

THE EFFECT OF SOCIAL MEDIA MARKETING, SERVICE QUALITY, AND LOCATION ON BAKSO BANG DELAR PURCHASE

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Abstrak

Persaingan usaha kuliner mikro, kecil, dan menengah (UMKM) semakin ketat sehingga strategi pemasaran digital, kualitas pelayanan, dan lokasi menjadi faktor yang sering dikaitkan dengan keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing, kualitas pelayanan, dan lokasi terhadap keputusan pembelian pada konsumen UMKM Bakso Bang Delar di Kecamatan Jiwan, Kabupaten Madiun. Penelitian menggunakan pendekatan kuantitatif dengan desain survei eksplanatif terhadap 235 responden yang dipilih secara purposive sampling, dan data dianalisis menggunakan regresi linier berganda dengan bantuan SPSS 25. Hasil penelitian menunjukkan bahwa social media marketing dan kualitas pelayanan masing-masing berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian, sedangkan lokasi tidak berpengaruh signifikan secara parsial. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian dengan nilai adjusted R^2 sebesar 0,405. Disarankan agar pelaku UMKM kuliner sejenis memprioritaskan konsistensi kualitas pelayanan dan pemanfaatan konten media sosial pihak ketiga, sementara faktor lokasi dapat dikompensasi melalui kemudahan aksesibilitas digital.

Kata Kunci: social media marketing, kualitas pelayanan, lokasi, keputusan pembelian, UMKM kuliner

Abstract

Competition among culinary micro, small, and medium enterprises (MSMEs) has intensified, making digital marketing strategy, service quality, and location factors frequently linked to consumer purchase decisions. This study aims to analyse the effect of social media marketing, service quality, and location on purchase decisions among consumers of the Bakso Bang Delar MSME in Jiwan District, Madiun Regency. A quantitative approach with an explanatory survey design was applied to 235 respondents selected through purposive sampling, and the data were analysed using multiple linear regression in SPSS 25. The results show that social media marketing and service quality each have a positive and significant partial effect on purchase decisions, whereas location has no significant partial effect. Simultaneously, the three variables

significantly affect purchase decisions, with an adjusted R^2 of 0.405. Owners of similar culinary MSMEs are advised to prioritise consistent service quality and to leverage third-party social media content, while locational limitations may be offset through improved digital accessibility.

Keywords: social media marketing, service quality, location, purchase decision, culinary MSME

A. INTRODUCTION

Micro, small, and medium enterprises (MSMEs) occupy a central position in the Indonesian economy. The Ministry of MSMEs of the Republic of Indonesia reported that the number of MSME units reached approximately 65.5 million in 2025, accounting for more than 99 per cent of national business entities and absorbing over 119 million workers (Ministry of MSMEs, 2025). Within this sector, the culinary sub-sector has expanded not only in major cities but also in district and sub-district areas, intensifying competition among small food businesses that can no longer rely on taste alone to attract customers (Hendarto et al., 2023).

The rise of social media has reshaped how consumers gather information before purchasing. Platforms such as Instagram and TikTok have become primary channels through which consumer perceptions of food products are formed (Kotler et al., 2021). User-generated content — photographs, videos, and testimonials — is frequently regarded as more credible than conventional advertising because it is perceived as authentic (Hennig-Thurau et al., 2004). This dynamic is visible in the case of Bakso Bang Delar, a meatball (bakso) enterprise in Jiwan District, Madiun Regency, which began attracting wider attention after several local culinary content accounts — with follower counts ranging from roughly 75,000 to more than 2.6 million — posted reviews of its products. Despite this exposure, the enterprise's own social media management remained modest: its official Instagram account had only 226 followers and nine posts at the time of observation, and its TikTok account, despite 6,257 followers, typically attracted only 100 to 200 views per video. Sales records nonetheless show a rising trend, from 21,900 portions sold in 2024 to 43,050 portions in 2025.

A parallel tension is observed with respect to service quality and location. Reviews posted on Google Maps indicate recurring complaints about slow and unfriendly service, a condition that, according to service-quality theory, should depress patronage (Tjiptono, 2019). The business is also situated on a village access road rather than a main thoroughfare and is not directly visible from it, a locational disadvantage that classical retail theory associates with reduced accessibility and lower purchase likelihood (Tjiptono, 2019). Yet daily visitor volume remains high, suggesting that consumers continue to patronise the business despite service shortcomings and an ostensibly unfavourable location — often because they learned of the business through social media, word-of-mouth recommendations, or digital map applications.

