



The Influence of Social Media and Event Marketing on Buying Interest in Pyukanau Official

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Abstract

The purpose of this study was to determine the effect of Social Media and Event Marketing on the Buying Interest of fashion products. The method used is quantitative, correlation looks for the relationship between variables. In this study, the population is Pyukanau Official Instagram followers, totaling 544 using the Slovin formula, 100 respondents are needed. Sampling using purposive probability sampling technique by distributing questionnaires through Google Form. The results of testing using IBM SPSS Statistics version 26.0 are R^2 value 0.867 and R^2 coefficient 0.752 or 75.2%. Social media has an effect on buying interest with a t value of 4,697 > t table 1,984, event marketing has an effect on buying interest with a t value of 5,824 > t table 1,984, and simultaneously between social media (X1), event marketing (X2), there is an influence significant positive on buying interest (Y) at Pyukanau Official with a value of Sig 0.000^b ($p < 0.05$).

Keywords: *social media, event marketing, buying interest*

INTRODUCTION

Competition in the business world is a challenge that must be experienced by entrepreneurs in maintaining their product brands (Gunawan, 2016). This is strongly influenced by the advancement of the technological era and the change in consumer tastes from offline to online (Ishak & Somadi, 2019). The success of marketing through social media, is a fact of the increasingly meaningful existence of social media which causes consumers to be more facilitated. In Indonesia, marketing through social media shows rapid growth because it is economical, easy, can shorten time and is accessible to all people (Dahmiri, 2020). Social media is a new technology that makes us more efficient and effective in forming bonds with customers and has a wide opportunity to find benefits for marketing actors (Neneng Nurmalasari & Masitoh, 2020). Through social media, it helps business actors to attract consumers through a small fee and in a short time plus supportive reviews (Indika & Jovita, 2017). Therefore, many companies compete to establish correlations with their consumers through social media in order to influence buying interest (Kuspriyono & Nurelasari, 2018).

In addition to social media, event marketing is a type of promotion that is widely used as offline media to compete in marketing its products. Companies or brands that join the event will create an experience, and also promote products or services to customers (Ratnawati & Hanifa, 2019). Marketing through event marketing is also a strategy that is considered to be able to face competition (Syafiq, 2017). Event marketing carried out by the company must have an impact and give a deep impression to each customer, so that customers can remember the exciting experience for a long time and will be loyal to the brand or product (Ningrum & Nilowardono, 2016). The increasing number of companies or brands that compete through offline media, especially events, are considered important and influential in attracting customer buying interest (Anugerah & Hidayat, 2018).

Buying interest is an individual's intention to buy a product or service through consideration before the purchase process (Bakti et al., 2020). Buying interest is also a process between alternative assessment and purchase decision. After consumers make an assessment, then there will be a desire to buy a product or service that is sold (Sugianto Putri, 2016). Based on table 1 below is the number and percentage value of the Creative Economy Sub-sector based on Bekraf Information System on Mobile Application (BISMA) in West Java. The fashion industry shows a figure of 12.44%, which means that there are still many business actors in this field compared to other industrial fields, although it is still below the culinary industry.

Table 1. Distribution of West Java Creative Economy Actors

Based on Sub-sector	the EKARAF Actors'	
	Percentage	
Culinary	31,89%	
craft	5,97%	
fashion	12,44%	
Tv & Radio	0,63%	
Publishing	2,51%	
Music	2,17%	
Architecture	0,51%	
Apps & Games	3,49%	
Advertising	0,99%	
Photography	1,84%	
DKV	5,05%	
Product Design	2,91%	
Movies, Animation & Videos	6,10%	
Art	1,59%	
Performing Arts	1,18%	
Design interior	1,25%	
Other subsectors	19,48%	

Source: BISMA Data Update as of June 30, 2019 (Munaf, 2019)

The city of Bandung has become a city known as the city of fashion (Irna & Tafeni, 2020). Seen from table 2 below, the fashion industry, especially clothing in the city of Bandung, has increased every year from 2016-2018. The clothing industry shows the highest number of industries, although the annual percentage increase is small compared to other fashion industries.

