

THE INFLUENCE OF FACEBOOK SOCIAL MEDIA ON THE INCREASE IN SECOND-HAND CAR SALES AT THE BENGKULU

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ABSTRACT

The purpose of the study was to determine the effect of Facebook social media on increasing sales of used cars at the Bengkulu Mobilindo Showroom. The sample in this study was 46 customers who had purchased used cars at the Bengkulu Mobilindo Showroom. The data collection method used a questionnaire. The analysis method used was simple regression analysis, determination test and hypothesis test. The results showed a simple regression value of $Y = 15.400 + 0.641X$ with a positive regression direction, meaning that if the use of Facebook social media increases, it will increase sales of used cars at the Bengkulu Mobilindo Showroom. Facebook social media has a significant effect on increasing sales of used cars at the Bengkulu Mobilindo Showroom, because the significant value of 0.000 is smaller than 0.05. This means that the more Facebook social media increases, the increase in sales of used cars will also increase. The coefficient of determination value of R square is 0.399. This means that the social media Facebook has an influence on increasing second-hand car sales by 39.9%, while the remainder (100-39.9% = 60.1%) is influenced by other causal factors that were not examined in this study.

Keywords: Facebook Social Media, Increase in Second Hand Car Sales

1. INTRODUCTION

The development of information and communication technology today has become one of the causes of social, economic, political, and cultural changes that occur so rapidly and dynamically. Information technology has become the main support for obtaining information very quickly and easily through a medium called the Internet. Social networking has become increasingly advanced, and the currently phenomenal ones are Twitter, Instagram, and Facebook. Through these media, everyone can obtain and convey various information needed anytime and anywhere. The development of the internet has also reshaped the market and business. Moreover, consumers worldwide have begun to imitate new lifestyles, new consumption patterns, and desire new things they see on the internet. Current marketing not only has the role of conveying products and services to consumers, but also how these products or services can provide sustainable satisfaction to customers, so that the company's profits can be obtained through the occurrence of goods purchases. In agreement with this, Kotler and Keller (2019:6) define marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in a way that benefits the organization and its shareholders. Online marketing can provide information about the company's products quickly to internet users. Therefore, the information received can influence consumers in making decisions to make a purchase. Decision-making is an individual activity that is directly involved in obtaining and using the offered goods. It can be said that purchasing is the consumer's decision in the activity of obtaining the offered goods or services. Another definition of purchasing

decisions is the buyer's decision about which brand to purchase. Consumers can form an intention to buy their preferred brand. In addition, the presence of the internet today can be a very accurate marketing solution because it can be accessed by people at any time without limits and can be accessed by others from anywhere. The internet can help improve a company's performance to be more effective and efficient, so with increased performance of a company, it is hoped that it can add to and reduce errors caused by human factors in the sales process. Sales is a comprehensive effort to develop strategic plans aimed at satisfying the needs and desires of buyers to achieve sales that generate profit (Marwan, 2021:65). Thus, sales is very important in a company, as the general goal of a company is to obtain as much profit or gain as possible. Sales is a transaction that involves the delivery or transfer of products; rights, or services in exchange for cash receipt, or payment promises.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Digital Marketing

Marketing in its implementation requires a number of efforts to manage all marketing activities so that the company's objectives can be achieved effectively and successfully. To understand marketing activities, a number of efforts are needed to organize those activities in accordance with the previously designed marketing objectives. According to Gitosudarmo (2019:3), well-planned marketing management activities that are organized, coordinated, and supervised will yield satisfactory results. Sunarto (2021:16) states that marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers to achieve company objectives. Based on several definitions above, it can be concluded that Marketing Management is a process that includes analysis, planning, execution, and control, as well as products/services based on exchange, aimed at generating satisfaction among the parties involved. Marketing management also means managing consumer demand, which ultimately leads to managing relationships with consumers. The core of the marketing management process is managing the level, timing, and composition of consumer demand while retaining existing consumers and attracting new ones.

