

The Influence of Social Media Marketing on Traditional Salt Purchase Decisions in Aceh

Saiful Amri^{1*}, Almukarramah², Zulfan Yusuf³, Sarboini⁴

^{1,3,4}Management Studies Program Faculty of Economics, Universitas Serambi Mekkah, Aceh Indonesia

¹Lecturer of Biology Education, Faculty of Teacher Training and Education Universitas Serambi Mekkah, Aceh, Indonesia

*Corresponding Author: saifulamri@serambimekkah.ac.id

Abstract. *This study examines the influence of social media marketing on consumers' purchase decisions of traditional salt products in Aceh. The rapid growth of digital platforms has encouraged small and traditional industries to utilize social media as a marketing tool to expand market reach and increase consumer engagement. This research aims to analyze how social media marketing elements—such as content quality, information credibility, interaction, and promotional activities—affect consumers' purchasing decisions. A quantitative approach was employed using a survey method, with data collected from consumers who have purchased traditional salt products in Aceh. The data were analyzed using statistical techniques to determine the relationship between social media marketing and purchase decisions. The results indicate that social media marketing has a significant positive influence on consumers' purchase decisions of traditional salt. These findings suggest that effective utilization of social media can enhance consumer awareness, trust, and intention to purchase traditional salt products. The study provides practical implications for traditional salt producers and local entrepreneurs in Aceh to optimize social media marketing strategies to strengthen competitiveness and support the sustainability of local products.*

Keywords: Social Media Marketing; Purchase Decision; Traditional Salt; Local Products; Aceh.

1. Introduction

In development technology in the era digitalization now this, almost all perpetrators business try using social media marketing as a place promotion goods Good need main and secondary if perpetrator business No follow development digitalization This so will stay runway his business said. Strategy This is done so that consumers always have a unique attraction to make a purchasing decision, which can later help the company improve its marketing strategy so that it is more successful in the market. market very depends on the company that controls market globally in do various type strategy through marketing digitalization so that consumer will interest in decision purchase salt in more colors white, good packaging, standard size packaging and cheap price with high quality. And before consumer When making a purchase, consumers will think about For do a search salt higher price cheap And quality with search in several media and if they are interested in something, then they will share it with other people if the thing they get is interesting to them Social media This provide convenience and speed in obtaining information And have a very big contribution high in business as a tool in determining purchasing decisions.

Social media marketing is also carried out by almost all businessman has done online marketing via Instagram with Marketing products online. The increasingly rapid development of the internet has made it a necessity for society because it offers many benefits, including searching for information, interacting with others, and serving as a

promotional medium for promoting products or services offered by businesses. businessman No follow technology with make a sale online then businessman the will lost compete And will close his efforts , this is what becomes problem main in business We must using digitalization with Using social media as a place to promote a product allows marketers to actively communicate in two directions with consumers, thus enabling greater consumer involvement and creating a sense of equality between consumers and brands that consumers trust . social media Marketing is able to provide added value, effectively and efficiently to introduce products or brands to consumers so that consumers choose to buy products or services offered by producers.

Based on the background of the problem above, the objectives of this research are as follows: 1) To find out the picture of social media marketing in salt purchasing decision traditional in Aceh; 2) To find out how much influence social media marketing has on purchasing decisions salt traditional in Aceh.

Literature Review

Marketing

Marketing is a crucial function in modern business management. According to (Prasetyo, 2008), marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value. Marketing is not just about selling products, but also encompasses activities such as understanding customer needs, creating superior value, and building long-term, mutually beneficial relationships. (Yusri, Septya, & Andriani, 2021).

Effective marketing must be customer-oriented, meaning that the company must be able to identify the needs and desires of the target market, then deliver satisfaction more effectively and efficiently than competitors. (Hutabarat, Syahputri, & Amelia, 2023). In the context of modern marketing, communication strategies play a crucial role, including the use of digital and social media to reach consumers more widely. (Telaumbanua, 2018).