Table 2. Bandung City Fashion Industry

Type of Fashion Industry	2016	Percentage Increase	2017	Percentage Increase	2018
accessories	362	31,2%	475	42,1%	675
Lifestyle	263	50,1%	395	21,5%	480
Clothes	675	15,1%	795	14,2%	927
AMOUNT	1300		1665		2082

Source: Disdagin Bandung (2018)

Business competition in the fashion sector, especially in the clothing sector in Bandung is very competitive, many competitors are competing to market their local brands (Anugerah & Hidayat, 2018). Using local brands is a strategic step because it can promote products made in Indonesia in the domestic and foreign markets (Meitasari & Setiawati, 2020). Local brands must be taken into account because local brands are increasingly in demand, as evidenced by the many new products arriving (Anggraeni et al., 2018). Every local brand needs to respond to fashion changes in order to attract the attention of consumers (Gunawan, 2016). The requirement for local brands to stay alive is to build a brand image by presenting uniqueness or characteristics so that they are easy to remember (Pramesti, 2018).

Quoted in the Pyukanau Official blog diary: "PYUKANAU is a simple streetwear brand based in Bandung, Indonesia. PYUKANAU is creatively taken from the full name of Putri Nur Kharisma, which means soul filled with the light of joy". From the results of interviews with the owner of Pyukanau Official, that Pyukanau Official is a local fashion brand that was created after he graduated from the Islamic Fashion Institute (IFI) in Bandung City. Pyukanau Official in 2019

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participated in a Muslim Fashion Festival (MUFFEST) Event, then in 2020 became a sponsor of the North Jakarta Genre Ambassador Appreciation Event, and finally in mid-2021 Pyukanau Official was invited to join the Philippine International Virtual Modest Fashion Show Event which was broadcast live on Youtube Modest Fashion Designers Channel. Below is sales data from the Pyukanau Official mini collection series early 2021, as follows:

Table 3. Pyukanau Official Sales Data (Survivor Mini Collection 2021)

Name Item	Type of Item	Unit Price	Out Item	Total
Zero Kimono Cardigan	Outwear	Rp 399.000;	8	Rp 3.192.000;
Link Kimono Cardigan	Outwear	Rp 399.000;	10	Rp 3.990.000;
Positivity Kimono Cardigan	Outwear	Rp 350.000;	10	Rp 3.500.000;
Zero Mask	Face Mask (earloop)	Rp 40.000;	10	Rp 400.000;
Positivity Mask	Face Mask (earloop)	Rp 40.000;	10	Rp 400.000;
Link Mask	Face Mask (earloop)	Rp 40.000;	10	Rp 400.000;
Zero Mask	Face Mask (headloop)	Rp 40.000;	10	Rp 400.000;
Positivity Mask	Face Mask (headloop)	Rp 40.000;	10	Rp 400.000;
Link Mask	Face Mask (headloop)	Rp 40.000;	10	Rp 400.000;
				Rp 13.082.000;

The interesting thing is that this product from Pyukanau is included in slow fashion. Slow fashion is about designing, and producing fashion not based on time but based on quality (Bellido-Pérez, 2019). Pyukanau Official is a product specially designed with a unique and limited edition model. Using a fabric sublime printing technique that gives the impression of being expensive and not marketable because it has its own distinctive design with colorful colors and can be used for unisex. In addition to clothing for daily use, the products in Pyukanau are also usually modeled on the catwalk at fashion shows, also rented out for various events, for example; used for mc, used for singing, and on stage. Products from Pyukanau Official have also collaborated and used by several celebrities, such as Melly Goeslow, Soraya Larasati, Nycta Gina and many others.

In a previous study (Setiawati, 2015) it was intended to understand the influence of social media on customer buying interest of Management students at the Pasir Pangaraian University. The result is that social media has an effect on customer buying interest. Then the second previous research (Ratnawati & Hanifa, 2019) aims to understand the implementation of event marketing based on interest in buying Daithasu cars. The result is that event marketing has an effect on customer buying interest. Based on the phenomena described above, this study aims to determine whether there is an influence between social media and event marketing on buying interest at Pyukanau Official.

