THE INFLUENCE OF SOCIAL MEDIA CONTENT, PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISIONS GRAPE SEEDS IN JOGJA ANGGUR GRAPE FARM

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Abstract

This research aims to determine the influence of Social Media Content, Product Quality and Service Quality on the Decision to Purchase Grape Seeds at the Jogja Wine Grape Farm. The population in this study were all consumers who bought grape seeds at the Jogja Wine Grape Farm. The number of samples in this research was 100 respondents. The sampling used in this research was non-probability sampling using a convenience sampling approach. The data collection method uses a questionnaire. The data analysis technique for this research uses multiple linear regression analysis tests. The results of this research show that partially there is a significant influence of social media content, product quality and service quality on the decision to purchase grape seeds at the Jogja Wine Grape Farm. Simultaneously, there is a significant influence between the variables of social media content, product quality and service quality on the decision to purchase grape seeds at the Jogja Wine Grape Farm.

Keywords: Social Media Content, Product Quality, Service Quality, Purchasing Decisions.

A.   INTRODUCTION

The ongoing development of the digital era has brought about convenience for individuals across all domains of life. In addition to serving as a means of communication and information dissemination, technology advancements are used by commercial entities for the purpose of product promotion, with social media platforms being one such avenue. Many business owners use social media as one of the channels to advertise and market their goods. This is inextricably linked to the numerous benefits of social media as a marketing tool, which can influence audience perceptions and influence purchases through shared text, photos, audio, and videos (Kotler & Keller, 2016).

The utilization of social media as a marketing platform has witnessed significant growth, encompassing not only conventional company entities such as those in the culinary, fashion, tourism, and creative industries, but also extending to business entities operating within the agricultural sector. One of them is "Jogja Wine Grape Farm". Jogja Wine Grape Farm is a grape planting and breeding place located in Patalan Village, Kapanewon Jetis, Bantul, Yogyakarta. This plantation has a land area of 2000m with more than 500 grape trees, and 40 varieties of grapes from various parts of the world. Grapes themselves are fruit plants in the form of vines that belong to the Vitaceae family. Typically, this fruit is consumed raw or transformed into grape juice, jelly, jam, wine, grape seed oil, and raisins (Widodo, 2013). Grapes are easier to grow in tropical (hot) to temperate (sub-tropical) climates. However, it can also be planted in cold climates such as Europe. However, fruit picking is limited to certain seasons.

Based on their physical characteristics, grapes are characterized by a round, slightly oval shape and are small in size, like marbles. However, there are also some that are quite large. There are hundreds of varieties planted in various parts of the world. Different varieties have varying degrees of tartness or sweetness and are usually available in green, red-black/purple,

black, and blue-black. Red or purple grapes are rich in anthocyanins, while green grapes contain more tannins, especially catechins. Apart from that, grapes are also a source of vegetable nutrients, such as antioxidant polyphenols, vitamins, and minerals, which are good for the body (Widodo, 2013). Apart from being used as a grape farming business, the Jogja Wine Grape Farm is also used as an agricultural educational tour, where visitors can taste the grapes at that location. Jogja Wine Grape Farm also sells various types of grape seeds both offline and online via social media with various interesting content so as to build consumer perceptions to make purchasing decisions.

Purchasing decisions are real consumer actions where consumers actually purchase products (Kotler & Armstrong, 2014). Asnawi (2022) explains that "consumer decisions in making purchases are a combination of knowledge to evaluate two or more alternative behaviors and choose one of them. In other words, alternative options must be available to someone when making a decision". If someone has a choice between making a purchase or not, that person is in a position to make a decision. One of the factors that influences purchasing decisions is promotion on social media (Padapi, 2022).

Nurfauziah and Hamdani (2021) explained that "the use of social media can have a positive effect on a product". Contreras and Ramos (2016) explained that "social interaction and risk perception through social media influence consumer buying interest". This is because the advantages of social media, which are able to provide information either through text, photos, or videos, can increase consumer awareness about products, improve product image, and increase sales. In addition, social media marketing will influence external factors that influence consumer perceptions of a product, which will ultimately influence consumer interest in making purchasing decisions (Padapi, 2022).

Another factor that also influences purchasing decisions is product quality. Product quality is one of the important things that prospective buyers examine when they want to buy something, whether in the form of goods or services. Therefore, companies must prepare high-quality products so that the product becomes superior when compared to the quality of competitors' products. If the quality of the product meets the needs and expectations of the prospective buyer, then at that time the prospective buyer will decide to purchase the product (Aghitsni & Busyra, 2022). Thus, in improving the quality of products with high quality value, companies must continue to work hard on improving and creating new innovations regarding the quality of the product itself in the hope that it can influence potential buyers to make purchasing decisions (Sari & Prihartono, 2021).

