

# The Influence of Social Media, SEO (Search Engine Optimization), and Mobile Applications on Consumer Purchasing Decisions at PT. Udayana Bali Ambassador

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## ABSTRACT

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Consumer behavior is changing significantly due to the development of technology and the internet, which has impacted transaction activities from conventional to online. In Indonesia, the increase in internet users has made it easier for consumers to access information and compare products before purchasing. This requires companies, including PT Udayana Bali Ambassador, to understand the influence of digital elements such as social media, SEO, and mobile applications on consumer purchasing decisions. The three digital marketing elements are essential in building consumer relationships, increasing visibility, and facilitating buying. The combination of these three strategies creates an effective digital marketing ecosystem. This research aims to analyze the influence of social media, SEO, and mobile applications on consumer purchasing decisions at PT Udayana Bali Ambassador. The research method used is quantitative and descriptive, with data collection through questionnaires distributed online to 97 respondents. Instrument tests include validity, reliability, and classical assumption tests such as normality, multicollinearity, and heteroscedasticity. Data analysis was conducted using multiple linear regression to test the effect of independent variables on the dependent variable. The results showed that social media, SEO, and mobile applications significantly influence consumer purchasing decisions. The calculated F value in this study has exceeded the F table value, namely,  $407.078 > 3.092$ , which means that social media (X1), SEO (Search Engine Optimization) (X2), and Mobile Application (X3) simultaneously affect consumer purchasing decisions (Y). Based on this, it can be concluded that social media, SEO, and mobile applications influence consumer purchasing decisions.

**Keywords:** Social Media, SEO (Search Engine Optimization), Mobile Applications, Purchasing Decisions, Digital Marketing

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## 1. INTRODUCTION

The rapid development of information technology has changed how consumers fulfill their daily needs, primarily through the Internet. In Indonesia, internet penetration has increased significantly, reaching 78.19% of the total population in 2022-2023, which indicates a shift in people's behavior from conventional transactions to online transactions. These changes affect consumers' purchasing decisions, who now find it easier to access information and compare products before buying. The travel industry, including PT Udayana Bali Ambassador, is also affected by these changes, so it needs to adapt to digital marketing to attract consumers [1], [2], [3].

The problem statement focused on understanding the influence of digital marketing tools on consumer purchasing decisions at PT Udayana Bali Ambassador, explicitly highlighting the need to explore the effectiveness of digital marketing strategies in the travel industry. Most previous research focuses more on other sectors, such as fashion, so there is a need to adjust and expand this research to the context of the travel industry.

Relevant literature suggests that the acceptance of new technologies, including digital marketing, is influenced by consumers' perceptions of their ease of use and benefits. The Technology

Acceptance Model states that consumers are more likely to purchase if digital marketing is easy to use and valuable. The limited research on the impact of digital marketing on the travel industry is a gap that needs to be addressed. Most existing studies have focused on sectors like fashion and often only examine a single variable. The literature suggests that digital marketing tools such as social media, SEO, and mobile applications significantly influence consumer purchasing decisions. Additionally, previous research in the fashion industry can serve as a reference for this study, with necessary adjustments to fit the travel industry context [4], [5], [6], [7].

This research proposes a quantitative approach with descriptive methods to measure the influence of social media, SEO, and mobile applications on consumer purchasing decisions. The study aims to fill a gap in the existing literature by exploring the impact of digital marketing on the travel industry, which has been less studied than other industries like fashion. The study intends to provide valuable insights into practical and sustainable digital marketing strategies for travel companies, specifically by examining the simultaneous impact of multiple digital marketing variables such as social media, SEO, and mobile applications on consumer purchasing decisions. This approach is expected to contribute significantly to the understanding and developing digital marketing strategies in the travel industry.

## 2. LITERATURE REVIEW

The literature review in this article is organized to provide a comprehensive understanding of the theoretical foundations and fundamental concepts relevant to this research. Overall, the literature review aimed to synthesize existing research findings to establish the research context and justify the focus on social media, SEO, and mobile apps as the key variables influencing.

In this section, Theoretical Foundations most likely outline the underlying theories that support the research, providing a basis for understanding how digital marketing tools affect consumer behavior [8]. In addition, there is a study of purchasing decisions. The literature review on purchasing decisions examines existing research to highlight the factors influencing consumer purchasing decisions and how they are measured. According to Kotler and Keller (2015), buying decisions are influenced by several indicators, including problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. These indicators help understand the process consumers go through when deciding to buy a product or service [9], [10], [11], [12], [13].

Next, there is a study on social media. In the context of marketing, social media explores its significant role in influencing consumer engagement and purchasing behavior. Social media platforms are highlighted as powerful tools for marketing due to their ability to facilitate communication and peer socialization, which can significantly impact purchase intentions. This review will likely refer to studies showing how social media marketing strategies, such as those on Facebook, YouTube, and Instagram, effectively engage consumers and influence their purchasing decisions [2], [14], [15], [16], [17]. Additionally, the literature review may address the concept of consumer engagement theory, which suggests that interaction and active participation with brands on social media platforms can increase consumer engagement. This increased engagement creates a solid emotional connection between consumers and brands, ultimately influencing purchase decisions. This study underscores the effectiveness of social media as a marketing tool by

highlighting its ability to provide consumers with product information, build trust, and facilitate informed purchasing decisions. [18], [19], [20].

