

The Influence of Social Media Marketing and Brand Image on the Shopee Application on UGREEN Product Purchase Decisions

Yosanda Zata Aman^{1*}, Dyah Setyawati², Diah Widiawati³

Merdeka University of Malang, Indonesia

Email: yosanda.aman@unmer.ac.id^{1*}, dyah.setyawati@unmer.ac.id²,

diah.widiawati@unmer.ac.id³

ABSTRACT

This study aims to analyze the influence of social media marketing and brand image on the purchase decision of UGREEN products on the Shopee e-commerce platform. The research method uses a quantitative approach with data collection through online questionnaires distributed to 97 students of the Faculty of Economics and Business, Universitas Merdeka Malang. The analysis results show that social media marketing and brand image have a significant influence on purchase decisions. Social media marketing affects purchase decisions through engaging content, audience interaction, and effective promotions, while brand image builds consumer trust and loyalty through positive perceptions of the brand. This study provides recommendations for companies to optimize digital marketing strategies and brand image management to increase product sales on e-commerce platforms.

Keywords: social media marketing; brand image; buying decision; e-commerce

Corresponding Author; Yosanda Zata is safe

Email: yosanda.aman@unmer.ac.id



INTRODUCTION

The development of information and communication technology has changed people's consumption patterns, especially in terms of purchasing products online. In this digital era, social media marketing and brand image are two key factors that influence consumer purchase decisions. According to Kotler & Keller (2020), social media marketing is a marketing strategy that utilizes social media platforms to build interactions with consumers, increase brand awareness, and drive sales. Meanwhile, brand image is defined as the consumer's perception of a brand that is formed through experience, information, and communication received. These two factors are considered to have an important role in shaping consumer preferences and purchasing decisions, especially on (D. A. Aaker, 2011) e-commerce platforms such as Shopee.

Shopee, as one of the largest e-commerce platforms in Indonesia, has become a forum for various brands to market their products, including UGREEN, an increasingly popular electronic accessories brand. UGREEN is known for its high-quality products, such as chargers, cables, and other gadget accessories. However, in the midst of fierce competition in the e-commerce market, UGREEN needs to utilize an effective marketing strategy to attract consumer interest. Social media marketing through platforms such as

Instagram, TikTok, and Facebook is one way to reach a wide target market. In addition, building a strong brand image is also important to create consumer trust and loyalty.

Several previous studies have revealed the relevance of this topic. Studies by Sari & Wijaya (2021) found that social media marketing has a significant influence on consumer purchasing decisions, especially through engaging content and intensive interaction with audiences. Meanwhile, research by Putri et al. (2022) shows that brand image plays an important role in shaping consumers' positive perception of a product, which ultimately influences purchasing decisions. Other research also indicates that a combination of digital marketing strategies and a strong brand image can increase consumer buying interest in e-commerce platforms. (Prasetyo et al. (2023))

The urgency of this research lies in the need to understand more deeply how social media marketing and brand image can be optimized as a marketing strategy in improving purchasing decisions for UGREEN products on Shopee. The novelty of this study is the specific focus on UGREEN products, which have not received much attention in similar studies so far. By analyzing the influence of these two factors, the research is expected to provide a more comprehensive picture of effective marketing strategies in attracting consumer interest.

This study aims to analyze the extent to which social media marketing and brand image affect the purchase decision of UGREEN products on Shopee. Through this approach, it is hoped that the right strategy can be found to increase sales of UGREEN products in the future. The benefits of this research include contributing to the development of digital marketing strategies, increasing sales of UGREEN products, as well as providing a reference for other brands that want to adopt similar strategies in improving consumer purchasing decisions.

METHOD

This study discusses the influence of social media marketing and brand image on the purchase decision of UGREEN products on Shopee, with the scope of research on students of the Faculty of Economics and Business, Merdeka University of Malang class of 2022, located on Jalan Terusan Dieng No. 62-64, Pisang Candi, Sukun, Malang City (65146). The research population is students of the class of 2022, and a sample of 97 respondents was determined using the Slovin formula and random sampling techniques. Data was collected through a Google Form-based online questionnaire with a 5-point Likert scale, then analyzed using SPSS. (Scott, 2017)

Table 1. Operational Definition of Variables and Variable Indicators

Variable	Definition	Indicators	Scale
Bound Variable (Y) Purchase Decision	Purchasing decisions are the process by consumers to choose and buy products after going through a careful consideration stage	1. Need Recognition 2. Information Search	Likert

		3. Alternative Evaluation	
		4. Purchase Decision	
		5. Post-Purchase Satisfaction	
Independent Variable (X1) Social Media Marketing	Social media marketing is a marketing strategy that leverages social media platforms to build interactions with consumers, increase brand awareness, and drive sales	1. Interesting Content 2. Audience Interaction 3. Brand Awareness 4. Promotions and Discounts 5. Reach and Engagement	Likert
Independent Variable (X2) Brand Image	Brand image is a consumer perception of a brand that is formed through experience, information, and communication received	1. Product Quality: 2. Brand Image 3. Brand Trust 4. Communication Consistency 5. Brand Loyalty	Likert

