



EFFECT OF SOCIAL MEDIA ON BUYING INTEREST AND CONSUMER BUYING DECISIONS: A Systematic Literature Review

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ABSTRACT

This study describes how the development of consumer behavior research on social media, the types of research and objects on buying interest and buying decisions on social media, and the determining factors that determine this. All of them are summarized through a systematic literature review of 73 journals that are used as references. In collecting journals, the researcher used the PICO approach to formulate research questions and the use of protocols in the process of inclusion and exclusion of research journals. It was found that the quantitative research approach still dominates research with that theme, the object of research on beauty and fashion, websites and e-commerce, food and beverages, and services, which are the most widely discussed themes in reference journals, while the determinant factors that determine consumer buying interest in the media are, among others, attention, interaction, and communication of members of social media, as well as ease of access. These factors also increase consumer buying interest on social media, while in purchasing decisions, informative factors, consumer social media usage behavior, and convenience are factors that influence consumer buying interest and purchasing decisions on media. social.

Keywords: Systematic Literature Review, SocialMedia, Online Buying Interest, Online Purchase Decisions, Online Consumer Behavior

I. INTRODUCTION

The increasing use of information technology services in Indonesia in almost every area of people's lives has massively opened up new opportunities that stakeholders can take advantage of in order to capture these opportunities, including in the business world. But on the one hand, it also triggers a very competitive (hyper competitive) environment to be able to take advantage of the existing opportunities. This competition arises along with technological developments that continue to be increasingly sophisticated, prompting various kinds of system changes in the world, either directly or indirectly. In the business world, changes in systems such as those in trade, marketing, how to transact, and information delivery will continue to change in line with improvements in the existing information technology service sector. The number of internet users has increased from year to year and, according to projections from APJII (Indonesian Internet Service Provider Association), the number of users continues to increase. The latest survey data in 2020 quarter 2 shows that the number of internet users has reached 73%, or as many as 196.71 million people from the total population of Indonesia.

The use of internet technology has also changed the pattern of transactions that exist in the community (market). What was previously dominated by offline transactions is now starting to be replaced by online transactions. Social media has become one of the tools in the marketing field to reach more potential consumers because of its broad reach and more inclusive nature due to the exchange of information and the use of web 2.0 technology that allows interaction between consumers and service or product providers. According to research by Prasad, et al., social media has become the medium of choice throughout the world and can influence consumer behavior [2]. And according to Samuel & Setiawan [2], the existence of social media makes business people, organizations, and governments look for ways to achieve bigger things with efficient spending. The impact of social media is considered the most effective form of marketing



in establishing good and long-term relationships with consumers. Because of its open nature and the fact that it can be accessed by anyone, this then opens up opportunities for stakeholders to carry out advertisements and promotions on social media [3], in order to reach more potential consumers.

With the development of social media, many researchers and scientists have revealed findings regarding the important role of social media in the world of marketing and consumer buying behavior in their research. But among the many studies that are still applicable and tend to reduce social media to only social networks (networks) such as Facebook, Instagram, and LinkedIn, even though social media is wider and not limited to such things, namely Rudyanto [4] research on the influence of social media networks with a utility gratification theory approach (Utility Gratification Theory), Rostianto, et al. [5], which concludes that testimonials on social media affect consumer purchasing decisions, research Prakoso & Marlina [6], which states that Instagram social media influences the decision to visit tourists to Sidoarjo mud, and research Suwardi & Yusuf [7] which examines the online purchasing decisions of consumers of Kimber shoes, influenced by Instagram as much as 31.5%.

The development of social media marketing research that is increasingly massive and growing, sometimes it is not uncommon for research to overlap between studies and saturation of discussion conclusions which, if not anticipated, can make the social media marketing theme on buying interest and purchasing decisions become a recurring discussion. and there is no novelty in it that researchers should find. Therefore, the researcher submits an article that uses the Systematic Literature Review (SLR) approach to try to discuss the theme of social media research on buying interest and consumer purchase decision, see the development of social media marketing in the business field in general, and discuss the determinants of social media. that can affect consumer behavior and trends that can occur as a result of this. These results can be used as a conceptual framework to be able to see the big picture of online marketing on social media in general.

