

Usage of Social Media Marketing and Service Quality Towards Customer Purchase Intention of PT. Sari Coffee Indonesia

Lasmy*

Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia

Hardijanto Saroso

Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University, Jakarta, Indonesia

Abstract

The increased smartphone users have an impact on social media users who also continue to increase. This is used by the company as a marketing tools, with the hope that the products (goods or services) offered can reach a wider market, increase sales, enhance the company's image and compete with other similar companies. PT. Sari Coffe Indonesia is known as Starbucks using social media such as Instagram, LINE and Facebook. On the other hand, Starbucks also pays attention to the quality of services provided to its customers which must be able to meet customer needs and even exceed customer expectations. Therefore, the purpose of this study is to find out (1) the effect of social media marketing (X1) on customer purchase intention (Y); (2) service quality (X2) use towards purchase intention (Y); (3) social media marketing (X1) and service quality (X2) use towards purchase intention (Y). The method used in this research is associative quantitative, the method of data collection using the media questionnaire, the scope of this research focuses on customers at Starbucks Pasaraya Grande branch. Data processing using SPSS. Data processing results indicate that there is a significant influence between the independent variable and the dependent variable of 59.8%. At the same time, the results of the F examination also show a significant effect between the independent variable and the dependent variable. In addition, based on T examination, service quality (X2) partially dominates the influence on intention to buy (Y) variable with t count 9,404 while the amount of t count on social media marketing (X1) is 3,182.

Keywords: Social media marketing; Service quality; Purchase intention.

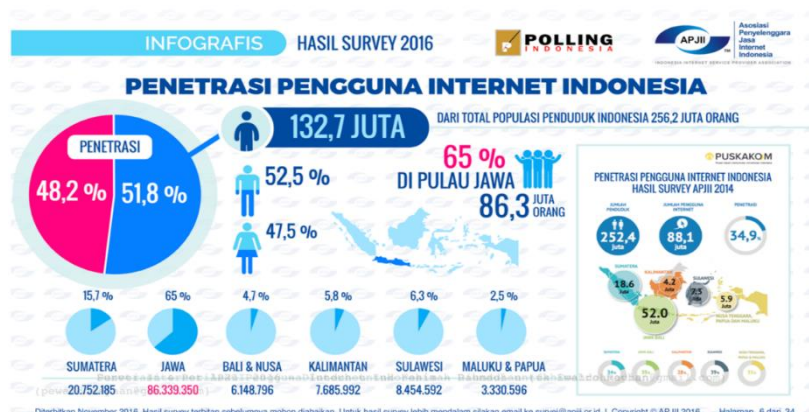


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1. Introduction

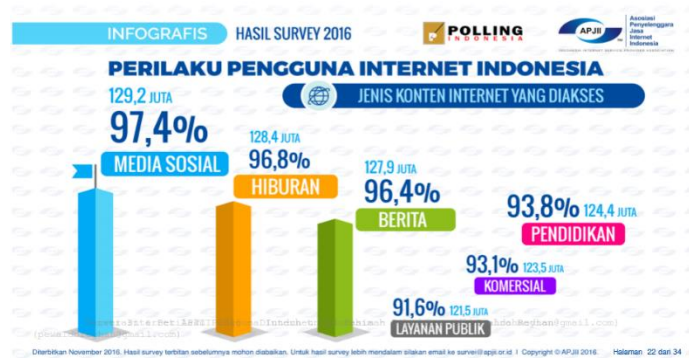
The development of information technology and communication media continues to develop from time to time such as internet and social media. According to Indonesian Internet Service Providers Association, the percentage of internet users has increased significantly from 2014 by 35% to 52% in 2016.

Figure-1. Penetration of Indonesian Internet Users

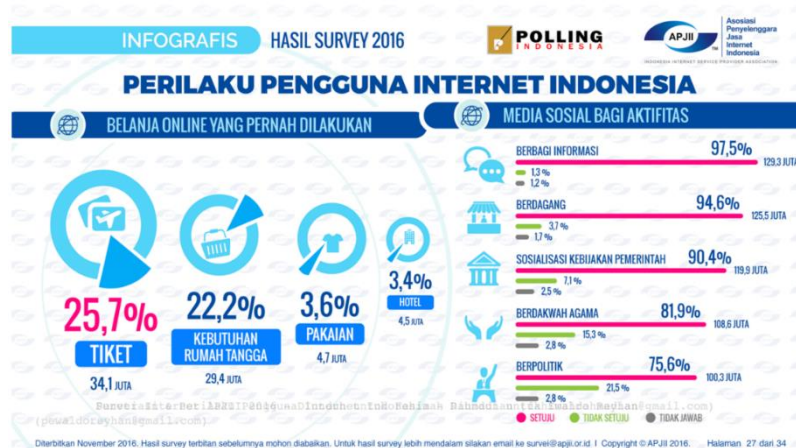


Source: Indonesian Internet Service Provider Association (2016)