This apparent inconsistency between theoretical expectation and observed behaviour, together with mixed findings in the prior literature, motivates the present study. Several studies report that social media marketing positively and significantly affects purchase decisions (Verinanda et al., 2025; Hanjaya et al., 2023), while others find a non-significant relationship (Rahmatia & Hakim, 2023). Service quality has been found to significantly influence purchase decisions in some MSME contexts (Adzly & Riyanto, 2023) but not in others (Hidayat & Suginam, 2023), and location has been reported as both a significant predictor (Adzly & Riyanto, 2023) and a non-significant one (Budhi & Hadi, 2021; Cynthia et al., 2022). This study addresses that gap by simultaneously testing the partial and combined effects of social media marketing, service quality, and location on purchase decisions within a semi-rural culinary MSME.

1. Social Media Marketing

Social media marketing refers to the use of social media platforms to build relationships, communication, and interaction with consumers online (Gunelius, 2011). Gunelius (2011) identifies four indicators for assessing its effectiveness: content creation, content sharing, connecting, and community building. Beyond direct promotion by business owners, social media also

enables information to circulate through consumer posts and third-party accounts, allowing rapid, wide-reaching dissemination of information capable of raising consumer awareness of a product or brand (Kotler et al., 2021).

2. Service Quality

Service quality denotes the level of excellence a business delivers in meeting consumer needs and expectations (Tjiptono, 2019). Tjiptono (2019) operationalises the construct through five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. When delivered service falls short of expectations, dissatisfaction can result, adversely affecting consumers' overall evaluation of the business.

3. Location

Location refers to the site at which a business operates and the ease with which consumers can access it (Kotler & Armstrong, 2018). Indicators commonly used include accessibility, visibility, traffic, parking availability, and the surrounding environment, which together influence consumer comfort during a visit.

4. Purchase Decision and Hypotheses

A purchase decision is the process by which a consumer selects and commits to buying a product perceived to satisfy a need or want (Schiffman & Kanuk, 2015), commonly reflected in purchase firmness, habitual patronage, willingness to recommend, and repeat purchase behaviour (Kotler & Keller, 2018). Based on the theoretical review and prior empirical findings above, four hypotheses are proposed:

Prior research has repeatedly linked social media marketing activity to stronger purchase decisions, on the reasoning that active, informative, and interactive content increases consumer trust and lowers the perceived risk of trying a new product (Verinanda et al., 2025; Hanjaya et al., 2023). Building on this evidence, the first hypothesis is proposed:

H1: Social media marketing has a positive and significant effect on purchase

decisions.

Service quality has similarly been shown to shape purchase decisions by determining whether the overall consumption experience meets consumer expectations; several studies on culinary MSMEs report a positive and significant relationship between the two constructs (Adzly & Riyanto, 2023; Suprihatin et al., 2024). This leads to the second hypothesis:

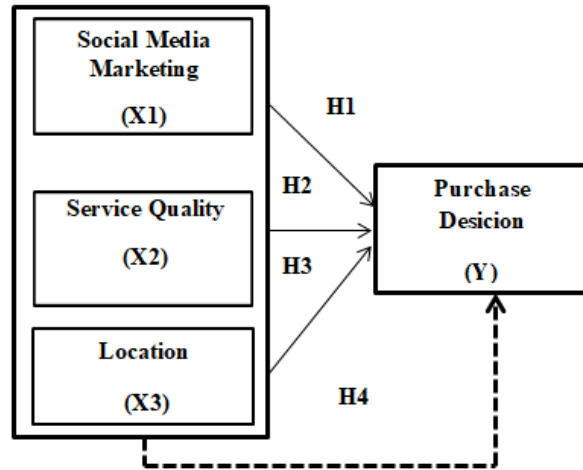
H2: Service quality has a positive and significant effect on purchase decisions.