II. THEORY BASIS

Social Media

Dykeman in Purwanto [8] reveals social media is a means for everyone to publish digital data, creative content so that they can provide and get real-time feedback through online discussions, comments and evaluations and can incorporate changes or corrections to original content. Meanwhile Anugraheni & Kusdiartini [9] who take the opinion of Kaplan and Haenlein explain that social media as a group of internet-based applications built on the basis of ideology and the use of web 2.0 technology which allows for the creation and exchange of user-generated content, namely data or content that can generally be seen by other users, where the content contains a number of creativity and is made by people who are not professionals [10]. It is further said that the characteristics of social media include, namely: the message conveyed is to many people, the message conveyed contains value-free without having to pass through the gatekeeper, and the person receiving the message can freely choose the time to interact. Kotler in Anwar & Aprilia [11] divides social media into 3 (three) types, namely:

1. Online Communities and forums, namely a forum formed by consumers or a group of consumers without the influence of advertising and company affiliation or obtaining support from companies where members who are members of online communities can communicate with companies and one other member through digital media about special interests related to products or services.
2. Bloggers, Blogs are searchable online journal entries that are updated regularly and are an important channel for Word of Mouth.
3. Social Networks, is an important network strength in marketing activities on the internet both within the scope of business to customer (B2C) or business to business



(B2B) marketing. Social networks can be networking sites such as Facebook, Instagram, LinkedIn and Twitter.

According to Diany [12] quoting Hauer's conclusions in Solis reveals that there are at least 5 (five) dimensions in the use of social media, namely:

1. Content is how to make a message and story that will be conveyed to the market (community). The message conveyed can be in the form of quality or can also contain stories about the ease of use of the product/service offered.
2. Communication, communication in social media is interactive so that service providers are required not only to convey messages but also to listen and respond to responses from service users.
3. Collaboration is a process of collaboration between social media users to be able to improve their services for the better and to fulfill the wishes of potential users.
4. Connection is a process in social media to maintain users to continue to be able to improve relationships until a sales transaction occurs.
5. Continuity, social media is a process of continuity and consistently delivering information and messages to its users

Digital Marketing and Internet

Chaffey [13] defines digital marketing as an activity that has a broader scope because it refers to the use of any technology to achieve marketing goals and objectives. Meanwhile Hamdani [14] citing the opinion of Sanjaya and Tarigan said digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, email, adwords, or social networks. Furthermore, digital marketing aims to make companies more accessible to consumers and potential customers so that companies take what is called a horizontal approach. Because if companies and consumers are on the same line (horizontal) the two will interact with each other and the company will be able to fulfill the desires of potential customers. While the definition of internet marketing according to el-Gohary in Oentario, et al. [15] itself is a new philosophy and modern business practices that involve marketing goods, services, information and ideas through internet media. Where the main advantage in internet marketing is low cost and wider reach to potential customers.

Online Consumer Behavior and Purchase Decisions

Consumer purchasing decisions are processes by which individuals spend their resources to obtain goods or services. This is very closely related to the condition of the individual using the resources he uses so that decisions between individuals and other individuals will differ from one another. According to Soegoto and Emor in Yosepha, et al. [16] purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and process, thus forming an attitude in consumers to process all information and draw conclusions that the response that appears is what product to buy. This is in line with Sciffman and Kanuk's in Geraldine & Susanti [17], namely individual buying interest is an influence from outside themselves, needs and also understanding of a product/service from alternative evaluations that will raise interest in the individual's mind. The intention to buy online (intention to buy online) is measured by transactional, referential, exploratory and preferential interest.