RESULTS AND DISCUSSION

Validity Test

According to , the validity test aims to determine the validity of a statement item. In this study, a significance level of 5% was used with a population of 97 people. A statement is considered valid if the value of r is greater than the r of the table. The results of the validity test can be seen in the table provided. Sugiyono (2017)

Table 2. Variable Validity Test Y
Variable Y Validity Test (Purchase Decision)

Yes	r count	r Table	Sig	Information
1	0.447	0.1996	0.000	Valid
2	0.401	0.1996	0.000	Valid
3	0.531	0.1996	0.000	Valid
4	0.432	0.1996	0.000	Valid
5	0.444	0.1996	0.000	Valid

Source: Output SPSS

Table.3 Variable Validity Test X1
Variable X1 Validity Test (Social Media Marketing)

Yes	r count	r Table	Sig	Information
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1	0.541	0.1996	0.000	Valid
2	0.492	0.1996	0.000	Valid
3	0.445	0.1996	0.000	Valid
4	0.504	0.1996	0.000	Valid
5	0.505	0.1996	0.000	Valid

Source: SPSS Output

Table.4 Variable Validity Test X2
Variable Validity Test X2 (Brand Image)

Yes	r count	r Table	Sig	Information
1	0.394	0.1996	0.000	Valid
2	0.550	0.1996	0.000	Valid
3	0.363	0.1996	0.000	Valid
4	0.360	0.1996	0.000	Valid
5	0.425	0.1996	0.000	Valid

Source: Output SPSS

Based on the table above, it can be seen that all calculated r values are greater than the table r values. Thus, it can be concluded that this study has met the validity criteria.

Reliability Test

According to , the reliability test aims to measure the level of reliability of a research. This test can be done by looking at Cronbach's Alpha value, where the resulting value must be greater than 0.60. The results of the reliability test can be seen in the table presented. Pramuaji & Loekmono (2018)

Table 5. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.806	15

Source: SPSS Output

Based on the table above, Cronbach's Alpha value has exceeded 0.60. Thus, it can be concluded that this study has an adequate level of reliability.

Normality Test

According to , the Normality Test is carried out to determine whether the data in a study is normally distributed or not. This can be seen from the graph generated through the SPSS output, where if the lines formed tend to be diagonal, then the data can be said to be normally distributed. The results of the normality test can be observed in the Figure below. Ghozali (2018)

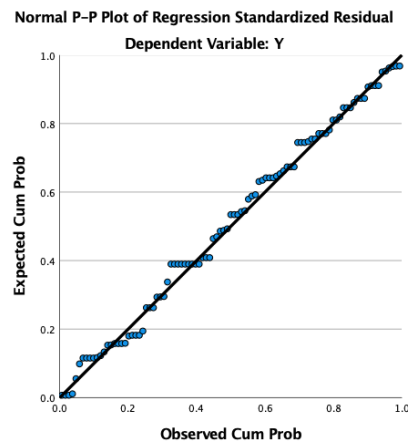


Figure 1. Normality Test Results

Source: SPSS Output

In the picture above, it shows the direction of the point that has been pointing diagonally.

That is why this study is said to be normally distributed.

Multicollinearity Test

According to , the multicollinearity test aims to measure the degree of tightness of the relationship between independent variables through the correlation coefficient (r). The conditions that must be met are that the VIF (Variance Inflation Factor) value must not exceed 10 and the Tolerance value must be greater than 0.1. The results of this test can be seen in Table 6. Ghazali (2018a)

Table 6. Multicollinearity Test Results

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.859	1.165
	X2	.859	1.165

a. Dependent Variable: Y

Source: SPSS Output

Based on the results of the output obtained, the conditions are met in accordance with the set criteria. Thus, it can be concluded that this study is free from the symptoms of multicollinearity.

Heteroscedasticity Test

According to , this test was carried out to identify whether in a regression model there is a variance disparity (heteroscedasticity) between one observation and another. In this study, the researcher used the Glejser test method, with the criterion that the Sig value must be greater than 0.05 to indicate the absence of heteroscedasticity. The results of this test can be seen in Table 7. Ghazali (2018b)

**Table 7. Heteroscedasticity Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.933	.887		2.178	.032
	X1	-.051	.042	-.135	-1.223	.224
	X2	.036	.042	.095	.864	.390

a. Dependent Variable: Abs_RES

Source: SPSS Output

Based on the results listed in the table above, the conditions shown have met the applicable requirements. Thus, it can be concluded that this study is free from the symptoms of heteroscedasticity.

