The Influence Of Social Media Marketing Activity On Purchase Decisions Mediated By Review Credibility In Food MSMEs Case Study On Pempek Yuk Paka

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Abstract. This study looks at how customers' purchase decisions are impacted by social media marketing activities (SMMA). We will pay close attention to micro, small, and medium-sized enterprises (MSMEs) in the food sector, especially Pempek Yuk Paka. The methodology used in this research involves the use of surveys to provide data, in this case using 212 samples who have purchased the product at least once. Statistical analysis is carried out using PLS-SEM modelling. The findings demonstrated that buying decisions are not much impacted by social media marketing initiatives. On the other hand, it has been demonstrated that the legitimacy of social media user reviews significantly and favorably influences consumers' decisions to buy. These insights highlight the importance of working with credible social media influencers to improve marketing effectiveness. This research provides both theoretical and managerial implications, suggesting that MSMEs need to develop more impactful marketing strategies by paying attention to the quality and credibility of reviews in an effort to attract consumers.

Keywords: Social media marketing activity, purchase decision, review credibility

1. Introduction

1.1. Background of The Study

Internet users made up 59.5% of the world's population as of 2021, or 4.66 billion people, while social media users made up 53.6%, or 4.20 billion people. Southeast Asia ranked 6th in terms of internet users, with Indonesia boasting 202.9 million users, representing 73.3% of its 274.9 million population. The most widely used social media platforms in Indonesia were YouTube (93.8%), WhatsApp (87.7%), Instagram (86.6%), and Facebook (85.5%) [1]. Social media platforms are becoming more and more popular around the world; by 2020, there will be over 3.6 billion users, and by 2025, there should be about 4.41 billion. Social media has become

deeply ingrained in consumers' lives, significantly shaping their attitudes, opinions, and actions [2]. Social media marketing activities (SMMA) have become an essential tool for businesses to interact with their customers and promote their products as the number of people using social media continues to climb [3]. Social media marketing enables companies to develop innovative marketing strategies, including creating branded profiles, managing customer service interactions, sharing product details, and offering promotions in a simple, cost-effective, and sustainable manner. [4].

Consumer decision-making in the digital and social media age is influenced by social media influencers' online product reviews [5]. Online personalities who utilize platforms like blogs and social media to connect with and influence their followers have emerged as a modern form of independent endorsers. [6] . Online reviews play a crucial role in shaping marketing communications, empowering consumers to discover products and make well-informed choices before purchasing. [7] . To increase consumer trust in an online review, the online review must have credibility, attractiveness, strength, familiarity, trustworthiness, competence, likeability, and compatibility [8].

Small and medium-sized firms (SMEs) account for 99.6% of employment and 99% of business entities in 2001. SMEs make up the majority of enterprises in Indonesia and perhaps the world. Notably, among SME's, the culinary sector is one of the biggest users of internet technology for marketing [9]. The internet is being widely used by the food and beverage industry to market to micro, small, and medium-sized enterprises (MSME) [10]. Small and medium-sized businesses (SMEs) have also come to understand the benefits of using social media in their marketing campaigns and business plans [11]. According to Irianto [28] for MSMEs, social media is important as a promotional media that is practical, cheap, reliable and reaches all users. To properly use social media for marketing purposes, businesses must comprehend the pace of adoption and efficacy of digital marketing platforms [12]. However, many MSMEs have difficulty in planning social media activity strategies to develop their marketing [13].

Social media use is on the rise, according to research on SMMA. SMMA can assist MSMEs in introducing their products to a larger pool of potential customers. Collaborating with third parties, in this case social media influencers, to advertise on social media can improve the evaluation of potential customers for products, as the reliability of an online review is one of the elements influencing customer sentiment. Therefore, the goal of this research is to assess how SMMA, the validity of internet reviews, and purchasing decisions are related to one another. By doing this, it seeks to advance knowledge and encourage the expansion of MSMEs in Indonesia [14].