RESEARCH METHODS

The method of this research approach is quantitative. It is called a quantitative method because it processes numbers which are then analyzed statistically (Sugiyono, 2013). Information was collected through observational data collection tools, interviews and questionnaires. Distributing a questionnaire via Google Form, the evaluation model is a statement that is distributed widely related to the variables studied, referring to a 5-point Likert scale.

The population in this study is Pyukanau Official Instagram followers, totaling 544 using the Slovin formula, 100 respondents are needed. Sampling using a purposive probability sampling technique, which is a data collection technique based on a definite assessment of the entire population.

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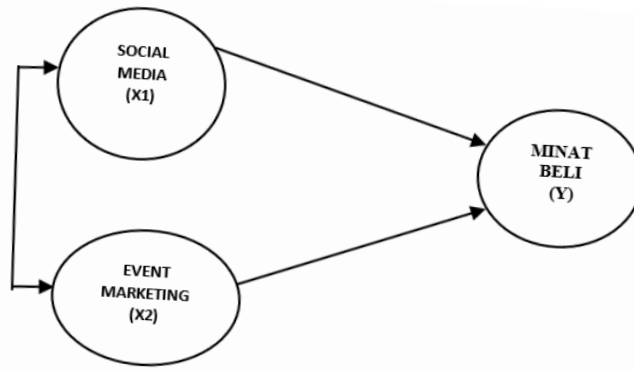


Figure 1. Thinking Framework

Based on Figure 1, there is a framework of thinking from the research, namely the dual paradigm of two independent variables (free) X1, X2, and one dependent variable (bound) Y.

RESULT AND DISCUSSION

Results

The questionnaire was distributed through Google Form and then obtained an overview of the characteristics of the respondents. Based on table 4 below, the characteristics of the respondents are grouped by: gender, type of work, age, and education. The dominant characteristics of the respondents are women 80%, the average age of 20-25 years is 87%, the last education is SMA/SMK 76% and the occupation is employee 42%.

Table 4. Respondents

Information	Total	Percentage
Gender:		
Woman	80	80%
Man	20	20%
Age:		
20-25	87	87%
25-30	12	12%
35-40	1	1%
Education:		
SMA/SMK	76	76%
D3	5	5 %
D4	2	2%
S1	17	17%
Work:		
Students & Students	30	30%
Employee	42	42%
Housewife	12	12%
Entrepreneur	10	10%
Freelance	2	25%
Teacher	1	1%
Nurse	1	1%
Barista	1	1%
Influencers	1	1%
	100	100%

After distributing the questionnaires to 100 respondents, calculations were then performed using IBM SPSS Statistics Version 26.0. The validity test is to test the validity of the questionnaire statement with a comparison of r count and r table applying an error rate of 5%. This error rate r table is significant 0.05. If r count > r table item statement is valid. Then if r count < r table item statement is not valid.



Table 5. Validity Test Results

<i>Variabel</i>	<i>Indikator</i>	<i>Nilai r_{hitung}</i>	<i>Penjelasan</i>
Social media	X.11	1.000	Valid
	X.12	0.654	Valid
	X.13	0.666	Valid
	X.14	0.558	Valid
	X.15	0.628	Valid
	X.16	0.654	Valid
	X.17	0.653	Valid
	X.18	0.651	Valid
Event Marketing	X.21	0.638	Valid
	X.22	0.574	Valid
	X.23	0.537	Valid
Buying interest	Y.1	0.594	Valid
	Y.2	0.671	Valid
	Y.3	0.638	Valid
	Y.4	0.501	Valid
	Y.5	0.598	Valid
	Y.6	0.488	Valid
	Y.7	0.410	Valid
	Y.8	0.510	Valid
	Y.9	0.544	Valid
	Y.10	0.538	Valid
	Y.11	0.506	Valid
	Y.12	0.602	Valid
	Y.13	0.557	Valid

From the results of table 5, the statements from each social media indicator, event marketing, and buying interest are declared valid. Because all the values in the table r count > 0.05 , it means that the statement can be understood by the respondent and further research can be carried out.