III. RESEARCH METHOD

This study used a Systematic Literature Review (SLR) approach with the PRISMA (Preferred Reporting Items for Systematic Review and Meta Analysis) method. According to Dresch in Rozi [18], SLR is a secondary study to map, identify, critically evaluate, consolidate, and collect the results of the main study on a particular research topic. Meanwhile, according to Anditiasari, et al. [19], the Systematic Literature Review method is a method carried out by researchers by identifying, reviewing, evaluating, and interpreting all research that researchers have obtained and then conducting a review



by identifying or reviewing articles properly and systematic. The use of the SLR method according to Shamseer et al. has the following main characteristics [20], among others:

1. A clearly stated set of objectives with a methodology that is explicitly reproducible.
2. A systematic search that attempts to identify all studies that will meet the eligibility criteria.
3. Evaluation of the validity of findings from included studies (including risk of bias and confidence in cumulative estimates).
4. Systematic presentation and synthesis of the characteristics and findings of the included studies.

Meanwhile, the PRISMA method is carried out to ensure that the research process in collecting reference journals is carried out systematically and follows research procedures and protocols that can be proven valid. As in the PRISMA method, irrelevant reference journals in this study will be eliminated through a process of identification, screening, and feasibility [21]. In SLR research, it usually consists of three main stages, namely: planning, implementation, and finally the report process (analysis) and research conclusions [22].

1. Planning Stage

At this stage, the researcher has determined the main theme for a systematic literature review (SLR), namely the Effect of Social Media on Purchase Decisions and Consumer Behavior in Indonesia. This is done so that this research can focus and not cause bias in the research results.

2. Implementation Stage

This stage is the part where the research question process and reference journal search strategy are set until inclusion criteria and reference exclusion are set until references are obtained that match the objectives and research questions.

Table 1. Search Criteria and Inclusion - Exclusion Journal Reference

Criteria	Description
Resource	: garuda.kemendikbud.go.id
Keywords	: Media Sosial, Keputusan Pembelian, Perilaku Konsumen, Pemasaran Media Sosial
Year	: 2017 - 2022
Scope of Field	: Bisnis, Manajemen, Pemasaran, & Manajemen Strategi
Quality	: Sinta 2-6
Document	: Full text, Bahasa Indonesia, Jurnal Akademik

Source: Research data, 2022

3. Report stage (data analysis) (Final Stage)

This is the stage when the researcher presents the findings and reviews that have been carried out on references to then make conclusions in answering research questions. At this stage, researchers used the NVIVO 12 R1 software to map the findings obtained in reference journals, which they then used as a basis for answering research questions.

4. Research Questions (Research Questions)

As for research in general, which sets research questions so that the research conducted becomes the focus and can make it easier to draw conclusions. In compiling research questions, the author uses the PICO matrix so as not to deviate from the research objectives. The following is an explanation of the PICO (Population, Intervention, Context, and Output) matrix used in formulating research question.



Table 2. PICO Matrix

	Measurement	Explanation
Population	a set of research objects to be studied	Social Media and Buying Interest and Consumer Purchase Decisions
Intervention	contains the results of the formulation that will become the basis of research	Consumer Behavior, Purchase Decision, Social Media Marketing
Context	activities carried out by researchers to group or classify research object themes	The distribution of social media research on consumer behavior, the implementation of social media marketing and the determinants of social media on consumers
Output	the results of the research object that has been set	Understand research developments related to consumer behavior due to social media. The business sector that has developed social media marketing the most. The determinant and interrelated factors in the implementation of social media marketing

Source: Research data, 2022

Table 3. Research Question

	Research Question	Motivation
1	How Distribution and Publication of Journals on Social Media Discussions Affect Consumer Purchase Decisions	Identify social media research influencing consumer buying decisions
2	Sectors that use social media a lot (goods/services)	Seeing the development of the implementation of social media marketing in the business sector
3	Social Media Determinant Factors on Consumer Behavior	Find the factors that influence social media on consumer behavior and see the development trends

Source: Research data, 2022

IV. RESULTS AND DISCUSSION

Research Publications on the Effect of Social Media on Purchase Decision Behavior and Consumer Buying Interest