That condition is used by companies, especially PT. Sari Coffee Indonesia. Figure 2. below show that the percentage of internet users in Indonesia who access social media is 97.4% (Association of Indonesian Internet Service Providers, 2016). By adopting social media as one of the media marketing, companies can reach more customers and sharing update information about their product or services. According to Gabriel and Kolapo (2015), e-marketing is the use of digital technology to achieve organizational marketing goals.

Figure-2. Indonesian internet user behavior

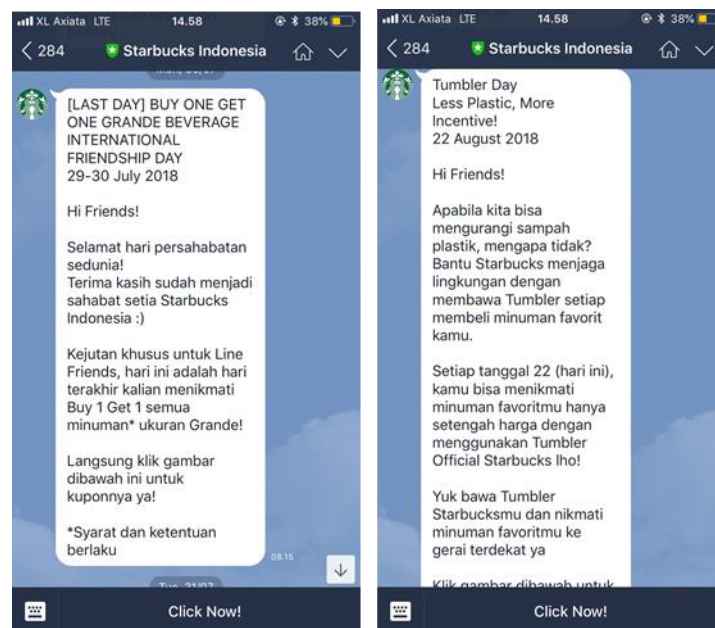
Source: Asosiasi Penyelenggara Jasa Internet Indonesia (2016)

Figure-3. Social Media Activities

Source: Asosiasi Penyelenggara Jasa Internet Indonesia (2016)

Figure 3. shows the percentage of activities carried out by social media users is mostly in information sharing at 97.5% and trading at 94.6% (Association of Indonesian Internet Service Providers, 2016).

It can be concluded that the use of social media is very popular, and this situation can be used to increase sales, expand market share, branding, share information that is updated. Starbucks is one of the multinational companies that utilizes that phenomenon. Through social media such as LINE, Starbucks is active in updating content, interacting with its customers, attracting new customers and receiving feedback from consumers regarding the quality of service, location and quality of its products.

Figure-4. Line of Starbucks

Source: PT. Sari Coffee Indonesia (2018)

In addition, Starbucks maintains the quality offered to consumers such as the quality of food, drinks, service and ambience. In order to give better services to customers, get feedback from customers, Starbucks applies regular

surveys called customer voice. Customer voice in the form of links is distributed through receipts and filled by customers by online.

Figure-5. Customer Voice of Starbucks

Terima kasih atas kunjungan Anda ke Starbucks!

Karena Anda adalah pelanggan Starbucks yang berharga, maka saran atas kunjungan Anda sangatlah berarti bagi kami. Survei ini akan memerlukan waktu penyelesaian kurang dari 3 menit. Saran Anda akan membantu kami melayani Anda dengan lebih baik di masa yang akan datang!

Berikutnya

Mohon lakukan penilaian atas kunjungan terbaru Anda ke Starbucks pada masing-masing pernyataan berikut.

