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**Submission date:** 02-Apr-2023 02:00AM (UTC+0900)

**Submission ID:** 2052915332

**File name:** 2.docx (975.25K)

**Word count:** 3229

**Character count:** 17139

**ANALYSIS OF SOCIAL MEDIA MARKETING , CULTURE, PERSONALITY AND  
PSYCHOLOGY ON DECISIONS TO BECOME MEMBERS OF SERUNI DANCE  
SCHOOL IN SURABAYA**

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**ABSTRACT**

The importance of promotion through social media is urgently needed, because over the last few decades, the use and popularity of social media has continued to increase. This is because the Chrysanthemum Dance Studio is experiencing problems, namely the decline in members of the Chrysanthemum Dance Studio. Therefore That report's objective was towards determine those elements which influence that decision for become an member of the Seruni dance studio, from social media marketing, culture, personal and psychology

The population in this study were members of the Chrysanthemum Dance Studio as many as 40 respondents. The test used is multiple linear regression

Considering that outcomes of its research the work was completed, those findings that follows are presented: main findings of it's analysis, this was found that some elemental factors with Society Media Marketing, Culture, Individual as well as mental factors both play a big role (substantial) influence in this choice of become a member of the Seruni Dance Studio. According to study' findings it was discovered its social media marketing, aspects that are social, economic, and physiological partially had an important (substantial) influence according for what you chose of become a member of the Seruni Dance Studio. Emotional factors strongly impact the choice to become a member of the Seruni Dance Studio.

*Keywords: social media marketing, culture, personality and psychology, user decisions*

**INTRODUCTION**

The rapid development of today's marketing world has emerged very quickly which makes art groups like studios need to determine marketing with the right strategy so that it can continue to run and the goals of a business can be realized.

The Seruni dance studio faced a big challenge due to the Covid-19 pandemic that occurred at this time, this affected a quantity that dance educators who decreased & that quantity studio income which tended to decrease so that it would threaten the existence or existence of the studio. However, this situation did not become an obstacle, it even became a challenge in order to increase innovation and new strategies so that the studio would continue to exist among the community. So, the Seruni dance studio implemented several new policies in the form of self-adjustment to the promotion system through the use of digital media. Marketing communication explains the combination of all elements in the product promotion mix, which provides facilities so that exchanges can occur that form a meaning that is spread to consumers or clients based on Hadawiah's opinion (in Indrapraja, Ratnamuyani, Fitriah, 2015).

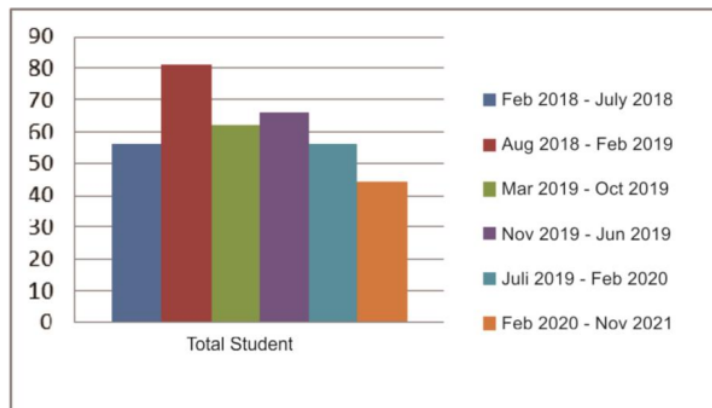
Dance has a role as a medium of expression, creative thinking, developing talents, and also a medium of communication. Due of its vital function in contemporary existence, dancing can provide advantages, including amusement & a

means of interaction. Given this position, Dancing could continue to exist, expand, & change over time at line only by growth to modern society. Otherwise put, those advancements & modifications which take place with dancing are largely determined by the interests and needs of the supporting community (Jazuli, 2018 : 1).

The large number of dance studios in the city of Surabaya shows that dance is still quite popular among the community, even from small children to adults. However, it cannot be known whether the reason people join dance studios is because of their own desire to be interested in the art of dance and want to preserve traditional culture or simply because they are following friends' invitations or coercion from their parents.

