

GOOD PRICE MANY GOLD DEMANDS

Ari Susanto

Suwartono

Sri Lestari

Institute of Economic Science Mahardhika, Surabaya, Indonesia

Email : ari.susanto@yahoo.co.id, wartonopass3@gmail.com, cici.msdm@gmail.com

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ABSTRACT

The uncertainty of the global economy and the corona outbreak, gold is the most sought after investment alternative. Therefore, when compared to other types of investment the value of gold is relatively more stable. In fact, the price of gold tends to continue to rise. But now the physical sales of gold are threatened to fall because people avoid crowded places. As a result, no one came to the gold shop. Internet marketing is a new form of business in marketing products or services and building communication with consumers through the internet. The use of internet marketing as a marketing communication medium is influenced by the increasing development of communication technology, especially the internet. The internet has changed the face of the world today, especially in the business world, the internet is fast becoming the most important part of people's lives. This study aims to determine the effect of social media marketing and viral marketing on gold purchasing decisions at Macan Gold Sidoarjo. This type of research is quantitative research which is the process of determining knowledge using the form of numbers in data. This research produces SPSS output that social media marketing and viral marketing have a significant positive effect on purchasing decisions, the use of appropriate the core of forming viral marketing is social media marketing. Consumers who like and are satisfied with promotions in social media marketing and taking viral marketing moments have an impact on gold purchasing decisions at Macan Gold Sidoarjo.

Keywords: social media marketing, viral marketing, and purchasing decisions.

INTRODUCTION

The uncertainty of the global economy and the corona outbreak, gold is the most sought after investment alternative. Therefore, when compared to other investments, the value of gold is relatively more stable. In fact, the price of gold tends to continue to rise. Economic observer Wisnu Wibowo said the most important thing in determining investment instruments was risk. As much as possible choose the minimum risk. Because, when the world economy is in turmoil, people need safe deposits. For example, the current global market situation is not good, then added to the noise of the corona pandemic.

Communities need investments that can provide relatively stable returns, although not too high. This is a gold investment that deserves to be a priority at this time. The main reason, gold prices rise and rarely experience fluctuations like the others. Explanation by the Secretary General of the Indonesian Association of Gold and Gem Entrepreneurs (APEPI) Iskandar Husein emphasized that gold is indeed a safe place. When the stock market falls, not a few investors who divert their investment into gold. Because, they consider gold is the safest investment place if there is political and economic turmoil in the world. In addition, saving

gold is the easiest investment than stocks or mutual funds. But now the physical sales of gold are threatened to fall because people avoid crowded places. As a result, no one came to the gold shop (Jawa Pos, 18 March 2020).

Internet marketing is a new form of business in marketing products or services and building communication with consumers through the internet. The use of internet marketing as a marketing communication medium is influenced by the increasing development of communication technology, especially the internet. The internet has changed the face of the world today, especially in the business world, the internet is fast becoming the most important part of people's lives. With the help of the internet, people can connect with anyone in various parts of the world without having to know each other first. This internet has produced something new, which is able to shift the manual way to the sequence of digital communication (Haryanto, 2008). The development of internet marketing communications is a medium that is being widely discussed and used throughout the region. Many business people have begun to develop businesses that were once managed offline, starting online. In addition to saving costs and to make it easier for customers to enjoy the products offered by business people who used to use or market their products through real shops or conventional media are now beginning to switch to using the internet as a marketing medium.

In connection with the description above, researchers intend to find out how internet marketing in this case social media marketing and viral marketing towards gold purchasing decisions amid the uncertainty of the global economy and corona outbreaks.

LITERATURE REVIEW

Marketing

Marketing is a management process in maximizing profits for shareholders by creating competitive

advantage and forming key customer relationships (Dayle in Sudaryono, 2016). Marketing (Stanton) is a business system activity established for planning, pricing, promotion and distribution of products in achieving company goals by satisfying customer desires (Tambajong, 2013). Other ideas relating to marketing are explained in books that have been written by (Abdulah et.al., 2012), (Adisaputro, 2014) and (Assauri, 2011). The concept of marketing (Swastha, 2012) is a business philosophy which states that satisfying the needs of consumers is an economic and social condition for the company's survival. There are 4 core marketing concepts (Sudaryono, 2016), namely:

1. Needs, wants and requests
2. Product, value, cost and satisfaction
3. Exchange, transactions and relationships
4. Market, marketing and marketers.