1.2. Research Gap

Previous research has shown that social media marketing activity (SMMA) encompasses a variety of features, including as interaction, entertainment, customisation, trends, and word-of-mouth (WOM). SMMA influences consumer perceptions of a product, so that it will influence the purchasing decisions of potential consumers. There are researcsh that explains that all dimensions of SMMA, namely interaction, entertainment, customisation, trends, and word-of-mouth (WOM) will positively and significantly influence consumer purchasing decisions. [10], [15], [2]. Thus, it can be said that SMMA has an impact on consumers' decision-making process when making purchases. Research findings, however, indicate that consumers' purchasing decisions are not much impacted by the entertainment factor. While it is widely acknowledged

that entertainment plays a significant role in social media marketing, this study's findings did not support the idea that entertainment has a direct impact on consumer choices [16] additionally, additional research has shown that SMMA has no discernible impact on purchasing decisions. [14]

The trend gap left by past research about the influence of SMMA on purchase decisions will be filled by this investigation. In light of the fact that review credibility serves as a mediating component in the culinary MSME Pempek Yuk Paka, the goal of this study is to ascertain whether SMMA influences consumer decisions.

2. Literature Review

2.1 Social Media Marketing Activity

Social media is an online forum where people with similar interests may communicate and share thoughts, ideas, and feedback. [17]. According to Dewing [18], The proliferation of internet-based and mobile services has fostered social media as a dynamic platform for online interaction, user-generated content, and community building. This digital landscape has revolutionized communication, offering businesses an innovative avenue to connect with vast audiences. Social media transcends geographical and temporal barriers, facilitating real-time engagement between entrepreneurs and potential customers, thus cultivating a sense of intimacy and accessibility. [19].

Jo [20] Instagram social media marketing activities have been divided into five categories by prior research: entertainment, interaction, trendiness, advertisement, and customization. The excitement and satisfaction that come from using social media is known as entertainment [21]. Entertainment in social media is a crucial element that evokes positive emotions, boosts user engagement, and encourages continued usage. This is also supported Hudson and Hudson [22] Marketers are now strategically incorporating entertainment into their marketing content to foster deeper emotional connections between brands and consumers. This approach recognizes that when users experience positive emotions like joy or satisfaction, they are more likely to share information with others, ultimately influencing their purchasing decisions [23].

2.2 Review Creadibilty

Pooja and Upadhyaya [7] define online reviews as peer-generated assessments of products posted on business or external websites. Online reviews are a subset of electronic word-of-mouth (eWOM), which involves person-to-person communication over a variety of platforms, including blogs, social media, forums, and review sites. In prior research, credible eWOM is often defined as eWOM perceived as trustworthy, truthful, or factual. Review credibility refers to the perception consumers have regarding the veracity of online reviews.

Credible online reviews have been defined as those that consumers perceive as honest, logical, and trustworthy. This concept of credibility is rooted in consumer perceptions and evaluations, rather than being a direct reflection of the review's objective truth. In essence, online review credibility is a judgment made by consumers about the accuracy and validity of reviews [24]

2.3 Purchase Decision

Kim and Sung [29] defined a purchasing decision as a person's selection of a certain good or service over alternatives. This complex process is shaped by a myriad of internal factors, such as personal beliefs, knowledge, personality, perceptions, lifestyle, and socio-economic status, as well as external influences like cultural norms, group affiliations, and social class. The abundance of choices and alternatives available in today's market makes it increasingly difficult for businesses to establish and maintain lasting relationships with customers, a crucial factor for sustained growth and market presence [16]

SMMA's influence on Review Credibility

One form of SMMA activity is to collaborate with influencers to create product reviews to introduce products to more potential customers. So that good SMMA activities will influence the company in determining the credibility of the social media influencers who are invited to collaborate.

H1 : SMMA significantly enhance the perceived credibility of reviewers.

The influence of SMMA on Purchasing Decisions

Irianto for MSMEs asserts that social media is crucial as a cost-effective, dependable, and practical promotional tool that reaches a wide audience and influences consumer decisions to buy.

H2 : SMMA significantly and positively impacts consumer purchasing choices.

The Effect of Review Credibility on Purchasing Decisions

According to a number of studies, reputable internet evaluations are those that readers believe to be truthful, reasonable, and reliable. in order for reliable reviews to affect customers' decisions to buy

H3 : Review Credibility has a positive and significant influence.