Apart from that, another factor that also influences purchasing decisions is service quality. Jeany (2020) explains that "service quality is a behavior that can realize the changes needed by prospective buyers so that prospective buyers can also carry out an evaluation of how the service is provided". Service quality can also be referred to as a measure that states what level of service quality can be achieved. provided to be sufficient for purchasing decisions. Service quality is a comparison between the reality of the service that will be received and the expectations of the service that consumers or customers want to receive (Hamirul, 2020). If the quality of service provided is able to meet consumer expectations, consumers will make purchasing decisions (Azwar, 2020).

Based on this background, researchers are interested in finding out more about the factors that influence the decision to purchase grape seeds at the Jogja Wine Grape Farm, through a study entitled " The Influence of Social Media Content, Product Quality and Service Quality on Purchase Decisions Grape Seeds in Jogja Anggur Grape Farm."

B.   LITERATURE REVIEW
1. Purchase Decision

Consumers' recognition of their problems, their search for information about a specific brand or product, and their communication about how well each alternative can address each problem are the first steps in a series of processes that ultimately result in a purchasing decision (Tjiptono, 2015). Kotler and Keller (2016) assert that "the purchasing decision process is a five-stage process that consumers go through, starting with problem recognition information, search, evaluation of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the purchase and is actually done by consumers and has a long-lasting impact after that".

Setiadi (2015) states that "decision-making is an integration process that combines knowledge to deploy two or more alternative behaviors and choose one of them". A consumer's attitude toward processing all information and coming to conclusions in the form of responses, which indicate what product will be purchased, is formed by decisions that are influenced by financial economics, technology, politics, culture, locations, promotions, physical evidence, people, and processes (Rahayu, 2017). A purchase choice, according to Sumarwan (2015), is the selection of a course of action from two or more possibilities. If a consumer wants to make a decision, they must have other options.

2. Social Media Content

Sloan and Haase (2017) say that "social media is a web-based service that allows individuals, communities, and organizations to collaborate, connect, interact, and build communities that allow them to create, modify, share, and engage with user-generated content easily. accessed. It involves several different social media platforms, including internet forums, message boards, weblogs, podcasts, images, and videos". Social media allows information to be shared between users more easily and to be honest, sincere, trustworthy, and accountable (Puspayani & Budiarto, 2021).
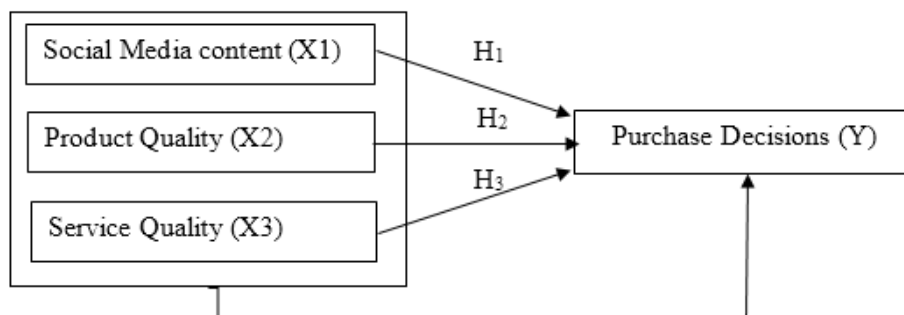
3. Product Quality

Product performance is a measure of a product's quality. Durability, dependability, and precision are three characteristics of this ability that the product as a whole achieves (Kotler & Keller, 2016). In order to satisfy each consumer's needs, product quality is also described as a dynamic condition including products, people or labor, and the environment (Lesmana & Ayu, 2019). According to Windarti and Ibrahim (2017), "product quality is the conformity of the needs and desires of each product to the product specifications".

Valianti and Damayanti (2016) explain "that product quality is the product's ability to satisfy customer needs or desires". Kumbara (2021) explains that "quality is an important thing for producers and must be strived for so that the products produced can compete for market share". This is because consumers are more careful when choosing a product that provides the desired satisfaction. So consumers always want to get quality products according to the price paid.

4. Service Quality

According to Siswanto (2011), "quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations". According to Sangidji & Sopiah (2013), a service is any activity or performance that one party can provide to another party that is essentially intangible and does not lead to ownership of something. According to Tjiptono (2015), service quality is the control over the desired level of excellence that is used to satisfy customer needs.