2.2 Facebook Social Media

From a business perspective, Social Media is about enabling conversations. Social media is also about how these conversations can be generated, promoted, and monetized (Nurahmah 2019:87). Social media is a place, tool, and service that allows individuals to express themselves to meet and share with others through internet technology. Social Media is a phase of change in how people discover, read, talk, and share information, news, and data with others. Social Media has become very popular due to its ease of use and the opportunities it provides for people to connect online in the form of personal, political, and business relationships. Social Media provides social communication services. Social media is a place for people who want to share information and a place to find new friends as well as interact with other friends online. The social media platforms that are rapidly growing in Indonesia are Facebook and Instagram. This is usually done through the Internet and mobile communication networks. Currently, the practice of marketing through social media is being enjoyed by executives and professionals to promote brands and marketing. According to Kotler (2021:87), online marketing (e-marketing) is marketing conducted online that can be accessed by an individual through a computer and internet modem. The modem serves to connect a computer with the telephone line, allowing the computer to access a variety of online information services. According to Strauss and Trost, in (Aprilianti and Priansa, 2020:1042), e-marketing involves the use of information technology in the processes of creating, communicating, and delivering value to consumers, as well as building relationships between consumers and companies in a manner that benefits both the company and the related parties. Therefore, the conclusion is that e-marketing is the online marketing process aimed at promoting and selling goods and services with the objective of maintaining

relationships with consumers and influencing consumer buying decisions.

2.3 Increase in Sales

According to Swastha (2021:7), sales is the entire system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers. Meanwhile, Kotler (2019:9) states that: Sales is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products with others. Based on the two definitions above, it can be concluded that sales is an agreement between both parties, the seller and the buyer. Where the seller offers a product with the expectation that the buyer will provide a certain amount of money as a medium of exchange for that product, equal to the agreed selling price. Sales are the main goal of carrying out company activities. The company, in producing goods/services, has the ultimate aim of selling those goods/services to the public. Therefore, sales play a crucial role for the company to ensure that the products produced can be sold and generate income for the company. The sales conducted by the company aim to sell goods/services that are needed as a source of revenue to cover all costs in order to obtain profit. Sales is the number of units of goods or services sold in a certain period. In this context, the sales include the number of units of goods produced by a company in a certain period. The relationship between sales and the elements that influence it is known as the Sales Response Function. According to Kotler (2019:112), the sales response function is: estimating sales that may occur during a certain time period related to the marketing mix, assuming the other marketing elements remain constant.

2.4 Hipotesis

The hypothesis in this research is:

H₀ : It is suspected that there is no positive and significant effect of Facebook social media on the increase in second-hand car sales at Bengkulu Mobilindo Showroom.

H_a : It is suspected that there is a positive and significant effect between Facebook social media and the increase in second-hand car sales at Bengkulu Mobilindo Showroom.

3. RESEARCH METHODOLOGY

3.1. Type of research

The type of research used in this study is explanatory research. According to Sugiyono (2019:55), it aims to determine whether there is an effect between the variables being studied. This research only describes an influence of Facebook social media on the increase in sales, and in the data analysis, it uses statistics, which means the data is in quantitative form, so the type of research is quantitative research.

3.2. Populasi, Sampel & Teknik Pengambilan Sampel

3.2.1. Populasi

According to Sugiyono (2019:80), a population is a generalised area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on these qualities and characteristics, a population can be understood as a group of individuals or objects of observation that share at least one common characteristic. The population in this study consists of all customers who have purchased used cars at the Mobilindo showroom in the past six months, totalling 46 people..

3.2.2. Sample

A sample is a part of the population that shares the same characteristics as the population (Sugiyono, 2019:81). Furthermore, in order for the sample size to be representative, sampling techniques are used. The sampling technique used in this study is a census because the entire population is included in the sample (Sugiyono, 2019:90). Thus, the sample in this study consists of 46 customers at the Bengkulu Mobilindo Showroom.