Gunakan skala 1 - 7 di mana 1 berarti "Sangat tidak setuju" dan 7 berarti "Sangat setuju", harap pilih penilaian yang paling menggambarkan pengalaman Anda. Jika pernyataan tertentu tidak berlaku dalam kunjungan Anda, harap pilih "Tidak berlaku".

	Sangat tidak setuju 1	2	3	4	5	6	Sangat setuju 7	Tidak berlaku
Minuman saya terasa enak.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karyawan mengerti pesanan saya dengan tepat.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saya dapat memesan dan menerima pesanan saya dalam hitungan waktu yang wajar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pembelian Starbucks ini pantas dengan harga yang saya bayar.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makanan saya terasa enak.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karyawan berusaha memberikan pelayanan melebihi harapan saya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ruangan dalam toko bersih.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Karyawan berusaha untuk mengenal saya.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Source: PT. Sari Coffee Indonesia (2018)

1.1. Scope of Research

This research focus on PT. Sari Coffee Indonesia (Starbucks) Pasaraya Grande branch, Jakarta. The location is quite strategic, office space, near public transport terminal so their customer mostly professional and entrepreneur. In addition, this research also focusses on social media LINE since most of the new product information and promotions such as discounts, vouchers and coupons offered by Starbucks Indonesia through that social media.

1.2. Research Questions

Researcher conduct research on the relationship between social media marketing and service quality towards customer purchase intentions since starbucks implementing social media marketing as a marketing tool and its efforts to maintain service quality.

- Social media marketing (X1) towards customer purchase intentions (Y)
- Service quality (X2) towards customer purchase intentions (Y)
- Social media marketing (X1) and service quality (X2) towards customer purchase intentions (Y)

2. Literature Review

2.1. Social Media Marketing

Hajli (2013), Laudon and Traver (2014), Zai (2015), it can be conclude that social media marketing is the utilization of social media for marketing activities of the company so that the company can save time and costs, the company can reach a wider market, market research, communicate and provide updated information in real time to its customers and build the company's brand image.

As'ad and Anas (2014), dimensions of social media marketing consist of online communities, interaction, sharing of content, accessibility and credibility.

2.2. Service Quality

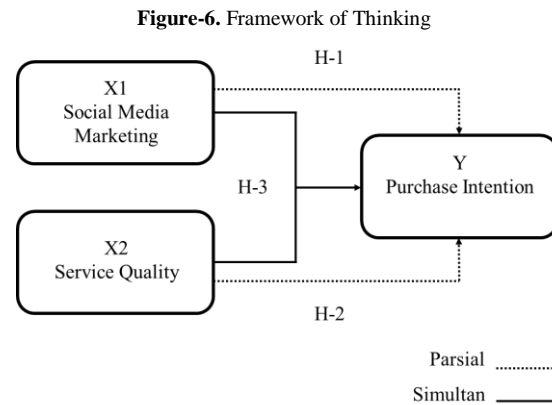
Santouridis and Trivellas (2010) state there is five dimensions of service quality which are tangible, realibility, responsiveness, assurance and empathaty.

2.3. Purchase Intention

Taskin and Alkaya (2017); Kian *et al.* (2017), it can be concluded there is three factor that influence customer purchase intentions which is price, service quality and value. Purchase intentions itself is consumer perception to buy an item or service based on price, service quality and value of the goods or services offered. If the price or service quality or value of goods or services meet or exceeds than customer perception, it will encourage the customer buying intentions.

2.4. Framework of Thinking

Based on the



Source: Researcher (2018)

Based on Figure 6, the hypothesis research is:

Hypotesis - 1

H1: There is significant influence of social media marketing (X1) towards purchase intenttions (Y)

Ha: there is no significant influence of social media marketing (X1) towards purchase intenttions (Y)

Hypotesis - 2

H1: There is significant influence of service quality (X2) towards purchase intenttions (Y)

Ha: there is no significant influence of service quality (X2) towards purchase intenttions (Y)

Hypotesis - 3

H1: There is significant influence of social media marketing (X1) and service quality (X2) towards purchase intentions (Y)

Ha: there is no significant influence of social media marketing (X1) and service quality (X2) towards purchase intentions (Y)

3. Methodology/Materials

3.1. Research Design

This research using quantitative associative method. Suryani and Hendriyadi (2015), state that associative research is research conducted to find the relationship or influence of one or more independent variables with one or more dependent variables. Quantitative research is numerical data analysis to develop and use mathematical models, theories and hypotheses related to the phenomena investigated by researchers.

