

## Digital Marketing Effect on Decisions to Use Contractor Services (Case Study on Facebook Fanspage PT. Maswindo Bumi Mas)

Paesa Pasau, Anwar Ramli, Muhammad Ilham Wardhana Haeruddin

Uninersitas Negeri Makassar

Correspondent Email: [paesa0699@gmail.com](mailto:paesa0699@gmail.com), [anwar288347@yahoo.com](mailto:anwar288347@yahoo.com), [ilham.wardhana@unm.ac.id](mailto:ilham.wardhana@unm.ac.id)

### ABSTRACT

The purpose of this study was to determine the effect of digital marketing on the decision to use contractor services (a case study on Facebook fanspage of PT Maswindo Bumi Mas). This type of research is associative with a quantitative approach, at the Digital Marketing office of PT Maswindo Bumi Mas, located on Jl. Topaz Blog B. The research was conducted using a simple linear regression analysis technique. The object of this research is the Facebook Fanspage of PT Maswindo Bumi Mas. The data sources used are primary and secondary data, where the Questionnaire is used as a tool to obtain data on the perceptions of PT Maswindo Bumi Mas clients who have carried out a Memorandum of Understanding (MOU). The data testing technique used as a test tool in this study is the validity test, reliability test, normality test, simple linear regression analysis, t (partial) test, test the coefficient of determination. The sample used in this study were PT Maswindo Bumi Mas clients who had signed an MOU of 100 people. The results of the study as a whole show that Digital Marketing has a significant effect on the decision to use the contractor services of PT Maswindo Bumi Mas.

**Keyword:** *Digital Marketing, Service Usage Decisions*

### INTRODUCTION

Marketing is a business activity carried out by a company or entrepreneur in an effort to introduce the products they offer, both in the form of goods and services. From year to year and from time to time the marketing strategy continues to experience change and development, managerial in every company or business tries to think of and make innovations in order to increase the existence and sustainability of the company in the long term.

In the current era, namely the 4.0 era, the development of digital technology continues to increase, one of which is the development of the internet which is currently a major factor changing the pattern of marketing strategies. This certainly provides a challenge for every company to innovate marketing strategies in order to survive and stay abreast of current developments. The implementation of Digital Marketing is important in carrying out marketing, because Digital Marketing refers to marketing strategies based on digital internet media.

Digital Marketing is an internet-based marketing strategy, in which a company or business person introduces goods or services through online-based media such as the web or social networks.

According to Satyo (2009) Digital Marketing is a marketing practice that implements "digital distribution" channels to reach consumers in an effective, personal and cost effective way.

In its application, each company has its own way of doing marketing through Digital Marketing strategy, the many social media platforms that have sprung up have become an influence for every company to use the media as a means of promoting their products, such as Youtube, Instagram, Tiktok, and Facebook. Facebook is one of the company's targets for promotions in order to increase customer reach broadly.

Facebook is a company engaged in the digital field, namely social media and online social networking by offering various facilities inside, such as being able to reach people in various parts of the world, containing information both news, photos and videos, can even be used as an advertising medium, besides that Facebook can also accessed from devices with Internet connectivity, such as computers, laptops and smartphones.

Yudhato (2018) states that Facebook is a social networking website where users can join communities based on countries, hobbies, cities, work, schools and regions to communicate. The large number of Facebook users is the main attraction for some people to make it a medium of communication in everyday life.

The company founded in 2004 by Mark Zukcerberg has become one of the largest social media companies and is still in demand today. Based on data from The Next Web in 2013 in Apriliana's research (2015) there were more than 1.19 billion active Facebook users in the world. From year to year, Facebook continues to innovate and release various digital products that keep up with the times. One of Facebook's products or features that is successful and has a lot of enthusiasts is the Facebook Fanspage feature.

Facebook Fanspage is a special page-based Facebook product, there are 2 choices in a Facebook Fanspage namely Community Figures and Business, for the Community Leaders category it is more directed to people who have or influence in the sphere of life such as Presidents, Artists, Content Creators or Institutions that operates on a Non-Profit basis, while for the Business category it is more oriented to a Company, Shop, Brand and the like. Facebook Fanspage provides information about the content of various brands or businesses according to the Facebook Fanspage profile name, such as companies and others.