3.3. Data Types and Data Collection Methods

The data collection method is intended to obtain relevant, accurate, and reliable information. The method used is a questionnaire. A questionnaire is a data collection technique conducted by providing a set of written questions or statements to respondents for them to answer (Sugiyono, 2019:142). The data obtained in this study were obtained directly from the completion of questionnaires (surveys) addressed to respondents. The questions in the closed survey were created using a Likert scale of 1-5. The researcher used a score of 1-5 because it is simpler and has a middle value that is used to explain uncertainty or neutrality in choosing answers.

3.4. Data Analysis Methods

The analysis used in this study is quantitative analysis, which is data processing using numbers. In this study, data processing was carried out using SPSS for Windows version 27.0 software. The data analysis used in this study is as follows:

3.4.1. Validity Test

A validity test is a valid research result if there is a similarity between the collected data and the actual data occurring in the object being studied (Sugiyono, 2019:76). In validity testing, the SPSS (Statistical Product and Service Solutions) programme is used. Validity testing can be conducted by examining the correlation between the scores of each item in the questionnaire and the total score being measured, using the Pearson Correlation Coefficient.

- 1) If r_{count} is positive and $r_{\text{hitung}} > r_{\text{tabel}}$, then the variable is valid.
- 2) If r_{count} is not positive and $r_{\text{hitung}} < r_{\text{tabel}}$, then the variable is invalid.

3.4.2. Reliability Test

Instrument reliability testing can be conducted externally or internally. Externally, testing can be conducted using test-retest, equivalent, or a combination of both methods. Internally, instrument reliability can be tested by analysing the consistency of the items in the instrument using specific techniques (Sugiyono, 2019:87). To test the reliability of the questionnaire used, a reliability analysis was conducted based on Cronbach's Alpha coefficient. Cronbach's Alpha coefficient interprets the correlation between the scale created and all existing indicator scales with a confidence level. An indicator is acceptable if the alpha coefficient is above 0.60.

3.4.2. Simple Linear Test

According to Sugiyono (2019:216), simple linear regression analysis is used to determine the effect of incentives on performance, using the formula:

$$Y=a+bX$$

Explanation:

Y = Increase in sales of second-hand cars

a = Constant value

b = Regression coefficient

X = Facebook social media

3.4.3. Hypothesis Test(Uji t)

To test the hypothesis, a t-test was used to examine the significance of the effect of the performance of the Civil Service Police Unit (X) on the organisation of street vendors (Y). The formula used was (Sugiyono, 2019:148):

$$t \text{ Count} = \frac{b - \beta}{S_b}$$

Explanation:

b = regression coefficient

β = null hypothesis

S_b = standard error of the regression coefficient

The hypotheses used in this test are:

H_0 : Facebook social media has no effect on increasing sales of second-hand cars at the Bengkulu Mobilindo Showroom.

H_a : Facebook social media has an effect on increasing sales of second-hand cars at the Bengkulu Mobilindo Showroom.

According to Ghozali (2021:101), the basis for decision-making is to use the significance probability value, namely:

- 1) If the significance probability value > 0.05 , then H_0 is accepted and H_a is rejected.
- 2) If the significance probability value < 0.05 , then H_0 is rejected and H_a is accepted.

3.4.3. Coefficient Determination (R^2)

The coefficient of determination is used to measure the extent to which the model can explain the dependent variable. The coefficient of determination value ranges from 0 to 1. A small R^2 value means that the independent variables have very limited ability to explain the dependent variable. A value close to 1 means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. The formula used to determine the coefficient of determination is:

$$Kd = (r)^2 \times 100\%$$

Source: Sugiyono (2019:265)

Explanation:

Kd = Coefficient of Determination

r = Correlation Coefficient

4. RESEARCH RESULTS AND DISCUSSION

4.1. Research Findings

4.1.1. Overview of Research Object

Bengkulu Mobilindo Showroom was established on 2 February 2014 by Mr. M. Brentara, who also serves as the owner and manager. Located at Jalan Merapi Raya No. 14, Kebun Tebeng, the showroom was initially managed internally by the family. Over

time, Bengkulu Mobilindo Showroom has experienced significant growth and is now supported by four employees.