3. Research Methodology

The purpose of this study is to evaluate theories on the cause-and-effect relationship between two variables. The research model is developed through a hypothesis approach and tested based on certain principles. This research was conducted at Pempek Yuk Paka culinary MSMEs located in Banyumanis, Donorojo District, Jepara Regency, Central Java on 15 until 20 May 2024.

According to Sugiyono, a sample is a subset of the population that shares its characteristics. In this study, purposive sampling was employed, a technique where participants are selected based on specific criteria. The criterion used in this research was the respondent's purchase history, specifically that they had purchased the product at least once.

The population size cannot be known with certainty, so the sample size used according to Rao Purba uses the formula:

$$n = \frac{Z^2}{4 + M_{oe}{}^2}$$

In determining the sample size (n), a 95% confidence level (Z = 1.96) was employed, with a maximum acceptable margin of error (Moe) of 10%.

Using the given formula ($n = 1.962\ 4(0.10)^2$), the calculated minimum sample size for this research is $n = 96.04$. Given this result, the study will include a sample of 97 respondents to ensure sufficient statistical power.

So that the respondents used in this study were 212 consumers of Pempek Yuk Paka who had made at least one purchase.

An online questionnaire survey that asked participants a series of questions was used to collect original data. The data in this study were analyzed using PLS software and Structural Equation Modeling (SEM). A Likert scale questionnaire with ten response possibilities was used for data collection and hypothesis testing.
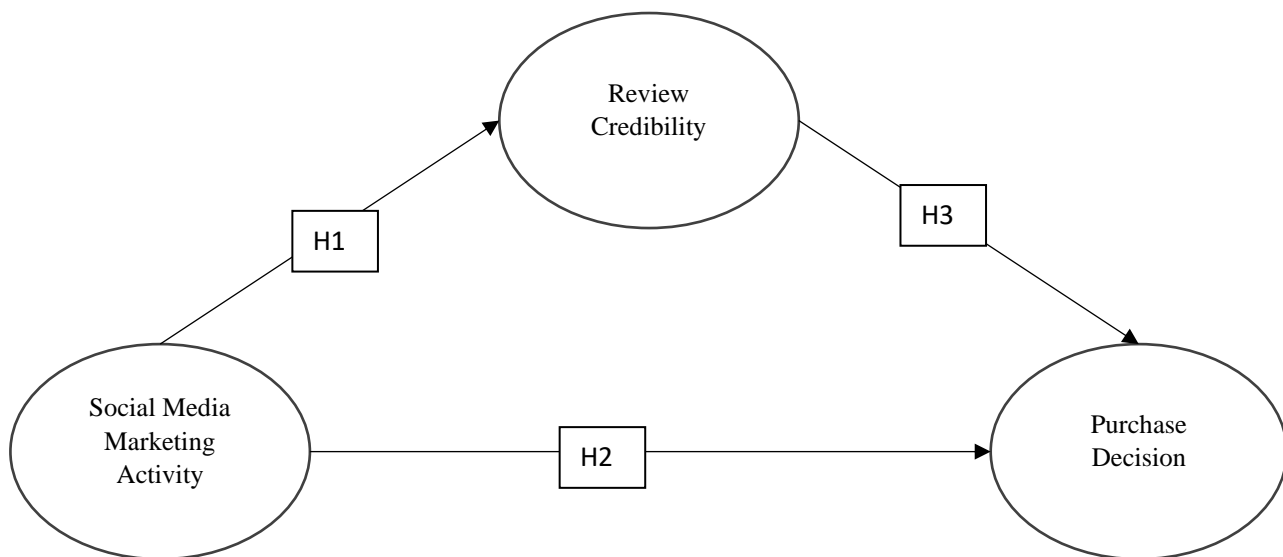