According to Sproutsocial (2016) Facebook Fanspage is a business account that represents an organization or a person with unique features in it. Unlike the Facebook Profile or Facebook Personal which only refers to someone who wants to share social media and share daily life or random opinions, Facebook Fanspage is more directed at business needs and professional social handling, Facebook Fanspage is also based on Likes and Following.

Especially for Facebook fanspages that are in the business category, users or companies can promote products, educate customers, engage well, and do hard selling by utilizing available features so that they can reach customers optimally.

However, in processing the user or company must have special skills in managing and optimizing the features on the Facebook Fanspage, the user or company needs to learn the algorithm from the Facebook Fanspage itself so that each product content or posted content can be structured succinctly.

Table 1.1 PT Maswindo Bumi Mas Facebook Fanspage Followers who filled out the registration form in the period October 2021-March 2022.

<b>No.</b>	<b>MONTH</b>	<b>AMOUNT</b>
<b>1.</b>	OCTOBER	241
<b>2.</b>	NOVEMBER	372
<b>3.</b>	DECEMBER	398
<b>4.</b>	JANUARY	472
<b>5.</b>	FEBRUARY	499
<b>6.</b>	MARCH	411
<b>TOTAL</b>		<b>2393</b>

Source: PT Maswindo Bumi Mas Registration Form Data (2022)

Table 1.1 shows that there are 2,393 followers who have filled out the registration form on PT Maswindo Bumi Mas' Facebook Fanspage during the period October 2021-March 2022.

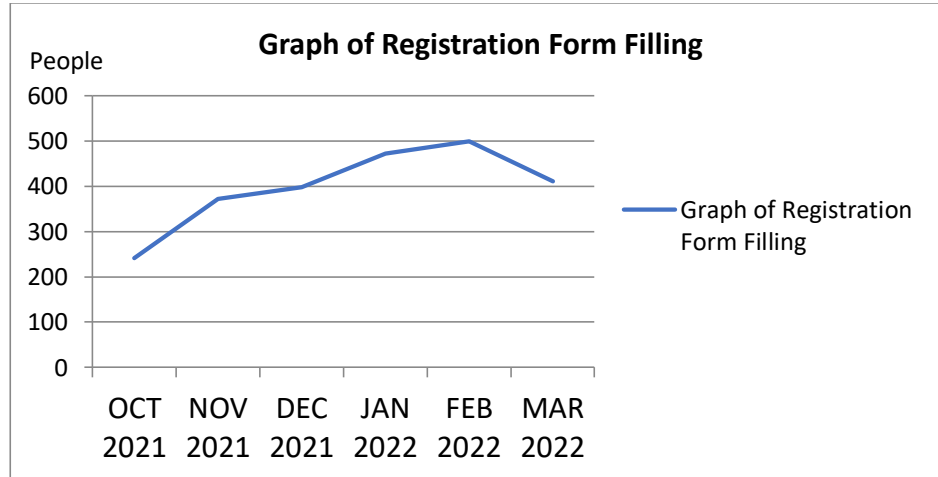


Figure 1.1 Graph of filling out the PT Maswindo Bumi Mas Followers Facebook Fanspage registration form for the period October 2021-March 2022.

You can see in Figure 1.1 above that in the period October 2021- February 2022 it continued to increase, based on an explanation from the PT Maswindo Bumi Mas admin that fillers continued to increase in that period because the company continued to improve its Digital Marketing strategy on the company's Facebook Fanspage. However, in the March 2022 period it decreased slightly due to a decrease in the productivity of the Digital

Marketing strategy because the project quota was almost full. Apart from the project quota being full, this step was also taken by the company so that there were no stalled projects due to exceeding the quota. However, the reduced productivity of the Digital Marketing strategy does not reduce the reach and interaction on PT Maswindo Bumi Mas' Facebook Fanpage.

Based on these influences, it made researchers interested in conducting further research on the influence of Facebook Fanpage so that researchers determined the title "DIGITAL MARKETING EFFECT ON DECISIONS TO USE CONTRACTOR SERVICES (Case Study on Facebook Fanpage PT Maswindo Bumi Mas)."

