Benefits of Using Social Media and Product Quality to Consumer Buying Interest in MSME Products in Griya Martubung Large Village Medan Labuhan District During the Covid-19 Pandemic

Nel Arianty[1], Muhammad Affan Ghifari Siregar[2]
Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara[1,2]
Jl. Kapten Muchtar Basri No.3, Glugur Darat II, Kec. Medan Tim., Kota Medan, Sumatera Utara 20238
Correspondence Email: nelarianty@umsu.ac.id
ORCID ID: https://orcid.org/0000-0002-3643-4578

ARTICLE INFORMATION

ABSTRACT

The purpose of this research is to see and find out social media influence and product quality on consumer purchase interest in products MSME in Griya Martubung village, Medan Labuhan subdistrict Covid-19 pandemic. The type of research used is research using quantitative associative. This study has a population off all buyers who have bought MSME products in Griya Martubung village Medan Labuhan subdistrict whose number is unknown. Samples that worn with something study 120 respondents. Data collection technique use a questionnaire which has seen the results of the validity and reliability. Data analysis technique using multiple linear regression, classical assumption test, in the form of normality test, test multicollinearity, and heteroscedasticity test, t test (partial), F test (simultaneous), and coefficient of determination. The results of the multiple regression equation $Y = 6.943 + 0.571 X1 + 0.243 X2$. Results t test (partial) shows social media and product quality partially influence on consumer buying interest on MSME products in Urban village Griya Martubung, Medan Labuhan district during the Covid-19 pandemic. The value R Square shows that 62,9% of the consumer purchase interest variable can be explained by the variables of social media and product quality. While the rest 37,1% is explained by different variables not tasted with this study.

Keywords: Benefit, Use, Social Media, Product Quality, Consumer Buying Interest

JEL Classification: M21, M31

INTRODUCTION

So, the development of internet users in Indonesia, especially social media is increasing. So, it's not surprising that many entrepreneurs use social media to serve as promotional media or market their products in the hope that people who use the internet can get to know, and get information about the products to be sold so that consumers are interested in buying it them, one example is Instagram. Therefore, many social media users use Instagram. As is currently being done by MSME business owners in Griya Martbung Village, Medan Labuhan District in marketing their products. Home industry is currently an activity that has a good role in creating jobs. There are various forms of home industry activities, such as food, beverages, crafts and so on.

So, marketing through Instagram social media is expected to support and achieve the desired target, but in fact there are some MSME actors experiencing a decline in sales of some of their MSME products, many of which do not achieve the target and only a few months reach the sales target, because there are several actors MSMEs do not really understand how to market their business through social media or technology gaps, so the sales results they get decrease.

The use of social media can indeed provide convenience in the promotion and buying and selling process carried out by MSMEs to market their products and can minimize costs. However, there are still many MSME actors who do not understand the use of social media to market their business.

With the background mentioned then I am interested in doing research entitled "Benefits of Use of Social Media and Product Quality on Consumer Purchase Interest in MSME Products in the Griya Martbung Village, Medan Labuhan District during the Covid-19 Pandemic".

LITERATURE REVIEW

Buying Interest
According to Nel Arianty, (2016), p. 77, "Purchase decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible with the most efficient cost possible". The area that has been carried out by starbucks stores has had an influence in making their purchasing decisions. Starbucks has made an innovation that gives the impression of a fresh brewed coffee, a different look product that increase the tastes of buyers and marketing in other stores tend to have a positive effect on a purchase decision from buyer. (Rajesh Kumar Nair, et, al, 2021).

According to Vliet, (2014)., (In Deru R. Indika and Cindy Jovita, (2017), p. 27) AIDA models are: 1) Attention, 2) Interest, 3) Desire, 4) Action. According to Lucas and Britt, (2003)., (In As'Alul Maghfiroh, Zainul Arifin, Sunarti, (2016), p. 135), there are several indicators contained in Buying Interest, including: 1) Interest, 2) Desire (desire), 3) Faith (conviction).

Social Media
Social media is used to communicate for business, help in marketing a product, communicate with buyers and distribution, create brands, reduce expenses and for

online marketing. social media can be useful for MSMEs to communicate, get consumer information. (Nel Arianty & Julita, 2019). According to Arif Rohmadi, (2016), p. 2-6, As for influencing factors with social media, namely: 1) Getting Information, 2) Establishing Friendship, 3) Forming Communities, 4) Branding, 5) Promotion, 6) Social Activities According to Ekasari, (2014)., (In Citra Sugianto Putri, (2016), p. 595), Stating the indicators used in social media, namely: 1) Relationship, 2) Communication, 3) Post-purchase interaction, 4) Format Information.

