



THE INFLUENCE OF SOCIAL MEDIA AND MARKET PLACE MARKETING ON CONSUMER BUYING INTEREST IN PT. JMS

Niken Herawati, Syahrial Addin, Lady Diana Warpindyastuti, Ayu Azizah,
Aris Hidayat.

Universitas Bina Sarana Informatika

(Naskah diterima: 1 Maret 2026, disetujui: 31 Maret 2026)

Abstract

The advancement of digital technology has had a significant impact on the development of social media and marketplaces, where both can be effective platforms for promoting company products and attracting consumers if implemented properly. The purpose of this study is to determine the influence of social media and marketplace on consumer purchasing interest at PT JMS. This type of research is quantitative research with a sampling technique using probability sampling techniques, with a total of 93 respondents. Primary data in this study were collected by distributing questionnaires, and secondary data obtained from books, journals, and internet media. The data analysis techniques used were multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis testing, and coefficient of determination using the SPSS program version 25.0. The results of this study indicate that partially, each variable, namely social media marketing strategies and marketplaces, has a positive and significant effect on consumer purchasing interest at PT. JMS, which is 62.5%, and the remaining 30.5% is influenced by other factors outside of that.

Keywords: *Social Media, Marketplace, Purchase Interest.*

Abstract

Kemajuan teknologi digital memberikan pengaruh yang cukup besar terhadap perkembangan media sosial dan marketplace yang ada saat ini, dimana kedua hal ini dapat menjadi wadah yang efektif untuk mempromosikan produk perusahaan dan menarik konsumen apabila dijalankan dengan tepat. Tujuan penelitian ini adalah untuk mengetahui pengaruh media sosial dan marketplace terhadap minat beli konsumen PT JMS. Jenis penelitian ini adalah penelitian kuantitatif dengan teknik pengambilan sampel menggunakan teknik probability sampling, dengan jumlah responden sebanyak 93 orang. Data primer dalam penelitian ini diambil dengan cara menyebarkan kuesioner, dan data sekunder yang diperoleh dari buku, jurnal dan media internet. Teknik analisis data yang digunakan adalah metode analisis regresi linier berganda, uji asumsi klasik, uji instrumen (validitas dan reliabilitas), pengujian hipotesis, dan koefisien determinasi dengan menggunakan program SPSS versi 25.0. Hasil penelitian ini menunjukkan secara parsial, masing-masing variabel yaitu strategi pemasaran media sosial, dan marketplace berpengaruh positif dan signifikan terhadap minat beli konsumen pada PT. JMS, yaitu sebesar 62,5%, dan sisanya sebesar 30,5% dipengaruhi oleh faktor lain diluar itu.

Kata Kunci: Media Sosial, Marketplace dan Minat Beli.



I. INTRODUCTION

The rapid advancement of digital technology has contributed significantly to the development of digital businesses today. The number of social media users and the emergence of many marketplaces today, like it or not, must be followed by business people, in order to survive in the midst of this increasingly massive technological onslaught. In Indonesia, digital businesses have grown very rapidly considering the increasing use of the internet in Indonesia. According to a survey conducted by the Indonesian Internet Service Users Association (APJII), it shows that internet users in Indonesia always increase by 10% every year. In 2017, there were 143.25 million people who used the internet. In 2018, there were 120 million social media users. This number rose to 130 million users in 2019. In 2020, this figure increased again to 160 million users, and in 2021 it increased to 170 million users. Until 2022, the number of social media users reached 191.4 million and in 2024 it will reach 221,563,479 people out of a total population of 278,696,200 people in Indonesia in 2023. This signifies a consistent increase in the graph of positive trends in Indonesia's internet penetration in the last five years which has increased significantly. Social media and *marketplace* marketing is one of the means for companies to develop their business online by using chat access as a means of marketing communication and supported by an internet connection as a means used in marketing products to consumers.

Social media and *marketplaces* are examples of digital *platforms* that are now slowly changing the perspective of business people for their target market. People are starting to know and choose which social media is convenient to use and attracts a lot of consumer interest, such as Instagram, Whatsapp, Tiktok, Shopee, Tokopedia, Lazada, and other *Marketplaces* that force business actors to change the communication model from conventional to modern.

II. THEORETICAL STUDIES

Social Media

Marketing as a discipline aimed at reaching consumers, is naturally the basis for implementing social media in business. According to (Muqsith, n.d, 2022) Social media is an online medium such as blogs, social networks, wikis, forums, and cyberspace that allows its users to easily participate, share, and create content. Blogs, social networks, and wikis are the most commonly used forms of social media by all Indonesian people, while according to

(Miguna Astuti et al., 2023) social media is a forum that allows individuals or communities to gather, communicate, share and collaborate with each other.