Location theory suggests that easily accessible, visible premises reduce the effort required to patronise a business and should therefore support purchase decisions (Adzly & Riyanto, 2023). However, other studies conducted on small food and beverage outlets have found no significant partial relationship between location and purchase decisions, arguing that when consumers already possess strong product or brand information, locational convenience becomes secondary (Budhi & Hadi, 2021; Cynthia et al., 2022). Given this inconsistency — and the specific phenomenon observed at the enterprise under study, where a non-mainstream location has not deterred visitors — the third hypothesis is stated in its conventional directional form for testing purposes:

H3: Location has a positive and significant effect on purchase decisions.

Finally, because social media marketing, service quality, and location are conceptually complementary — each addressing a different stage of the consumer decision journey, from awareness (social media) to experience (service quality) to convenience (location) — their combined explanatory power is expected to exceed that of any single predictor, consistent with prior simultaneous-effect findings (Sania and Mariah 2022):

H4: Social media marketing, service quality, and location simultaneously have a significant effect on purchase decisions.



Picture 1. Conceptual Framework

Source : Adapted from Adzly & Riyanto (2023) dan Verinanda *et al.* (2025).

B. METHOD

This study employed a quantitative approach with a descriptive and explanatory (verificative) survey design, intended both to characterise the four constructs under study and to test the hypothesised causal relationships among them (Sugiyono, 2022). Data were collected from consumers of Bakso Bang Delar, located in Bragak, Jiwan District, Madiun Regency, Indonesia, between March and June 2026.

The population comprised all consumers of Bakso Bang Delar who had purchased its products at least once, either directly or after encountering promotional content on social media. Because the exact population size could not be determined, a non-probability, purposive sampling technique was used, with eligibility requiring at least one prior purchase and a minimum age of 17. Sample size followed Hair *et al.* (2019), who recommend five to ten times the number of research indicators; with 18 indicators across the four constructs, the minimum required sample was 180 respondents, and the study ultimately obtained 235 valid responses.

Social media marketing was measured using the four Gunelius (2011) indicators; service quality using the five Tjiptono (2019) dimensions; location using the Kotler and Armstrong (2018) indicators; and purchase decision using indicators adapted from Kotler and Keller (2018). All items used a Likert-type scale and were tested for validity and reliability prior to full-scale distribution. Data were analysed using multiple linear regression with SPSS 25. Classical assumption tests — normality, multicollinearity, and heteroscedasticity — were conducted prior to hypothesis testing. Partial effects were tested using the t-test (significant if $p < 0.05$ and calculated t exceeds critical t), the simultaneous effect using the F-test ($p < 0.05$), and the adjusted R^2 was used to assess the proportion of variance in purchase decisions explained by the model (Ghozali, 2021).

C. RESULTS AND DISCUSSIONS

1. Respondent Profile

Of the 235 respondents, 183 (77.9%) were female and 52 (22.1%) were male. By age, 119 respondents (50.6%) were 17–25 years old, 57 (24.3%) were 26–35, 36 (15.3%) were older than 45, and 23 (9.8%) were 36–45. By occupation, private employees (34.0%) and students (32.8%) formed the largest groups, followed by self-employed respondents (17.9%) and others (15.3%). Regarding purchase frequency, 44.7% had purchased two to three times, 34.0% more than three times, and 21.3% only once, indicating that most respondents had sufficient repeat experience to evaluate the constructs studied.

2. Classical Assumption Tests

The normality test indicated that the regression residuals were normally distributed. The multicollinearity test showed tolerance values above 0.10 and VIF values below 10 for all three independent variables, indicating no problematic multicollinearity. The Glejser heteroscedasticity test produced significance values above 0.05 for all predictors, confirming the model satisfied the classical assumptions required for ordinary least squares estimation

3. Multiple Linear Regression and Hypothesis Testing

The estimated regression equation was $Y = 6.536 + 0.274X_1 + 0.364X_2 + 0.014X_3$, where Y is purchase decision, X_1 social media marketing, X_2 service quality, and X_3 location.

Table 1. Multiple Linear Regression and Partial (t-test) Results

Variable	B	Std. Error	Beta	T	Sig.
(Constant)	6.536	1.980	-	3.330	0.001
Social Media Marketing (X1)	0.274	0.059	0.277	4.680	0.000
Service Quality (X2)	0.364	0.049	0.448	7.420	0.000
Location (X3)	0.014	0.046	0.016	0.300	0.765

Source: SPSS 25 output (2026).