Digital Marketing

Digital marketing is a marketing activity that uses digital media or the internet as a channel to promote products and services to consumers. According to Islam & Wahed (2023), digital marketing involves utilizing digital technology to achieve marketing goals, including websites, email, mobile applications, search engines, and social media. (pradana sanjaya kisno simarmata, 2016).

The development of technology and the internet has brought changes in the way companies interact with consumers. (Rangaswamy et al., 2020). Consumers today are more active in seeking information before making a purchase. Therefore, companies are required to deliver relevant, engaging, and easily accessible information through digital platforms. (Apasrawirote, Yawised, & Muneesawang, 2022).

Social Media Marketing

Social media marketing is a subset of digital marketing that specifically utilizes social media platforms as a channel to build relationships with consumers and promote products. According to Herhausen, Miočević, Morgan, & Kleijnen, 2020, social media marketing is the use of social media platforms to connect with audiences, build brands, increase sales, and drive website traffic. (Dwivedi et al., 2021).

The main characteristics of social media marketing are interactivity and

engagement. Consumers are not just passive recipients of messages, but rather active participants who can interact, provide feedback, and even share their experiences with others. (Pandapotan Sitompul, 2022). This has a significant impact on the purchasing decision-making process.

Buying decision

A purchasing decision is the process consumers go through to determine whether to purchase a product. According to (Omar & Atteya, 2020), the purchasing decision-making process consists of five stages:

1. Problem recognition – Consumers recognize that there is a need or problem that must be met.
2. Information search – Consumers start looking for relevant information from various sources.
3. Evaluation of alternatives – Consumers compare various options based on certain criteria.
4. Purchase decision – Consumers choose and purchase certain products.
5. Post-purchase behavior – Consumers evaluate the purchased product, which may influence future purchases.

Factors that influence purchasing decisions can be internal (psychological and personal) and external (social and cultural) (Prasad & Jha, 2014). One external factor that is increasingly playing an important role is the influence of social media, where testimonials, reviews, and recommendations from other users can influence consumer perceptions and decisions.

2. Method

Data collection technique

To obtain relevant data for the research, interviews were conducted using research instruments, including questionnaires administered to respondents, direct observation, and literature review. Data collection techniques using questionnaires involved asking questions to parties related to the problem being studied.

Data Analysis Tools

To analyze data to find the influence of independent variables on dependent variables, it can be formulated that the decision purchase salt Traditional marketing is largely determined by the implementation of social media marketing. The collected data were analyzed descriptively and inferentially. Descriptive analysis was used to explain the theory by linking previous research, while inferential analysis used multiple linear regression to test the effect of independent variables on the dependent variable. Data processing was performed using SPSS software. Based on this description, the empirical model used in this study is Simple Linear Regression. as follows:

$$Y = a + b X$$

Information:

Y = Decision Purchase

X = Social media marketing

a = Constant

b = Regression coefficient

Then proceed with finding the Coefficient of Determination. The coefficient of determination is one of the statistical values that can be used to determine whether there is an influence between the two variables being studied. The value of the coefficient of determination shows the percentage of variation in the value of the dependent variable that can be explained by the resulting regression equation. The magnitude of the coefficient of determination is 0 to 1, the closer to 0 the magnitude of the coefficient of determination (r^2) of a regression equation, the smaller the influence of all independent variables on the value of the dependent variable. Conversely, the closer to 1 the magnitude of the coefficient of determination (r^2) of a regression equation, the greater the influence of all independent variables (free variables) studied on the dependent variable (bound variable).