## METHOD

This research was conducted by collecting data using observation, questionnaires and documentation. This type of research is associative with a quantitative approach. This research was conducted at the PT Maswindo Bumi Mas Digital Marketing office located on Jl. Topaz Blog B. The data collection technique that will be used is a questionnaire. The sample used in this study were PT Maswindo Bumi Mas clients who had signed an MOU of 100 people. The data testing technique used as a test tool in this study is the validity test, reliability test, normality test, simple linear regression analysis, t (partial) test, test the coefficient of determination. In this study, the questionnaire used by the researcher was an open questionnaire because it was enough for respondents to choose one of the answers provided on the answer sheet in the form of a Google form.

## FINDING AND DISCUSSION

### Characteristics of Respondent

#### Gender Characteristics

Table 4.1 Characteristics of Respondents by Gender

Gender	Amount	Persentation
Men	33	33%
Women	67	67%
<b>TOTAL</b>	100	100%

Source: Primary Data 2022

Based on table 4.1 above, it can be seen that the majority of respondents were on average 67 women (67%) and 33 men (33%). So, it can be concluded that the average respondent in this study was female as many as 67 people or 67%, one of the factors was that the majority of the sample data from this study were female, besides that the CEO of PT Maswindo Bumi Mas, namely Aswin Yanuar, included having a personal excellent branding, and as one person who has many followers on Instagram, namely more than 691 thousand followers and dominated by women, according to this researcher, this has had an impact on the majority of women filling out company registration forms.

### Age Characteristics

Table 4.2 Characteristics of Respondents by Age

Age	Amount	Persentation
<b>21-30 years</b>	8	<b>5%</b>
<b>31-40 years</b>	30	<b>30%</b>
<b>41-50 years</b>	45	<b>45%</b>
<b>51-60 years</b>	17	<b>17%</b>
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Primary Data 2022

Based on table 2.4 above, it can be seen that there were 8 respondents aged 21-30 years, then aged 31-40 as many as 30 people, then aged 41-50 as many as 45 people, and then aged 51-60 as many as 17 people, so it can be concluded that the majority The age of the respondents is dominated by respondents aged 41-50 years, this indicates that at that age people are ready to build houses or carry out home renovations. and the lowest number is at the age of 21-30 years with a total of 8 people, this shows that at that age people tend not to be ready to build a house, while the researchers argue that at that age people tend not to think about it and funds are one of the factors.

### Long Working Characteristics

Table 4.3 Characteristics of Respondents Working Time

Length of Project Work	Amount	Persentation
<b>1-5 month</b>	37	<b>37%</b>
<b>6-10 month</b>	61	<b>61%</b>
<b>11-15 month</b>	2	<b>2%</b>
<b>16-20 month</b>	0	<b>0%</b>
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

Source: Primary Data 2022

Based on table 4.3 above, it can be seen that 37 people worked on projects for 1-5 months, then 61 people worked on projects for 6-10 months, then 2 people worked on projects for 11-15 months, and then the length of time they worked on projects 16-20 months there were no respondents, so it can be concluded that the majority of respondents' project work was dominated by respondents with a project duration of 6-10 months, this shows that it is prone to take that long to complete a house project. houses are usually done in about 6-8 months and one of the factors is minimizing the use of funds from paying workers, and for the lowest amount, namely the construction of a project with a duration of 16-20 months with a total of 0, this shows that the project with this time range is less, in terms of researchers argue that for housing projects with a vulnerable time tend to be housing projects h with a large size and client demands are one of the factors because you want a house project to run quickly.

1. Respondent's Response

Highest score = Number of Samples x Highest Weight = 100 x 5 = 500

Lowest score = Number of Samples x Lowest Weight = 100 x 1 = 100

$$KI = \frac{n(m-1)}{m}$$

$$KI = \frac{100(5-1)}{5}$$

$$KI = 80$$

100-180: Very Bad

181-260: Bad

261-340: Fairly Good

341-420: Good

421-500: Very Good

The overall results of the respondents' responses are as follows:

Table 4.4 Questions regarding Digital Marketing variables (x)

Num.	Question	Answer					Score	Range Score		
		SS	S	CS	TS	STS				
Interactive										
1.	The Digital Marketing content presented on PT Maswindo Bumi Mas Facebook Fanspage is interesting	0	32	54	13	1	317	Fairly Good		
2.	The Digital Marketing content presented on PT Maswindo Bumi Mas Facebook Fanspage makes it easier for me to find information about the company	0	29	69	2	0	327	Fairly Good		
Incentive program										
3.	I watch every video content posted on the PT Maswindo Bumi Mas Facebook Fanspage	0	34	60	6	0	328	Fairly Good		
4.	I always share every content that is posted on PT Maswindo Bumi Mas Facebook Fanspage to my Facebook friends	0	44	55	1	0	343	Good		

