



THE EFFECT OF SOCIAL MEDIA FACEBOOK AND INSTAGRAM TO CUSTOMER SATISFACTION BUYING MUSLIM CLOTHING

(Case study to the student of Universitas Merdeka Madiun)

Oleh :ZulinNurchayati¹

ABSTRACT

The purpose of this research are: (1) To provide empirical evidence between partially significant influence of social media facebook on consumer satisfaction buying Muslim fashion toward Student of UniversitasMerdekaMadiun; (2) To provide empirical evidence between the influence of social media instagram on consumer satisfaction buying Muslim fashion toward Student MerdekaMadiun; and (3) To provide empirical evidence there is influence of social media facebook and instagram to consumer satisfaction buying Muslim fashion toward Student of UniversitasMerdekaMadiun.

Population in this research is student of University of MerdekaMadiun which amount very much, so must be determined research sample. Determination of the number of samples in this study using the Lemeshow formula and accidental sampling technique. Once calculated using Lemeshow formula then the number of respondents in this study are set as 100 students.

Data collection techniques in this study was using questionnaires. While the technique of analysis in this study using multiple linear regression analysis, determination analysis, hypothesis test (t test and F test).

The research findings show that (1) There is partial influence of social media facebook towards consumer satisfaction of buying Muslim fashion at student of UniversitasMerdekaMadiun; (2) There is partially influence of social mediainstagram to consumer satisfaction of buying Moslem fashion at student of UniversitasMerdekaMadiun; (3) There is influence simultaneously in social media facebook and social

¹Dosen Program Studi Ilmu Komunikasi Universitas Merdeka Madiun

media instagram to consumer satisfaction of buying moslem fashion at student of UniversitasMerdekaMadiun; and (4) Social media variable which is instagram have dominant influence to consumer satisfaction to buy Moslem fashion at student of UniversitasMerdekaMadiun.

keywords: facebook, instagram, consumer satisfaction

INTRODUCTION

In the development and sophistication of information technology, especially the Internet has influenced not only in human social cultural changes but also affect the world of marketing in the world of commerce, even the utilization of the internet in marketing has become a trend setter. The use of internet in commerce is known as e-commerce. E-commerce is defined as a way to sell and buy goods and services through internet or social media networks (Nugroho, 2006). The higher the use of internet is directly proportional to its use in the marketing sector, so it is said that online marketing is getting popular in line with the increasingly usable internet usage (Utami&Triyono, 2012).

The emergence of Social media has now become a trend in marketing communications. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications built on the ideological and technological mind framework of Web 2.0, and allows the creation of exchange of information content from internet users. Web 2.0 is the basis of the formation of social media (Carlsson, 2010). Social media which has growing today is twitter, facebook, youtube, instagram, whatsapp, line and others. Searching for information and ease of use of social media is an important stage in making decisions to shop through social media. Before consumers make a purchase, they usually seek information in advance about the product that they like or product that being offered. Consumers live using a smartphone, laptop, or notebook that has internet access and various social media applications to buy the desired goods without having to leave the house. In addition, social media benefits also help online shop owners to market their products ranging from fashion, electronic, home appliances to the sale of airline tickets.

Based on sales data of 2017 online sales as in the table below.

Table 1. Miscellaneous Goods Purchased On Online Shopping In 2017

| Type of goods purchased | Fashion | Mobile | Consumer | Electronics Books dan Magazines | Groceries |
|-------------------------|---------|--------|----------|---------------------------------|-----------|
| Number of percentages | 78 % | 46 % | 43 % | 39 % | 24 % |

Source: Association Survey Ecommerce Indonesia (idEA), 2017

MochHariPurwiantoro, DanyFajarKristanto and WidiyantoHadi (2016) on the Effect of Social Media Usage on Small Medium Enterprises Development (SME) shows that the most used social media are Facebook, Twitter and Instagram. For most SMEs the benefits of using social media are for personal communication with consumers, Marketing and advertising, capturing consumer needs, responding to consumers, assisting decision-making and as a discussion forum with consumers. Karjaluoto (2008: 4), social media are divided into 6 kinds:

1. Blogs or web blogs, which is a website that can be used to display post, either by one person or group, and also provides space so that readers can post comments. Many kinds of blogs in the world, and blogs become popular because they provide a whole and original perspective on certain topics.
2. Forums, a site where multiple users can compile a topic and comment on a topic created. Anyone who visits the site can comment. In addition, this forum is usually used as a reference for those interested in a topic. An example of a fairly popular forum in Indonesia is kaskus. In kaskus there are various topics created by the users of the site or proposed by the visitors of the site.
3. Content communities, a site that allows users to install or distribute content. Content that is installed and deployed is usually a video or photo to tell and share. Some of these sites provide services for voting, so visitors can also determine the relevance of content to be installed and disseminated.
4. Virtual world, is a site that provides a virtual world for visitors. That is a world that seems real, because visitors can interact with other visitors, but basically the world is only in the internet. One of the most popular examples of virtual worlds is the on-line gaming site. Visitors can interact and fight alongside other visitors or can also compete with other visitors.
5. Wikis, is sites producing data or documents. Within this site, visitors who have been accepted as authorized users can substitute or add to existing content within sites with better sources. Wikipedia is one example of the wikis site.
6. Social networks, which virtual communities that allow users (users) to connect with other users (users). Some social networking sites are created to expand the group's network (for example Facebook), while others are created by a specific region (for example LinkedIn).

