

# Influence of Social Networks and Social Media toward Satisfaction through Apparel Purchase Decision on Adolescents in East Java

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**Abstract** - This study aims to determine the influence of Social Media and Social networks toward satisfaction through consumer purchasing decisions apparel at teenagers in East Java. The population used in this study are young people in East Java. According to the Central Statistics Agency (2010), adolescent age limit is 10 to 24 years of age. Characteristics of the sample in this study are: a minimum age of 17 years, have social networks, social media has, and never make a purchase apparel for information from social networks. Total sample of 150 respondents. Sampling techniques or sampling technique in this study were randomized (random sampling), the sampling technique that gives equal opportunity for each element or member of the population to be selected into the sample. The technique used to draw the sample is purposive random sampling technique. The analysis technique used to perform data processing in this penecitian is a structural equation model (SEM).

The research proves that the hypothesis proposed in this study are: (1) social networks positive and significant effect on purchasing decisions apparel to consumers adolescents in East Java, (2) social media positive and significant effect on purchasing decisions apparel to consumers teenagers in East Java, (3) the purchase decision apparel positive and significant impact on satisfaction on consumer teenagers in East Java, (4) social networks positive and significant effect on satisfaction through the purchasing decisions of apparel to consumers adolescents in East Java, (5) social media positive and significant effect on satisfaction through the purchasing decisions of consumers apparel at teenagers in East Java, and (6) social networks and social media, and a significant positive effect on satisfaction through consumer purchasing decisions apparel at teenagers in East Java; be accepted. Suggestions for future research is to expand the variable which in theory are stated to have influence on purchasing decisions and satisfaction.

**Keywords** - Social Media, Social Networks, Satisfaction, Consumer Purchasing Decisions

## 1. INTRODUCTION

A key strategic issue for virtually every

organization in today's high technology and dynamic world is consumer upkeep and uplift. For this purpose relationship marketing is being used and most interest among marketers. It is being used by companies around the world to develop relationships with customers. Companies are trying to use this aspect to gain increased knowledge and understanding of human psychology to know deeper what the customers really want and thus the company becomes aware of what to deliver and how they should deliver it to make the customer loyal. A positive constructive relationship helps companies to raise awareness and win loyalty and trust from their customers. For this reason businesses make substantial investments in programs that facilitate Customer Relationship Building.

Social Networks and Social Media get top positions because they are the most influential platform to win the attention of customers. Creating a unique and memorable experience that provides both tangible and intangible value to the customer is the key for the company to achieve maximum benefit from the use of social networking and social media in return for efforts such as the time it takes, the cost used, and the energy spent to maintain customer. This is especially true in the clothing industry that blooms with respect to online business and e-Marketing. Many large companies around the world have started selling online through having an e-store that allows them access to residents around the world. On the other hand some small businesses as well as people who have no prior experience in offline business also start selling items online including handmade clothing. The trend is felt in Indonesia as well and especially because of the change in customer orientation. People are now more likely to surf the internet and buy stuff online. They discuss, compare, rate and rank the product after reviewing the information that exists through the internet especially through Social Media and Social Network sites.

It is a challenge to today's apparel company. The first of the most important challenges faced by contemporary organizations to design social media and social networking strategies for allegedly influencing consumer decision making. Second, organizations face extreme pressure from the external environment as the business becomes more dynamic and unpredictable. Third, customer buying decisions are influenced by a number of different variables, including social media and social networks. Based on this background, the formulation of the problem performance of this research are:

1. Do social networks affect the buying decision of apparel to teenage consumers in East Java?
2. Does social media affect the buying decision of apparel to teenage consumers in East Java?
3. Does the purchase decision of the apparel affect the satisfaction of adolescent consumers in East Java?
4. Do social networks affect the satisfaction through purchasing decisions on junior consumers in East Java?
5. Does social media affect the satisfaction through purchasing decision of apparel to teen consumer in East Java?
6. Do social networks and social media affect satisfaction through purchasing decision of apparel to teen consumer in East Java?

This study aims to determine the effect:

1. Social networks on purchasing decisions of apparel on juvenile consumers in East Java.
2. Social media on purchasing decisions of apparel on juvenile consumers in East Java.
3. Decision on the purchase of apparel to satisfaction in adolescent consumers in East Java.
4. Social networks towards satisfaction through purchasing decisions of apparel on juvenile consumers in East Java.
5. Social media towards satisfaction through purchasing decisions of apparel on juvenile consumers in East Java.
6. Social networks and social media affects the satisfaction through purchasing decisions of apparel to teenage consumers in East Java.