Fig. 1 Research Model

4. Result and Discussion

4.1. Result

Partial Least Squares Structural Equation Modeling (PLS-SEM) is used in this work for a number of reasons that support intricate data analysis techniques. With only 212 responders, the study's sample size was small, which makes PLS-SEM an excellent choice for analysis. Because this method does not presuppose data normality, it can be applied to datasets that do not meet this requirement. Models with hierarchical constructs and complex structures can be handled by PLS-SEM. The relationship between SMMA, review credibility, and purchase orders is intricate in this study. PLS-SEM allows researchers to estimate models with higher-order constructs, which means it can combine multiple variables into one larger construct. This is important in the context of this study, where SMMA is operationalized as a multidimensional construct. Bootstrapping methods can be used with PLS-SEM to evaluate the model's validity and significance. More confidence in the analytical results was achieved in this work by testing the measurement model and the structural model using the suggested bootstrapping approach. This study tested the mediating influence of shop love and moderating social media usage intensity. PLS-SEM offers flexibility in model design, enabling researchers to examine multiple associations and moderating or mediating effects [2].

4.1.1. Measurement Model Assessment
Model of Measurement: Outer
Two measuring models are included in this model, which are the test:

1. Convergent Validity
A construct is deemed appropriately valid when its Average Variance Extracted (AVE) is equal to or more than 0.5 and its outer loadings are larger than 0.7 [25]. Establish 0.5 as the convergent validity minimum. Table 1 displays the findings from the convergent validity analysis for this research model.

Table 1. Convergent Validity Test

Measurement	*Loading*	AVE	Outcome
Social Media Marketing Activity 1	0.834	0.646	Valid
Social Media Marketing Activity 2	0.723		
Social Media Marketing Activity 3	0.733		
Social Media Marketing Activity 4	0.794		
Social Media Marketing Activity 5	0.862		
Social Media Marketing Activity 7	0.788		
Social Media Marketing Activity 8	0.833		
Social Media Marketing Activity 9	0.807		
Social Media Marketing Activity 10	0.851		
RC1	0.842	0.779	Valid
RC2	0.914		

RC3	0.886		
RC4	0.859		
RC5	0.914		
RC6	0.879		
PD4	0.937	0.867	Valid
PD5	0.915		
PD6	0.940		

Source: Processed results obtained from SmartPLS version 4.0.

The investigation reveals that the indicators used to assess the concepts of Social Media Marketing Activity, Involvement, Promotion, and Purchase Decision had strong convergent validity, with scores over 0.7 in the convergent validity test. The measures' Average Variance Extracted (AVE) values exceeding 0.5 further supports their validity as markers of the corresponding constructs.

2. Reliability Test

The Composite dependability (Cr) score is a non-negligible metric used to assess a variable's dependability. Generally speaking, a score of greater than 0.7 indicates reliability. Cronbach's Alpha is another metric that may be used to evaluate the reliability of an indicator set. Values greater than 0.7 indicate strong reliability. The range of this metric is zero to one.

Table 2. Composite reliability *and Cronbach's alpha*

Variabel	Composite reliability	Croncach' alpha	Information
SMMA	0.943	0.923	
RC	0.955	0.943	Reliable
PD	0.951	0.931	

Source: SmartPLS version 4.0 output data (Processed)

It can be deemed trustworthy if the results of the reliability test demonstrate that all variable indicators receive values greater than 0.7.

Measurement Model (Inner Model)

