

## The Influence Of Social Media Marketing And Characteristics Of Buyers On The Decision To Purchase Sony Mirrorless Camera In Bogor City

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**Abstract.** This research aims to determine and analyze the influence of social media marketing and characteristics of buyers on purchasing decisions for Sony Mirrorless Cameras in Bogor City through purchase interest as an intervening variable. This research method is quantitative research with a sample size of 319 people. The research results show that Social Media Marketing has a Character of Buyingitive and significant effect on Purchase Decisions, mediated by Purchase Interest. Characteristics of Buyer has a Character of Buyingitive and significant effect on Purchase Decisions mediated by Purchase Interest. Improving Purchasing Decisions emphasizes building trust between producers and consumers. The existence of mutual trust between producers and consumers will create good conditions for the exchange of information and advice without fear. In other words, trust is a central issue in human civilization. The influence of trust is so central because this character also occupies important purchasing decisions.

**Keywords:** Social Media Marketing, Characteristics of Buyer, Purchase Decision, and Purchase Interest

### INTRODUCTION

The need to use a camera is not just a complement to a holiday, with a camera all moments or stories can be recorded and remembered forever. In this era of very rapid advances in digital technology, the development of digital cameras has also increased. Such as pocket cameras (pocket digital), DSLR (Digital Single Lens Reflex), Mirrorless. Mirrorless is a professional camera that uses a digital sensor without using a mirror/pentaprism with high image sharpness. This camera can change lenses according to needs. Many people like this camera because the dimensions of this camera are very small and easy to carry anywhere. This camera is usually used by photography hobbyists, whether students, students, employees or general people. The uses of this mirrorless camera for consumers are also varied, some are just a hobby, to increase knowledge, just to capture moments and for work. The camera industry is an industry that is said to be quite dynamic, so many camera companies are introducing their superior products to the Indonesian market.

Camera companies use various methods to attract consumer interest. This has an impact on the emergence of intense competition and requires companies to be able to create different

products and have interesting innovations in order to survive the competition. Along with the development of technology, digital cameras have become one of the results of camera product development. Digital camera technology continues to develop every year. Based on the results of preliminary interviews regarding the advantages and disadvantages of Sony camera products, it can provide an indication that the shortcomings can be seen in terms of 60% of respondents not liking product features that do not support each respondent's work, while quality is also a problem for respondents, namely the percentage 40% and convenience and price each 20% of respondents. This is the problem in this research because with the existence of other camera brands and increasingly sophisticated smartphones that can become competitors to conventional cameras, it is not impossible that Sony cameras will continue to experience a decline in sales levels.

Initial observation results show that the sales level of Sony cameras in Bogor City, especially at the Electronic City Botani Square store, Electronic City Mall BTM (Bogor Trade Mall), Photo Camera Store, AH Photography and Camera Store during 2022 will experience a significant decline. In February, April, May and August 2022, sales levels experienced a significant decline. Regarding the level of sales of Sony cameras in the city of Bogor during 2022 which has experienced a significant decline, manufacturers or sellers of Sony cameras must pay attention to various factors that influence sales levels. Additional information from each store manager of Electronic City Mall BTM (Bogor Trade Mall), Photo Camera Store and Camera Store (2022) stated that apart from the characteristics of the buyer and buying interest, the decision to purchase a Sony mirrorless camera will also be determined by marketing via social media. In general, according to the store managers, the sales level of Sony mirrorless cameras will be determined by the things mentioned above.

However, in reality, the Sony mirrorless camera manufacturer has not paid attention to social media marketing, characteristics of buyers, and buying interest, so that in general the level of sales at the Electronic City Botani Square shop, Electronic City Mall BTM (Bogor Trade Mall), Photo Camera Shop, AH Photography and Camera Store have experienced quite a significant decline.

## **THEORETICAL STUDY**

### **Social Media Marketing**

Social media marketing consists of efforts to use social media to persuade consumers of a company to use valuable products or services (Ward, 2022). According to Zulfikar (2017:281) social media marketing is a form of marketing using social media to market a product, service, brand or issue by utilizing the public who participates in social media. The

decision to buy is influenced by consumer behavior. According to Angel in Simamora (2016: 80) consumer behavior is actions that are directly involved in obtaining, consuming and consuming products and services, including the decision process that precedes these actions. According to Ghoniyah and Ani (2015), purchasing decisions are a strong feeling of self-confidence in consumers or customers, which is the belief that the purchasing decision for the product they make is correct.