Based on the research objectives, in general the benefits of research is to test and strengthen the existing Online Marketing Theory, especially those associated with social networks and social media to purchase decisions and satisfaction. In addition, it can provide new inputs for online marketing managers to make informed decisions about social networks and social media and their impact on purchasing and satisfaction decisions.

## 2. LITERATURE REVIEW

### 2.1. Previous Research

Previous research that became the reference of this research is a study that has been done by Bilal et al., 2014. The study was conducted in Pakistan. The results show that consumers in Pakistan are very interested in the use of multiple social media platforms including Blogs and YouTube. Similarly most consumers prefer social networking sites Facebook and Google for their own personal decisions. The results also prove that the use of online media has a strong influence on user purchasing decisions. This means that people use online social networks and social media sites as a source to obtain information about different companies, different brands, and services.

### 2.2. Theoretical Framework

#### 2.2.1 Social Networks

One growing communication tool is increasingly popular among people in general and companies in particular are online social networks. This network offers great space for advertising, although its effectiveness depends on the advertiser, whether using this space to its full potential according to user needs and preferences. According to Yang et al., (2006), the term social networks existed long before the internet came. However, it can be popular because of the emergence of software programs that launch very popular social networking sites like Facebook, MySpace, and LinkedIn. The social network provides a platform where people are linked together. From many social networks most people are connected to Facebook. It is considered that if businesses are not on Facebook then they may not have any existence at all in terms of the online world. Social networks from people like Facebook are the most powerful example of socialized media (Khan and Khan, 2012). A few months ago, Facebook exceeded one trillion page views per month. The number of its members reaches about 800 million worldwide. Today, the heart of customer activity lies within social media or social networking sites. In the Year 2010, there were over 500 million active Facebook users (Baird and Parasnis, 2011) which resulted in an increase of the online market for the company. Only a small number of customers use the online network to interact with people, comments, products. Most of these networks and community brands are used by people to keep up-to-date on the latest developments in brands and products by looking at the information available in the online community.

Facebook community is one example of social networking that connects its members with the brand. Companies that provide the brand community must shift their focus on delivering unique benefits to their customers in the form of entertainment, social affiliation, and economic benefits so they can be satisfied after purchase and

brand loyalty of the company increases (Gummerus et al., 2012). Companies must engage in the use of social media and social networks to gain maximum input and knowledge of customers so that further decisions can be appropriate. They can use different social networking sites like Facebook, LinkedIn, MySpace, and MeetingUp in order to gain a position to face the competition (Chua and Banerjee, 2013).

Social networking sites like Facebook used by companies involve customers in building relationships with them. It does not end here. It also encourages internal customers who are employees of the company to use certain social networking sites such as LinkedIn. According to Lipsman et al., (2012) brands can benefit by exerting efforts to reach friends from their fans thus increasing their understanding of people. Unlike Facebook's role as a social connector, LinkedIn also serves as a social network for professional users with around 100 million users worldwide. LinkedIn is useful for getting professional networks based on work, city, industry, etc. In addition to adding friends, new connections can also be made based on common connections. In this case, LinkedIn shows the principle of the third network; meaningful social distance to do help for others with whom we are closely connected. (Sacks and Nikki, 2012).

According to Heer and Boyd (2005) online social networking is a phenomenon that affects millions of people at the same time. Reid and Gray (2007) stated that the usenet newsgroup was the first online social network to appear in 1979 and later in 2003 the social network 'Friedster.com' appeared. Shields (2007) states that social networks are used by more than 70 percent of all Americans in one form or another. This social network is visited by millions of users, as there are no restrictions especially in terms of monetary sign-up in the case of most social networks, which attract advertisers for this site also allows them to earn enough cash. According to Todi (2008) social networks have facilitated the company by allowing marketers to come up with more customized and targeted strategies. Khan and Khan (2012) stated that it also led to increased revenues for the company, increased effectiveness, and efficiency in terms of cost and development of marketing strategies. According to Preece (2001), measurements of social networks include:

1. Can give each other comments
2. Each participates in communication
3. The information submitted can be trusted

### **2.2.2 Social Media**

Social media consists of a group of internet applications that allow individuals to create and produce their content. Today, social media is one of the most powerful tools in terms of getting news updates. According to Kaplan and Haenlein (2010),

several types of social media, such as Wikipedia where people contribute content to the public; Blogs and microblogs like Wordpress where people write about things they want to express; YouTube where people contribute videos to the community and allow them to comment; Facebook where people update themselves to the media to inform their friends; Social world games like WarCraft where people from different parts of the world play together; Virtual social world like Second Life where people socialize in cyberspace and trade virtual property with others.

