

## **INFLUENCE OF SOCIAL NETWORKS AND SOCIAL MEDIA TOWARD SATISFACTION THROUGH APPAREL PURCHASE DECISION ON ADOLESCENTS IN EAST JAVA**

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This study aims to determine the influence of Social Media Social networks and satisfaction through consumer purchasing decisions apparel at teenagers in East Java. The population used in this study are young people in East Java. According to the Central Statistics Agency (BPS) (2010), adolescent age limit is 10 to 24 years of age. Characteristics of the sample in this study are: a minimum age of 17 years, have social networks, social media has, and never make a purchase apparel for information from social networks. Total sample of 150 respondents. Sampling techniques or sampling technique in this study were randomized (random sampling), the sampling technique that gives equal opportunity for each element or member of the population to be selected into the sample. The technique used to draw the sample is purposive random sampling technique.

**Keywords:** Social Networks, Social Media, Purchase Decision, Satisfaction

### **I. INTRODUCTION**

Social Networks and Social Media for a top spot because they are the most influential platform to win the attention of customers. Creation of a unique experience and memorable that provide value both tangible and intangible to the customer is key for the company to achieve maximum benefit from the use of social networking and social media as a reward for efforts such as the time required, the costs used, and the energy expended to maintain customer. This is especially true in the apparel industry is blooming in connection with an online business and e-Marketing. Many large companies around the world have started to sell online via an e-store that allows them access to people around the world.

On the other hand some small businesses as well as people who do not have previous experience in the offline business also started selling goods online, including handmade clothing. The trend is very pronounced in Indonesia also and mainly due to changes in customer orientation. People are now more likely to surf the internet and purchase goods online. They discuss, compare, rate and rank the products after reviewing the information available through the Internet, especially through social media sites, and Social Networking. It is a challenge apparel companies today.

First the most important challenges faced by contemporary organizations to devise a strategy of social media and social networks for allegedly influencing consumer decision-making. Secondly, organizations are facing extreme pressure

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from the external environment as the business becomes more dynamic and unpredictable. Third, customer buying decisions are influenced by a number of different variables, such as social media and social networking.

## **II. PREVIOUS STUDY**

The previous study is the reference of this research is research that has been done by Bilal *et al.*, 2014. The study was conducted in Pakistan. The results showed that consumers in Pakistan are very interested in the use of multiple social media platforms that include Blogs and YouTube. Similarly, consumers mostly prefer the social networking site Facebook and Google for their own personal decisions. The results also proved that the use of online media has a strong influence on the purchase decision. It means that people use online social networking and social media sites as a source for information about different companies, different brands, and services.

## **III. SOCIAL NETWORK**

According to Heer and Boyd (2005) online social networking is a phenomenon that affects millions of people at the same time. Reid and Gray (2007) states that the newsgroup usenet is an online social network first appeared in 1979 and then in 2003 the social network 'Friedster.com' appears. Shields (2007) stated that social networks are used by more than 70 percent of all Americans in one form or another. The social network is visited by millions of users, because there are no restrictions, especially in terms of the monetary sign-up in the case of most of the social networks, which attract advertisers to the site also allows them to earn enough cash. According Todi (2008) Social networking has facilitated the company by allowing marketers to come up with a strategy that is more customized and targeted. Khan and Khan (2012) stated that it also led to an increase in revenue for the company, improve effectiveness and efficiency in terms of costs and the development of marketing strategies.

According to Preece (2001), the measurement of social networks include: (1) are able to make comments, (2) each participate in communication, and (3) the information submitted is reliable.

## **IV. SOCIAL MEDIA**

As mentioned Nonaka (1994), social media such as blogs, are ideal for transferring explicit knowledge as codified in physical form (information) and the flow of knowledge occurs when someone commented on the information section. On the other hand, the transfer of knowledge to have more challenge when it comes to the transfer of knowledge. It is believed that this type of knowledge will be transferred either to the improvement of social closeness (social interaction) and geographic proximity (Angeli *et al.*, 2009). A virtual community can be seen in the form of

social site that has grown over the last few years. Some people have joined the virtual communities of social media. It has been the source for the development of society on a global level. The explosion of social media to significantly change the way of communication and affect the way in which companies interact with customers. Also allows customers to be much more extensive know about the product by making comparisons and read reviews and participate in discussions. People around the world interact with each other through this community and share their personal information with each other and also talks about the different products and brands through social networking sites contemporary. Social media provides a platform for customers where they can collaborate and work together in creating a significant strategic choice with a customer-centered organization. Collaboration and the interaction resulted in the development of an improved understanding of the company by customers. This makes the customer happy and satisfied and create a durable bond between customers and businesses.