Product Quality
According to Nel Arianty, (2015), p. 72, "Product quality is the extent to which or how large the level of feasibility a product that can provide satisfaction consumers and make improvements, at least there is something lacking in a product innovation. Good product quality will certainly attract consumers to buy because consumers want to buy quality products.

According to Martinich, (2011), p. 28, There are six specifications of the factors that affect the quality of products relevant to customers, namely: 1) Performance, 2) Range and type of features, 3) Reliability and durability, 4) Sensory Characteristics, 5) Ethical Profile and image. According to Gito Sudarma, (2014: 120)., (In Muhammad Amir, p. 519), Expressing indicators that can be used to measure product quality, namely: 1) Various kinds of product variations, 2) Product durability, 3) Product quality according to specifications from consumers, 4) Product packaging appearance (Aesthetics), 5) Best product quality compared to other brands.

RESEARCH METHOD

Research Approach
The type of research used is quantitative associative. As for the location where this research was carried out in the Griya Martbung Village, Medan Labuhan District. This study has a population of all buyers of MSME products in the Griya Martubung Village, Medan Labuhan District, whose number is unknown. The sample used in this study was 120 respondents. Where in 1 day the researchers distributed questionnaires to 12 respondents for 10 days.

Data Collection Techniques
1) Interview
2) Questionnaire or questionnaire

Data Analysis Techniques
The data analysis technique used in this study is using multiple linear regression analysis techniques. the classical assumption test consists of normality test, multicollinearity test, it is useful to see the contribution of the independent variable to the dependent variable by testing coefficient of determination.

1) t test (partial)
   1. Form of Test
   a) H0: $\beta = 0$, Does not affect the independent variable (X) with the dependent variable (Y).
   b) Ha: $\beta \neq 0$, Influential independent variable (X) with dependent variable (Y).
   2. Decision Making Criteria
   a) H0 accepted if: $-t$ table $\leq t$ count $\leq t$ table
   b) H0 rejected if: $-t$ table $\geq t$ count $\geq t$ table

2) F test (simultaneous)
   1. Form of Test
   a) H0: β = 0, Does not affect the independent variable with the dependent variable
   b) Ha: β ≠ 0, Influential independent variable with dependent variable
   2. Decision-making
   a) H0 Accepted if -F table ≤ F ≤ F table
   b) H0 rejected if -F table ≥ F ≥ F table

RESULTS

Research Results
Based on the respondents' answers, it shows that some consumers on MSME products in the Griya Martbung Village, Medan Labuhan Sub-district during the Covid-19 Pandemic gave a positive response to the variables of social media and MSME Product Quality, this will affect Consumer Buying Interest.

Multiple Linear Regression Analysis

Table 4.1. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.943	3.451		2.012	.047
	Social Media (X1)	.571	.059	.658	9.694	.000
	Quality Produk (X2)	.243	.079	.208	3.071	.003

 a. Dependent Variable: Consumer Buying Interest (Y)
Source: Research Results Data (2021)

$$Y = 6.943 + 0.571 (X1) + 0.243 (X2)$$

1) There are results of the multiple linear regression the test, the value of Consumer Purchase Interest (Y) is 6943, if the social media and Product Quality variables are considered constant.
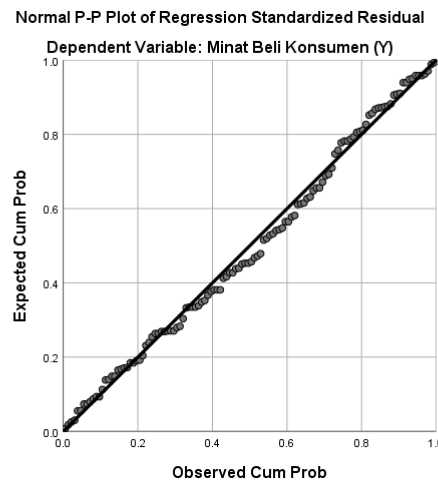
2) There are results of the multiple linear regression analysis equation above, that the value of social media (X1) is 0.571, this result shows that if the consumer's contribution to the Social Media variable (X1) increases by 100%, it will result in an increase in Consumer Buying Interest of 57.1%.

3) There are results of the multiple linear regression analysis above, that the value of Product Quality (X2) is 0.243, this result shows that if the consumer's contribution to the Product Quality variable (X2) increases by 100%, it will result in an increase in Consumer Buying Interest by 24.3%.