Measuring the Reliability Test is by using Cronbach's Alpha > 0.6 (standard limit) then the answers from the respondents are declared reliable. If Cronbach's Alpha < 0.6 then the response is declared unreliable.

Table 6. Reliability Results

Cronbach's Alpha	N of Items
0.970	24

From the results of table 6, it is obtained that the overall value of Cronbach's alpha is $0.970 > 0.6$, meaning that all research statements of variables are reliable. Reliable here is a table that makes sure the measuring device is reliable.

The Normality Test tests whether or not there is a normal distribution of the regression model between the independent variable and the dependent variable using the Kolmogorov Smirnov test method. If $sig > 0.05$ it is said to be normally distributed and if $sig < 0.05$ it is said to be not normally distributed.

Table 7. Kolmogorov Smirnov

		X1	X2	Y
N		102	102	102
Normal Parameters ^{a,b} Mean		34.42	12.68	54.86
	Std. Deviation	5.305	1.951	7.923
Most Extreme Differences	Absolute	.147	.148	.113
	Positive	.147	.126	.100
	Negative	-.125	.148	-.113

Test Statistic	.147	.148	.113
Asymp. Sig. (2-tailed)	.000 ^c	.000 ^c	.003 ^c

From the results obtained in table 7 are $X_1 = 0.147$, $X_2 = 0.148$, and $Y = 0.113$ where all values of social media variables (X_1), event marketing (X_2) and buying interest (Y) show results > 0.05 so that the distribution is declared normal data.

Table 8. Multicollinearity Test Results

	Tolerance	VIF
<i>Social media (X1)</i>	0.336	2.978
<i>Event marketing(X2)</i>	0.336	2.978

From the results obtained in Table 8 values in the Tolerance column pointing for value > 0.10 and the VIF column shows the number $2.978 < 10$ then the entire data is declared free of the symptoms of multicollinearity.

Table 9. Heteroscedasticity Test Results

	T	Sig
	2.951	0.004
<i>Social media (X1)</i>	4.697	0.000
<i>Event marketing (X2)</i>	5.824	0.000

Heteroscedasticity test can be known with a value of sig < 0.05 . The value in the sig column shows, < 0.05 then there is no heteroscedasticity disorder.

Table 10. Multiple Linear Analysis Test Results

	B	Std. Error	Beta
	8.069	2.734	
<i>Social media (X1)</i>	0.606	0.129	0.406
<i>Event marketing (X2)</i>	2.045	0.351	0.503

From the results of table 10 it is known that $Y = 8069 + 0.406 X_1 + 0.503 X_2$. Constant (β_0) = 8.069 buying interest (Y) is not affected by social media (X_1), event marketing (X_2). Facility (β_1) = 0.406 means that if social media (X_1) increases by 1, it will cause an increase in buying interest by 0.406 assuming a fixed value. Realibility (β_2) = 0.503 means that if the marketing event (X_2) has an increase of 1, then it causes an increase in buying interest of 0.503 assuming a fixed value.

Table 11. Determinant Test Results

	R	R Square	R Square Adjusted
Buying interest (Y)	0.867	0.752	0.747

From the results of table 11 it can be seen that to measure the level of influence, the value of $R = 0.867$ and the value of $R^2 = 0.752$, which means that social media variables (X_1), Event marketing (X_2) contribute to Buying interest (Y) 75.2%. and the remaining 24.8% because the influence of foreign factors is not studied by the author.

Table 12. F Test Results (Simultaneous)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4765.025	2	2382.513	49.753	.000 ^b
Residual	1575.053	9	15.910		
Total	6340.078	101			

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Table 12 shows that the value of $\text{sig} < 0.05$ = the hypothesis is accepted, meaning that social media, event marketing have an effect on buying interest. $\text{Sig} = 0.000$ then the basis for consideration of the decision on the F test is that social media and event marketing have an effect on buying interest. The output of SPSS 26 gives a Sig value of 0.000b ($p < 0.05$), it is concluded that the hypothesis is acceptable, social media and event marketing affect buying interest.