It can be concluded that social media marketing is a form or method of marketing, promotion, *branding* or advertising of products or services in the form of writing, images or videos through social web channels such as *blogging, microblogging, social networking, social bookmarking and content sharing*. Through social media marketing, it allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes. The goal of social media marketing is to show a merchandise through social media and use it as a way to communicate a message to potential buyers.

Social media and marketplaces are closely related in the *digital marketing* ecosystem, where social media functions as a promotion and *branding* channel (building awareness), while *marketplaces* serve as a safe place for final transactions. The collaboration between the two increases market reach, accelerates consumer purchasing decisions, and increases sales through *social commerce strategies*.

Marketplace

The definition of marketing according to (Pasaribu et al., 2021) is the activity and process of creating, communicating, delivering, and exchanging offers that are valuable for customers, clients, partners, and the general public. This marketing includes advertising, selling, and distributing products to consumers or other companies, while according to Apriadi in (Agusti & Aravik, 2023) *Marketplace* is an electronic product marketing platform that brings together many sellers and buyers to transact. Sellers don't need to bother or be confused if they want to sell online, because the marketplace already provides a place for it.

According to Yustiana in (Desiani et al., 2021), *Marketplace* is a platform that facilitates online business transactions such as buying and selling goods, services or information online between sellers and buyers and sellers, and others. Thus, it can be concluded that an online platform that brings together sellers and buyers to carry out transactions to buy and sell goods and services. Marketplaces usually provide a variety of features to facilitate transactions, such as search, payment, and delivery features.

Consumer Buying Interest

Buying interest through online media is a person's desire to buy products marketed by manufacturers to consumers through online platforms. According to Howard and Sheth in the book (Rinnanik, 2022), buying interest is things or something related to a consumer's plan to buy a certain product, some large amount is needed in a certain period, while according to

(Gunawan, 2022), Buying interest is a positive impulse when consumers see a product or service and have a positive attitude towards the product, and Kotler in (Afifah et al., 2023) characterizes acquiring tendencies or interfaces as customer behavior when individuals need to choose and consume an item. If consumers have an influence on product quality, data prices, and quality, then there will be intentional buying. Consumers will be forced to make decisions about purchase transactions anytime and anywhere. When a consumer compares or considers an item with another item for consumption. There are several factors that affect buying interest (Pahmi, 2024), including: Other people's attitudes, i.e. the extent to which other people's attitudes reduce the number of substitutes a person prefers, depends on the strength of other people's national attitudes toward substitutes that consumers prefer and the consumer's motivation to follow others. This depends on two things: Unexpected situational factors. These factors can later change consumer purchasing attitudes. Thus, it can be concluded that buying interest is buying interest is the purchase of a product or service and wanting to buy it back so that customers are confident that the item has benefits.

III. RESEARCH METHODS

According to (Adnyana, 2021), Population is the entire object or subject of research, with certain characteristics and characteristics. In addition, population can be interpreted as a population is not just the number of subjects studied, but includes all the characteristics or traits possessed by the subject. Based on the above explanation, the population in this study is people who are interested in buying products from PT. JMS with a population of 93 people, while according to (Adnyana, 2021) Sample is simply defined as the part of the population that is the actual source of data in a study. In other words, a sample is a part of the population to represent the entire population. In sampling, it is very important to ensure that the sample taken is representative of the entire population you want to target and can provide valid and reliable results. The sampling technique used by the researcher, namely *the purposive sampling* technique, is a non-random sampling technique where the researcher determines sampling by determining special characteristics that are in accordance with the research objectives so that it is expected to answer the research problem and the sample used as many as 76 people. In this study, the researcher used various sample formulas used to determine the sample size, as follows :

$$n = \frac{N}{1 + N(e)^2}$$

Keterangan:

n = jumlah responden atau ukuran sampel

N = besarnya populasi

e = Desired error or sampling error percentage acceptable by 0.05 or 5%

$$n = \frac{93}{1+93(0,05)^2}$$

$$n = 93 \times 0,0025 + 1 = 1,23$$

$$n = 93 \times 1,23 = 75,60 \text{ rounded up to } 76$$

Based on the results of the calculation above, the number was produced for 75.60 to make it easier for the researcher to be completed to 76 respondents. Data analysis was carried out using multiple linear regression methods to test the influence of each independent variable on the dependent variable. Before the analysis is carried out, the data is first tested using validity and reliability tests, and classical assumptions are tested which include normality, multicollinearity, and heteroscedasticity tests, so that the research results obtained are valid and reliable.