After the inclusion process of reference journals was completed, 73 reference journals were determined in this study, which were used as the basis for answering research questions posed by researchers. The characteristics of the reference journals in this study are based on the ranking in Sinta (Science and Technology Index), namely, Sinta-6 as many as 3 journals (4%), Sinta-5 as many as 29 journals (38.67%), Sinta-4 as many as 29 journals (38.67%), Sinta-3 as many as 9 journals (12%), and Sinta-2 as many as 3 journals (4%). If you refer to these characteristics, publications with the theme of the influence of social media on purchasing decisions and also consumer buying interests are still dominated by research on the S4 (Sinta-4) index and also SINTA5, which indicates that the theme still needs improvement and, at the same time, it also has enough space. Research development in order to obtain a smaller number of publications on Sinta.

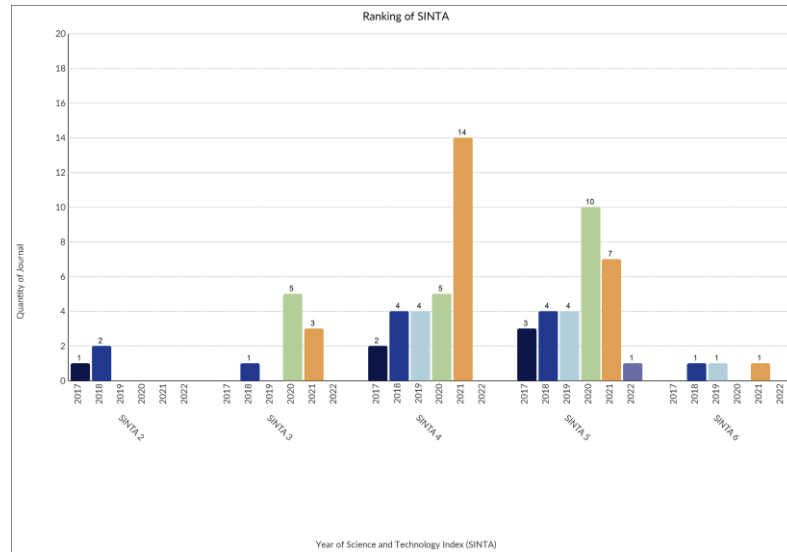


Figure 1. Extraction results of Reference Journals

Based on the findings from 73 reference journals that have been selected as references in this study, it was found that the development of publications in the last 5 years (2017–2022) related to social media research related to purchasing decisions and consumer buying interests has increased and is increasingly studied by scholars. The years 2020 and 2021 are the years with the highest number of publications published on this theme by journal editors in Indonesia in this study. The use of research methods on social media themes on purchasing behavior and consumer buying interests is still dominated by a quantitative research approach as the basis for the research method. Where almost 95% (70 journals) that are used as references in this study use a quantitative method approach, this can indicate that the discussion of the theme of social media research on consumer purchasing decisions that scholars are trying to do is still limited to proving theory, and then it can be a reference (reference.) in each discussion of the problems encountered in the theme. Meanwhile, qualitative and mixed approaches are rarely used in publications on this theme. The research has a qualitative approach to the reference, namely, research Irfaannumulah [23] which conducts literature research with the theme of sales promotion and advertising that can provide a stimulus to consumers, which in turn can influence consumer purchasing decisions. Anita et al. [24] mapped the most widely used social media by consumers in their purchasing activities. The results found that IG (Instagram) social media was the most widely used social media in the age range of 18–21 years (mature). Research Haryanto & Rahmi [25] which reveals descriptively the promotional strategies on Instagram. The qualitative research approach carried out is still in descriptive disclosure to give a general picture of the research problem raised.

The Development of Digital Marketing Research on Social Media

As befits a theme in research, digital marketing using social media has also been studied from various perspectives and also with different research objects. The following are the results of the search output from 73 reference journals used in this study. The purpose of the search results is to provide an overview of how digital marketing on social media is widely researched and developed by researchers. This type of research describes the research approach taken by researchers in researching digital marketing themes on social media. While the method of analysis is to describe whether in conducting research on this theme the researcher uses regression or other forms of statistical modeling, namely SEM (Structural Equation Modeling) and regression analysis.