The inner model provides a framework for extrapolating causal relationships between latent variables and non-observable variables.
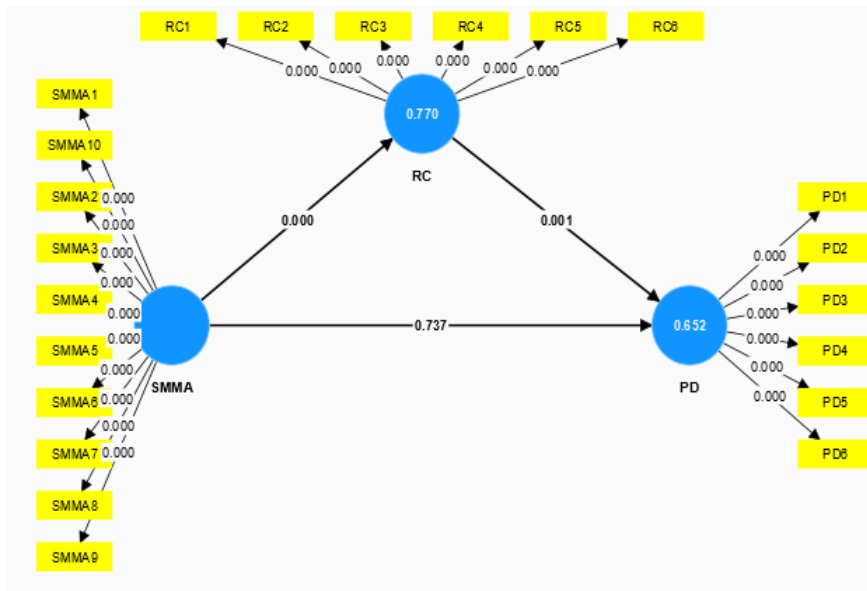

Fig. 1. Structural Model

R-square

A statistical metric known as the R-squared value measures the percentage of the dependent variable's change that can be attributed to the independent variable or variables. A significant influence is usually indicated by an R-squared value of 0.67 or above, a moderate effect by 0.33, and a weak effect by 0.19.

Table 3. *R-square*

Variabel	R-square	R-square adjusted
RC	0.763	0.762
PD	0.621	0.617

Source: Output data from SmartPLS version 4.0 (Processed)

Based on data analysis, the R-square value of 0.763 and the Adjusted R-square value of 0.762 show that Social Media Marketing Activity explains 76.3% of the variance in Review Credibility (RC). However, it's important to acknowledge that this effect is relatively weak, and other factors not included in this study likely contribute to the remaining 23.7% of the variance in RC.

Social media marketing activities account for 62.1% of the variance in purchasing decisions (PD), as demonstrated by the R-square value of 0.621. However, this influence is regarded as weak, with an adjusted R-square of 0.617. There are other factors not covered in this study that account for the remaining 37.9% of the variance in PD.

Mediation Test

There are three possible situations to take into account while using the mediation analysis framework. Non-mediation is one such situation, which is defined as a positive correlation between the independent and dependent variables and a negative impact of the mediating variable on the result. When the mediating variable influences the dependent variable in a positive way while the independent variable has a negative effect on it, full mediation is evident. Positive correlations between the independent, dependent, and mediating variables, on the other hand, are indicative of partial mediation. The bootstrapping method, utilizing SmartPLS 4.0 and evaluated through the P-value, facilitates interpretation: a P-value over 0.05 for indirect specific effects suggests a negative effect, whereas a P-value under 0.05 signifies a positive effect.

Table 5. *Path Coeffien*

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> RC	0.877	0.881	0.034	25.606	0.000
SMMA -> PD	0.079	0.133	0.234	0.336	0.737
RC -> PD	0.738	0.687	0.216	3.414	0.001

Source: Output data from SmartPLS version 4.0 (Processed)

Table 6. *Specific Indirect Effects*

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P value
SMMA -> RC -> PD	0.647	0.600	0.178	3.638	0.000

Source: SmartPLS version 4.0 output data (Processed)

The conclusion drawn from the tables 5 and 6 that are attached is:

RC acts as a mediator between PD and the effects of social media marketing activity.

Table 5 shows a negative correlation between Social Media Marketing Activity and Purchase Decision (PD) with a P-value of 0.737, above the 0.05 cutoff. Conversely, Table 6 demonstrates that there is a positive correlation between Social Media Marketing Activity and Purchase Decision when mediated by Review Credibility (RC). Since the P-value of 0.000 is less than 0.05, this is categorized as Full Mediation.