In addition, there are studies on SEO (Search Engine Optimization). The literature review on SEO (Search Engine Optimization) highlights its essential role in increasing online visibility and attracting potential customers. SEO is described as a digital marketing strategy that aims to improve a [21]Website's position in search engine results, increase Website traffic, and potentially increase sales of products or services. This review refers to research that shows the positive and significant impact of SEO on consumer purchasing decisions by increasing the credibility and trustworthiness of websites that appear at the top of search results [22], [23]. SEO strategies involve optimizing keywords to attract relevant visitors more likely to purchase, thus driving traffic pertinent to a company's website. Increased visibility and accessibility of information about products or services can significantly influence consumer decisions, as consumers are more likely to trust and engage with websites that rank higher in search results. In addition, SEO is considered a cost-effective marketing tactic compared to traditional methods, which further increases its appeal to businesses looking to increase brand exposure and consumer perception [23], [24], [25], [26].

The last study is on Mobile Applications. The literature review on mobile apps explores their significant influence on consumer behavior, particularly in facilitating the purchase process and enhancing the customer experience. Mobile applications are recognized to provide convenience and ease of access to information, which is a crucial factor in influencing consumer purchasing decisions [27], [28]. These apps allow consumers to easily access product information, make purchases, and interact with businesses, thus simplifying the buying process. Research shows that mobile apps strongly and significantly impact purchase decisions, both individually and collectively, by offering benefits such as easy-to-use interfaces and personalized experiences. The availability of informative content and positive reviews in mobile apps further increases consumer trust and satisfaction, increasing purchase intentions. Moreover, mobile apps are valued for offering control and convenience to users, as they can access reviews and ratings, which are a form of User Generated Content (U.G.C.), to make informed purchase decisions. This aspect of mobile apps enhances the customer experience and encourages repeat purchases and brand loyalty [29].

### **3. METHODS**

The quantitative study uses a descriptive approach, measuring variables numerically and analyzing data statistically. The object of the study is consumers in the travel industry at PT Udayana Bali Ambassador who have made travel service purchases between 2021 and 2024. The research uses questionnaires distributed online as the primary instrument for data collection. The sampling method employed is random sampling, which allows for randomly selecting participants without considering strata within the population. Data collection is conducted through online questionnaires distributed to 97 respondents. Data analysis involves multiple steps, including validity and reliability tests, classical assumption tests (normality, multicollinearity, heteroscedasticity), and multiple linear regression analysis to assess the impact of independent variables on the dependent variable.

### **4. RESULTS AND DISCUSSION**

#### **4.1 Partial Test (T-Test)**

The t-test is used to test the effect of independent variables, namely social media, SEO (Search Engine Optimization), and Mobile Application, on the dependent variable of consumer purchasing decisions partially. If the acquisition of  $t\text{-count} > t\text{-table}$  and the acquisition of significance  $< 0.05$ , the independent variable is declared partially influential. Meanwhile, if the acquisition of  $t\text{-count} < t\text{-table}$  and the acquisition of significance  $> 0.05$ , the independent variable is declared to have no partial effect on the dependent variable with a value of  $Df = N (97) - K (3) = 94$  with a significant level for a one-way test so that the t-table value is found to be 1.66123 This test is to determine whether the effect of each independent variable on the dependent variable, whether meaningful or not. The results of the t-test in this study are as follows:

Table 1. Partial Test Results (T-Test)

Model	t	Sig.
1	(Constant)	2,897
	Social media	2,924
	SEO (Search Engine Optimization)	3,135
	Mobile Application	12,715

Source: Processed Primary Data (2024)

By comparing t-count with t-table with the formula:

$$Df = n - k$$

Description:

n = number of observations

k = number of variables

The calculation is  $Df = 97 - 3 = 94$  with a significance level of 0.05%, so the t table obtained is 1.66123. Testing is done by comparing the t value of each independent variable with the t table value with an error degree ( $\alpha$ ) of 0.05 or 5%.

Based on the above results, the value of t count  $>$  t table is 2.924, 3.135, and 12.715  $>$  1.66123, and the significance value (sig) is 0.004, 0.002, and 0.000  $<$  0.05, it can be concluded that  $H_0$  is rejected.  $H_a$  is accepted, meaning social media, SEO (Search Engine Optimization), and Mobile Applications significantly influence consumer purchasing decisions.