Testing Classical Assumptions
   1) Normality Test

Figure 4.1. P-Plot. Normal Curve

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Minat Beli Konsumen (Y)

Source: Research Results Data (2021)

From the picture above, the points are arranged in the location of the diagonal line. Means distribution of data in this study is said to be normal.

2) Multicollinearity Test

Table 4.2. Multicollinearity Test

Coefficients[a]

| Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social Media (X1)	.690	1.450
	Product Quality (X2)	.690	1.450

Source: Research Results Data (2021)

1. In the Social Media Variable (X1) the tolerance value is 0.690 > 0.100 and the VIF value is 1.450 < 10.00 so that this variable is independent or has no symptoms of multicollinearity.

2. In the Product Quality Variable (X2) the tolerance value is 0.690 > 0.100 and the VIF value is 1.450 < 10.00 so that this variable is independent or has no symptoms of multicollinearity.

3) Heteroscedasticity Test

Figure 4.2. Heteroscedasticity Scatterplot Graph
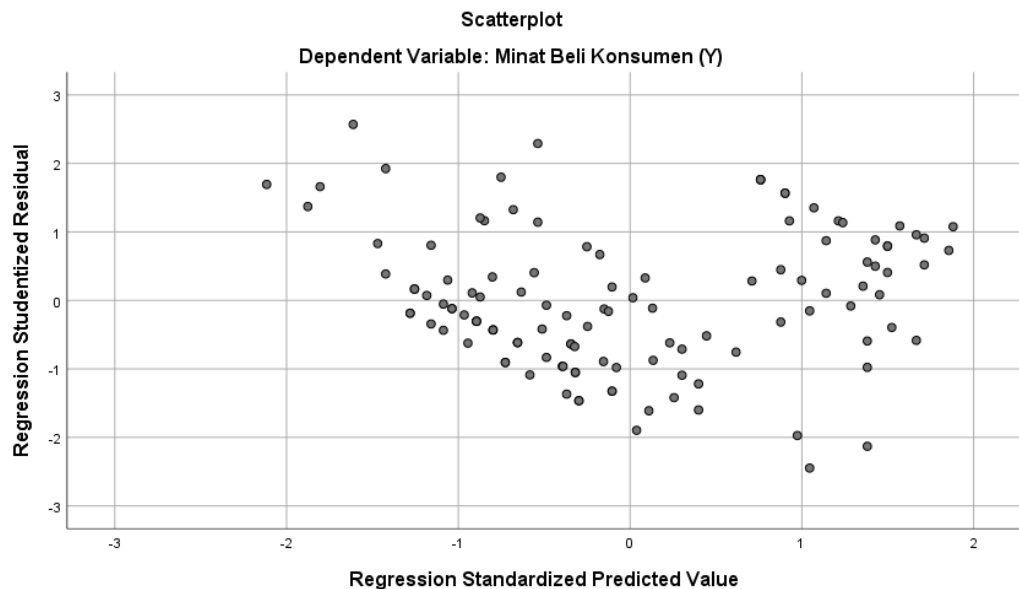
Source: Research Results Data (2021)

Based on the picture above, it shows that there is no clear the pattern spreads above and below the number 0 on the Y axis. It is concluded that there is no heteroscedasticity in the regression model.

3. Hypothesis test
1) t test (partial)

Table 4.3. Partial Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.943	3.451		2.012	.047
	Social Media (X1)	.571	.059	.658	9.694	.000
	Product Quality (X2)	.243	.079	.208	3.071	.003

a. Dependent Variable: Consumer Buying Interest (Y)
Source: Research Results Data (2021)

1. Benefits of using social media on consumer buying interest
From the results of this study, the significance value of the Social Media variable (X1) on the Consumer Buying Interest variable (Y) based on the t test (Partial) obtained the tcount > t table of 9,694 > 1,980 and the significance value < 0.05 of 0.000 < 0, 05 thus there is an influence of social media on Consumer Buying Interest in MSME products in the Griya Martubung Urban Village, Medan Labuhan District during the Covid-19 Pandemic Period.

2. Benefits of using product quality on consumer buying interest
From the results of this study, the significance value of the Product Quality variable (X2) on the Consumer Buying Interest variable (Y) based on the t test (Partial) obtained the t value > t table of 3.071 > 1.980 and the significance value < 0.05 of 0.003 < 0 ,05 thus there is an effect of Product Quality on Consumer Purchase Interest on MSME products in the Griya Martubung Urban Village, Medan Labuhan Subdistrict during the Covid-19 Pandemic Period.