Purchasing Decisions

Purchasing decisions (Alma, 2013) are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming attitudes towards consumers to process all information and draw conclusions in form of response that appears what products will be purchased. Purchasing decisions (Kotler et.al., 2016) are the decision stages in which consumers actually buy a product. Other ideas related to purchasing decisions are explained in research conducted by (Zulaicha et.al, 2016), (Yuniarti, 2016), (Prasad et.al, 2014) and (Altekar et.al, 2014). The purchase decision process (Kotler et.al., 2014) consists of five things that consumers do up to the purchase decision and then after the purchase, the matter is problem recognition, information search, alternative evaluation, purchase decision and posting consumer behavior.

Social Media Marketing

Social media (Paramitha in Kristina, 2016) is a media designed to facilitate interactive or two-way social interaction, internet technology based on internet technology that changes the pattern of information dissemination from previously to many viewers, many to many viewers. Social media (Kotler et.al., 2016) is a means of sharing text, image, audio and video information with consumers and companies, and vice versa. Social media marketing (Gunelius, 2011) is a form of direct or indirect marketing carried out using tools from social networks to build awareness, recognition, memory and actions for brands, businesses, products, people or other entities. Other ideas relating to social media marketing are explained in research conducted by (Vinerean, 2017), (Alves et.al, 2016), (Vinerean et.al., 2013) and (Bajpai et.al, 2012). Social media is best understood as a new group of online media that mostly has characteristics (Nasrullah, 2017), namely participation, involvement, openness, conversation, community, connectedness.

Viral marketing

Viral marketing is a virus that is used as a marketing program, because marketing messages will spread only by using very little time, unnecessary budget and huge impact (Jeffrey in Andini, 2014). Viral marketing (Kotler et.al., 2014) is marketing the internet version of the use of word of mouth marketing, which is closely related to making messages or ways of marketing that are so contagious that customers want to convey them to their friends. Other ideas related to viral marketing are explained in research conducted by (Akyol, 2013), (Agam, 2017), (Widjaja, et.al, 2019) and (Fong et.al, 2014). Viral marketing now generally depends on internet technology, where consumers truly understand the use of the internet and use the internet as a means of daily communication. Viral marketing can also be called a marketing phenomenon that facilitates and encourages people to

spread marketing messages voluntarily (Richardson et.al., 2004).

RESEARCH METHODS

Types Of Research

In accordance with the problem under study, the type of research used is quantitative research which is a process of determining knowledge that uses data in the form of numbers as a means of analyzing information about what you want to know (Ferdinand, 2014).

Sampling Technique

To determine the sample that will be used in this study using a non-probability sampling technique, namely accidental sampling which is a sampling technique based on coincidence that anyone who accidentally meets with a researcher can be used as a sample (Sugiyono, 2010). Researchers bring respondents to consumers who are in Gold Tiger Sidoarjo.

Model Test

The feasibility test model (Ghozali, 2013) is a test used to measure the accuracy of the regression function. The accuracy of the model in this study is done through the measurement of the coefficient of determination, partial test and simultaneous test.

RESULTS

This study uses an approach that uses data in the form of numbers in statistical analysis. The SPSS outputs are as follows:

Table 1. Some Results of Linear Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.405	.393	2.833

a. Predictors: (Constant), BD
 b. Dependent Variable: VM, SMM

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.958	2	84.979	66.012	.000 ^a
	Residual	78.602	97	2.027		
	Total	308.560	99			

a. Predictors: (Constant), BD
 b. Dependent Variable: VM, SMM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.811	3.746		3.954	.000
	SMM	.334	.137	.202	2.446	.000
	VM	.870	.132	.543	6.569	.000

a. Dependent Variable: BD

Source: processed data

This research produces SPSS output that social media marketing has a significant positive influence on purchasing decisions with a value of 2,446 with a significant value of 0.016. More appropriate social media marketing can improve purchasing decisions. Viral marketing also shows a significant positive effect on purchasing decisions with a value of 6,569 with a significance of 0,000, the level of effectiveness of viral marketing is obtained from consumer preferences so that consumers make purchasing decisions. It can be said that the variables that influence purchasing decisions are through social media marketing and viral marketing. Social media is a very important component of marketing media. The use of appropriate promotion is at the core of forming viral marketing. Consumers who like and are satisfied with promotions in social media marketing and viral marketing have an impact on gold purchasing decisions at Macan Gold Sidoarjo.

CONCLUSION

This study aims to determine the effect of social media marketing and viral marketing on gold purchasing decisions at Macan Gold Sidoarjo. This type of research is quantitative research which is a process of determining knowledge using data in the form of numbers. This research produces SPSS

output that social media marketing and viral marketing have a significant positive effect on purchasing decisions, the use of appropriate social media marketing is at the core of forming viral marketing. Consumers who like and are satisfied with promotions in social media marketing and taking viral marketing moments have an impact on gold purchasing decisions at Macan Gold Sidoarjo.

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