

# The Influence of Social Media and Marketplace on Interest in Buying Bima Woven Fabric Products

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**Abstract-** The globe has become borderless as a result of the rapid development of information and communication technologies. People even use the internet as a means of buying and selling products and services online, which was subsequently referred to as the online market. The internet has evolved to adapt to the demands of the community and people even use the internet as a method of doing so. The Bima weaving company group use web marketing to supplement their sales efforts. The objective of this research is to investigate the role that social media and online marketplaces have in shaping consumer interest in purchasing bima weaving items. The data were acquired via the use of an online questionnaire, and there were a total of one hundred people that responded to the survey. sampling carried out utilizing the method of purposive sampling Excel 2013 and SPSS 22 for Windows are the programs that are used to handle the data. Quantitative research methodologies and multiple linear regression analysis are used in this work. This demonstrates that there is a beneficial influence that social media has on purchase interest. It is possible to draw the conclusion that there is a tight association between the independent and dependent variables as a result of the fact that the correlation value between the social media and marketplace variables from the purchasing interest variable is 75%. According to the findings of the t-test, the desire to purchase bima weaving items is significantly impacted by the use of social media. The marketplace is a crucial factor in determining the degree of purchaser interest in bima weaving items. According to the findings of the F test, the combination of the market and social media has a substantial impact on the amount of interest buyers have in purchasing Bima woven items.

**Keyword :** social media, marketplace, buying interest, bima weaving.

## I. INTRODUCTION

The pace of technological progress is really high right now. At first, all we had to go on was radio, television, and newspapers; but, as time went on, people's information and communication demands became more sophisticated, prompting scientists to develop more cutting-edge technology. Internet users now use this newly coined term "online market" to purchase and sell products and services to one another. This is just one example of how the Internet has evolved to meet human needs as information and communication technologies have progressed. Bate'e (2019) was the first to study how consumers' use of social media affected their purchases from the Nias Gunungsitoli T-shirt Store. filled completed the survey using statistical methodology and data gathering procedures. Testing for dependability utilizing the approach of halves[1]. The goal of this study is to examine the impact of social media and online shopping on consumer behavior. the use of numerical analysis and descriptive checking.

Shopping online is a relatively recent phenomena in Indonesia. People would rather purchase online than make the effort to physically go to a store. Because of the rising popularity of purchasing online, several new virtual marketplaces have emerged. The most popular Indonesian online marketplaces are Shopee, Tokopedia, and Bukalapak. Youtube, Whatsapp, Facebook, and Instagram have the highest numbers of users in Indonesia. Tenun bima settled on Shopee, Instagram, and Whatsapp as their

primary marketing channels after analyzing user data from the most popular platforms[2],[3].

With 197 followers, Instagram is the platform where bima weaving items have attracted the most attention from consumers. Instagram has grown very popular among its users, both sexes. You may better connect with your customers for bima weaving items by using the Instagram business feature to see data on your followers, such as daily visitor statistics and the most popular posts. Bima, the weaver, has 570 WhatsApp friends. Whatsapp may bring businesses and their consumers closer together, which is great news for the sales of Bima woven goods. The marketing of bima weaving items in the market allows for hands-free management of all aspects of a sale, including product discovery, purchase, and assessment through rating and review tools. The company's operations are streamlined as a result. The results of internet advertising have been promising so far. Sales of Bima weaving goods have declined precipitously over the last year. The author is interested in the impact of marketing and social media on consumer interest in Bima Weaving goods because of the dismal 2021 sales figures.

## II. RESEARCH METHODOLOGY

This investigation makes use of descriptive quantitative techniques and multiple linear regression analysis. This research uses a sample size of 100 participants drawn from the community of social media users and shoppers at the Bima Tenun marketplace. A method of sampling chosen for its usefulness or



interestingness (purposive sampling). Primary data collected through online survey questions. The measurement scale used is a Likert scale with a rating of 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree.

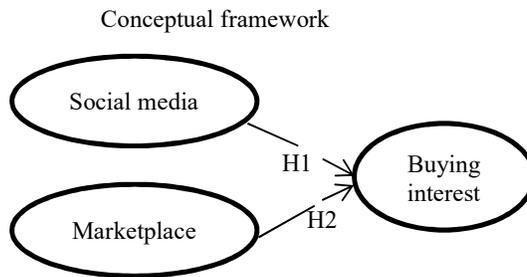


Figure 1. Conceptual framework

H1: Social media has a significant effect on buying interest in Bima Weaving products.  
H2: Marketplace has a significant effect on buying interest in Bima Weaving products.  
Hubungan Antar Variabel

The Influence of Social Media Characteristics on Consumers' Intent to Make a Purchase[4] found that there was a 70.9% correlation between Instagram engagement and

consumer propensity to make a purchase. The coefficient of correlation is statistically significant. This indicates that there is just one direction of influence between the two factors. Instagram's success as a social media platform correlates to increased customer enthusiasm for making a purchase. An individual's propensity to purchase is 70.9% more likely if they follow a brand on Instagram. Thus, it can be concluded that Instagram has a substantial impact on the Floating Market's customers' desire to make purchases.

