



# EFFORTS TO INCREASE REPURCHASE INTENTION THROUGH THE IMPLEMENTATION OF DIGITAL MARKETING PROMOTION FOR DIMSUM S&D SNACK SME PRODUCTS IN MEDAN CITY

Dewi Nurmasari Pane<sup>1\*</sup>, Miftah El Fikri<sup>2</sup>

<sup>1,2</sup> Management Department, Universitas Pembangunan Panca Budi, Indonesia

\*Corresponding author: [dewinurmasaripane@dosen.pancabudi.ac.id](mailto:dewinurmasaripane@dosen.pancabudi.ac.id)

---

| ARTICLE INFO  | ABSTRACT  |
|---|---|
| Date received : 18 Oct 2022<br>Revision date : 20 Nov 2022<br>Date received : 24 Nov 2022 | <i>This research aims to enable S&amp;D snack owners who are engaged in dimsum producers on a home production scale to increase their sales through the implementation of digital marketing-based promotions. The main problem in this research is the lack of understanding of home-scale industry owners in promoting through digital marketing. The research method used is descriptive qualitative. The results of the analysis and identifications are expected to increase the ability of SMEs to carry out promotions through digital marketing so as to increase repurchase intention, especially dimsum products from S&amp;D Snack.</i> |
| <b>Keywords:</b><br><i>Lamb meat, Batak's onion extract, organoleptic</i>                 |   |

---

## INTRODUCTION

There are many social media applications available today that can be used as promotional media for the products you want to offer to consumers. These social media applications include Facebook, Instagram, Twitter, Path, Telegram, and so on. Every day the users of the social media application experience an increase from new users. The use of social media is also often used as a medium for conveying information, both events around the user's environment, the latest product information, and informing interesting tourist objects but still few visitors. Social media applications can not only be used via personal computers, but can also be used via mobile phones equipped with Android. This of course makes it very easy for users to be able to access social media from anywhere and anytime. And the information we want to convey or want to know can be accessed in just seconds.

Sources of information do not always come from official sources, even many personal accounts can provide information that is then read and trusted by many users. In this way, many personal accounts or unofficial accounts emerged which became famous for their role in providing information in cyberspace. In general, the definition of social media is online media. Social media users or also known as this user can communicate or interact, send messages, both text messages, images, audio and video, share or share, and also build networks or networking.

## LITERATURE REVIEW

### Social media

Mass communication here means modern mass communication with the mass media as the channel. The mass media are quite diverse in the amount and way of operating, for example newspapers, magazines, radio, television, films, books. In general, the definition of social media is online media. As in Wikipedia, social media is an online medium where users can communicate and interact with each other. According to Antony, social media is a medium that makes it easier for users to participate or interact in cyberspace. Meanwhile, according to Lisa Buyer, social media is the most open, interesting and interactive public relations for now. So the notion of social media here is a channel or means for social interaction that is carried out online through the internet network. Social media users or also known as this user can communicate or interact, send messages, both text messages, images, audio and video, share or share, and also build networks or networking. Examples of social media itself which until now the most commonly used



are blogs, wikis and also social networks. Social media has several roles and functions for society in general, such as a promotional tool or media. Delivering messages quickly and broadly can certainly help someone to promote their business. Then social media also plays a role in building relationships or relations, even from a distance because social media has a global reach. In addition, social media can also play a role in assisting the administration system, giving and receiving information, seeing opportunities and markets, planning and so on.

### **Repurchase Intention**

One of the impacts of buying a product is repurchasing or repurchasing. Repurchase Intention is the intention to repurchase a product twice or more, both for the same or different products (Zeng, 2009:132). This repurchase includes 2 characteristics, namely intention (intention) and behavior (behavior). Repurchase intention is closely related to consumer attitudes towards objects and consumer attitudes towards previous behavior. Akhter's research (2010: 125) found that satisfaction is not directly related to repurchase, but it is not wrong that consumer satisfaction influences repurchasing behavior when viewed from psychological research where satisfaction drives intention and intention drives behavior. Therefore, it cannot be denied that repurchasing is an indicator of satisfaction and also the effect of a purchase. Chang, (2010: 121) says that there is a positive relationship between consumer experience of a product and the tendency of consumers to re-purchase products that are well evaluated. Consumer intention in online purchases is the consumer's self-activities to make purchases at an online store.