<b>Site design</b>								
5.	The photo designs posted on PT Maswindo Bumi Mas Facebook Fanspage give it a special charm	0	40	58	2	0	338	Fairly Good
6.	The video cover design posted on PT Maswindo Bumi Mas Facebook Fanspage gives a special charm	0	36	62	2	0	334	Fairly Good
<b>Cost</b>								
7.	Digital Marketing is used on Facebook Fanspage PT Maswindo Bumi Mas in promoting contractor services	0	29	66	5	0	324	Fairly Good
8.	Digital Marketing reduces the promotion costs of PT Maswindo Bumi Mas in promoting contractor service products	0	42	55	3	0	339	Fairly Good

Source: Primary Data, 2022

The table above shows that the majority of respondents responded quite agree to the statements on the questionnaire. The highest score is statement number 4 regarding sharing any content posted on PT Maswindo Bumi Mas' Facebook Fanspage to Facebook friends. Then the lowest score is question number 1 related to Digital Marketing Content presented on PT Maswindo Bumi Mas' Facebook Fanspage.

Table 4.5 questions regarding the purchasing decision variable/Service Use Decision variable (y)

Num.	Question	Answer					Score	Range Score
		SS	S	CS	TS	STS		
Stability in a product								
1.	I feel that the quality of PT Maswindo Bumi Mas contractor services is good	0	50	50	0	0	350	Good
2.	I feel the professionalism of PT Maswindo Bumi Mas contractor service products is good	0	69	31	0	0	369	Good
Habits in buying products								
3.	I have used the contractor services of PT Maswindo Bumi Mas	0	57	43	0	0	357	Good
4.	Contractor service products PT Maswindo Bumi Mas are responsible for the services offered for the construction of my house	0	62	38	0	0	362	Good
Give recommendations to others								
5.	I will recommend PT I am satisfied with the work on PT Maswindo Bumi Mas' contractor services	0	63	36	1	0	362	Good
6.	Maswindo Bumi Mas contractor service products to those closest to me	0	62	38	0	0	362	Good
Make repeat purchases								
7.	The price offered by the contractor services of PT Mawindo Bumi Mas is comparable to the work done on my house, so I will use it again in the future	0	69	31	0	0	369	Good
8.	When I want to build another house, I will return to using the contractor services of PT Maswindo Bumi Mas	1	68	31	0	0	370	Good

Source: Primary Data, 2022



The table above shows that most of the respondents gave agreed responses. The highest score is statement number 8 related to reusing the services of the contractor PT Maswindo Bumi Mas. The lowest score is statement number 1 regarding the quality of PT Maswindo Bumi Mas contractor services.

## Analysis Result

### Validity Test

Table 4.6 Results of the Digital Marketing Questionnaire Validity Test (X)

No.	Question Items	Total Person Correlation (r-count)	R Standard (r-table)	Desk.
1	Items 1	0,712	0,163	Valid
2	Items 2	0,539	0,163	Valid
3	Items 3	0,629	0,163	Valid
4	Items 4	0,655	0,163	Valid
5	Items 5	0,612	0,163	Valid
6	Items 6	0,604	0,163	Valid
7	Items 7	0,739	0,163	Valid
8	Items 8	0,618	0,163	Valid

Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

Table 4.7 Questionnaire Validity Test Results Variable Service Use Decision Variable

(Y)

No.	Question Items	Total Person Correlation (r-count)	R Standard (r-table)	Desk.
1	Items 1	0,598	0,163	Valid
2	Items 2	0,663	0,163	Valid
3	Items 3	0,570	0,163	Valid
4	Items 4	0,581	0,163	Valid
5	Items 5	0,649	0,163	Valid
6	Items 6	0,659	0,163	Valid
7	Items 7	0,645	0,163	Valid
8	Items 8	0,570	0,163	Valid

Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

Based on the validity test results table above, it shows that all r-count values of the questionnaire question items on the research variables used produce an r-count value that is greater than the r-table value. The r-table value for the number of samples ( $n = 100$ ) is 0,163, so that all question items for each variable in the questionnaire can be declared valid.