Table-1. Research Design

Objek Penelitian	Jenis Penelitian	Metode Penelitian	Unit Analssis	Time Horizon
H1	Asosiatif	Kuantitatif	Starbucks Pasaraya Grande	Cross- Sectional
H2	Asosiatif	Kuantitatif	Starbucks Pasaraya Grande	Cross-Sectional
H3	Asosiatif	Kuantitatif	Starbucks Pasaraya Grande	Cross-Sectional

Source : Researcher (2018)

3.2. Types and Data Collection

This research using both primary such as questionnaire and secondary data such as report from company, books, journal, website and others.

In addition, the method of data collection in this study is distribute questionnaires online.

3.3. Sampling Technique

Kuncoro (2013), sample is a subset (subset) of the population unit. This research sample is consumer of PT. Sari Coffee Indonesia (Starbuck) Pasaraya Grande Branch, Jakarta. Sampling techniques using simple random sampling. Siregar (2012), simple random sampling is sampling techniques that provide equal opportunities for each member in a population to be sampled. The formula used to determine the number of samples using Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:

- n = Sum of Sample
- N = Sum of Population
- e = error margin (this study uses 0.5% of error margin)

The population in this study was PT. Sari Coffee Indonesia (Starbucks) consumers in Pasaraya Grande branch, Jakarta of 9500 people with an error rate of 10% or 0.10, so the size of the sample in this study were:

$$n = \frac{9500}{1 + 9500 (0,1)^2}$$

$$= 98,95 \text{ (100 people)}$$

3.4. Data Analysis Method

Wiratna (2014), stated researcher must test the validity and reliability of the questionnaire data. before doing research validitas and realibilitas test and then process it using SPSS 2.0 (Statistic Product and Service Solution). In testing the validity of the decision-making criteria are as follows:

- a. If $r_{count} > r_{table}$, then the statement is declared valid
- b. If $r_{count} < r_{table}$, then the statement is declared invalid

The questions that have been declared valid in the validity test will be determined reliability by criteria using the Cronbach's Alpha formula, as follows:

- a. If r_{Alpha} (Cronbach's Alpha) is positive, and $r_{Alpha} \geq r_{table}$, then the variable is reliable
- b. If r_{Alpha} (Cronbach's Alpha) is not positive, and $r_{Alpha} \leq r_{table}$, then the variable is not reliable

The normality test aims to test whether in the regression model, the residual confounding variable has a normal distribution. Residuals that are declared to be normally distributed if the Kolmogorov-smirnov significance value is greater than 5% or 0.05. This statistical test uses the Kolmogorov-Smirnov test. If the significant value is > 0.5 , then it can be said that the residual is normally distributed, and otherwise.

- a. If $\text{sig} \geq \alpha$, then the data is normally distributed
- b. If $\text{sig} \leq \alpha$, then the data is not normally distributed

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another observation. If the residual variance from one observation to another observation remains, then it is called Homoscedasticity, if it is different, it is called Heteroscedasticity. A good regression model is Homoskedastisitas or Heteroskedastisitas (Ghozali and Imam, 2012).

- a. If the value of $\text{sig} > 0.05$ then there is no heteroscedasticity
- b. if the value of $\text{sig} < 0.05$ occurs heteroscedasticity

The basic or decision-making criteria related to the Scatterplot image are (Ghozali and Imam, 2012):

- a. If there is a certain pattern, such as the existing points form a certain pattern that is regular (wavy, widened and then narrowed), then it indicates that heteroscedasticity has occurred.
- b. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, there is no heteroscedasticity.

Multicollinearity is the existence of a perfect linear relationship between several or all independent variables. Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not occur between the independent variables (Ghozali and Imam, 2012). To detect the presence or absence of multicollinearity in the regression model can be seen from the tolerance value and VIF (Variance Inflation Factor). A low tolerance value is equal to a high VIF value (because of $VIF = 1 / \text{Tolerance}$). Outoff values that are commonly used to indicate the presence of multicollinearity are Tolerance values < 0.10 or equal to VIF values > 10 (Ghozali and Imam, 2012).

