

THE INFLUENCE OF SOCIAL MEDIA CONTENT AND MENTAL HEALTH CONDITION ON PURCHASE INTENTION AT SHOPEE (CASE STUDY: STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF NORTH SUMATRA)

Clarisa Felicia^{1*}, Endang Sulistya Rini², Beby Karina Fawzee Sembiring³

^{1,2,3}Master of Management Science, Faculty of Economics and Business Universitas Sumatera Utara

*Correspondence: clarisafelicia2@gmail.com

Abstract

This research aims to know the influence of Social Media Content and Mental Health Conditions on Purchase Intention. The population and sample in this study were 30 mahasiswa aktif yang aktif di media sosial dan bersedia berpartisipasi terhadap penelitian ini with the sampling technique being accidental sampling. The data analysis technique used is multiple linear regression statistical analysis. The primary data used in this study consisted of social media content and mental health conditions on purchase intention. The results of this research show that Based on the partial test (t test), the Social Media Content and Mental Health Condition have a significant effect on the variables of the Purchase Intention, the simultaneous test (f-test), Social Media, and Mental Health Condition have a significant effect on the variables of the Purchase Intention.

Keywords: *Social Media Content, Mental Health Condition, Purchase Intention*

INTRODUCTION

Nowadays, the time from one change to another is not long. Changes occur in various aspects of life, which are influenced by many things. One of the biggest factors that contributes to world change is technology. Information technology comes from two elements, namely, technology and information. Etymologically, the word technology comes from the Greek word techne, which means art, craft, or skill, and logia, which means word, study, or body of knowledge (Yaumi, 2016). The telecommunications sector has experienced development since the emergence of the Internet. The internet has become a part of modern society's life. In activities, whether in the world of work, education, military, health, or in the daily social life of society, the Internet already exists and is a part of it. Even some public and private sectors cannot be separated from this technology. The internet has experienced development since it was discovered 67 years ago (Nancy, 2019).

Based on We Are Social in Indonesian Data (2022), the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35% compared to the previous year, which was 170 million people. The trend shows that Indonesia's social media users continue to increase yearly. However, growth has fluctuated from 2014-2022. The highest increase in social media users reached 34.2% in 2017. However, this increase slowed to 6.3% last year. The numbers have only increased again this year. Meanwhile, Indonesians use WhatsApp as the most widely used social media platform. The percentage was recorded at 88.7%. After that, there are Instagram and Facebook, with percentages of 84.8% and 81.3% respectively. Meanwhile, the proportion of TikTok and Telegram users is 63.1% and 62.8% respectively. This phenomenon puts pressure on the younger generation, especially. This phenomenon raises people's living standards and community prestige, the benchmarks for billionaires at a young age, popularity, marrying young, and so on. For viewers and performers, it is equally stressful, so mental health has become an essential focus in today's society. Mental health is a state of well-being when individuals realize their potential, can cope with the stresses of everyday life, work productively, and contribute to their environment.

Shopee is a well-known online shopping platform that was launched in 2015. It is customized for each region and provides customers with an easy, safe, and fast online shopping experience through substantial payment and logistics support. Shopee is an application that makes it easier for users to shop online without using a computer device. However, by using a

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smartphone, Shopee offers various fashion products and products for daily needs. Based on a pre-survey conducted on 30 Bachelor of Management students, Faculty of Economics and Business, University of North Sumatra, as follows:

Table 1.
Pre-Survey Data Percentage of Shopee Users

No	Number of people	Percentage	Information
1.	22 person	73 %	Using Shopee
2.	8 person	27 %	Using other E-Commerce
Total	30 person	100 %	

Source: Pre-Survey Results, 2023

Table 1 shows that 73% of respondents used Shopee, so the researchers chose Shopee as the research object. Based on the description above, the researcher researched "The Influence of Social Media Content and Mental Health Conditions on Purchase Intention at Shopee (Case Study: Students at the Faculty of Economics and Business, University of North Sumatra)."