## **RESEARCH METHODS**

The research location is in Bogor City and the research will be carried out in October 2022 until completion. This research is quantitative research. In this study, the sample size was adjusted to the analysis model used, namely Partial Least Square (SEM LISREL). The population of this research is the total number of camera purchases at Electronic City Botani Square, AH Photography, Electronic City Mall BTM (Bogor Trade Mall) Photo Camera Shop and Camera Store in 2022, namely 1,583 purchases. One of the commonly used software for SEM model analysis is Linear Structural Relationship Software (LISREL). Lisrel is smart software that is capable of analyzing SEM in great detail, quickly and accurately. The reason researchers use Lisrel software is that this software is able to provide several very varied operating options, has many estimation methods, varied methods.

## **RESULT AND DISCUSSION**

The number of female respondents was 95 people with a percentage of 29.78% and the number of male respondents was 224 people with a percentage of 70.22%. More men are buying Sony Mirrorless cameras because in some cases, interest in photography or videography is more common among men than women. There were 41 respondents aged < 20 years with a percentage of 12.85%. There were 43 respondents aged between 20 years with a percentage of 13.48%. There were 56 respondents aged between 25 years with a percentage of 17.55%. There were 84 respondents aged between 28 years with a percentage of 26.33%. There were 52 respondents aged between 31 years with a percentage of 16.30%, and respondents aged > 31 years were 43 people with a percentage of 13.48%. This shows that the majority of Sony Mirrorless camera buyers are 28 years old, 84 people, this is because the age of 28 is often the period when someone has started to enter the world of work and has a more stable income. They may have the financial means to purchase expensive devices such as Sony Mirrorless cameras.

### **Variable Description Analysis**

The description of the research data can be used to enrich the discussion, through the description of the respondent response data it can be seen how the respondent responded to each variable being studied. To see the respondents' answers or assessments of each statement submitted in the questionnaire, descriptive analysis was carried out. Social media marketing variables in total, it has an average value of 4.18. This value is in the interval 3.40 - 4.19, which is in good criteria, this shows that social media marketing carried out by Sony mirrorless camera manufacturers has received a good response from respondents. The statement that has the highest average value is 4.32. Referring to Sony's success in using various marketing media platforms to interact and connect with consumers. Direct experience using the product provides a better understanding of its features, advantages, and disadvantages, so influencers can provide more informative reviews to their followers. Both of these statements highlight the importance of effective communication and the influence of experienced individuals in consumer purchasing decisions. Sony makes good use of marketing media to interact with consumers, while direct experience of using the product can influence how information about the product is conveyed to others. Meanwhile, the lowest average score is an average score of 3.98. This shows that respondents tend not to see that the use of company marketing media is the main factor influencing interest in purchasing Sony Mirrorless camera products.

### **Variable Characteristics of Buyer**

In total, it has an average value of 4.18. This value is in the interval 3.40 - 4.19, which is in the good criteria, this shows that the Characteristics of Buyer from consumers of Sony mirrorless cameras received a good response from respondents. The statement that has the highest average value is 4.33. Recommendations or visible use from people in the work environment can be an important factor in making purchasing decisions. When someone sees a coworker using a particular product well, they may feel motivated to follow in those footsteps. This emphasizes that these individuals have specific needs that can be met by Sony Mirrorless cameras. Maybe they need the camera for professional activities, photography hobbies, or certain purposes that cannot be met by other cameras.

### **Purchase Decision variables**

In total, it has an average value of 4.37. This value is in the interval 3.40 - 4.19, which is in the very good category, this shows that purchasing decisions from consumers of Sony mirrorless cameras received a very good response from respondents. The statement that has the highest average value is 4.51. With a high average value for this statement, it can be

seen that belief in the quality and superiority of the product is the dominant factor in making purchasing decisions for the majority of respondents. Meanwhile, the lowest average value was 4.21. This shows that the majority of respondents tend not to believe that the Sony Mirrorless camera brand is well known. This could mean that respondents may not strongly identify the Sony Mirrorless camera brand as a very well-known brand among them. Purchase Interest variable In total, it has an average value of 4.18. This value falls into the interval 3.40 - 4.19, which is in the good criteria, this shows that purchasing interest from consumers of Sony mirrorless cameras has received a positive response from respondents. The statement that has the highest average value is 4.34. This shows that the majority of respondents are very likely to recommend Sony Mirrorless cameras to others based on the advantages they see in the product. This shows that respondents feel that Sony Mirrorless cameras have significant advantages and are strong enough to recommend them to others. Meanwhile, the lowest average value is 3.98. This shows that the majority of respondents tend to be less willing to recommend purchasing a Sony Mirrorless camera to others.