Multiple Linear Regression Test

According to , this test is carried out to measure the amount of contribution of independent variables to dependent variables. The criterion used is that the variable test value must be greater than 0.05. The results of this test can be seen in table 8 below. Ghozali (2018b)

**Table 8. Multiple Linear Regression Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	1.530		1.109	.270
	X1	.533	.072	.543	7.431	.000
	X2	.353	.072	.357	4.891	.000

a. Dependent Variable: Y

Source: SPSS Output

Based on the results of the analysis using the SPSS application above, the value of the regression coefficient (B) for the X1 (Social Media Marketing) variable is 0.533, while for the X2 (Brand Image) variable is 0.353. This shows that Social Media Marketing and Brand Image have an influence on Purchase Decisions. From these data, the regression equation formed is $\hat{Y} = 1.697 + 0.533x_1 + 0.353x_2 + e$.

T test

This test was conducted to measure the magnitude of the influence of independent variables (Social Media Marketing and Brand Image) on dependent variables (Decision Making). The results of the t-test can be seen in Table 9.

Table 9. Test Results t Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	1.530		1.109	.270
	X1	.533	.072	.543	7.431	.000
	X2	.353	.072	.357	4.891	.000

a. Dependent Variable: Y

Source: SPSS Output

Based on the results obtained, the t-value calculated for the X1 (Social Media Marketing) variable is 7,431, while for the X2 (Brand Image) variable is 4,891. The significance value (sig) for both variables is 0.00 it can be seen that the value t is calculated > t table.

T test

The F test is performed to answer the question of whether or not there is a significant influence of the independent variables together on the bound variables, provided that the value of f calculated must be greater than the f table. The results of this F Test can be seen in Table 10.

Table 10. Test Results f ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	527.675	2	263.837	62.003	.000 ^b
	Residual	399.995	94	4.255		
	Total	927.670	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS Output

Based on the results obtained, it has shown results that are in accordance with the existing conditions. Therefore, it can be concluded that X1 (Social Media Marketing) and X2 (Brand Image) have a significant effect on Y (Decision Making).

Coefficient of Determination Test (R²)

The determination coefficient is used to explain how much each variable X contributes to variable Y. The results of this test can be seen in Table 11.

Table 11. Test Results t Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.757	.760	2.063

a. Predictors: (Constant), X2, X1

Source: SPSS Output

The value of the above test shows the result of the adjusted R square of 0.760 (76%), while the rest of $100\% - 76\% = 24\%$ is explained in other variables that are not studied in this study.

The Influence of Social Media Marketing and Purchase Decisions

According to previous research, there is a positive and significant influence of social media marketing on purchase decisions. This is also evidenced in research conducted by , , as well as , which shows that marketing strategies through social media can increase brand awareness and consumer engagement, ultimately impacting purchasing decisions. São Paulo & Ratih (2022) Putri et al. (2022) Stuttgart et al. (2023)

Social media marketing is a digital marketing strategy that relies on social media platforms such as Instagram, TikTok, and Facebook to build interaction with consumers, increase brand awareness, and encourage buying interest. The implementation of this strategy allows a brand to get closer to its consumers through engaging and relevant content. Therefore, if social media marketing is implemented effectively, it can have a positive impact on consumer purchase decisions. (Joesyiana, 2018; Kotler & Keller, 2016)

The study conducted by found that consumers tend to be more trusting and interested in buying products that are widely talked about and actively promoted through social media. Thus, social media marketing is one of the important factors in driving purchase decisions, especially in e-commerce platforms such as Shopee. Wijaya & Sari (2015)

Influence of Brand Image and Purchase Decisions

According to previous research, brand image has a significant influence on consumer purchasing decisions. This is supported by research, which states that a positive brand image builds consumer trust and loyalty, thus encouraging them to choose certain products over competitors. Putri et al. (2022)

Brand image is defined as the consumer's perception of a brand that is formed through experience, information, and communication received. Positive perceptions of brands can increase buying interest and make the decision-making process easier for consumers. In the context of e-commerce, brand image plays a very important role in building a brand's credibility and competitiveness in the midst of the large selection of products available (D. Aaker & Branding, 20 C.E.) (Mokodompit et al., 2022)

Prasetyo et al. (2023) It found that the combination of a good digital marketing strategy and a strong brand image can significantly increase consumer buying interest. Thus, companies that want to improve their consumers' purchasing decisions need to pay attention to consistent and professional brand image management.

CONCLUSION

This study concludes that social media marketing and brand image have a significant influence on the purchase decision of UGREEN products on the Shopee e-commerce platform. Through an analysis conducted on students of the Faculty of

Economics and Business, Merdeka University of Malang, it was found that effective marketing strategies through social media can increase brand awareness and interaction with consumers, which in turn drives purchasing decisions. In addition, a positive brand image plays an important role in building consumer trust and loyalty, making it easier for them to choose products. This research provides valuable insights for companies in optimizing digital marketing strategies and brand image management to increase sales in a competitive market.

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