LITERATURE REVIEW

Social Media Content

Social media content is a marketing technique that uses social media to promote products or services more precisely. Good content display can make visitors to online product or service websites interested in the products and services that we display (Indriyani, 2020). Social media content is a form of online advertising that uses the cultural context of social communities, including social networks, virtual worlds, social news sites, and social opinion-sharing sites to meet communication goals (Fauzi, 2018). In the current era, business people must experiment and adjust to market conditions using social media content tactics to achieve the company's goals (Rangkuti, 2016).

Mental Health Condition

Mental health or mental health, according to health expert Merriam-Webster, is an excellent emotional and psychological condition where individuals can utilize their cognitive and emotional abilities, function in their community, and fulfil their daily life needs. The essence of mental health itself is more about the existence and maintenance of a healthy mentality (Dewi, 2021). Notoesoedirjo and Latipun (2017) summarize the definition of mental health by stating three main characteristics of a healthy mentality: (a) a person adapts to the environment or makes efforts to master and control the environment so that they do not passively accept social conditions. (b) a person shows his personality needs, namely maintaining a stable personality integration obtained from active regulation. (c) a person perceives the "world" and himself correctly and is independent regarding personal needs.

Purchase Intention

According to (Kotler Keller, 2016), Purchase Intention is a form of consumer behaviour that desires to buy or choose a product based on their experience, use, and desire for a product. According to (Stevina et al., 2015), Purchase Intention is the tendency to buy a brand and, in general, is based on the suitability between purchasing motives and the attributes or characteristics of the brand. Purchase Intention can be measured through the Likes dimension, namely the consumer's purchase plan for a product, actually want refers to the consumer's certainty in a product, and possibility refers to the consumer's possibility of buying a product. According to Eagly in the journal (Bimantari, 2019), Purchase Intention is an intention with a consumer's motivation for feelings or conscious plans to carry out specific behavioural actions. Based on the definitions above, researchers can conclude that Purchase Intention is a desire/intention to buy/own

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something based on usage experience, brand characteristics, and motivation. Purchase intention is a consumer's tendency to buy a brand or take an action related to a purchase, which is measured by the level of probability that the consumer will make a purchase (Assael, 2018).

METHOD

This research uses a quantitative research method where the quantitative research method is a research method where the data is expressed in the form of numbers (Tukiran, 2016). This research is associative, where, according to (Sugiyono, 2017), associative research is research that aims to determine the relationship between two or more variables, looking for roles, influences, and causal relationships, namely between the independent variable (independent) and the dependent variable (dependent). The variables linked in this research are the relationship between Social Media Content and Mental Health Conditions on Purchase Intention. This research was conducted at the Faculty of Economics and Business, University of North Sumatra, Medan City, North Sumatra Province, and is planned to be carried out in May 2024. According to Sugiyono (2016), a population is a generalized area consisting of subjects or objects with certain specified qualities and characteristics. by researchers to study and then draw conclusions. The population of this study were undergraduate management students from the Faculty of Economics and Business, University of North Sumatra. The sample criteria used in this research were active undergraduate students in Management, Faculty of Economics and Business, University of North Sumatra, who were active on social media and willing to participate in this research. The method uses accidental sampling (Sugiyono, 2017), namely, taking respondents as samples based on chance. That is, anyone who meets the researcher can be used as a sample if the person they meet is suitable as a data source with the desired main criteria. The sample size was 30 students. The sample size was determined at 365 people based on calculations using Slovin to determine the number of samples in accidental sampling.

RESULTS AND DISCUSSION

Classic Assumption Test Results

Normality Test

The normality test aims to test whether the confounding or residual variables have a normal distribution in the regression model. If this normality test is violated, the statistical test will be invalid for small sample sizes.