According to Kuncoro (2013), multiple linear regression analysis is a quantitative analysis used to test the hypothesis that has been called. This analysis model aims to determine the relationship between independent variables and non-independent variables, both jointly and partially. The model used in the study is a multiple linear regression model. This is because research is designed to determine the direction, influence and strength of the relationship of the independent variables to the dependent variable. The formula for Multiple Linear Regression according to Kuncoro (2013), is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

- Y = Purchase Intention
- β_0 = Regression equation constant
- β_1, β_2 = Regression coefficients of each independent variable
- X_1 = Social Media Marketing
- X_2 = Service Quality
- ϵ = Variabel Residual

The t test is used to see the significance of the relationship between variables X and Y, whether social media marketing (X_1) and service quality (X_2) affect partial or own purchase intention (Y). The following is the basis for decision making from the partial significance test:

1. If the value of Sig. < 0.05, the independent variable significantly influences the dependent variable.
2. If the value of Sig. > 0.05, the independent variable proved to have no significant effect on the dependent variable.

Based on the value of t count and t table, the basis for decision making is as follows:

1. If t count > t table, or -t count < -t table the independent variable affects the dependent variable, then H_a is accepted and H_0 is rejected.
2. If the -t table \leq t count \leq t table the independent variable is proven to have no effect on the dependent variable, then H_a is rejected and H_0 is accepted.

The F statistical test shows whether all independent or free variables have a joint influence on the dependent or bound variable (Ghozali and Imam, 2012).

The F test is done by comparing the calculated F value with F table and looking at the F significance value on the output of the regression results using SPSS with a significance value of 0.05. With the basis of decision making as follows:

1. If F count \leq F table or Sig. F \geq 0.05, then the null hypothesis is accepted, this means that simultaneously the independent variable does not have a significant effect on the dependent variable.
2. If F count > F table or Sig. F < 0.05, then the hypothesis is rejected (alternative hypothesis accepted), this means that simultaneously the independent variable has a significant influence on the dependent variable.

4. Results and Findings

4.1. Validity Test

Table-2. Validity test of social media marketing (X1)

Number of Question	R critical	R table	Decision
1	0,655	0,165	Valid
2	0,693	0,165	Valid
3	0,685	0,165	Valid
4	0,601	0,165	Valid
5	0,686	0,165	Valid
6	0,674	0,165	Valid
7	0,641	0,165	Valid
8	0,530	0,165	Valid
9	0,592	0,165	Valid
10	0,627	0,165	Valid
11	0,652	0,165	Valid
12	0,662	0,165	Valid

Sources: Result of Data Processing (2018)

Table-3. Validity test of service quality (X2)

No. Item Kuesioner	Rhitung	Rtabel	Keterangan
1	0,744	0.165	Valid
2	0,648	0.165	Valid
3	0,649	0.165	Valid
4	0,656	0.165	Valid
5	0,717	0.165	Valid
6	0,561	0.165	Valid
7	0,851	0.165	Valid
8	0,676	0.165	Valid
9	0,698	0.165	Valid
10	0,761	0.165	Valid
11	0,521	0.165	Valid

Source: Result of Data Processing (2018)

Table-4. Validity test of purchase intentions (Y)

No. Item Kuesioner	Rhitung	Rtabel	Keterangan
1	0,762	0.165	Valid
2	0,820	0.165	Valid
3	0,756	0.165	Valid
4	0,843	0.165	Valid
5	0,742	0.165	Valid
6	0,589	0.165	Valid
7	0,760	0.165	Valid

Source: Result of Data Processing (2018)

Based on the result, it can be concluded that all of the questions of social media marketing (X1), service quality (X2) and purchase intentions (Y) is valid.

4.2. Reliability Test

Table-7. Test the Reliability of Social Media Marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	12

Source: Result of Data Processing (2018)

Table-8. Test the Reliability of Service Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	11

Source: Result of Data Processing (2018)

Table-9. Test the Reliability of Purchase Intentions

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	7

Source: Result of Data Processing (2018)

Based on the result Table 7, 8 and 9, it can be concluded that the data is declared reliable.

4.3. Normality test

In the normality test, if the significance or probability value is > 0.05 then the data is means to be normally distributed. Conversely, if Sig. or significance or probability value < 0.05 , the data means not to be normally distributed. The following test results are obtained Sig. amounting to 0.435, indicating that the data is normally distributed.

