Wang, 2020), (Vidyanata, 2022) and (Noprisson et al., n.d.). which states that the presence of social media marketing is able to influence consumer purchase intention.

The second finding from this research is that there is an influence of product quality on purchase intention. This is because there are reviews on social media from those who have tried Pempek-Yuk! Product quality, which consists of taste composition, shape, level of spiciness or acidity of *cuko* sauce, can influence the purchase intention of Instagram users. Product quality is considered very important for respondents in generating intention to buy.

Testimonials on social media regarding the quality of products that consumers have tried greatly influence the perception of quality in consumers' minds. This proves the success of Pempek-Yuk's purchase intention! which is influenced by product quality. The results of this study support the results of previous research yang conducted by (Liu & Ali Qureshi, 2023), (Zhao & Wang, 2020), (Vidyanata, 2022), (Noprisson et al., n.d.) dan (Salhab et al., 2023) which

states that the presence of social media marketing is able to influence consumer purchase intention.

Finally, it was found that social media marketing and product quality had a very significant influence on purchase intention. The presence of social media that promotes products, discounts and all-you-can-eat packages and product quality which is proven through testimonials on social media, has a very significant influence on new consumers to try to buy and prove for themselves that they have seen on social media.

CONCLUSION

This research discusses about purchase intention which is influenced by social media marketing and product quality significantly at the All you can eat Pempek-Yuk! restaurant in three big cities, namely Jakarta, Surabaya and Bandung in Indonesia.

Practical implication: understanding social media marketing has a significant partial influence on purchase intention, and product quality has a significant partial influence on purchase intention. Social media marketing and product quality have simultaneously significant influence on purchase intention.

Limitations and recommendations for research development: it is advised to conduct other research to find more factors that influence the purchase intention. The selection of research locations can be expanded to other large cities in Indonesia. It is also recommended to increase the number of respondents to better represent the real population.

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