Hypothesis Test

P value and T statistics are visible in hypothesis testing. If P value is less than 0.05, the hypothesis can be accepted. To find out, use the SmartPLS version 4.0 application to get the Path Coefficient, which is obtained using the Bootstrapping technique.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SMMA -> RC	Coefficient of determination = 0.877
	P value = 0.000
	T statistic equals = 25.606
	T-table is equal to = 1.645
	T statistics > T-tabel
SMMA -> PD	Coefficient of determination = 0.079
	P value = 0.737
	T statistic equals = 0.336
	T-table is equal to = 1.645
	T statistics > T-tabel
RC -> PD	Coefficient of determination = 0.738
	P value = 0.001
	T statistic equals = 3.414
	T-table is equal to = 1.645
	T statistics > T-tabel

Source: Post-processed results of an analysis performed with SmartPLS version 4.0 software were obtained.

Hypothesis 1: The Impact of Social Media Marketing Initiatives on Review Credibility

We reject the null hypothesis (H0) in favor of the alternative hypothesis (Ha1) based on the coefficient of 0.877, T-statistic of 25.606 exceeding the crucial T-value of 1.645, and P-value

of 0.000 less than 0.05. This offers compelling proof that Social Media Marketing Activity has a positive and statistically significant impact on Review Credibility (RC).

Hypothesis 2: How Social Media Marketing Affects Consumer Purchase Intentions

When taking into account the coefficient of 0.079, T-statistic of 0.336 (below the critical threshold of 1.645), and P-value of 0.737 (exceeding 0.05), the alternative hypothesis (Ha3) is accepted and the null hypothesis (H0) is rejected. This implies that the use of social media for marketing purposes influences consumer decisions negatively, even though the effect is not statistically significant.

Hypothesis 3: The Impact of Review Credibility on Consumer Choice

We reject the null hypothesis (H0) in favor of the alternative hypothesis (Ha4) since the coefficient is 0.738, the T-statistic (3.414) is more than the crucial T-table value (1.645), and the P-value (0.000) is less than 0.05. This offers compelling proof that Review Credibility (RC) has a favorable and statistically significant impact on Purchase Decision.

4.2. Discusion

This study looks into the relationship between social media marketing activities (SMMA) and the purchasing decisions made by customers of culinary MSMEs. The results showed that SMMA cannot directly influence Purchasing Decisions (H2), but must go through Review Credibility (H1). This finding is different from research by Prasetyo [15], Fajri, Rizkyanfi [10] This demonstrates the strong and positive correlation between SMMA and Purchasing Decisions. In order for SMMA to have good results and influence purchasing decisions, this can be achieved through Review Credibility (H1). Table 7 indicates that a credibility review is a superior option for achieving the best results in enhancing the influence of SMMA on purchasing decisions, as it has a bigger influence (p=0,000). Through the use of SMMA, this study offers a fresh viewpoint on the advancement of research on purchasing decisions in the culinary industry sector. Where in this study more emphasis is placed on the credibility of reviews conducted by third parties, in this case Influencers. Previous research on the credibility of reviews was used to support purchase decisions by the electronic goods sector. [26] [27] , in the tourism sector [7].

5. Conclusion

5.1.1. Theoretical Implications

This study illustrates the relationship between SMMA and the choices made by consumers while choosing culinary goods. Contrary to the unfavorable and negligible H2 results, the data showed that employing SMMA by itself had no effect on purchases at Pempek Yuk Paka. On the other hand, the utilization of trustworthy reviews in SMMA immediately led to favorable and

noteworthy outcomes (H1) and had a favorable and noteworthy influence on purchasing choices (H3). Thus, Prasetyo's earlier research [14], Fajri, Rizkyanfi [10] is not validated. Nevertheless, this study agrees with past research showing that the presence of SMMA had no discernible influence on the decision to purchase [14, 16].

5.1.2. Managerial Implication

Social media marketing is becoming a more and more significant marketing tool, and MSMEs—especially in the food industry must adopt it. This is supported by a number of study findings, which indicate that social media marketing initiatives—especially those that focus on product reviews—have a big influence on influencing consumers' perceptions of items and, ultimately, their purchasing decisions. This study demonstrates that MSMEs seeking to significantly influence consumers' purchasing decisions need to run more successful social media marketing efforts. In this study, for example, MSMEs collaborated with social media influencers to get favorable product reviews; however, the reviews also had to take into account the legitimacy of the influencer and the caliber of the image or video. The legitimacy of these reviews will affect the choices and actions of customers.

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