Figure-10. Normality Test

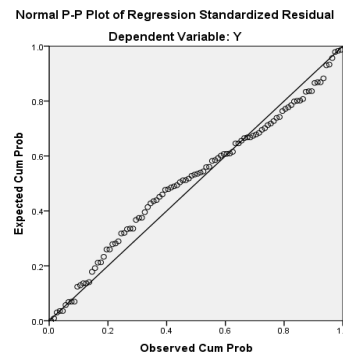
One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	2.67549624
Most Extreme Differences	Absolute	.087
	Positive	.062
	Negative	-.087
Kolmogorov-Smirnov Z		.870
Asymp. Sig. (2-tailed)		.435

a. Test distribution is Normal.

b. Calculated from data.

Source: Result of Data Processing (2018)

Based on the results of testing using the Normal P-P Plot graph, it can be seen in the data distribution image (point) spread around the diagonal line and following the direction of the diagonal line, it can be concluded that the data is normally distributed.

Figure-11. Normality Test P-P Plot

Source: Result of Data Processing (2018)

4.4. Multicolinearitas Test

The table shows that the tolerance value of all independent variables, social media marketing and service quality is greater than the value of 0.1 and the VIF value of the social media marketing and service quality variables is smaller than the value of determination 10.

Basic Decision Making:

- a. If the tolerance value is > 0.10 , there is no multicollinearity
 - b. If the tolerance value is < 0.10 , multicollinearity occurs
-
- a. If the VIF value is < 10.00 then there is no multicollinearity
 - b. If the VIF value is > 10.00 then multicollinearity occurs

Figure-12. Multicolinearitas Test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5.636	3.010		-1.872	.064		
	Social_Media	.168	.053	.223	3.182	.002	.827	1.208
	Service_Quality	.548	.058	.659	9.404	.000	.827	1.208

a. Dependent Variable: Purchase_Intention

Source: Result of Data Processing (2018)

Based on the results of the study using SPSS 20, it can be seen that the tolerance value of the independent variable shows $0.827 > 0.10$ and the VIF value of $1.208 < 10.00$, it can be concluded that there is no multicollinearity.

4.5. Heteroscedasticity Test

The results of the Heteroscedasticity test using the Glejser method can be seen below if the value of $\text{sig} > 0.05$ does not occur heteroscedasticity, on the contrary if the value of $\text{sig} < 0.05$ occurs heteroscedasticity. In the results of the Heteroscedasticity test, it appears that social media marketing and service quality variables that are not statistically significant affect the dependent variable). This can be seen from the value of social media marketing and service quality above the significance level of 5% (0.05), then the regression model does not lead to heteroscedasticity.

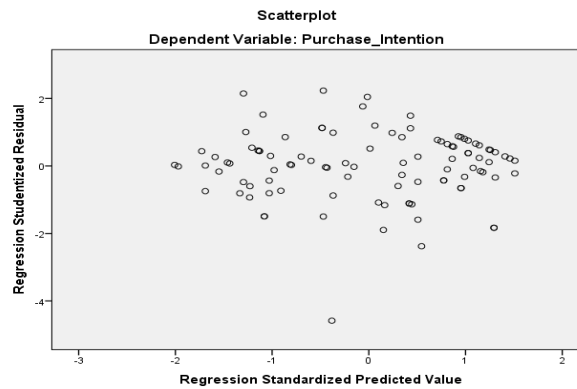
Figure-13. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.012	2.073		.971	.334
	Social_Media	.002	.036	.008	.068	.946
	Service_Quality	-.004	.040	-.012	-.107	.915

a. Dependent Variable: RES2

Source: Result of Data Processing (2018)

Using the Scatterplot graph method, it can be seen that there is no clear pattern. Judging from the points that spread above and below the number 0 on the Y axis, then based on the Scatterplot graph method shows that there is no heteroscedasticity in the regression model.

Figure-14. Scatterplot Heteroscedasticity Test

Source: Result of Data Processing (2018)

4.6. Multiple Regression Test

Figure-15. Multiple Regression Test**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.636	3.010		-1.872	.064
	Social Media Marketing	.168	.053	.223	3.182	.002
	Service Quality	.548	.058	.659	9.404	.000

a. Dependent Variable: Purchase Intention

Source: Result of Data Processing (2018)

The results of multiple linear regression equation test can be seen in the second column (unstandardized Coefficients) part B obtained by the value of β_2 social media marketing variable 0.168 and the value of β_2 service quality variable is 0.548 and the constant value (a) is -5.636, the multiple linear regression equation is obtained as follows:

$$Y = -5,636 + 0,168X_1 + 0,548X_2 + \epsilon$$

The equation can be described as follows:

- The constant (β_0) = -5,636 shows that if the social media marketing and service quality variables are considered constant, the purchase intention variable will be -5,636
- The coefficient β_1 (X_1) = 0.168 shows that if the social media marketing variable increases by one unit then the purchase intention will increase by 0.168
- The coefficient β_2 (X_2) = 0.548 shows that if the service quality variable increases by one unit then the purchase intention will increase by 0.548.