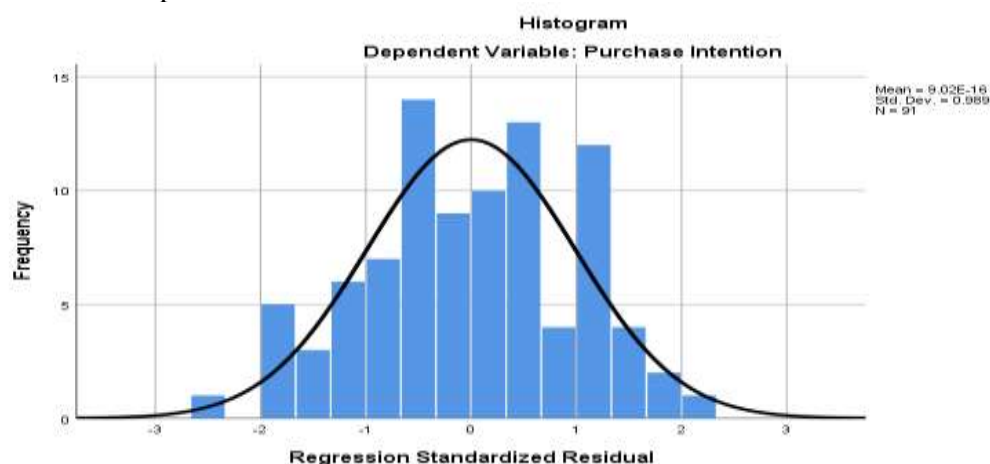


Figure 1.
Histogram Graph Normality Test Results

Source: Research Results, 2023

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Based on Figure 1 above, it shows that the data distribution is normal and meets the assumptions of normality. It can be seen from the line that appears to have a bell shape.

Multicollinearity Test

The multicollinearity test aims to test whether a correlation is found between the independent variables in the regression model. In a good regression model, there should be no correlation between independent variables. Multicollinearity testing is carried out by looking at the VIF between independent variables.

**Table 2.
Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Social Media Content	.797	1.254
Mental Health Condition	.797	1.254

Source: Research Results, 2023

The results of the multicollinearity test show that the two independent variables, Social Media Content and Mental Health Condition, do not have multicollinearity because the tolerance value of the two independent variables is above 0.10, and the VIF value of the three independent variables is below 10.

Hypothesis Test

Linear Regression of Social Media Content and Mental Health Condition on Purchase Intention

To get regression results between the independent variables (Social Media Content and Mental Health Condition) and the dependent variable (Purchase Intention), use the help of a computer program. The following are the results of data processing using the OLS (Ordinary Least Square) method.

**Table 3.
Regression Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.679	1.523		4.385	.000
Social Media Content	.345	.052	.519	6.642	.000
Mental Health Condition	.107	.023	.364	4.658	.000

Source: Research Results, 2023

From the regression results above, the following estimation model can be formed:

$$Y = 6,679 + 0,345 X1 + 0.107 X2$$

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Model Interpretation

Based on the estimation model above, the influence of the independent variables, namely Social Media Content (X1) and Mental Health Condition (X2) on Purchase Intention, can be explained as follows:

1. Social Media Content

Social Media Content positively affects Purchase Intention. It is shown by the regression coefficient X1, which is 0.345. It means that for every 1% increase in social media content, purchase intention will increase by 0.345 % (ceteris paribus).

2. Mental Health Condition

Mental health conditions positively affect purchase intention. It is indicated by the value of the regression coefficient X2, which is 0.107. It means that for every 1% increase in mental health conditions, purchase intention will increase by 0.107 % (ceteris paribus).

Individual Regression Coefficient Testing (Statistical t-Test)

1. Social Media Content

For the Social Media Content variable, the t-count value was 6.642 with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value is smaller than 0.05 ($0.000 < 0.05$). It means that it can be concluded that the Social Media Content variable significantly affects the Purchase Intention variable by testing at a confidence level of 95% (= 5%).

2. Mental Health Condition

For the Mental Health Condition variable, the t-count value was 4.658 with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value is smaller than 0.05 ($0.000 < 0.05$). It means that it can be concluded that the Mental Health Condition variable significantly affects the Purchase Intention variable by testing at a confidence level of 95% (= 5%).

Testing Regression Coefficients Simultaneously (F Statistical Test)

Table 4.
Anova Test
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	405.295	2	202.648	58.737	.000 ^b
Residual	303.606	88	3.450		
Total	708.901	90			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Mental Health Condition, Social Media Content

Source: Research Results, 2023

Based on the SPSS program output results, an F-calculation value of 58.737 was obtained with a probability (significance) value of 0.000. Thus, Ha is accepted because the probability value (significance) is smaller than the value 0.05 ($0.000 < 0.05$). It means that it can be concluded that variable X1 (Social Media Content) and variable X2 (Mental Health Condition) have a real (significant) effect on Purchase Intention (Y) at a confidence level of 95% (= 5%).