Figure 1. Research Framework

5. Hypothesis

H1: Social media content has a significant influence on the decision to purchase grape seeds at the Jogja Anggur Grape Farm.

H2: Product quality has a significant influence on the decision to purchase grape seeds at the Jogja Anggur Grape Farm.

H3: Service quality has a significant influence on the decision to purchase grape seeds at the Jogja Anggur Grape Farm.

C. METHOD

Table 1. Operational Definition

Variable		Indicator
Brand Community (X)	"A purchasing decision is a series of processes that begin with the consumer recognizing the problem, looking for information about a particular product or brand, and evaluating the product or brand as to how well each alternative can solve the problem, which then leads to a series of processes leading to a purchasing decision" (Tjiptono, 2015).	1) Steadiness in a product
		2) Habits in purchasing product
		3) Privude recommendation
Social Media Content (X1)	"Social media content is an intermediary on the internet that allows users to describe themselves by interacting, collaborating, sharing and communicating with other users, and forming virtual social bonds" (Nasrullah, 2021).	1) There is interesting anf entertaining content
		2) There is interaction between "consumer and sellers
		3) There is interaction between consumer and other consumer
		4) Ease of searching for product information
		5) Ease of communicating information to public
		6) Level of trust in social media
Product Quality (X2)	"Product quality is the overall combination of product characteristics resulting from marketing, engineering,	1) Wide Variety of Product.
		2) Product durablity
		3) Product quality complies with consumer spesification

production, and maintenance that makes the product usable and meets customer or consumer expectations" (Bailia, 2014).	4)	Product packaging appearance (aesthetics)
	5)	Best Product quality compared to other brands
Service Quality (X3)	"Service quality is defined as the expected level of excellence and control over this level of excellence to fulfill customer desires" (Tjiptono, 2015).	1) Tangibles
		2) Reliability
		3) Responsiveness
		4) Assurance
		5) Empathy

The population in this study were all consumers who bought grape seeds at the Jogja Wine Grape Farm. Determining the number of respondents is based on a confidence level of 0.95 with $\alpha = 0.5$ and an error of no more than 0.1 so that these considerations are included in the formula for determining the sample (Pangestu, 2005):

$$n = \left[\frac{1,96\alpha}{E}\right]$$

$$n = \left[\frac{1,96 \times 0,50}{0,1}\right]$$

$n = 96,04$ rounded to 100

Based on the calculation results above, it was found that the number of samples used in this research was 100 samples. The sampling used in this research was non-probability sampling. The sampling technique used in this research is convenience sampling. This sampling method was chosen to facilitate the implementation of research on the grounds that the respondents, namely consumers who bought grape seeds at the Jogja Wine Grape Farm, had more than the minimum number of samples used. A questionnaire is a data collection method that involves creating a list of questions (questionnaire) that is created directly by the researcher, and then the researcher develops it for the respondents.

D.   RESULTS AND DISCUSSION
1. Characteristics by Gender
Based on gender characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 1. Characteristics of Respondents by Gender

No	Gender	Frequency	Percentage (%)
1	Male	38	38,0
2	Female	62	62,0
Total		100	100%

Source: Primary Data Processed, 2023

Based on table 1, it is known that the number of respondents is male as many as 38 respondents (36%). Meanwhile, female respondents amounted to 62respondents (64%). Based on these results, it can be concluded that the majority of respondents in this study were female with a percentage of 62%.

2. Characteristics by Age
Based on age characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 2. Characteristics of Respondents on Age

No	Age	Frequency	Percentage (%)
1	<20 year	24	24,0
2	21-30 year	25	25,0
3	31-40 year	39	39,0
4	40-50 year	12	12,0
	Total	**100**	**100 %**

Source: Primary Data, 2023

Based on table 2, it is known that the number of respondents aged < 20 years was 24 respondents (24%), the number of respondents aged between 21-30 years was 25 respondents (25%), the number of respondents aged between 31-40 years was 39 respondents (39%). Meanwhile, there were 12 respondents aged 41-50 years (12%). So, it can be concluded that the majority of respondents are aged between 31-40 years with a percentage of 39%.