4.7. T test

Figure-16. T test**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.636	3.010		-1.872	.064
	Social Media Marketing	.168	.053	.223	3.182	.002
	Service Quality	.548	.058	.659	9.404	.000

a. Dependent Variable: Purchase Intention

Source: Result of Data Processing (2018)

- It is known that the sig value for the effect of X_1 on Y is $0.002 < 0.05$ and the calculated T value is $3.182 > T$ table is 1.984 so it can be concluded that H_1 is accepted which means there is an effect of X_1 on Y .
- It is known that the sig value for the effect of X_2 on y is equal to $0,000 < 0,05$ and the value of T count $9,404 > T$ table 1,984 so it can be concluded that H_2 is accepted which means there is influence X_2 on Y .

4.8. F test

Figure-16. F test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1089.690	2	544.845	74.576	.000 ^b
	Residual	708.670	97	7.306		
	Total	1798.360	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Service Quality, Social Media Marketing

Source: Result of Data Processing (2018)

Based on the output above, it is known that the significance value for the effect of X1 and X2 simultaneously on Y is $0,000 < 0,05$ and the calculated F value is $74,576 > 3,09$ so that it can be concluded that H3 is accepted. Then the influence of independent variables, namely social media marketing and service quality simultaneously or simultaneously is significant to the variable purchase intention at PT. Sari Coffee Indonesia (Starbucks) Pasaraya Grande branch, Jakarta.

4.9. Determination Coefficient

Figure-17. Determination coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.606	.598	2.703

a. Predictors: (Constant), Service Quality, Social Media Marketing

Source: Result of Data Processing (2018)

Adjusted R Square value of 0.598 means that 59.8% purchase intention can be explained by social media marketing and service quality while the remaining 40.2% can be explained by other factors.

5. Implication

The T test of the service quality variable was found to greatly affect the purchase intention variable partially. This result is similar to the research conducted by Ahmad. A Al-Tit in the journal "The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Retention" which states that a significant relationship occurs between service quality and customer satisfaction. And customer satisfaction at customer retention. Which leads to conclusions, service quality not only increases customer satisfaction, but also encourages customer retention. The results of the influence of service quality variables in this assessment are the main reasons that drive purchase intention. Where in this case, the relationship between purchase intention and customer retention is something the company wants.

Meanwhile, it is contrary to the research of Alkaya & Taskin in "The Impact of Social Media Pages on Customer Equity & Purchase Intention: an Empirical Study of Mobile Operators" which states that there is no significant impact in marketing communication via social media on purchase intention. Social media activities without the support of traditional media marketing do not affect consumer purchase intention in this case. The results obtained in this study indicate that there is a significant relationship between social media marketing variables and the purchase intention variable.

6. Conclusion

Based on the discussion and analysis of the research that has been obtained, it can be concluded that the variable social media marketing influences the purchase intention variable, the service quality variable influences the purchase intention variable, that social media marketing and service quality variables simultaneously have a significant effect on the purchase intention variable. In addition, variable service quality is the dominant variable in its influence on the purchase intention of PT. Sari Coffee Indonesia (Starbucks) consumers in the Pasaraya Grande branch, Jakarta with a number 9,404.

7. Suggestions

Based on the discussion and analysis of the research that has been obtained, the following suggestions can be taken into consideration:

a. Academics

The scope of this study has limited time and place. It is recommended to conduct further research in a wider scope, more time, broader variables in order to get results that can represent all outlets owned by PT. Sari Coffee Indonesia.

b. Business Actors

Service quality is the dominant variable in relation to the purchase intention of PT. Sari Coffee Indonesia (Starbucks) consumers in the Pasaraya Grande branch, Jakarta. PT. Sari Coffee Indonesia (Starbucks) needs to controlling service quality so they can give consumers experience in accordance with what they expect.

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