Basically, decision making by users is not just stimulated through branding, but moreover impacted with other factors as well personal aspects. Through comprehending those two ideas, you have to cultivate an appropriate product, provide a label, offer pertinent prices, & make it easier for Users to get the product, but also communicate it to Users, including through advertising.

The importance of promotion through social media is urgently needed, because over the last few decades, the use and popularity of social media has continued to increase. This is because the Chrysanthemum Dance Studio is experiencing problems, namely the decline in members of the Chrysanthemum Dance Studio. According to Sari (interview, 11 December 2022) as the treasurer, the data for training participants at the Seruni Dance Studio has decreased:



**Picture 1 : Diagrams student data**

Looking at the diagram, the problems that occur in the Seruni Dance Studio can have an impact on people's interest in learning to dance. It is evident that this year there has been a decline in the interest of the participants and the surrounding community. This also happened due to unclear programs and curriculum because every new school year the studio management had to hold a meeting before conducting the training because they needed to think about the available resources such as dance costumes and also the accompanying music. Studio managers do not yet have a long-term program or an annual program for developing studios. Is it possible that this is because the studio's activities are classified as non-profit activities, so they still underestimate the small things that can actually affect the development of the studio. Complaints from parents of students are also very

significant, this is due to the lack of thoroughness in terms of paying student tuition fees every month. Seeing this, research on this studio is important so that the management and development of the Seruni Dance Studio in the future will be better.

User decisions are influenced by many things such as marketing stimuli, other stimuli, psychological, consumer characteristics, the process before making a purchase decision until the consumer decides to buy and until the purchase is complete will affect other purchases. Several studies of ascertain that impact on cultural, civil, behavioral & social consumer aspects in making buying decisions have been carried out by Oetarjo in 2018, from the independent variables studied which consisted of cultural, individual and psychological factors simultaneously and partially having a significant influence on visiting intentions to Lamongan marine tourism spots. Adhi 2016, from the test results obtained that psychological factors have a significant influence simultaneously on tourists' decisions to visit Batu Secret Zoo East Java Park 2. Given these various problems, nature tourism is relevant to develop because of its role as a reminder of the natural beauty that exists in Indonesia , especially South Sulawesi.

Therefore a marketer must understand the influence of social media marketing, culture, personal and psychological consumers who become segments in order to attract service users and create customer satisfaction and customer loyalty. According to Kotler and Armstrong (2012), culture itself requires community level, society, & counterculture. Personal consists of youth, profession, financial status, and daily routine, as well as Character & notions of oneself. Meanwhile, psychology consists of motivation, perception, learning, beliefs and attitudes

### **Theoretical basis**

#### **Culture Concept**

According to Hawkins (2012) a civilization was something complicated which contains beliefs, Information, creativity, ethics, traditions, & another skills & routines that people constitute an component thereof their group. A belief, values, and habits learned by humans and can direct these humans in making utilisation a product (offerings) a that definition of culture. The three things mentioned earlier can arise when in behavior, a person can interact, relate, can also influence one another. Outside feature becomes by far fundamental The component that determines bits personal aspirations & behavior since this touches on every element that makes up live beings. Advertisers should comprehend its target audiences' culture norms in order on influence on customers, that comprise socioeconomic status, genre, & society.

#### **The concept of a decision to become a member of the Serunian Jasa Dance Studio**

The more complex the decision to make a purchase, the more things that must be considered when buying an item or using a service. According to Kotler and Armstrong (2012: 191) types of consumer behavior in buying goods or using services, based on the degree of involvement as well as the level of differences between brands in making a decision to purchase goods or use services, namely: 1. Buying behavior that complex 2. Buying behavior that reduces incompatibility 3. Buying behavior that seeks variety 4. Buying behavior that becomes a habit In addition to the decision process to buy / use services according to Kotler (2016: 173) to reach a decision of spend money on something / engage in an services, there are

five stages that must be passed by the buyer, namely: 1. Recognizing Needs 2. Data Lookup 3. Assessment for Options 4. Buy Choice 5. Reply Conduct