## **METHOD**

### **Data Collection Techniques**

This study uses a qualitative descriptive design, namely research conducted to obtain an overview by collecting data, finding facts, and then explaining and analyzing data, namely by compiling and collecting data, then interpreting it based on the existing theoretical basis. The variables in this study are Social Media (X) and Repurchase Intention (Y).

### **Data Analysis Methods**

Data analysis is also called data processing and data interpretation. Data analysis is a series of activities for reviewing, grouping, systematizing, interpreting and verifying data so that a phenomenon has social, academic and scientific value (Rusiadi et al, 2013). The data analysis model used in this research is descriptive analysis, which is a data processing tool that describes the characteristics in detail and explains the research data. Descriptive analysis in this study is used to see the characteristics of respondents who are potential consumers of this research. Measurement of descriptive analysis data using nominal data and ordinal data.

## **RESULTS AND DISCUSSION**

The results of the social media variable show positive and significant results in increasing the repurchase intention of SMEs S&D Snack (coefficient value of  $t$  count  $>$   $t$  table  $2.112 > 1.682$  at a significant  $0.00 < 0.05$ ). So the previous hypothesis is accepted. Social media at this time, especially in the post-covid 19 era, is a very effective promotional medium. This is because many people do not have the courage to do many activities outside the home, many consumers buy dimsum and consume it at home with their families. Consumers also increased after promotional videos were made and shared through social media accounts, especially Instagram and Tiktok.

## **CONCLUSION**

Social media variables show positive and significant results on increasing the repurchase intention of SMEs S&D Snack (coefficient value of  $t$  count  $>$   $t$  table  $2.112 > 1.682$  at a significant  $0.00 < 0.05$ ). So the previous hypothesis is accepted. Social media at this time, especially in the post-covid 19 era, is a very effective promotional medium.

## **REFERENCES**

- Alma, (2008) Pemasaran, Konsep dan Strategi, Edisi Bahasa Indonesia, Gramedia Pustaka Utama, Jakarta.
- Alex (2012) Konsep Pemasaran, dan Strategi, Edisi Bahasa Indonesia, Gramedia Pustaka Utama, Jakarta.



- Assaury (2006) Manajemen Pemasaran, Penerbit CV. Linda Karya, Bandung.
- Dharmesta (2012), Intisari Pemasaran dan Unsur –Unsur Pemasaran. Penerbit PT. Linda Karya, Bandung.
- Daryanto, (2011), Manajemen Pemasaran, Penerbit Salemba Empat. Jakarta.
- Fandy Tjiptono, (2010), Manajemen Pemasaran, Penerbit Salemba Empat. Jakarta.
- Hellier et al,(2003), Marketing Scales, Penerbit Andi Offset, Yogyakarta.
- Ismaya (2012), Riset Pemasaran: Falsafat, Teori, dan Aplikasi, Gramedia Pustaka Utama, Jakarta.
- Kotler, (2009) Manajemen Pemasaran Di Indonesia, Penerbit Salemba Empat. Jakarta.
- Kuncoro (2013), Perilaku Konsumen dan Komunikasi Pemasaran, Penerbit Remaja Rosdakarya, Bandung.
- Mary Jo Bitner, (2000), Prinsip Pemasaran, Edisi Ketujuh, Jilid 1, Jakarta, Penerbit Erlangga.
- Miller dan Layton, (2000), Prinsip Pemasaran, Edisi Ketujuh, Jilid 1, Jakarta, Penerbit Erlangga.
- Octarevia (2011), Perilaku Konsumen, (Teori dan Penerapaannya dalam Pemasaran), Ghalia, Jakarta.
- Rangkuti, (2009). Manajemen Pemasaran, Suatu Pendekatan Strategis Dengan Orientasi Global. Jilid 2. Erlangga, Jakarta.
- Paul D. Converse, (2005) Manajemen Pemasaran (Analisis, Perencanaan, Pelaksanaan, dan Pengendalian) Teori, Aplikasi, dan Tanya Jawab, Penerbit Linda Karya, Bandung.
- Saladin, (2003), Intisari Pemasaran dan Unsur –Unsur Pemasaran, Penerbit PT. Linda Karya, Bandung.
- Tjiptono (2010), Manajemen Penjualan, Penerbit BPFJ. Yogyakarta.
- William J.Stanton, (2005), “Marketing Scales”, Penerbit Andi Offset, Yogyakarta.