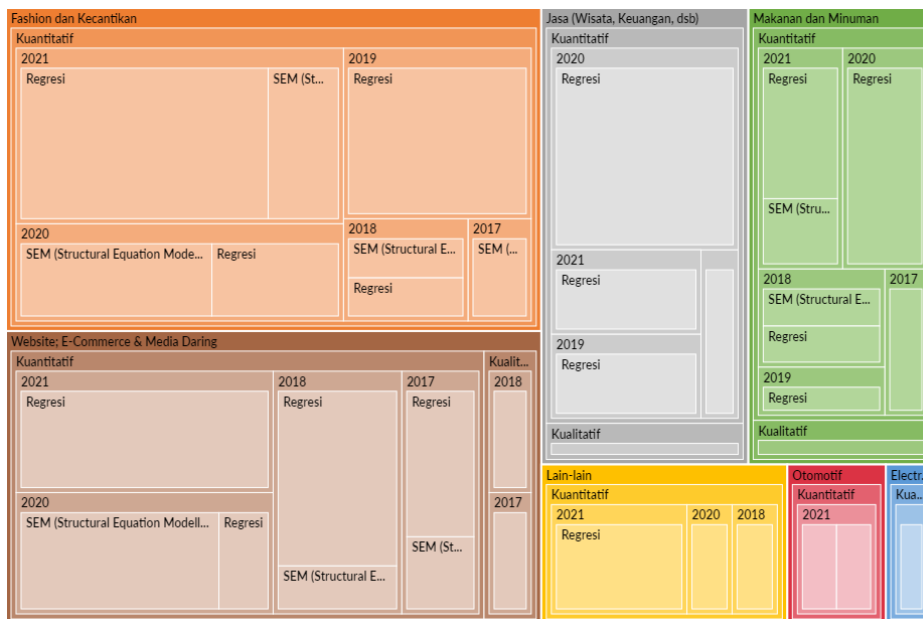


Figure 2. Extraction Results *Hierarchy Chart of Reference Journal*

Based on the results of data processing for reference journals using NVIVO software, it was found that digital marketing research on social media has been widely studied in various fields, including fashion and beauty, such as research Briliانا, et al. [26] which examines the involvement of the "Hijabers" community in influencing online shopping behavior for Muslim clothing on Facebook, and research Geraldine & Susanti [17] which reveals social media plays a role in buying interest for Wardah product consumers. Food and beverage research objects are represented through research Wiridjati & Roesman, [1], which finds the use of social media can increase e-WOM (electronic Word of Mouth) and ultimately influence purchasing decisions in the culinary business, and research Kurniawan & Susanto [27], which reveals that celebrity endorsements have an influence on HDI Clover Honey products through social media. Meanwhile, service objects (finance, tourism, etc.) such as research conducted by Sari, et al. [28] found the influence of social media e-wom on the interest of visiting tourists in Padang City. It was found that quantitative research types still dominate the findings of digital marketing research on social media compared to qualitative research, with regression analysis methods and SEM (Structural Equation Modeling) being the most widely used. The regression analysis method is still widely used by researchers in their research to see a one-way relationship between both independent and dependent variables in the context of social media. This is done to see and test the theory and its implementation in certain fields. If you look at the picture above, it can be seen that the development of analytical methods using SEM (Structural Equation Modeling) has increased in 2020 and 2021 when compared to 2017-2019 and is one of the good indicators in research on buying behavior themes on social media. This is because with the use of analysis, in addition to looking at the direction relationship from the independent to the dependent variable, it can also describe the reciprocal relationship (feedback) so that research findings on this theme can be broader.

Determinants of Consumer Purchase Decisions and Interests in Social Media Marketing

Social media has transformed into a new medium in a virtual world and seems to have replaced the role of conventional print media in general. The nature of the massive distribution, connectivity, and high interaction that can occur in the social media

environment increasingly makes it the right new tool for all stakeholders (stakeholders) to take advantage of it, including in the marketing field. Then they process and develop them into a strategic pattern for a marketing operational activity in order to get a complete picture of how the wishes of potential consumers behave.