#### 4.2 Simultaneous Test (F Test)

This F test is conducted to test whether the model used in this study is feasible (fit). The analysis results obtained are as follows:

Table 2. Simultaneous Test Results (F Test)

Model	F	Sig.
1	Regression	407.078
	Residual	$< 0,000^b$
	Total	

Source: Processed Primary Data (2024)

Test results can be determined by comparing the Sig value between the values obtained in the Annova table and the predetermined Sig value of 0.05. The F test results can also be seen by comparing Fcount with Ftable, where Ftable can be found in the available F table and read using the formula.

$$df = k - 1$$

$$df2 = n - k$$

Where  $k$  is the number of variables (independent + dependent), and  $n$  is the number of observations/samples of regression formation. The calculation is as follows:

$$\begin{aligned} df1 &= 3 - 1 = 2 \\ df2 &= 97 - 2 = 95 \end{aligned}$$

Test Statistics

$$F_{count} = 407,078 \text{ Sig.} = 0,000$$

$$F_{table} = 3.092$$

Based on the calculation results above, the calculated  $F$  value is 407.078. The calculated  $F$  value in this study has exceeded the  $F$  table value, which is  $407.078 > 3.092$ , so it can be concluded that the hypothesis is accepted. This means that social media ( $X_1$ ), SEO (Search Engine Optimization) ( $X_2$ ), and Mobile Applications ( $X_3$ ) simultaneously affect consumer purchasing decisions ( $Y$ ).

### 4.3 Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to measure how much the influence of the independent variable contributes to the dependent variable.

Table 3. Test Results of the Coefficient of Determination

Model	R	R Square
1	0,964 <sup>a</sup>	0,929

Source: Processed Primary Data (2024)

Based on the research results, the  $R^2$  value of 0.929 shows that the influence of the independent variables on the dependent variable is 92.9%. Variables outside the linear regression model influence the rest.

Social media significantly influences consumer purchasing decisions, which can be explained through various marketing theories and consumer psychology. One relevant theory is the Consumer Engagement Theory, which states that consumers' active interaction and participation with brands through social media platforms can increase their engagement. This high engagement creates a solid emotional connection between consumers and brands, ultimately influencing their purchasing decisions. Consumers who feel more engaged with the brand tend to be more loyal and more likely to purchase the products or services offered. The results of this study are also consistent with previous research, including the works of [5], [30], [31], [32], which also confirmed the significant influence between social media and consumer purchasing decisions.

Consumers tend to be more encouraged to make purchases through more profound engagement with brands on social media platforms [33]. Further research has also found that communication between consumers on social media, such as sharing product reviews and experiences, is vital in shaping purchase intentions. Consumers trust recommendations from their peers on social media more than traditional advertising [34]. Research by Leinonen and Nikkanen (2023) states that social media influencers strongly influence consumer purchasing decisions. Influencers considered credible can increase consumer confidence in the promoted products, thus encouraging them to buy [35].

In addition to social media, SEO (Search Engine Optimization) optimization significantly influences consumer purchasing decisions. Effective SEO helps increase the visibility of a company's Website in search engine results, such as Google. When consumers search for information about the products or services they need, they are more likely to find and visit PT Udayana Bali Ambassador's Website if the site appears on the first page of search results. With relevant content and optimized keywords, SEO helps attract higher organic traffic to the Website, ultimately increasing the chances of conversion and purchase decisions.

Search Engine Optimization (SEO) significantly influences consumer purchasing decisions, which can be explained through various marketing and consumer behavior theories. Information Processing Theory explains that consumers gather, process, and evaluate information before purchasing. SEO increases the visibility and affordability of information about products or services by placing websites at the top of search results. When consumers search for information through search engines, they are more likely to visit and trust websites that appear on the first page of search results. This easily accessible information helps consumers feel more confident and ready to purchase. The results of this study are supported by research conducted by Arifin (2019), which found that the use of SEO (Search Engine Optimization) is carried out to improve the position of the Website so that it has an impact on traffic visits and sales of products/services [23].

Based on research published by the International Journal for Multidisciplinary Research (2023), SEO helps increase consumer confidence by placing websites in the top positions of search results. When a Website is in the top position, consumers tend to consider it more credible and reliable, significantly affecting their decision to purchase [24]. According to a report from Search Engine Journal (2021), increased visibility through SEO is directly proportional to the increase in Website visitors. This increases the chances of consumers purchasing after finding the product or service they need.

In addition, the use of mobile applications has also been proven to significantly influence consumer purchasing decisions at PT Udayana Bali Ambassador. Mobile applications provide convenience and comfort for consumers in accessing information, placing orders, and interacting with companies anytime and anywhere. Features such as push notifications, exclusive offers, and a secure payment system in the mobile app make it easy and convenient for consumers to access information, place orders, and interact with the company anytime and anywhere.

## CONCLUSION

The study's conclusion addresses the research questions and objectives by determining that social media, SEO, and mobile applications significantly influence consumer purchasing decisions at PT Udayana Bali Ambassador. This finding confirms that these digital marketing tools are crucial in shaping consumer behavior and decision-making processes. The study's conclusion is based on data analysis, which showed that the calculated F-value exceeded the F-table value, indicating a significant simultaneous effect of these variables on consumer purchasing decisions.

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