2) F test (simultaneous)

Table 4.4. Simultaneous Test Results

ANOVAª

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1379.024	2	689.512	98.989	.000ᵇ
	Residual	814.968	117	6.966		
	Total	2193.992	119			

a. Dependent Variable: Consumer Buying Interests (Y)

b. Predictors: (Constant), Product Quality (X2), social media (X1)
Source: Research Results Data (2021)

The calculated f value > f table is 98.989 > 3.07 and the significance value is < 0.05 of 0.000 < 0.05. Thus, the variables of social media (X1) and Product Quality (X2) have a simultaneous effect on the variable of Consumer Buying Interest (Y) on MSME products in the Griya Martubung Urban Village, Medan Labuhan District during the Covid-19 Pandemic.

4. Coefficient of Determination
Table 4.5. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793ª	.629	.622	2.63923

a. Predictors: (Constant), Product Quality (X2), social media (X1)
Source: Research Results Data (2021)

The table, concluded from the R Square value of 0.629 (62.9%). These results indicate that 62.9% of the variables of Consumer Buying Interest (Y) can be explained by the variables of social media (X1) and Product Quality (X2). While the remaining 37.1% is explained by other variables not examined in this study, namely price, promotion, and so on.

DISCUSSION

1. Benefits of Using social media on Consumer Purchase Interest
In a study conducted by Jufrizen, et al, (2020) entitled Empirical Model of Increasing Consumer Satisfaction and Purchase Intention in the Selection of the Instagram Online Shop, the results obtained that social media had a positive effect on consumer buying interest on customer satisfaction on consumer purchase intentions in the Instagram

online shop. In study conducted by Ni Luh Bayu Okadini, Ni Wayan Eka Mitariani, and I Gusti Ayu Imbayani, (2019) entitled Green Product, Social Media Marketing and its Influence on Purchasing Decisions, the results show based on empiricial testing proves that Green Product and Social Media Marketing have a positive and significant effect on product purchasing decisions at PT. Sensatia Botanicals.

2. Benefits of using product quality on consumer buying interest
In a study conducted by Akrim Ashal Lubis, (2015) entitled The Effect of Price and Product Quality on the Decision to Purchase Newspapers at PT. Suara Barisan Hijau Daily Orbit Medan, the results show that there is a Significant Effect of Product Quality on the purchasing decision of PT. The Sound of the Medan Orbit Daily Green Line. In a study conducted by Ida Ayu Putri Ratna Dewi, I Ketut Setia Sapta, and Putu Kepramareni, (2021) entitled Analysis of IKM Perceptions on The Role of Events to Moderate the Influence of Product Quality and Product Value on Brand Image (Study on Denpasar Festival), the results show is the most important indicator for improve product quality, because the product packaging provided can make the buyer's attention make a purchase decision, so that the brand image product or company will rise.

3. Benefits of Using social media and Product Quality on Consumer Purchase Interest
In a study conducted by Sheila Rosalind Soeprapto and Tina Melinda, (2019) entitled The Impact of Instagram Media and Product Quality on Interest in Buying Frozen Empal. The results show that Instagram's social media variables and product quality have a significant effect on purchase intention, either partially or simultaneously.

CONCLUSION

Social Media Variable (X1) partially and significantly has a positive effect on the variable Consumer Buying Interest (Y) on MSME products in Kelurahan Urban Griya Martubung, Medan Labuhan District. during the Covid-19 Pandemic. Product Quality Variable (X2) partially and significantly has a positive effect on the Consumer Buying Interest variable (Y) on MSME products in the Griya Martbung Village, Medan Labuhan District during the Covid-19 Pandemic. Social Media Variables (X1) and Product Quality (X2) simultaneously and significantly have a positive effect on the Consumer Buying Interest variable (Y) on MSME products in the Griya Martbung Village, Medan Labuhan District during the Covid-19 Pandemic. R Square value is 0.629 (62.9%). These results indicate that 62.9% of the variables of Consumer Buying Interest (Y) can be explained by the variables of social media (X1) and Product Quality (X2). While the remaining 37.1% is explained by other variables not examined in this study, namely prices, promotions, and so on.

LIMITATION
The factors that influence consumer buying interest in this study only consist of two variables, namely social media and Product Quality. Meanwhile, there are other factors that can affect Consumer Buying Interest. There is a limitation of research using questionnaire data because it is feared that the respondent will not really answer the statement seriously with the actual situation.

DECLARATION OF CONFLICTING INTERESTS
The authors declare that there is no conflict of interest.

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