Social media has four basic characteristics: Openness, Conversation, Society, and Connectivity (Mirza, 2008). Social media has a characteristic of openness because the most common function is that social media are open to commenting, participation, and sharing information. It is common that the contents are usually not password protected. Another characteristic is conversation because social media is a two-way communication channel like traditional media where the main approach is message broadcasting. The next characteristic is that social media allows people to build communities in a short time and discuss their interests. Lastly, social media uses links on other websites to connect people and resources. With these characteristics, has motivated people to participate in social media to express themselves and entertainment.

Social media facilitates knowledge sharing. As mentioned by Nonaka (1994), social media such as blogs, is ideal for transferring explicit knowledge as codified in physical form (information) and the flow of knowledge occurs when one comments on the information part. On the other hand, knowledge transfer has more challenges when it comes to knowledge transfer. It is believed that this type of knowledge will be transferable both with increased social proximity (social interaction) and geographical proximity (Angeli et al., 2009). A virtual community can be seen in the form of social sites that have grown over the last few years. Some people have joined virtual communities of social media. It has been a source of community development on a global level. The social media boom significantly changed the way communication and impacted the way in which companies interact with customers. Also allows customers to become much more knowledgeable about the product by making comparisons and reading reviews and participating in discussions. People around the world interact with each other through this community and share their personal information with each other and also discuss about different products and brands through this contemporary social networking site. Social media provides a platform for customers where they can collaborate and work together to create significant strategic choices with customer-centric organizations. These collaborations and

interactions resulted in a growing understanding of the company by customers. This makes customers happy and satisfied and creates long-lasting bonds between customers and businesses.

According to Chen (2014), social media is measured by:

1. Get some people with similar interests
2. It is easier to establish relationships when compared with without going through social media
3. Share your taste with other friends
4. Glad to be part of the community that is on social media

### **2.2.3 Buying Decision**

According to Kotler & Armstrong (2001) customers through the five stages of the purchasing decision process when making purchasing decisions. The first stage is known as need recognition. Needs that come from existing problems (for example, when you are hungry, you need food) or are attracted by some marketing stimulus (for example, when you pass The Beans Coffee you are attracted by the aroma of coffee and you realize you need good coffee) . The second stage is the search for information. At this stage, customers who are interested in solving their needs problems will decide how much information is needed by searching around. One of the colleagues with high-impact channels is word-of-mouth marketing (Allsop et al., 2007). This happens when customers who are satisfied with products and services will tell others about usability and will create phenomena among people (Dye, 2001). With social media, customers have sources of information such as blogs and/ or tweets that can have both positive and negative (Subramani and Rajagopalan, 2003), leaving the impression of the product in the mind of the reader. The next stage in the consumer purchase decision process is an alternative evaluation in which the customer evaluates all information gathered in the previous stage. Information collected is not just from one product, but some products. Tanner & Raymond (2011) suggest that engagement rates are an important determinant of the level of evaluation. For example, high-involvement purchases such as cars involving high spending will take longer to evaluate the information gathered with much caution in the evaluation process. On the other hand, the purchase of low involvement such as the purchase of soft drinks will take the evaluation process shorter and more honestly, while the rest will take a longer process. The next step will make the decision to buy the product. Therefore, it is common that people assume that when a customer walks into the store and the customer already knows what the customer wants in his own mind because the customer has already done all the

research and has made the decision what the consumer will buy.

Once a customer buys a product, it is common for consumers to raise concerns about the product and begin to compare alternatives. This is referred to as cognitive dissonance. Those who are satisfied with the product will tell others how helpful they are when people ask them to express an opinion, or post an opinion on any social networking site to express their satisfaction.

The cycle will restart by itself when one experiences cognitive dissonance as customers begin to realize the need for other products to solve their current problems. As for those who are satisfied, will trigger others to buy either by desire or need recognition.

According to Chen (2014) purchasing decisions are measured by:

1. Social networks help me make better decisions in buying apparel.
2. Social media help me make better decisions in buying apparel.
3. Social networks increase my interest to make better decisions in buying apparel.
4. Social media increase my interest to make better decisions in buying apparel.
5. I love making informed buying decisions based on the information I get through social networks.
6. I love making informed buying decisions based on the information I get through social media.