## Reliable Test

Table 4.8 Questionnaire Instrument Reliability Test Results

No.	Variabel	Cronbach's Alpha	Desk.
1	Digital Marketing	0,751	Reliable
2	Service Use Decision	0,758	Reliable

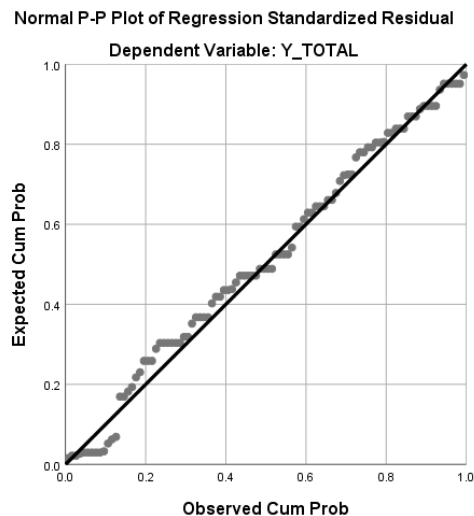
Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

Based on the table above, the reliability test results show that all Cronbach's alpha values for the questionnaire question items in the research variables used produce a Cronbach's alpha value that is greater than 0,600. So that all question items on each variable in the questionnaire can be declared reliable.

## Classic Assumption Test

### a. Normality Test

Figure 4.2 Normality Test Results



Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

Based on Figure 4.2 above, the p-p plot graph shows the distribution of data (points) around the regression line (diagonal) and the distribution of data points in the same direction following the diagonal line. So it can be concluded that the regression model is feasible to use because it meets the assumption of normality.

### Simple Linear Regression Analysis

Table 4.9 Simple Regression Analysis Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.026	2.148		9.790	0.000
	X_TOTAL	0.301	0.081	0.353	3.738	0.000
a. Dependent Variable: Y_TOTAL						

Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

Based on the results of primary data processing on the results of simple linear regression in the table above, the regression equation can be seen as follows:

$$Y = 21,026 + 0,301X$$

The interpretation of the regression equation is:

- A constant value of 21,026 states that if there is no independent variable (Digital Marketing) then the dependent variable (Decision to Use Services) produces a value of 21,026 or in other words. If the variable X is equal to 0 then the decision to use services produces 21,026.
- The Digital Marketing regression coefficient value is 0,301 with a significant level of 0.00 meaning that it is greater than ( $> 0,05$ ). These results prove that the variable X (Digital Marketing) will cause the variable Y (Decision to Use Services) to increase by 0,301.

### Hypothesis Test Result

#### Partial Test (Test-T)

Using a sample of 100 clients with  $t_{table} = t (a / 2 : n - k - 1)$  with a significance level of 0,05.

Given:           a = probability  
                       n = Samples  
                       k = independent variable

So that:

$$t_{table} = t (0,05/2 : 100 - 2 - 1)$$

$$= t (0,025 : 97)$$

$$\text{Then } t_{table} = 1,660$$

Tabel 4.10 Hasil uji T menggunakan Aplikasi SPSS 25.

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	
1	(Constant)	21.026	2.148		9.790 0.000
	X_TOTAL	0.301	0.081	0.353	3.738 0.000
<b>a. Dependent Variable: Y_TOTAL</b>					

Source: Results of Data Processing IBM SPSS Statistics 25 (2022).

Based on the table above, it is known that according to the table above, namely the results of the t test (partial) indicate that the significance value of the effect of Digital Marketing (X) on the Decision to Use Services (Y) is  $0,00 < 0,05$  and the value of t count is  $3,738 >$  the value t table 1,660 then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a significant influence of Digital Marketing on Service Usage Decisions.

### Coefficient of Determination (R<sup>2</sup>)

Tabel 4.11 Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 <sup>a</sup>	0.125	0.116	2.25818
<b>a. Predictors: (Constant), X_TOTAL</b>				
<b>b. Dependent Variable: Y_TOTAL</b>				

Source: Results of Data Processing IBM SPSS Statistics 25 (2022)

The table above shows that the coefficient of determination (R Square) used to calculate the free influence (Digital Marketing) on the dependent variable (Decision to Use Services) is 0,353 or 35,3%. This shows that the percentage of influence of the independent variable is 35.3% on the dependent variable. While the remaining 64,7% is influenced or explained by other variables not included in this study.