The showroom offers a variety of used cars from various types and leading brands, such as the Toyota Avanza, Daihatsu Xenia, Toyota Rush, and Toyota Innova. To facilitate transactions, Bengkulu Mobilindo Showroom provides payment options in cash and credit, supported by partnerships with several financing companies (leasing).

4.1.2. Validity Test

The measurement tool that can be used in testing the validity of a questionnaire or survey is the correlation coefficient between the questionnaire score and the overall respondent score for the information in the questionnaire. A questionnaire item is considered valid if $r_{hitung} > r_{tabel}$. The r_{tabel} value for $N-2 = 46-2 = 44$ at a significance level of $\alpha = 0.05$ is 0.2907. The SPSS output results can be seen below.

Table 4. Validity Test of Research Indicators

No	Item Pernyataan	R-tabel	R-hitung	Keterangan
Media sosialfacebook (X)				
1	X.1	0,2907	0,457	Valid
2	X.2	0,2907	0,326	Valid
3	X.3	0,2907	0,519	Valid
4	X.4	0,2907	0,501	Valid
5	X.4	0,2907	0,388	Valid
6	X.6	0,2907	0,548	Valid
7	X.7	0,2907	0,462	Valid
8	X.8	0,2907	0,501	Valid
9	X.9	0,2907	0,576	Valid
10	X.10	0,2907	0,540	Valid
Peningkatan penjualan mobil second (Y)				
1	Y.1	0,2907	0,550	Valid
2	Y.2	0,2907	0,333	Valid
3	Y.3	0,2907	0,554	Valid
4	Y.4	0,2907	0,437	Valid
5	Y.5	0,2907	0,487	Valid
6	Y.6	0,2907	0,468	Valid
7	Y.7	0,2907	0,594	Valid
8	Y.8	0,2907	0,350	Valid
9	Y.9	0,2907	0,341	Valid
10	Y.10	0,2907	0,293	Valid

Based on the table above, it can be seen that of the 20 research indicators, all indicators have a validity level that meets the criteria proposed in this study, namely all indicators have an $R\text{-count} > R\text{-table}$ value. Therefore, all indicators used in this study are valid and can be used as research tools.

4.1.3. Reliability Test

The reliability test of the questionnaire is conducted after the validity test. Once all questions have been validated, the reliability test is performed. If the SPSS analysis

results are found to be unreliable, it can be concluded that the questions produce inconsistent data. It is advisable not to use such questions as they may interfere with the overall analysis results.

Table 5. Reliability Test

No	Variabel	Cronbach's alpa	Keterangan	Kesimpulan
1	Media sosial facebook	0,639	>0,60	Reliabel
2	Peningkatan penjualan mobil second	0,735	>0,60	Reliabel

4.1.4. Simple Linear Regression Analysis

The results of multiple regression calculations using the SPSS program can be seen in Table 6 below:

Table 6. Simple Linear Regression Model

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	15.400	4.795		3.212	.002
	Media sosialfacebook	.641	.119	.632	5.406	.000

a. Dependent Variable: Peningkatanpenjualan

Based on Table 6, the regression equation formed is:

$$Y = 15.400 + 0.641X$$

The regression equation can be explained as follows:

1. The constant value of 15.400 means that if the social media Facebook variable (X) is considered to be zero, then the variable for the increase in used car sales (Y) will remain at 15.400.

2. The effect of social media Facebook (X) on the increase in used car sales (Y)

The regression coefficient value for variable X (Facebook social media) is 0.641, assuming that if X (Facebook social media) increases by one unit, then Y (increase in used car sales) will increase by 0.641 times.

4.1.5. Simple Linear Regression Analysis

The coefficient of determination value is determined by the R square value. The SPSS output results for the coefficient of determination are as shown in Table 7 below:

Table 7. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.399	.385	2.232

a. Predictors: (Constant), Media sosialfacebook

Sumber: Penelitian dan diolah, 2024

The R square value is used to measure the coefficient of determination. From the results of the calculations using SPSS, the coefficient of determination from R-squared is 0.399. This means that Facebook social media has an influence on the increase in used car sales of 39.9%, while the remaining 60.1% (100-39.9%) is influenced by other causal factors not investigated in this study.