IV. RESEARCH RESULTS

1. Respondent Characteristics

By Gender

Characteristics based on gender are describing the gender of the respondents. In this study, it is grouped into 2, namely, Male and Female, with the number of respondents based on gender can be seen in the following table :

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	59	77,6	77,6	100,0
	perempuan	17	22,4	22,4	100,0
	Total	76	100,0	100,0	

Sumber: Data diolah 2025

The number of respondents by gender is shown in table IV.1 where the male gender is 59 people and the female is 17 people for a total of 76 people. This proves that most of the consumers who buy the most PT JMS products are men.

a. Respondents by age

The number of respondents based on age who filled out the questionnaire in this study, namely :

Table IV.2
Characteristics of Respondents by Age

		Usia			
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	15-25 tahun	7	9,2	9,2	9,2
	26-36 tahun	62	81,6	81,6	81,6
	37-47 tahun	7	9,2	9,2	100,0
	Total	76	100,0	100,0	

Source: data processed, 2025

The number of respondents based on table IV.2 of the data obtained shows the largest number of respondents, namely from the age group of 15-25 years (7 people), 26-36 years (62 people), 37-47 years (7 people). This proves that the average age of consumers at PT JMS is 26-36 years old.

2. Classic Assumption Test

Normality Test

The normality test is intended to test whether in the regression model the residual value has a normal distribution or not. There are two ways to predict whether a residual has a normal distribution or not, namely by graph analysis and statistical analysis.

The following is a normality test in this study :

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		76
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,32180297

Most Extreme Differences	Absolute	,116
	Positive	,093
	Negative	-,116
Test Statistic		,116
Asymp. Sig. (2-tailed)		,014 ^c
Exact Sig. (2-tailed)		,242
Point Probability		,000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Sumber: data diolah, 2025

Based on the results of the normality test, it can be found that the significance value is $0.242 > 0.05$, then it can be concluded that the residual value is normally distributed.

a. Multicollinearity Test

The multicollinearity test is part of the classical assumption test in multiple linear regression analysis. Multicollinearity testing aims to find out if there is an intercorrelation between independent variables, The method used for multicollinearity values is checked with tolerance values and vice versa.

In this case, the appropriate tolerance value is < 0.10 and a good Variance Inflation Factor (VIF) value is > 10 methods used in multicollinearity values to see if there is an intercorrelation between independent variables, The method used for multicollinearity values is checked with tolerance values and vice versa. In this case, the appropriate tolerance value is < 0.10 and a good Variance Inflation Factor (VIF) value is > 10 .

Tabel IV.4
Hasil Uji Multikolinearitas

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-2,625	1,850		-1,419	,160		

Sumber: data diolah, 2025

In table IV.8 above, the results of the multicollinearity test test are carried out that the value of the Variance Inflation Factor (VIF) Social Media Variable (X1) and the Marketplace Variable (X2) is 1.677 indicating that the Tolerance value of 0.596 is greater than > 0.10 does not occur Multicollinearity, and the VIF is less than 10. So it can be concluded that in the regression model there is no problem of multicollinearity.

a. Heteroscedasticity Test

Heteroscedasticity is a state in which there is variance of variants from the residual for all observations in the regression model. The test method to determine it uses the Glejser test. The basis for decision-making in this test is that if the significant value is > 0.05 , it can be concluded that there is no heteroscedasticity problem, on the contrary, if the significance value is < 0.05 , it can be concluded that there is a heteroscedasticity problem, the results obtained from the heteroscedasticity test, are as follows:

Tabel IV.5
Hasil Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,712	1,122		4,198	,000
	Media Sosial	-,133	,058	-,322	-2,294	,025
	Marketplace	-,036	,060	-,084	-,602	,549

a. Dependent Variable: ABS_RES Sumber: data diolah, 2025

Based on table IV.5 above, in the coefficients box, it is shown that the significance value of each independent variable, namely Social Media has a value ($0.25 < 0.05$) and marketplace has a value ($0.549 > 0.05$), So it can be concluded that the X1 variable has a heterokedasticity problem while in the X2 model variable there is no heteroscedasticity problem

3. Data analysis methods

a. Multiple regression analysis

The next analysis technique used is multiple regression. Data processing is carried out using the SPSS program and the results obtained from the calculation are as follows:

Tabel IV.6
Hasil Uji Regresi Berganda

Coefficients ^a				
	Unstandardized Coefficients	Standardized Coefficients		

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2,625	1,809		-1,451	,151
	media sosial	,199	,094	,194	2,124	,037
	Marketplace	,696	,097	,659	7,200	,000

a. Dependent Variable: minat beli

Sumber: data diolah, 2025

From the table of coefficients above, regression equations are obtained, as follows:

$$Y = -2.625 - 0.199X_1 + 0.696X_2$$

The interpretation of the coefficient of the regression equation above can be explained, as follows:

1. Constant value (a) of -2.625 A minus sign indicates that if all independent variables (social media and *marketplace*) are considered constant or unchanged, then the value of buying interest also decreases.
2. The X1 regression coefficient of social media of 0.199 has a positive value, meaning that the influence of social media on buying interest is positive and quite strong. If the value of social media increases then the value of buying interest also increases.
3. The marketplace's X2 regression coefficient of 0.696 is positive, meaning that the influence of *the marketplace* on buying interest is positive and quite strong. If the value of *the marketplace* increases, then the value of buying interest also increases.

b. Uji t

The t-test was carried out to test the research hypothesis regarding the influence of each partially independent variable on the bound variable. Based on table IV.7 the partial testing for each variable obtained the following results, as follows :

Tabel IV.7
Hasil Uji t

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-2,625	1,850		,160	
	media sosial	,199	,096	,193	,041	
	marketplace	,696	,099	,654	,000	

a. Dependent Variable: minat beli

Sumber: data diolah, 2025

a. Social Media

From the results of the estimation of social media variables, a significance value of $0.041 < 0.05$ and a t-value of $2.077 > t$ table 1,665 were obtained. Therefore, from these results, it can be concluded that social media has a positive and significant effect on buying interest.

b. Marketplace

From the results of the estimation of the marketplace variable with a significance value of $0.000 < 0.05$ and a t-value calculated $7.040 > t$ table 1.665. So it can be concluded that the results of the marketplace affect buying interest.

c. Uji F

The F test is performed to see the effect of all independent variables together on the bound variables. The level used is 0.5 or 5%, if the significant value of $F < 0.05$, it can be interpreted that the independent variable simultaneously affects the dependent variable or vice versa.

Tabel IV.8
Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	228,160	2	114,080	60,771	,000 ^b
	Residual	137,037	73	1,877		
	Total	365,197	75			

a. Dependent Variable: minat beli

b. Predictors: (Constant), marketplace, media sosial

Sumber : data diolah, 2025

So that in the analysis findings, f is calculated as a magnitude of $60.771 > f$ table 3.97 with a significance value of 0.000 where the value is less than 0.05 so that H_0 is rejected and H_a is accepted. Therefore, it is concluded that social media and marketplace variables have a positive and significant impact on buying interest.

1. Coefficient Determination Test

The determination coefficient aims to measure how much an independent variable is against a dependent variable and its value ranges from zero to one. A value that is close to one, means that the independent variable (X) provides almost all the information needed to predict the variable (Y).

2. Coefficient of Determination Test (partial)

A value that is close to one, means that the independent variable (X) provides almost all the information needed to predict the variable (Y).

Tabel IV.9
Hasil Uji Koefisien Determinasi X₁ (parsial)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,613 ^a	,376	,368	1,740

a. Predictors: (Constant), Media sosial Sumber: data diolah, 2025

Based on Table IV.9 above, a determination coefficient value of 0.376 was obtained, so it can be concluded that the Social Media variable (X₁) has a contribution to the influence on the Buying Interest variable (Y) of 37.6%.

Tabel IV.10
Hasil Uji Koefisien Determinasi X₂ (parsial)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783 ^a	,613	,607	1,371

a. Predictors: (Constant), Marketplace
Sumber: data diolah, 2025

Based on Table IV.10 above, a determination coefficient value of 0.613 is obtained, so it can be concluded that the Marketplace variable (X₂) has a contribution to the influence on the Buying Interest variable (Y) of 61.3%.

1. Coefficient of Determination Test (simultaneous)

To see how much influence X₁ and X₂ independent variables have on dependent variables, it is usually expressed in percent (%).

Tabel IV.11
Determination Coefficient Test Results (simultaneous)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,797 ^a	,635	,625	1,340

a. Predictors: (Constant), Marketplace, Media sosial
Sumber : data diolah, 2025

Based on Table IV.11, the results of the Partial Determination Coefficient (X₁) and (X₂) in the Social Media (X₁) and Marketplace (X₂) variables were obtained with an R Square result of 0.635 or 63.5%. While the rest that was not researched in this study amounted to 36.5%

including factors that were not researched such as consumer factors, prices, places, and products sold. This shows that the social media X1 variable has an influence on the Y variable and the X2 *Marketplace* variable also has an influence on the Y variable.