## **METHODS**

### **Variable Conceptual Definitions**

#### **1. Social Media ( $X_1$ )**

*Social Media Marketing* is a marketing communication tool that has great capabilities because of its wide-reaching communication capabilities, ability to share information, and break geographic boundaries (Kaplan and Haenlein, 2010). According to Putri (2016: 596) *Social Media indicators* in this study are:

- a) *Relationship* : Building relationships with consumers through existing media
- b) Communication: Interactions that occur between sellers and consumers
- c) Post-Purchase Interaction: Interaction that occurs with the consumer after the consumer buys the product
- d) Format of information: Can convey complete information and can attract the attention of consumers

#### **2. Culture ( $X_2$ )**

It is a characteristic of a group of people that is applied from generation to generation as a guide for their daily lives. The indicators of these variables consist of:

- a) Cultural shift
- b) Geographic area
- c) Social class

#### **3. Private ( $X_3$ )**

Is a situation where a person has the property to be able to make decisions according to his wishes without any coercion from other parties. The indicators of these variables are:

- a) Age
- b) Economic situation
- c) Lifestyle

#### **4. Psychological ( $X_4$ )**

Is a situation where a person has desires that come from himself to make decisions according to his wishes. The indicators consist of:

- a. Motivation
- b. Perception
- c. Knowledge

#### **5. Decision to become a member of the Chrysanthemum Dance Studio (Y)**

Is an action of the user in an effort to fulfill his needs using followed by the satisfaction felt by the user.

From this variable, indicators can be determined, including:

- a. Make a choice or alternative to the best product
- b. Decision making is done consciously, rationally, objectively and plannedly.
- c. Buy back

### **Population and Sample**

That entirety of this populace subject/ subject in study. While this specimen was part or representative of the population studied. The population in this study were members of the Chrysanthemum Dance Studio as many as 40 respondents. That sample collection method employed on the study is *unintentional method of*

research. Its simple random sample approach its an method of random sample, namely anyone who happens to be met by the researcher at the research location to the students of the Seruni Dance Studio.

### Multiple Regression Analysis Techniques

For ascertain that impact on the autonomous factors influencing its dependant factor according to Sugiyono (2016: 309) the formula Inference with several model parameters here is how research gets utilised:

$$y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + e$$

Where :

$y$  = dependent variable (purchase)

$a$  = constant

$b_1, b_2, b_3, b_4$  = regression coefficient

$n$  = number on samples

$x_1, x_2, x_3, x_4$  = autonomous elements.

## RESEARCH RESULTS AND DISCUSSION

### Data analysis

#### F test (Hypothesis Testing I)

The the information's findings analysis utilising the SPSS 22.0 the browser program may become presented its subsequent tables:

**Table 1**  
**Table of Anova Results of Data Analysis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.066	4	61.517	550.850	.000 <sup>a</sup>
	Residual	3.909	35	.112		
	Total	249.975	39			

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Source: Processed Info

From the table above , the calculated F results are 550.850 with a significant level 0.000, and the denominator df is 4 and the numerator df is 35. To test the first hypothesis: it is suspected that Social Media Marketing, Cultural, personal and psychological factors together influence the decision to become a member of the Seruni Dance Studio, the F test is used. The F exam are done through contrasting F count such as F table at this real level  $\alpha = 0.05$

Using the tables 1, perhaps concluded the F count is  $550.850 >$  from F table 2.63 which means that at the real level  $\alpha = 0.05$  the variable factors are Social Media Marketing ( $X_1$ ), Culture ( $X_2$ ), personal ( $X_3$ ) and psychological ( $X_4$ ) simultaneously/totally have a significant (significant) influence on the decision to become a member of the Chrysanthemum Dance Studio (Y) can be accepted or tested at the significance level  $\alpha = 0.05$ . In addition to knowing that importance on such outcome for it's dependent depending upon it independent factor simultaneously by comparing the significant probability (0.000) with  $\alpha(0.05)$ . Where, if the probability  $< \alpha$  then its autonomous factors together get a impact upon that covariate that is considerable. Thus hypothesis I is tested statistically.