Coefficient of Determination (R²)

**Table 5.
Coefficient of Determination
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.572	.562	1.85744

Source: Research Results, 2023

The output results of the SPSS program show that the R-square value is 0, which means that the values of X1 (social media content) and X2 (mental health condition) together can explain purchase intention of 57.2%. In comparison, the rest, 42.8%, is explained by new variables not included in the model estimation.

Discussion of Research Results

The Influence of Social Media Content on Purchase Intention

The research results showed that the Social Media Content variable positively affected Purchase Intention. This research results align with the research hypothesis, which states that the Social Media Content variable influences Purchase Intention. It means that the more exciting and creative the content that is distributed and considered to provide information related to the products being sold, the more consumer buying interest will increase. It shows that the better the content or advertisements seen regarding a product and the advertisements delivered can provide clear information about the products or services offered to the public, the greater the consumer's buying interest. Social media content is a marketing technique that uses social media to promote products or services more precisely. Good content display can make visitors to online product or service websites interested in the products and services that we display (Indriyani, 2021). When consumers want to buy something, they prefer to buy brands they already know about through social media. In contrast, in the Industry 4.0 era, they purchase products only using smartphone communication tools (social media). Social media content can build close relationships and provide easy access between customers and sellers so that information, services, and product ideas can be widely conveyed to consumers. Content that is appropriate and useful for consumers allows companies to predict their customers' future purchasing behaviour more precisely, attract new customers, and build consumer loyalty.

The Influence of Mental Health Conditions on Purchase Intention

In the research results, it was found that the Mental Health Condition variable partially influences Purchase Intention. This research results align with the research hypothesis, which states that mental health conditions influence purchase intention. It means that a consumer's mental condition can influence a person's attitude and buying interest in a product. Based on the respondents' answers through the questionnaire, it is known that most respondents answered in the affirmative, such as regarding the item, if at the time the consumer's pocket money has not been sent or received, this will not make them sad or confused. They will not feel a headache or dizziness when thinking about the problem. Experienced by the respondent and related to the item, the respondent does not feel a headache if the task or job the respondent has is not, through the respondent's answer, it can be indicated that the better the mental health condition felt by the respondent even though there are various obstacles and problems faced, it will influence the respondent's behaviour in increase interest in buying a product, and respondents said that when they feel under pressure or are experiencing mental health problems, shopping or looking at catalogues on Shopee or other online shopping platforms can reduce the level of stress and disturbance they experience so that the mental condition they feel a person influences impulsive behaviour and buying interest. Mental health or mental health, according to health expert Merriam-

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Webster, is an excellent emotional and psychological state where individuals can utilize their cognitive and emotional abilities, function in their community, and fulfil their daily life needs. The essence of mental health itself is more about the existence and maintenance of a healthy mentality (Dewi, 2021). Research conducted by Maryam et al. on how the role of psychological factors influences buying interest, the result of which is that open personality influences consumer buying interest. Other research on stress and impulsive buying was also conducted by Puspitasari and Pamalah (2023), who found a positive relationship between impulsive behaviour and stress.

CLOSING

Based on the results of research regarding the influence of Social Media Content and Mental Health Conditions on Purchase Intention, the following conclusions can be drawn: From the results of the F test, it is concluded that Social Media Content and Mental Health Conditions have a significant simultaneous effect on Purchase Intention at a significance level of 5%. Thus, the research hypothesis is accepted. Based on the partial test (t-test), the Social Media Content and Mental Health Condition variables have a significant partial effect on the Purchase Intention with testing at a confidence level of 95% (= 5%). The coefficient of determination (R) value is 0.572, which means that the variables X1 (Social Media Content) and X2 (Mental Health Condition) together can explain variations in Purchase Intention of 57,2 %. In comparison, the remaining 42,8% is explained by new variables not included in the model estimation.

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