With a critical t-value of 1.971 ($\alpha = 0.05$, $df = 231$), social media marketing ($t = 4.680$, $sig. = 0.000$) and service quality ($t = 7.420$, $sig. = 0.000$) each have a positive and significant partial effect on purchase decisions; H1 and H2 are supported. Location ($t = 0.300$, $sig. = 0.765$) is not significant; H3 is not supported.

Table 2. F-test (ANOVA) Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1047.636	3	349.212	54.040	0.000
Residual	1492.747	231	6.462	-	-
Total	2540.383	234	-	-	-

Source: SPSS 25 output (2026).

The F-test produced a significance value of 0.000 (< 0.05), indicating that social media marketing, service quality, and location simultaneously affect purchase decisions; H4 is supported. The coefficient of determination analysis produced an R of 0.642, an R^2 of 0.412, and an adjusted R^2 of 0.405, indicating that the three predictors jointly explain 40.5% of the variance in purchase decisions, while the remaining 59.5% is attributable to factors outside the

model, such as price, product quality, brand image, or electronic word-of-mouth.

4. Discussion

The significant positive effect of social media marketing confirms that, even where the enterprise's own account management is modest, exposure generated through shared and third-party content can still translate into stronger purchase intent, consistent with the view that user-generated and third-party endorsement is often trusted more than direct advertising (Hennig-Thurau et al., 2004). This finding aligns with Verinanda et al. (2025) and Hanjaya et al. (2023), while diverging from Rahmatia and Hakim (2023), a divergence plausibly explained by differences in the type of business and the extent to which third parties amplify content independently of the business's own promotional effort.

Service quality emerged as the strongest predictor, consistent with Adzly and Riyanto (2023) and Suprihatin et al. (2024), and indicates that consumers who ultimately transact with the business still weigh cleanliness, order accuracy, and a sense of trust heavily in their decision to purchase and to return, notwithstanding the service complaints noted in online reviews. The non-significant effect of location addresses the central empirical puzzle motivating this study. Although the enterprise is situated away from the main road and is not directly visible from it — conditions classical location theory treats as disadvantageous (Tjiptono, 2019) — this did not translate into weaker purchase decisions. A plausible explanation is that digital navigation tools and social-media-driven awareness have partially substituted for physical visibility, consistent with Budhi and Hadi (2021) and Cynthia et al. (2022).

This suggests that, for digitally discoverable small businesses, locational disadvantage may be a less binding constraint than earlier retail-location literature assumed, since its influence appears to have been absorbed by the stronger, more direct effects of social media exposure and service experience.

The significant F-test result nonetheless demonstrates that location still contributes when considered jointly with the other two predictors, consistent with Sania (2022): social media marketing builds awareness, service quality consolidates satisfaction and repeat intent, and location provides the underlying accessibility that makes a visit physically possible in the first place.

D. CONCLUSIONS

This study examined how social media marketing, service quality, and location jointly and separately shape purchase decisions toward a culinary MSME whose own digital promotion is limited, whose service has drawn mixed reviews, and whose physical location is not conventionally advantageous. Social media marketing and service quality each exert a significant positive partial effect on purchase decisions, location does not exert a significant partial effect, and the three variables together significantly explain a substantial share of the variance in purchase decisions, with a moderate adjusted coefficient of determination. These results indicate that, for a semi-rural culinary MSME, digitally mediated exposure and consistent service quality can compensate for a locational disadvantage that classical retail theory would otherwise treat as a barrier to patronage. The study is limited by its focus on a single enterprise and by a model that leaves a substantial share of variance in purchase decisions unexplained, meaning the findings should be generalised to other culinary MSMEs with caution.

E. SUGGESTIONS

For owners of similarly positioned culinary MSMEs, priority may be given to consistency in service quality — particularly cleanliness, order accuracy, and the overall sense of safety and trust conveyed to customers — ahead of further promotional spending, while also encouraging and engaging with customer-generated social media content rather than relying solely on in-house promotion. Because location did not significantly affect purchase decisions in this setting,

resources need not be redirected toward relocation; attention can instead be given to lower-cost accessibility measures such as accurate map placement and clear directional signage. For future research, subsequent studies are encouraged to incorporate additional predictors such as price, product quality, brand image, or electronic word-of-mouth, to examine multiple culinary MSMEs across different locations for stronger generalisability, and to complement self-reported survey data with behavioural or longitudinal measures of actual purchase behaviour.

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