H1: Social media has a significant effect on buying interest in Bima Tenun products.

Faisaletal's purchasing motivation and its link to a market variable. Chi-square test findings for e-commerce variables are shown in Survey (2020). The chi-square value was 16,309 and the p-value was 0.001 0.05 according to the SPSS chi-square test findings[5]. This indicates the influence of e-commerce factors on consumer demand for bima woven goods[6].

H2: Marketplace has a significant effect on buying interest in bima Tenun products

Table 1 Variables and Operational Definitions

Variables and Operational Definitions			
Variables	Variable Operational Definition	Indicator	Source
Social media (X1)	According to the most up-to-date version of the Cambridge Dictionary (2017), social media may be defined as an online platform that encourages participation in social networks via the production and dissemination of user-generated content.	1. Build a relationship 2. Brand building 3. Advertising 4. Promotion	Mileva theses dissertation [7]
Marketplace (X2)	According to Artaya and Purworusmiardi [8] in Nathasya (2018), a marketplace is a website that facilitates trade between businesses. The notion of the market place is quite similar to that of the conventional market. As a central meeting point for consumers and sellers, marketplaces facilitate the smooth transaction of goods and money.	1. System quality 2. Quality of information 3. Quality of service	DeLone & McLean (2003, in Faisal et al., 2020)
Purchase interest (Y)	Purchasing interest is defined by Tjiptono (2007, in Aptaguna and Pitaloka, 2016) as the degree to which a responder is likely to take action before a purchase decision is made.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. exploratory interest	Tjiptono(2007, in Aptaguna & Pitaloka, 2016)

Data analysis technique

This research employs multiple linear regression analysis due to the presence of several independent variables. Also, just one dependent variable will be evaluated against the independent ones. Tests for normality, multicollinearity, heteroscedasticity, F-tests, t-tests, and coefficients of determination will be run to determine whether



or not the data is valid and trustworthy before any multiple linear regression analyses are performed.

### III. RESULTS AND DISCUSSION

This study's findings are quantitative, based on responses from one hundred people. The sample of those who filled out the surveys came from people who follow the researchers online and shoppers at the Bima Tenun market. A Google form was used to conduct an online survey and gather the necessary information. A Likert scale was used as the assessment tool for this investigation.

#### Validation Test

Validation procedures assist in determining whether a set of questionnaires is enough for identifying variables, as stated by previous research [9]. The total number of altered elements in each question is correlated with one another, and this is how the validity score is calculated. Here are the guidelines for checking measurements:

- A. If the adjusted total item correlation  $> 0.300$ , then the question is valid.
- B. If the total items  $< 0.300$ , the question is invalid.

All questionnaire questions were certified valid or usable as measures of the variables of interest since their respective correlation values were larger than 0.300, as determined by the validation test. The Cronbach alpha for (X1), (X2), and (Y) is larger than 0.60, as determined by the reliability test. The index generated by the survey instrument may be considered trustworthy if its Cronbach alpha is more than 0.60. Consequently, it follows that all of the study's independent and dependent variables may be relied upon.

#### Normality test

The P-Plot of Regression Standardized shows that the residual value follows a normal distribution. An ordinary residual value is one in which the point is on the diagonal.

#### Multicollinearity Test

Using a multicollinearity test, we see that the VIF value for the two independent variables is less than 10, and the tolerance for the two independent variables is more than 0.1. This indicates that the two predictors are not multicollinear.

#### Linearity Test

The linearity test shows that the independent variable (social media) is not linear with the dependent variable (buying interest) because the significance value is less than 0.05.

The significance value of the marketplace variable is 0.561 which means it is greater than 0.05, but the independent variable (marketplace) is linear with the dependent variable (buying interest).

#### Heteroscedasticity Test

A test for heteroscedasticity reveals that the data points do not cluster. As a result, we may say that this regression does not have a non-uniform variance.

#### T - Test

a. The Impact of Social Media on Consumer Intent to Purchase For those interested, the t-test yielded a tcount of 5.283 and a Sig value of 0.020. This demonstrates that both the tcount and Sig values are larger than 0.05, since the tcount is greater than 1.98472 and the Sig value is greater than 0.05. Accordingly, factors related to social media significantly affect consumer enthusiasm for Weaving Bima wares.

b. A t-value of 3.618 and a sig-value of 0.000 were calculated for the market for buyer interest. The tcount number is more than the ttable value of 1.987472, and the sig value is greater than 0.05, proving that the null hypothesis cannot be rejected. Demand for Bima woven goods is therefore significantly influenced by market conditions.