3. **Characteristics of Respondents Based on Employment**

Based on job characteristics, it is known that the number of respondents in this study can be shown in the following table:

Table 3. Characteristics of Respondents Based on Employment

No	Work	Frequency	Percentage (%)
1.	Housewife	5	5,0
2.	Employee	19	19,0
3.	Self-employed	24	24,0
4.	civil servant	12	12,0
5.	Student	40	40,0
	Total	100	100%

Source: Primary Data, 2023

Based on table 3, the number of respondents who work as housewives (IRT) is 5 respondents (5%), the number of respondents who work as employees is 19 respondents (19%), the number of respondents who work as entrepreneurs is 24 respondents (24%), the number of respondents who worked as civil servants was 12 respondents (12%) and the number of respondents who worked as students was 40 respondents (40%). So, it can be concluded that the majority of respondents work as students, with a percentage of 40%.

4. **Characteristics of Respondents Based on Education**

Based on the characteristics of the work, it is known that the number of respondents in this study can be shown in the following table:

Table 4. Characteristics of Respondents Based on Education

No	Education	Frequency	Percentage (%)
1.	Elementary school	0	0,0
2.	Junior high school	0	0,0
3.	Senior High School	23	23,0
4.	College	77	77,0
	Total	**100**	**100**

Source: Primary Data, 2023

Based on table 4, the number of respondents with a final education in elementary school and junior high school was 0 respondents (0%), the number of respondents with a final education in high school was 23 respondents (23%) and the number of respondents with a final education in tertiary education was 77 respondents (77%). So, it can be concluded that the majority of respondents had a senior tertiary education with a percentage of 77%.

5. Hypothesis Testing

Multiple linear regression analysis was used to determine the influence of social media content variables, product quality and service quality on purchase decisions. The results of the multiple linear regression test can be explained in table 4.14 as follows:

Table 5. Multiple Linear Regression Test Results

Variabel	B	Std. Error	t count	Sign.
(Constant)	3,525	2,398	1,470	0,145
Social Media Content (X1)	0,212	0,104	2,051	0,043
Product Quality (X2)	0,438	0,093	4,683	0,000
Service Quality (X3)	0,470	0,113	4,156	0,000
R 0,736	*F hitung*	37,898		
R Square 0,542	*Probabilitas F* 0,000			
Adjusted R² 0,528				

a. Dependent Variable: Purchase Decisions
b. Predictors: (Constant), social media content, product quality, service quality
Source: Primary Data Processed, 2023

Based on the results of the analysis, a multiple linear regression equation can be prepared as follows: $Y = 3.525 + 0.212X_1 + 0.438X_2 + 0.470X_3 + e$

The interpretation of each variable coefficient is as follows:

a. Based on the equation above, it is known that the constant value obtained is positive. This shows that if the variables Social Media Content (X1), Product Quality (X2) and Service Quality (X3) are considered constant then the purchasing decision will be positive.

b. The regression coefficient on the Social Media Content variable (X1) is 0.212 with a positive value. This implies that when the value of Social Media Content increases, the value of purchasing decisions will also increase. On the other hand, if the value of Social Media Content decreases, the value of purchasing decisions will also decrease.

c. The regression coefficient on the Product Quality variable (X2) is 0.438 with a positive value. This implies that when the product quality value increases, the purchasing decision value will also increase. Conversely, if the product quality value decreases, the purchasing decision value will also decrease.

d. The regression coefficient on the Service Quality variable (X3) is 0.470 with a positive value. This implies that when the value of Service Quality increases, the value of purchasing decisions will also increase. Conversely, if the value of Service Quality decreases, then the value of purchasing decisions will also decrease.

To ascertain how each independent variable affects the dependent variable, the t test is performed. alone or in part. The t test analysis findings show that all of the hypotheses were accepted with the value of sig < 0.005. The F test essentially determines if every independent variable present in the model has an impact on the dependent variable at the same time. According to the analysis's findings, the independent factors collectively have an impact on the dependent variable. The estimated F value of 37.898 with a probability value of 0.000, which is less than 0.05 (0.000<0.05), serves as evidence for this. Therefore, it can be inferred that social media content (X1), product quality (X2), and service quality (X3) all have an impact on purchasing decisions (Y).

The coefficient of determination (R2) is 0.542, according to the findings of the coefficient of determination test in Table 4.16. This suggests that 54.2% of purchasing decisions (Y) are impacted by social media content (X1), product quality (X2), and service quality (X3), while the remaining 45.8% are influenced by other factors not included in the research model.