According to Chen (2014), social media is measured by: (1) get a few people with the same interests, (2) easier to relate when compared with no through social media, (3) sharing with other friends, and (4) happy to be part of the community in social media.

## **V. BUYING DECISION**

According to Kotler & Armstrong (2001) customers through the five stages of the purchase decision-making process when making purchasing decisions.

The first phase is known as need recognition. The second stage is the search for information. At this stage, the customer is interested in solving the problem they will need to decide how much information is needed to search around. With social media, customers have the resources such as blogs and / or tweet which can have positive and negative (Subramani and Rajagopalan, 2003), leaving the impression of the product in the mind of the reader. The next stage in the consumer buying decision process is the evaluation of alternatives where the customer evaluate all information gathered in the previous stage. The information collected is not just one product, but some products. Tanner & Raymond (2011) suggest that the level of involvement is an important determinant of the level of evaluation. The next step will be to make the decision to buy the product. Therefore, it is common that people assume that when a customer walked into the store and customers already know what customers want in their own mind because the customer has already done all the research and have made the decision of what consumers will buy. Once a customer buys a product, they are satisfied with the product will tell others how to help them when people ask them for an opinion, or posting an opinion on every social networking site to express their satisfaction.

According to Chen (2014) purchase decision is measured by: (1) social networks and social media helped me make better decisions in purchasing apparel,

(2) social networks and social media increase my interest to make better decisions in purchasing apparel, (3) I am pleased to make a decision to buy apparel based on the information I received through social networks and social media.

## VI. SATISFACTION

Customer satisfaction is the collective result of customer perception, evaluation, and psychological reaction to the consumption experience with a product or service (Khalifa & Liu, 2003). Consumer satisfaction is a measure of how products and services supplied by a company meet or exceed customer expectations. It is the customer number or percentage of total customers who reported that their experience with the company, products, or services (ratings) exceeds specified satisfaction goals. Customer satisfaction is associated with the following results: customer patronage, customer loyalty and retention, enhance the corporate image, positive word of mouth and increase the profitability of the organization (Gummenson, 1999 & Wirtz, 2003). Measurement of customer satisfaction has become a strategic management tool in most organizations.

According Esu and Anyadighibe (2014) satisfaction measurements include: (1) willingness to recommend others, (2) loyal, and (3) to buy more often.

### Research Model

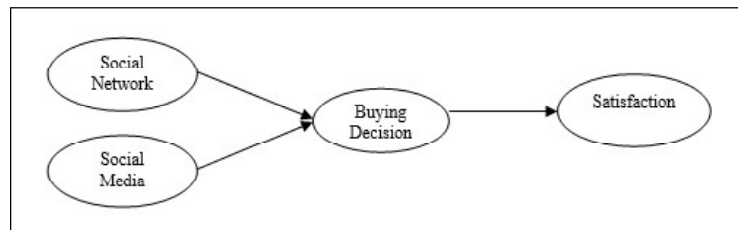


Figure 1: Research Model

## VII. RESEARCH METHOD

The design of this research is causality, which analyzes the effect of one variable to another variable. The data used in this research is quantitative data. While the source of the data in this research is the primary data source is data obtained directly from respondents through questionnaires. The tools used in this study a questionnaire distributed directly to the respondents. Respondents were given deselecting the statement deemed most appropriate. Methods of data collection conducted by researchers distributed questionnaires.

The population used in this study is young people in East Java. According to the Central Statistics Agency (BPS) (2010), the age limit is the age of adolescents 10 to 24 years (www.scribd.com). Characteristics of the sample in this study are: a

minimum age of 17 years, have social networks, social media has, and ever purchase apparel from social networks. The total sample are 200. Sampling technique in this study is purposive random sampling technique.

**VIII. ANALYSIS**

**(A) Hypothesis Testing**

TABLE I: HYPOTHESIS TESTING

<i>The Influence Among Variables</i>		<i>Loading Factor</i>	<i>C.R.</i>	<i>P</i>	<i>S/NS</i>
Social Networks	→ Buying Decision	0,46	4,26	0,00	S
Social Media	→ Buying Decision	0,61	3,38	0,00	S
Buying Decision	→ Satisfcation	0,73	4,64	0,00	S
Social Networks → Buying Decision Satisfaction		0,18	2,21	0,03	S
Social Media → Buying Decision → Satisfaction		0,28	2,25	0,03	S
Social Networks, Social Media → Buying Decision → Satisfaction		0,05	2,08	0,04	S