3. Results and Discussions

Analysis Social Media Marketing in Promote Salt

In the digital marketing Certain We use digital system with form wrong one social media marketing with objective for promote goods, increase sale and interesting Customers. Digital marketing is a marketing activity that uses digital media or the internet as a channel to promote products and services to consumers. with using digital technologies to achieve marketing goals, including websites, email, mobile apps, search engines, and social media (Robby Aditya & R Yuniardi Rusdianto, 2023). Advances in technology and the internet have changed the way companies interact with consumers. Consumers today are more active in seeking information before making a purchase. (Jung & Shegai, 2023). Therefore, companies are required to convey relevant, interesting, and easily accessible information through digital platforms. This social media marketing used on consumers who have own experience positive on something brand certain things on social media tend to recommend brand the to other parties with method use various social media start from Facebook, Instagram, Twitter and Link then made must customized with social media Because every social media has typical and type different users depends from use And type goods or service (Vollrath & Villegas, 2022) . The main characteristics of social media marketing are interactivity and engagement. Consumers are not merely passive recipients of messages but rather active participants who can interact, provide feedback, and even share their experiences with others. This has a significant impact on the purchasing decision-making process.

Analysis Social Influence Media Marketing towards Salt purchasing decisions in Aceh

The results of data processing show that social media marketing has an influence on decisions. buyer Salt in Aceh. This can be seen from the positive value of the variable regression coefficient, as shown in the SPSS output section below.

Table 1. SPSS Output: Constant Value and Regression Coefficients for Each Variable

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,005	1,232		3,251	,001
Social Media Marketing	,711	,068	,653	10,482	,000

a. Dependent Variable: Decision Buyer

Source: SPSS Data Processing Results

Based on table 1, which was obtained from the results of processing and computerization using the SPSS program, the following Simple Linear Regression equation was obtained:

equation was obtained:

$$Y = 4.005 + 0.711x$$

The regression equation above can be explained as follows:

- a = 4.005 shows that if Social Media Marketing is constant or $X = 0$, then the decision buyers of 4,005
- b = 0.711 can be interpreted as meaning that every increase in the average value of the alternative score of respondents' answers to statements related to Social Media A marketing of 1.00 will increase the average value of the alternative score for statements related to the decision. buyer of 0.711. Thus it can be interpreted that the more use Social Media The more marketing is done, the higher the level. decision - making purchase salt in Aceh.

Next, to determine the closeness of the relationship between the Social Media variables Marketing with decision variables buyer the correlation coefficient (R) can be used to determine the salt content in Aceh. The results of data processing using SPSS software show the correlation coefficient (R) value as shown below.

Table 2. The SPSS Output Section Showing the Correlation Coefficient (R) and Determination Coefficient (R^2) Values Model Summary

Mode	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	- Change	df1	df2	Sig. F Change
1	, 653 ^a	, 426	, 422	3,004	,723	991 , 801	1	149	,000

a. Predictors: (Constant), Social_1 Madia-Marketing

b. Dependent Variable: Decision Buyer

Based on the SPSS output in Table 2, the correlation coefficient (R) is 0.653. This means that there is a relationship between the independent variable and the dependent variable of 6.5.30 %. This means that the Social Media factor is Marketing has a very strong influence on decisions purchase salt in Aceh. From the results of data processing, the coefficient of determination (R^2) = 0.426 was obtained. This is in accordance with research (Cristofer, Pandia, Rindorindo, Sibarani, & Simanjuntak, 2023) which states that product digitalization, advertising appeal, and product variety have a positive and significant effect on purchasing decisions. And According to research (Saepuloh & Hisani, 2020), price significantly influences purchasing decisions, and promotion significantly influences purchasing decisions. This indicates that 42.6 % of purchasing decisions are influenced by price. purchase Salt in Aceh can be explained by the Social Media Marketing variable applied to the business. salt said, while the remaining 57.4 % (100% - 42.6 %) can be explained or influenced by other factors outside the variables that have been studied in this research.

4. Conclusions

The results of this study show that the social media marketing variable has a positive and significant influence on salt purchasing decisions. in Aceh, thus social media

marketing shows that it has a very important role important in competition business, if We Can follow development modern sales that all all-round practical and efficient so We will capable get share wide market.

Suggestion

Based on the results of the research conducted, the following suggestions are made in the research:

1. For salt farmers, digital marketing training is needed.
2. Farmer salt Still produce system traditional so the need existence role government in the salt production process using modern technology.
3. Salt farmers selling salt should Already There is in form packaging or gasket.

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