4.1.6. Hypothesis Test(Uji t)

Hypothesis testing aims to determine the level of influence of variable X on variable Y separately or each variable X. The results of the t-test hypothesis testing using SPSS 27 are as follows:

Table 8. Hypothesis Test

Model		Coefficients ^a		Standardized Coefficients Beta	T	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	15.400	4.795		3.212	.002
	Media sosialfacebook	.641	.119	.632	5.406	.000

a. Dependent Variable: Peningkatanpenjualan

Source: Research results and processed data, 2024

Based on Table 8, it is known that the significance value of the Facebook social media variable is 0.000, which is smaller than 0.05. Therefore, it can be concluded that Facebook social media has a significant effect on the increase in sales of used cars at the Bengkulu Mobilindo Showroom. Thus, the initial hypothesis proposed can be proven (Ha accepted). It can be concluded that as the use of Facebook social media by the Bengkulu Mobilindo Showroom increases, the increase in used car sales will also increase. The likelihood of customers purchasing used cars will also decrease.

4.2. Discussion

The results of the study indicate a significant influence of Facebook social media on the increase in sales of used cars at the Bengkulu Mobilindo Showroom. This shows that the more Facebook social media is used to promote used cars by the Bengkulu Mobilindo Showroom, the more sales of used cars will increase. This occurs because many people can view the posts made by the Mobilindo Showroom on its Facebook account.

The promotional posts made by the Mobilindo Bengkulu Showroom on its Facebook account are posted on the admin's personal account, as well as on forums such as the Bengkulu Used Car Buying and Selling Forum, the Bengkulu Cheap Car Buying and Selling Forum, and the Bengkulu Buying and Selling Forum.

The Bengkulu Mobilindo showroom will display second-hand cars for sale on Facebook with the hope that when consumers see the post, they will want to purchase the second-hand car. Customers can view the types of cars available at the Bengkulu Mobilindo Showroom directly and can also ask the admin about the specifications and prices of the cars. If consumers are interested, they can directly visit the Bengkulu Mobilindo Showroom to inspect the vehicle and negotiate the desired price.

The results of this study align with the opinion expressed by Nurahmah (2019:87) that social media is a platform, tool, and service that enables individuals to express themselves, connect with others, and share experiences through internet technology. With the presence of Facebook, information about used cars for sale can be provided to the public, making it easier for them to choose the desired used car model.

The information about second-hand cars advertised on Facebook is always up to date and tailored to the types of cars in stock, allowing customers to view the types of cars available at the Mobilindo Showroom

and choose a car according to their preferences. The service provided by the admin on Facebook is also quick, responding to all comments from consumers via Messenger or the comment section. By using Facebook, it is hoped that sales of second-hand cars at the Bengkulu Mobilindo Showroom will increase. This is in line with the opinion expressed by Swastha (2021:7) that sales are a comprehensive system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of existing and potential buyers. The presence of Facebook as a social media platform can provide more effective and efficient promotions in offering products to consumers, thereby encouraging them to make purchases and increasing sales.

5. CLOSING

5.1. Conclusion

Based on the results of the research and discussion, this study concludes that the results indicate a simple regression of $Y = 15.400 + 0.641X$ with a positive regression direction, meaning that if the use of Facebook social media increases, it will increase the sales of second-hand cars at the Bengkulu Mobilindo Showroom. Facebook social media has a significant effect on the increase in sales of used cars at the Bengkulu Mobilindo Showroom, as the significance value of 0.000 is less than 0.05. This means that as the use of Facebook social media increases, the increase in sales of used cars will also increase. The coefficient of determination (R-squared) is 0.399. This means that Facebook social media has an influence on the increase in used car sales of 39.9%, while the remaining 60.1% is influenced by other factors not examined in this study.

5.2. Recommendations

Based on the results of the discussion and conclusions, the following recommendations can be made. From the conclusions of this study, the author recommends that Showroom Bengkulu Mobilindo increase the quantity of online and offline promotional activities and innovate in the advertisements published in order to attract consumers to make purchases and increase the company's sales volume.

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