#### F - Test

The value of Ftable was 3.09 (Table F at the 5% significant level) when the equations  $F_{table} = (k:n-k)$ ,  $F_{table} = (2:100-2)$ , and  $F_{table} = (2:98)$  were applied to the data from the research, which included two independent variables and 100 samples. The numbers in the table add up to an Fcount of 62,612 and a Sig of 0.000. Since Fcount is larger than Ftable 3.09 and Sig is less than 0.05, we may conclude that the significance level is low. Together, social media and Marketplace have a considerable impact on consumer enthusiasm for Bima Weaving goods.

#### Coefficient of Determination

Based on the results of the coefficient of determination test, we may infer that the two independent variables (X1 and X2) are moderately and positively correlated ( $R = 0.751$ ) with respect to the dependent variable (buyer interest = Y). It may be inferred that there is a tight association between the independent variable and the dependent variable in this research since the correlation value (R) is near to 1. Then there's the correlation, According to the data in the table above, X1 and X2 account for 55.5% and 44.5% of the variance, respectively, while the remaining 7.5% is explained by factors not included in the current study.

The purpose of multiple linear regression analysis is to determine the presence or absence of



the influence of the independent variable with the dependent variable. Based on the tests performed, the following equation is obtained:

$$Y = 3,310 + 0,394 X1 + 0,158 X2 + e$$

With this equation, it will show the relationship between the X variable (Social Media and Marketplace) with the Y variable (Purchase interest). The interpretation is as follows:

1. The value of the constant is 3.310. This means that if the independent variable does not change, namely on social media and the marketplace ( $X1$  and  $X2 = 0$ ), then the willingness to buy is positive at 3.310.
2. The regression coefficient value for the social media variable is positive at 0.394. In other words, assuming the social media variable ( $X1$ ), the marketplace variable ( $X2$ ) increases by 1 unit, and if the constant is 0, the level of buying interest increases by 0.394. Social media variables show a positive contribution to buying interest, so the better the marketing through social media, the more likely consumers are to buy.
3. The value of the marketplace variable regression coefficient is positive at 0.158. That is, assuming the marketplace variable ( $X2$ ) increases by 1 unit on the social media variable ( $X1$ ) and the constant is 0, it will increase the level of buying interest by 0.158. The marketplace variable makes a positive contribution to buying interest, the better social media works, the more likely consumers are to be interested in buying.

#### The Effect of Social Media ( $X1$ ) on Buying Interest ( $Y$ )

Based on the results of the t test done with the SPSS program, the results of the test show that social media variables have a big impact on buying interest. This shows that how much marketing there is on social media has an effect on how much people want to buy. So, it can be said that what people do on social media affects their desire to buy.

#### Effect of Marketplace ( $X2$ ) on Purchase Intention ( $Y$ )

Based on the results of the t-test done with the SPSS program, the market variable has a big effect on buying interest. This shows that the quality of the system, the quality of the information, and the quality of the service in the market all affect consumer interest in buying. So, it can be said that what people do on social media affects their desire to buy.

#### Research Implication

People spend more time in front of the computer in this age of technology. This has caused people to switch from shopping in stores to shopping online. So, this research is likely to be useful for businesspeople and marketers, especially the weaving group of Bima Regency,

which wants to use online marketing to implement its business strategy[10]. The results of this study show that both social media and the marketplace make people more interested in buying. Business owners should focus on online marketing to get more people interested in buying their products[11]. Also, business owners must be able to give customers things to do, like shopping without having to go to the store. This can be used with real product photos or real pictures. The color of the product should be similar to the color of the product being photographed, and the product's specs should be clear.

## IV. CONCLUSIONS

### Conclusions

Based on what has been learned about how social media and the market affect the desire to buy bima weaving products, Among the conclusions reached are:

1. Social media makes people more interested in buying products from Bima Weaving.
2. Marketplace makes people more interested in buying products from Bima Weaving.

By using a sample of 100 respondents with a population of 197 Instagram followers and 200 followers of a marketplace store.

### Recommendations

Suggestions for People in Business  
When using social media to market a business, especially an online business, it's best to pay attention to the content being promoted. So that people will be interested in the products being sold, the content must be interesting and the information must be clear. It is also important to build good relationships with followers and build brands. If you want to market on a marketplace, you should choose one where both sellers and buyers are protected. Information that is easy for potential buyers to understand, up-to-date, and relevant to what they need. Have good service quality, like being quick to help and giving a guarantee.

This study only looks at Instagram, WhatsApp, and the online marketplaces Shopee and Tokopedia. For more research, it is likely that social media objects and marketplaces other than those that have already been studied will be added. In future research, they plan to add other independent variables, such as websites, emails, and so on, to find out how other online marketing affects variables like buying interest.

The research in this study has a weakness in that it is hard to find people to talk to in the Bima Weaving market. Researchers gave out questionnaires to Bima Tenun buyers on Shopee and Tokopedia, but only a few of them filled them out.

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