Aditya Firmansyah (2010: 10) argues that social networking sites are a service-based site that allows users to create profiles, view the list of available users, and invite or accept friends to join the site. With some of the above explanation can be concluded that social networking site is a web-based service where used to socialize and communicate with other parties either with friends, family, or a community that has the same purpose.

RESEARCH METHODS

This research uses associative research method (relationship). According Sugiyono (2011: 11), "associative research is research that aims to determine the relationship between two variables or more". This study intends to examine the influence of social media facebook and instagram on consumer satisfaction buying Muslim fashion toward Student University MerdekaMadiun. The population in this research is student of UniversitasMerdekaMadiun. According Sugiyono (2011: 81) "The sample is part of the number and characteristics possessed by the population". To determine the number of samples in this study using the Lemeshow formula and using incidental sampling technique. The results of the count show 100 people sampled, so the respondents in this study amounted to 100 students from the University of MerdekaMadiun. Data Analysis Technique using Multiple Linear Regression that is to know how far free variable have an effect on dependent variable, hence used multiple regression technique with equation or equation as follows: $Y = a + b_1X_1 + b_2X_2$

DISCUSSION AND RESEARCH RESULT

a. Characteristics of Respondents Based on Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid ≤ age 20 | 64 | 64.0 | 64.0 | 64.0 |
| > age 20 | 36 | 36.0 | 36.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

b. Characteristics of Respondents Based on Study Program

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------|-----------|---------|---------------|--------------------|
| Valid Law | 6 | 6.0 | 6.0 | 6.0 |
| Management | 32 | 32.0 | 32.0 | 38.0 |
| Accounting | 14 | 14.0 | 14.0 | 52.0 |
| State administration | 18 | 18.0 | 18.0 | 70.0 |
| Communication | 19 | 19.0 | 19.0 | 89.0 |
| Agrotechnology | 4 | 4.0 | 4.0 | 93.0 |
| Civil Engineering | 3 | 3.0 | 3.0 | 96.0 |
| Mechanical Engineering | 3 | 3.0 | 3.0 | 99.0 |
| Informatics Management | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Based on the data show that most of the students of University MerdekaMadiun who became respondents in this study aged less than or 20 years ie as many as 64%. Most of the students who become respondents in this study are students who take management study program that is equal to 32%.

Based on the results of data analysis showed that most of the students of Merdeka University Madiun that there is influence of facebook social media on customer satisfaction at university students MerdekaMadiun. It is known from the value of t arithmetic = 4.746 > t table = 1,984 with a probability / significance level 0,000 that social media facebook contribute positively to the satisfaction of consumers buying Muslim fashion at student University of MerdekaMadiun. The influence of social media instagram on consumer satisfaction at university students MerdekaMadiun can be known from the value of t arithmetic = 7,685 > t table = 1.984 with a probability / significance level 0.000. So it can be said that the social media instagram contribute positively to the satisfaction of consumers buying Muslim fashion at the student University MerdekaMadiun.

Based on the F test, it can be seen that simultaneously social media variables facebook and social media instagram have an effect on to consumer's satisfaction of buying Muslim fashion on student of UniversitasMerdekaMadiun significantly or significantly, because F count = 302,650 bigger than F table = 2,698, %. This shows that the two independent variables together have a significant effect on consumer satisfaction buy Muslim fashion at student of UniversitasMerdekaMadiun.

Based on regression coefficient analysis it can be seen that the value of standardized coefficients or beta of social media variable instagram (0,592) have dominant effect to consumer satisfaction to buy Moslem fashion at student of UniversitasMerdekaMadiun compared to social media variable facebook (0,366).

CONCLUSION

Based on the data analysis can be concluded research results as follows:

1. There is a partial influence on social media facebook to the satisfaction of consumers buying Muslim fashion at the university student MerdekaMadiun.
2. There is partial influence of social media instagram on consumer satisfaction buy Muslim fashion at student of UniversitasMerdekaMadiun.
3. There is influence simultaneously social media facebook and instagram to consumer satisfaction buying Muslim fashion toward student of UniversitasMerdekaMadiun.
4. Social media variables which is instagram has dominant influence on consumer satisfaction buy Muslim fashion on student University MerdekaMadiun.

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