### DISCUSSION

Based on the results of the questionnaire when viewed from the three types of characteristics, namely gender, age, and the duration of the project. For gender characteristics dominated by women with a total of 67 out of 100 people or 67% who filled out the questionnaire. For age characteristics, it is dominated by the age of 41-50 years with a total of 45 out of 100 people or 45% who filled out the questionnaire. Meanwhile, the long duration of the project was dominated by 6-10 months of work, with 61 out of 100 people or 61% filling out the questionnaire.

Based on the results of respondents' responses to the independent variable (Digital Marketing) the highest score, namely statement number 4 related to sharing any content posted on Facebook Fanspage PT Maswindo Bumi Mas to Facebook friends, this shows that most people have seen content on Facebook Fanspage PT Maswindo Bumi Mas feel happy and find it useful for people so that people share the content, which will provide distinct benefits for the company because it will increase the reach and interaction of the company widely, in this case Facebook Fanspage PT Maswindo Bumi Mas. Then the lowest score is question number 1 related to Digital Marketing Content presented on PT Maswindo Bumi Mas' Facebook Fanspage, this shows that the content presented still needs to be improved so that it benefits both followers and the company, as well as improving content strategies that can be more attractive.

Meanwhile for the dependent variable (decision to use services) the highest score is statement number 8 related to reusing the services of the PT Maswindo Bumi Mas contractor, this shows that the contractor services of PT Maswindo Bumi Mas provide satisfaction for those who have used the services offered so they want to return to using the contractor's services which is offered. Then the lowest score, namely statement number 1 regarding the quality of contractor services from PT Maswindo Bumi Mas, this shows that there are still some clients who are dissatisfied with the quality of contractor services from PT Maswindo Bumi Mas.

Based on the results of the analysis using simple linear regression, the coefficient value ( $r$ ) is 0,301 and the coefficient of determination ( $R^2$ ) is 0,353. So it can be concluded that there is a positive influence of Digital Marketing on Decisions to Use Services and the influence of Digital Marketing on Decisions to Use Services is in the strong category.

This research supports Rachmadi's opinion (2020) which states that Digital Marketing provides benefits to consumers and marketers, where it is a good communication tool for building closer and closer relationships with customers. With Digital Marketing, it can connect sellers with consumers, and sellers can reach more targeted audiences, and help save marketers' expenses. Digital Marketing also provides greater flexibility, allowing marketers to make continuous adjustments to their products and plans.

Based on the results of the (partial)  $t$  test, it shows that the significance value of the effect of Digital Marketing ( $X$ ) on Service Use Decisions ( $Y$ ) is  $0,00 < 0,05$  and the  $t$ -count value is  $3,738 >$  the  $t$ -table value is 1,660, so  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a significant influence of Digital Marketing on Service Usage Decisions.

Meanwhile, according to the researcher, as a management student with a marketing concentration, feels the results of this study are relevant that Digital Marketing has an influence on Service Usage Decisions, especially at PT Maswindo Bumi Mas because digital developments currently have a major influence on life, one of which is in the marketing sector. Digital marketing or Digital Marketing can increase the reach of a company because it can reach targets accurately and broadly, one of which is the Digital Marketing strategy on the Facebook Fanspage platform.

The results of this study are strengthened by several relevant previous research results. As carried out by Sahani (2018) with the title The Influence of Digital Marketing on

Purchase Decisions on Online Buying and Selling Sites (Case Study on E-Commerce Websites) states that purchasing decisions are influenced by Digital Marketing strategies.

## CONCLUSION

This research was conducted to determine the effect of digital marketing on the decision to use contractor services at PT Maswindo Bumi Mas. Based on the research that has been done, it is concluded that:

1. Respondents gave a good perception of filling out the questionnaire, for the Digital Marketing variable the highest score was statement number 4 regarding sharing any content posted on PT Maswindo Bumi Mas' Facebook Fanspage to Facebook friends and the lowest score was question number 1 regarding Digital Marketing Content presented on Facebook Fanspage of PT Maswindo Bumi Mas. Whereas for the Service Use Decision variable, the highest score is statement number 8 related to reusing the services of PT Maswindo Bumi Mas contractors and the lowest score is statement number 1 related to the quality of PT Maswindo Bumi Mas contractor services.
2. Digital Marketing has a significant effect on the decision to use contractor services at PT Maswindo Bumi Mas.

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