6. **The influence of social media content on the decision to purchase grape seeds at the Jogja Anggur Grape Farm**

According to the analysis's findings, the social media content variable's t-value is 2.051 (>1.984) and its p-value is 0.043 (<0.05). Therefore, it may be inferred that social media content factors have an impact on consumers' choices to buy grape seeds at the Jogja Anggur Grape Farm. Social media is a web-based tool that enables collaboration, connection, interaction, and community building amongst people, groups, and organizations so they can produce, alter, share, and engage with easily accessible user-generated material (Sloan & Haase, 2017). Every user has the freedom to publish or take part in information and entertainment on social media that might encourage social engagement (Lubis, 2020). According to Nasrullah (2021), "social media is an internet intermediary that allows users to describe themselves by interacting, collaborating, sharing, and communicating with other users, and forming virtual social bonds."

Indriyani and Suri (2020) claim that social media is now more than simply a platform for communication; it is also a location where knowledge, opinions, and information are shared, making it simpler for consumers to conduct research before making a purchase. This is due to the benefits of social media, which include the ability to share information via text, photographs, or videos, which can raise consumer knowledge of items, enhance their image, and boost sales. In addition, social media interactions between buyers and sellers can foster positive relationships so that customers are more likely to make subsequent purchases (Halim & Sutanto, 2021). The findings of this study are consistent with those of studies by Pamungkas and Zuhroh (2016) and Puspayani and Budiarto (2021), which discovered that "there is a positive and significant influence from Instagram social media on purchasing decisions, where social media allows marketers to create a public voice and strengthen other communication activities".

7. **The influence of product quality on the decision to purchase grape seeds at the Jogja Anggur Grape Farm**

Based on the findings of the analysis, it is known that the product quality variable has a t-value of 4.683 (> ttable) and a p-value of 0.000 (< 0.05). Thus, it can be said that choosing to buy grape seeds at the Jogja Anggur Grape Farm is positively and significantly influenced by the variable affecting the product quality. Consumers will first take into account a number of factors, including price and the quality of the product or service they purchase, according to Pamungkas and Sugiarto's (2015) explanation. If a product does not meet the quality expectations of the customer, they will not purchase it. Customers are more likely to make a purchase when a product is of higher quality (Segoro & Rivaldi, 2021).

Product quality is defined as a product's capacity to perform its functions, including its ability to be durable, dependable, and accurate (Kotler & Keller, 2016). "Quality is an important thing for producers that must be strived for so that the produced products can compete in market share," claims Kumbara (2021). This is so that they can choose a product that will satisfy their needs with greater care today. Customers therefore always expect to receive great goods for the money they spend. The findings of this study are consistent with those of studies by Tabelessy (2020) and Panjaitan and Hutapea (2022), which discovered a favorable and significant impact of product quality on purchasing choices.

8. **The influence of service quality on the decision to purchase grape seeds at the Jogja Anggur Grape Farm**

According to the analysis's findings, the service quality variable's t-value is 4.156 (> ttable) and its p-value is 0.000 (< 0.05). Therefore, it can be said that choosing to buy grape seeds at the Jogja Anggur Grape Farm is significantly influenced by the service quality

variable. According to Tjiptono (2015), service quality is the control over the desired level of excellence that is used to satisfy customer needs. A thorough evaluation of a service's excellence is provided by the quality of the service itself. The effectiveness of this service will influence purchase choices if the evaluation proves to be favorable (Nabella, 2021).

A company's capacity to deliver services in accordance with customer expectations is another way to describe service quality (Chaerudin, 2021). A consumer who receives good service will be inspired to tell others positive things about the product or service, which will enhance marketing (Mukti, 2021). Service quality, according to Jeany (2020), "is a behavior that can realize the changes needed by prospective buyers so that prospective buyers can also carry out an evaluation of how the service is provided." As a measure of the level of service quality that can be offered to meet purchase decisions, service quality can also be referred to. Customers would decide to make purchases if the quality of the services offered is up to par (Agyapong, 2018). The findings of this study concur with those of Anggardini and Ratnasari (2022); Abadi and Herwin (2019), who discovered a favorable and significant impact of service quality on purchase decisions.

E.   CONCLUSION

The following conclusions can be made on the basis of research results looking at the influence of social media content, product quality, and service quality on the decision to buy grape seeds at the Jogja Anggur Grape Farm: There is a significant influence of the social media content variable on the decision to buy grape seeds at the Jogja Anggur Grape Farm, There is a positive and significant influence of quality variables on the decision to buy grape se

Based on the findings and recommendations of the study, we have a number of recommendations for businesses, since social media content, product quality, and service quality all influence consumers' choices when it comes to buying grape seeds from the Jogja Anggur Grape Farm. In order to ensure product quality and increase advertising and promotions, it is hoped that the business will be able to make its products known to a larger audience. It is hoped that future academics will be able to include a number of other factors, such as pricing, promotions, and discounts, that can affect purchase choices.

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