The Influence of Social Media on Buying Interest

Information search and ease of use of social media are the most important stages for decision-making in shopping on social media. Social media is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and actions for brands, businesses, products, people, or other entities and is done using tools from the social web such as *blogging, microblogging, social networking, social bookmarking, and content sharing*. Based on the results of the study, Social Media has a positive and significant effect on buying interest. This was obtained from the results of the estimation of Social Media variables with a significance value of $0.041 < 0.05$ and a calculated t value of $2.077 > t$ table 1.665. So the hypothesis that states that Social Media partially has a positive and significant effect on Buying Interest.

The Influence of Marketplace on Buying Interest

Marketplace is a platform where it has the task of acting as an intermediary between sellers and buyers to carry out the process of product transactions online. With this *marketplace*, there are no restrictions on space, distance, or time, and anyone can buy and sell easily, quickly, and cheaply. The marketplace also offers various features such as payment methods, estimated shipments, and product selection by category. Based on the results of the study, the significant value of *the Marketplace* variable with a significance value of $0.000 < 0.05$ and a calculated t value of $7.040 > t$ table 1.665. So the hypothesis states that the *Marketplace* partially has a positive and significant effect on buying interest.

V.CONCLUSION

Based on the results of the discussion that has been recorded, it can be concluded as follows:

1. From the results of the estimation of the Social Media X1 variable with a significance value of $0.041 < 0.05$ and a calculated t-value of $2.077 > t$. table 1,665. Therefore, it can be concluded that from these results, the Social Media variable (X1) has a positive and significant influence on the Buying Interest variable (Y).
2. From the results of the estimation of the X2 *Marketplace* variable with a significance value of $0.000 < 0.05$ and a calculated t value of $7.040 > t$ of the table 1.665. Therefore, it can be concluded that the Marketplace variable (X2) has a positive and significant influence on the

Buying Interest variable (Y).

3. The results of the partial determination coefficient (X1) and (X2) test obtained a result of 0.635 rounded to 63.5%, then the results show that the social media (X1) and *marketplace* (X2) variables have a significant influence on the buying interest variable (Y).

REFERENCE

- Adnyana, I. M. D. M. (2021). Populasi dan Sampel. *Metode Penelitian Pendekatan Kuantitatif*, 14(1), 103–116.
- Afifah, H., Jasmien, L., Qisthi, M., Ihsan, R., & Syti Sarah Maesaroh. (2023). Pengaruh Pemasaran Digital dan Kemudahan Penggunaan Platform Marketplace Shopee terhadap Minat Beli Mahasiswa Bisnis Digital. *E-Bisnis : Jurnal Ilmiah Ekonomi Dan Bisnis*, 16(1), 157–167. <https://doi.org/10.51903/e-bisnis.v16i1.1148>
- Agusti, R., & Aravik, H. (2023). Analisis Penggunaan Marketplace Facebook Terhadap Penjualan Mebel Dalam Bauran Pemasaran Syariah Di Supran Mebel Karang Anyar Palembang. *Jurnal Bisnis Dan Manajemen (JURBISMAN)*, 1(2), 275–290.
- Desiani, A., Irmeilyana, I., Putri, A. I., Yuniar, E., Calista, N. A., Makhalli, S., & Amran, A. (2021). Pemanfaatan marketplace shopee sebagai strategi untuk meningkatkan pemasaran kain songket. *Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)*, 4(2), 209. <https://doi.org/10.33474/jipemas.v4i2.9222>
- Dr. Miguna Astuti, S. S. M. M. M. O. S. C. P. M. C., Rosali Sembiring, S. E. M. M., Jenji Gunaedi Argo, S. E. M. M., & Marlina, S. E. M. M. (2023). *Strategi Pemasaran Digital dan Perilaku Teknologi pada Society 4.0*. Deepublish. https://books.google.co.id/books?id=8S_YEAAAQBAJ.
- Dr. Pahmi, S. E. M. S. (2024). *KUALITAS PRODUK DAN HARGA MEMPENGARUHI MINAT BELI MASYARAKAT*. Nas Media Pustaka. <https://books.google.co.id/books?id=H9T9EAAAQBAJ>.
- Gunawan, D. (2022). *Keputusan Pembelian Konsumen Marketplace Shopee Berbasis Social Media Marketing*. PT Inovasi Pratama Internasional. <https://books.google.co.id/books?id=K79mEAAAQBAJ>