Social Media Marketing (X1) has a P-value of  $0.360 < \alpha (0.05)$ , the original sample is 0.344 and a T-statistic value of 2.981, which means that Social Media Marketing (X1) has a significant effect on Purchase Interest (Y). Thus: H2: Social Media Marketing has a significant effect on Interest in Buying Sony Mirrorless Cameras in Bogor City. Characteristics of Buyer (X2) has a P-value of  $0.013 < \alpha (0.05)$ , the original sample is 0.290 and a T-statistic value of 2.495, which means that Characteristics of Buyer (X2) has an positive and significant influence on Purchase Decisions. (Z). Thus: H3: Characteristics of Buyer has an positive and significant influence on Characteristics of Buyer on Purchase Decisions of Sony Mirrorless Cameras in the City of Bogor. Characteristics of Buyer (X2) has a P-value of  $0.000 < \alpha (0.05)$ , the original sample is 0.535 and a T-statistic value of 4.349, which means that Characteristics of Buyer (X2) has a significant effect on Purchase Interest (Y). Thus: H4: Characteristics of Buyer have a significant influence on Purchase Interest in Sony Mirrorless Cameras in Bogor City.

Purchase Interest (Y) has a P-value of  $0.000 < \alpha (0.05)$ , the original sample is 0.512 and a T-statistic value of 4.350, which means that Purchase Interest (Y) has a significant effect on Purchase Decisions (Z). Thus: H5: Purchase Intention has a significant influence on Purchase Decisions for Sony Mirrorless Cameras in the City of Bogor. Characteristics of Buyer (X2) has a P-value of  $0.000 < \alpha (0.05)$ , the original sample is 0.535 and a T-statistic value of 4.349, which means that Characteristics of Buyer (X2) has a significant

effect on Purchase Interest (Y). Thus: H4: Characteristics of Buyer have a significant influence on Purchase Interest in Sony Mirrorless Cameras in Bogor City. Purchase Interest (Y) has a P-value of  $0.000 < \alpha (0.05)$ , the original sample is 0.512 and a T-statistic value of 4.350, which means that Purchase Interest (Y) has a significant effect on Purchase Decisions (Z). Thus: H5: Purchase Intention has a significant influence on Purchase Decisions for Sony Mirrorless Cameras in the City of Bogor. Characteristics of Buyer (X2) has a significant effect on Purchase Decisions (Z) mediated by Purchase Interest (Y) of 0.632. Thus: H7: Characteristics of Buyer has an positive and significant influence on Purchase Decisions, mediated by Purchase Interest.

Before buying a product, consumers usually have a need, this need will give rise to a desire to buy an item of a certain brand. When buying a product, consumers will first look for information about the product they want to buy. According to research by Ikram (2013), from the results of calculations using multiple linear regression, it can be seen that there is a significant influence of Buying Characteristics between the independent variables (X1 = Social Factors and X2 = Personal Factors) on the dependent variable (Y = Purchase Decision). Regression equation  $Y = 3.850 + 0.465 X1 + 0.233 X2 + e$ . The correlation coefficient (R2) value is 0.470. This shows that the influence of variables X1 and X2 on Y is 47% and the rest is influenced by other variables. Furthermore, for the F-test, the calculation results obtained for the value of  $f_{count} > f_{table}$  were  $46.514 > 3.08$ . This means that the independent variables (X1 and X2) are dominant in influencing the dependent variable.

## **CONCLUSION AND SUGGESTION**

Based on the research results described in the previous chapter, the following conclusions can be drawn: Characteristics of Buyer have a significant influence on the decision to purchase a Sony Mirrorless camera in the city of Bogor. Characteristics of Buyer have a significant influence on Purchase Interest in Sony Mirrorless Cameras in Bogor City. Social Media Marketing does not have a significant effect on purchasing decisions for Sony Mirrorless cameras in Bogor City. Social Media Marketing has a significant influence on Interest in Buying Sony Mirrorless Cameras in Bogor City. Purchase Intention has a significant influence on the Decision to Purchase a Sony Mirrorless Camera in Bogor City. Social Media Marketing has a significant influence on Purchase Decisions mediated by Purchase Interest. Characteristics of Buyer has a significant influence on Purchase Decisions mediated by Purchase Interest.

Based on the conclusions above, several suggestions can be put forward for consideration for further research: Sony should always pay attention to Social Media Marketing, Characteristics of Buyer and work engagement. This is very important because this variable partially has a significant effect on purchasing decisions. Improving Purchasing Decisions emphasizes building trust between producers and consumers. The existence of mutual trust between producers and consumers will create good conditions for the exchange of information and advice without fear. In other words, trust is a central issue in human civilization. The influence of trust is so central because this character also occupies important purchasing decisions.

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