<sup>a</sup> Source: Data processed

**IX. DISCUSSION**

1. Descriptive statistics of social networks proves that the average value of the variable is equal to 3.658 (agree). This means that the respondents agreed that: (1) Members of social networks are able to give comment. (2) Each member of the social networks participating in the communication. And (3) The information presented in social networks can be trusted. The test results of hypothesis 1 produces the value loading factor of 0.459 (p = 0.000) proves there is a positive and significant influence of social networks on purchasing decisions. That means that if social networks in this study was measured by: each comment, participate in the mutual communication, and information delivered reliably running well, the purchase decision will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.
2. Descriptive statistics of social media proves that the average value of the variable is equal to 3.73 (agree). This means that the respondents agreed that through social media: (1) get a few people with the same interests, (2) easier to relate when compared with no through social media, (3) sharing with other friends, and (4) glad to be a part of communities in social media. The test results of the second hypothesis generating value loading factor of 0.608 (p = 0.00) proves there is a positive and significant impact of social media on

purchasing decisions. That means that if social media in this study was measured by: get some people with the same interests, easier to establish relationships, (3) sharing with other friends, and (4) love being part of the community, then the purchasing decisions will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.

3. Descriptive statistics purchasing decision proves that the average value of the variable is equal to 3.709 (agree). This means that the respondents agreed that: (1) Social networks and social media to help make better decisions in purchasing apparel, (2) Social networks and social media to increase the interest to make better decisions in purchasing apparel, and (3) are happy to make the decision to buy apparel based information through social networks and social media. The test results of hypothesis 3 produces a factor loading value of 0.726 ( $p = 0.000$ ) proves there is a positive and significant impact on the purchasing decisions satisfaction. That means that if purchasing decisions in this study was measured by: social networks and social media to help make better decisions in purchasing apparel, social networks and social media to increase the interest to make better decisions in purchasing apparel, and happy to make the decision to buy apparel based information through social networks and social media, the satisfaction will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.
4. Descriptive statistics satisfaction proves that the average value of the variable is equal to 3.561 (agree). This means that the respondents agreed that: (1) would recommend others to buy apparel from information of social networkings and social media., (2) will continue to buy apparel from information of social networkings and social media, and (3) will often buy apparel through information from social networkings and social media. The test results of hypothesis 4 resulted in value loading factor of 0.177 ( $p = 0.029$ ) proves there is a positive and significant impact on the social networkings satisfaction through purchasing decisions. That means that if networkings social influence on purchasing decisions increasingly large and influence purchasing decisions towards the higher the satisfaction, the influence of social networkings against satisfaction through purchasing decisions will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.
5. The results of the testing of the hypothesis 5 produces a value of loading factor of 0.280 ( $p = 0.026$ ) proves there is a positive and significant impact on the satisfaction of social media through the purchase decision. That means that if the influence of social media on purchasing decisions increasingly large and influence purchasing decisions towards the higher the satisfaction, the

influence of social media on satisfaction with purchase decisions will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.

6. The results of testing of hypotheses 6 generates value loading factor of 0.049 ( $p = 0.039$ ) proves there is positive and significant social networkings and social media to satisfaction through the purchase decision. This means that if: networkings social influence on purchasing decisions increasingly large, the influence of social media on purchasing decisions increasingly large, and influence purchasing decisions towards the higher the satisfaction, the influence of social media and social networkings against satisfaction through purchasing decisions will be higher. The results support the theory of the purchasing decision process expressed by Kotler & Armstrong (2001) as well as research Bilal *et al.*, 2014.

## **X. CONCLUSION AND SUGGESTION**

### **(A) Conclusion**

1. The first hypothesis proposed in this research that social networks and a significant positive influence on purchasing decisions on consumer apparel teenagers in East Java, accepted.
2. The second hypothesis proposed in this research that social media positive and significant impact on purchasing decisions on consumer apparel teenagers in East Java, accepted.
3. The third hypothesis proposed in this research that apparel purchasing decisions and significant positive effect on customer satisfaction teenagers in East Java, accepted.
4. The fourth hypothesis proposed in this research that social networks influence positively and significantly related to satisfaction through consumer purchasing decisions apparel at teenagers in East Java, accepted.
5. The fifth hypothesis proposed in this research that social media positive and significant effect on satisfaction through consumer purchasing decisions apparel at teenagers in East Java, accepted.
6. The sixth hypothesis proposed in this research that social networks and social media, and a significant positive effect on satisfaction through consumer purchasing decisions apparel at teenagers in East Java, accepted.

### **(B) Suggestion**

1. To strengthen the theory of online marketing that already exist, especially relating to social networks and social media on purchasing decisions and satisfaction, the suggestions for future research is to expand the variables that

theoretically are stated to have an influence on purchasing decisions and satisfaction.

2. The results of this study are expected to provide good feedback for the managers of online marketing and offline marketing to make decisions about social networks and social media and its influence on the purchase decision and satisfaction.

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