Table 13. T-Test Results (Partial)

	t	Sig
	2.951	0.004
<i>Social media (X1)</i>	4.697	0.000
<i>Event marketing (X2)</i>	5.824	0.000

From the results of table 13, it is found that the results of the t test are: The results are known to be social media (X1) t count $4.697 > t$ table 1.984. T count $> t$ table so, H_0 has been rejected while H_a is accepted, so X1 on Y has a positive and significant effect. Then the results of event marketing (X2) are known to have t count $5.824 > t$ table 1.984. T count $> t$ table so H_0 has been rejected while H_a is accepted, so X2 on Y has a positive and significant effect.

Discussion

The first independent variable, namely social media on buying interest has a positive and significant effect. It is proven from the results of table 13, t count $4.697 > t$ table 1.984 which explains that the hypothesis is accepted. This means answering the statement of the first hypothesis (H1), namely "social media has an effect on buying interest". This means that social media affects buying interest because shopping through social media certainly makes it easier for customers to shop online at Pyukanau Official. Usually the age of 20 years to approximately 30 years is very happy to shop online, because only a review or review of a good product can attract buying interest and foster shopping trust through social media.

Research (Ningsih & Hidayat, 2017) explains that social media on buying interest has a positive and significant effect if the product is produced as expected by the company or consumer. The better the quality of the product, the more interest in buying the product again. However, this research is not in line with research (Astutik, 2018), namely if more users distribute cosmetic products through social media, the more consumers will buy interest. Although in his research the majority of consumers from the age of 25 to 55 years rarely make cosmetic purchases through social media.

The second independent variable, namely event marketing on buying interest has a positive and significant effect. It is proven from table 13 t count $5.824 > t$ table 1.984 which explains that the hypothesis is accepted. This means answering the statement in the second hypothesis (H2), namely "event marketing has an effect on buying interest. This means that events that are held such as product launches or events that are always followed by Pyukanau Official, such as one of the fashion shows at large events, are carried out in a place that has been prepared in such a way as to be comfortable and safe. As well as providing access to any visitors who will take part in the event after registering first. This gives the impression of brand awareness and will appear interest in buying interest at Pyukanau Official.

Research conducted by (Nur, Aeni & Sakutri, 2021) explains that event marketing has a significant effect on buying interest. Because the target of event marketing is to grow buying interest. Event marketing also has a good effect and provides a suitable place for the event that takes place so as to foster consumer buying interest (Putra et al., 2019). However, this research is not in line with research (Ningrum & Nilowardono, 2016) which states that events do not have a significant influence on buying interest because the implementation of the event has several inhibiting factors such as events that are held outdoors, it could be heavy rain that suddenly comes making visitors cannot participate in the event. And this event is also limited in age, namely 18+ (age 18 years and over).

CONCLUSION

Social media and event marketing have become influences to attract customers to buy. Based on the research, it can be concluded that simultaneously social media (X1), Event marketing (X2), have an effect on Buying interest (Y) as much as 75.2%, and the remaining 24.8% because the influence of foreign factors is not examined by the author. Event marketing will not succeed if it is not published by the media. Utilizing social media to spread news events makes event marketing run smoothly because the characteristics of social media are universal and easy to use by all groups. So with the existence of social media which is a media promotion tool, and the existence of event marketing as a key product introduction aims to introduce the creative industry of the nation's children to attract people's buying interest.

Looking at the results of the research, the owner of Pyukanau Official is expected to be able to increase creativity where marketing through social media is good, but must present more interesting and useful content such as holding giveaways, games, sharing about outfit of the day (ootd) and other content. so as not to be boring. Maintaining Event Marketing such as when launching products, workshops in attracting buying interest. As well as expanding the relationship between companies, sponsors and customers if implemented properly. And for other researchers as much as possible to use other techniques and strategies. So that the results obtained are more varied and accurate as intended by the researcher.

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