	A : Buying Interest	B : Buying Decisions
1 : Interaction and Communication	10	0
2 : Convenience	5	0
3 : Content	2	0
4 : Celebrity Endorsement	1	0
5 : Branding	1	0
6 : Attention	12	0
7 : Use of Social Media	0	6
8 : Trust	0	2
9 : Testimonial	0	1
10 : Interaction and Engagement	0	3
11 : Insight Social Media	0	1
12 : Informative	0	12
13 : Convenience	0	5
14 : Context	0	1

Figure 3. Extraction Results *Matrix Coding* of Reference Journal

Based on the results of the reference journal coding matrix processing. Findings for the determinant factors that influence buying interest and consumer purchasing decisions in the context of social media were discovered. On consumer buying interest, the determining factor in social media is the next attention is interaction and communication, as well as the ease associated with finding information about a product or service. The most expressed factor in the discussion of consumer buying interest is the attention factor. Buying interest is a condition of consumers when they intend to buy products or use services, and it is closely related to stimuli (internal and external consumers), awareness, and the search process. carried out by consumers where the attention paid by product or service providers is closely related to this. As revealed in the research, among others, Samuel & Setiawan [2] emphasize that promotions carried out on social media will be able to increase the desire of potential consumers to buy sports shoes, Isman, et al. [29] reveal the important role of social media in introducing products/services widely, (Sumaa, et al. [30] concluded that the effect of advertising on social media can increase consumer buying interest.

Meanwhile, related to purchasing decisions on social media, the main determining factors include: informativeness (how to present information by product/service providers), use of social media by consumers, convenience, interaction, and testimonials by other consumers. The factor of presenting information by Yosepha et al. [16] product/service providers has an influence on purchasing behavior, one of which is purchasing decisions, according to research Fadhilah & Saputra [31] the influence of content marketing on social media is greater than the influence of e.-wom on tiktok social media. While the next determining factor is the use of social media by consumers, this is obtained from the conclusions of the study Diany [12], which concluded that the use of social media can improve online purchasing decisions (online). Convenience is a factor that can determine consumer purchasing decisions because information related to prices, products, and others can be viewed on a website or online. This is in accordance with research conclusions Rozieqy [32]. The process of interaction and involvement that occurs on social media is one of the determining factors for purchasing decisions because social media itself is a means of disseminating information. In



research Briliana et al. [26] this was revealed in hijab communities that present tutorials on Muslimah dress according to Shari'a. Islam. The result is that producers participate in providing products that are in accordance with the demands and desires of the community.

V. CONCLUSIONS

Research on the theme of social media and its relationship with consumer interest and consumer purchasing decisions is still dominated by the scope of journals with the Sinta-4 index from the Ministry of Education and Culture. Social media research approaches and their relationship to buying interests and consumer purchasing decisions are mostly dominated by quantitative approaches. Where the study tested the existing theory to then be measured in practical implementation.

The object or scope of discussion of research on buying interests and purchasing decisions on social media is widely discussed in the scope of fashion and beauty, food and beverage, services (finance, tourism, etc.), and e-commerce. and the use of many analytical tools using regression to measure the relationship between variables. However, the use of the SEM (Structural Equation Modeling) analysis method has experienced a lot of development in the 2020–2021 period, and things that can be used as benchmarks for the theme are experiencing wider development.

Consumer buying interests on social media include: the attention given by the product/service provider to potential consumers, the communication and interaction that is built, the ease of finding products and content and references disclosed by public figures, and also the branding process that exists in a product/service. Meanwhile, purchasing decisions on social media are determined by, among others, information conveyed to potential consumers, the use of social media by consumers, the conveniences found on social media (ordering, searching, etc.), consumer involvement with product/service providers, and the trust that arises in consumers, which can affect consumer purchasing decisions.

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