### t test (Hypothesis Testing II)

To test the second This indicates it's been believed as the psychological variable ( $X_4$ ) has a dominant influence on the decision to become a member of the Chrysanthemum Dance Studio (Y), this study looks at the magnitude of each t value calculated from the independent variables. The significance of each coefficient is tested using the partial t-test displayed inside this subsequent tables:

Table 2

Comparison of t-count with a significant level ( $\alpha = 5\%$ )

Variable	t-count value	t-table values	Prob. Sig. t	Information
$X_1$	3,810	2021	0.001	Significant
$X_2$	3,441	2021	0.002	Significant
$X_3$	3,400	2021	0.002	Significant
$X_4$	5.201	2021	0.000	Significant

Source: Processed primary statistics, .

on the desk 2 This is evident which it results of the t-count coefficient show that the Social Media Marketing variable ( $X_1$ ) has a t-count worth the (3,810) superior to it t-table significance at a significant level of (2.021), or it can be said Social Media Marketing ( $X_1$ ) influences the decision to become a member of the Chrysanthemum Dance Studio (Y).

That outcomes of its t-count coefficient show this a Culture factor ( $X_2$ ) has a t-count the worth (3.441) that higher than a t-table benefit at a significant level of (2.021), or it can be said that the Culture variable ( $X_2$ ) influences the decision to become a member of the Studio Chrysanthemum Dance (Y).

These outcomes thereof t-count coefficient as the personal factor ( $X_3$ ) have a t-count worth the (3.400) superior to it t-table benefit at a significant level of (2.021), or it can be said that the personal variable ( $X_3$ ) has a significant influence on the decision to become a member of the Studio Chrysanthemum Dance (Y).

The result of the t coefficient for calculating the *psychological variable* ( $X_4$ ) has a calculated t worth the (5.201) superior to it t board value at a significant level of (2.021), or perhaps said which it *psychological factor* ( $X_4$ ) does have important impact for the decision to become a member of a dance studio Seruni (Y).

From its dining level could be also to clarify the some *psychological factor* ( $X_4$ ) does have the greatest t-count value when compared to the t-count values of other variables. In addition, it is also known that the regression coefficient of the *psychological variable* ( $X_4$ ) is greater than the other regression coefficients. So the second hypothesis which states that mental factors strongly impact that choice to become a member of the Seruni Dance Studio has been tested statistically.

### R square ( $R^2$ )

From its outcomes thereof analysis, that adjusted R block ( $R^2$ ) worth was 0.983. The indicates which it independent factors ( $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$ ) jointly contribute to its dependant element Y (its choice of become a member of the Dance Studio). Seruni) of 98.3% and after adjusting the remaining value of 1.7% be affected with additional factors outside this topic of the research.

### Implications of Scientific Findings

From that results among information analysis carried out above, these outcomes show that the four variables of User behavior (Social Media Marketing, Culture, personal and psychological) in prospective students simultaneously influence the decision to become a member of the Seruni Dance Studio. This shows that the decision to become a member of the Seruni Dance Studio depends on the four factors of User behavior consisting of Social Media Marketing , Culture , personal , and psychological . But from the partial test only private variables and psychological factors that significantly influence the decision to become a member of the Seruni Dance Studio.

It is known that psychosocial factors influence significant and major factor influencing that choice to become a member of the Seruni Dance Studio, so in this case the company or producer needs to pay attention and improve to increase their sales by always trying to understand the psychology of Users and prospective users of services at the Seruni dance studio.

### CONCLUSION

That resulting inferences are possible from this study's findings are conveyed:

1. Based on this study' findings it was discovered its social media marketing, economic, social, interpersonal, & physiological aspects had an important (substantial) influence based as of what you chose of become a member of the Seruni Dance Studio.
2. According to that study' findings it was discovered its social media marketing, aspects that are social, interpersonal, & physiological partially had an important (substantial) influence based as of what you chose become a member of the Seruni Dance Studio.
3. *emotional* that choice was heavily influenced by various factors to become a member of the Seruni Dance Studio.

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