### **2.2.4 Satisfaction**

Customer satisfaction is the collective result of customer perception, evaluation, and psychological reactions to the consumption experience with products or services (Khalifa & Liu, 2003). Consumer satisfaction is a measure of how the products and services provided by the company meet or exceed customer expectations. This is the number of subscribers or percentage of total customers who report that their experience with a company, product, or service (rank) exceeds certain satisfaction goals. Customer satisfaction is associated with the following outcomes: patronage customers, customer loyalty and retention, enhanced corporate image, positive word of mouth and increased profitability for the organization (Gummenson, 1999 & Wirtz, 2003). Measuring customer satisfaction has become a strategic management tool in most organizations. Naumann (1995) asserts that the reasons for measuring customer satisfaction can vary between companies, and the success of measurement depends on whether the measurement is incorporated into the corporate culture. He suggests five (5) reasons to measure customer satisfaction: (1) to gain long-term customers; (2) measure continuous improvement in organizational performance indicators; (3) to achieve customer-driven

improvements through customer databases; measure competitive strengths and weaknesses - determine customer perceptions of competitive and enterprise choices, and (5) to link customer satisfaction measurement data to internal systems.

According to Esu and Anyadighibe (2014) measures of satisfaction include:

1. Willingness to recommend others
2. Loyal
3. Buy more often

### 2.2.5 Research Model

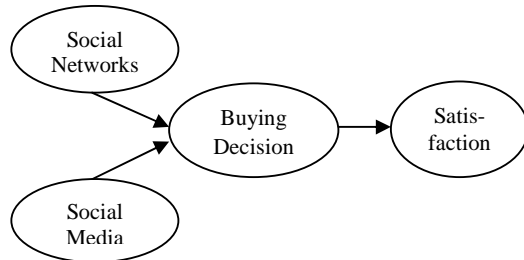


Figure 1. Research Model

### 2.2.6 Hypothesis

Hypothesis proposed in this research are:

1. Social networks have a positive and significant influence on purchasing decision of apparel to teen consumer in East Java.
2. Social media has a positive and significant influence on purchasing decisions of apparel on juvenile consumers in East Java.
3. Decisions on purchasing apparel have a positive and significant effect on satisfaction in adolescent consumers in East Java.
4. Social networks have positive and significant impact on satisfaction through purchasing decision of apparel to teen consumer in East Java.
5. Social media have positive and significant impact on satisfaction through purchasing decision of apparel to adolescent consumer in East Java.
6. Social networks and social media have positive and significant impact on satisfaction through purchasing decision of apparel to teen consumer in East Java.

## 3. RESEARCH METHODS

The design of this research is causality research, that is analyze the influence of one variable to other variable.

Variables in this research are as follows:

1. Exogenous variables:
  - a. X1: Social Networks
  - b. X2: Social Media
2. Intervening variable:

Y1: Purchase Decision

3. Endogenous variable:

Y2: Satisfaction

The type of data used in this study is quantitative data. While the data source in this research is primary data source that is data obtained directly from respondent through spreading of kuesioner. The tool used in this study is a questionnaire that is distributed directly to the respondent. Respondents simply marked the choice of statement that was considered most appropriate. Methods of data collection were done with the researchers distributing questionnaires.

The population used in this study were teenagers in East Java. According to the Central Bureau of Statistics (BPS) (2010), the age limit of adolescents is aged 10 to 24 years (www.scribd.com). Characteristics of the sample in this study are: 1. At least 17 years of age, have social networks, have social media, and never make purchases of apparel because of information from social networks. Total sample of 200 respondents.

Sampling technique or sampling technique in this research is random sampling, which is sampling technique that gives equal opportunity for every element or member of population to be selected to be sample. The technique used to draw the sample is purposive random sampling technique.

The analysis technique used to perform data processing in this research is structural equation model (SEM).

## 5. RESULTS

### 5.1. Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Number	Percentage	
Age	17 – 24 years	200	100
	Total	200	100
Have social networks	Yes	200	100
	No	0	0
	Total	200	100
Have social media	Ever	200	100
	Never	0	0
	Total	200	100
Ever buy apparel because of information from social networks	Yes	200	100
	No	0	0
	Total	200	100

Source: Data processed

Based on Table 1 it is known that all respondents have the characteristics as defined in this study. Therefore, if data can be continued to the next process.

**5.2. Descriptive Statistics of Research Variables**

To know the responses of respondents to a variable to be studied, used the maximum and minimum value (Durianto et al., 2001: 43). Scale of this research using scale 1-5, hence minimum and maximal value can be categorized as follows:

$$\frac{\text{maximum value} - \text{minimum value}}{\text{total class}} = \frac{5 - 1}{5} = 0,8$$

So that can be obtained criteria from the variables presented in Table 2 as follows:

**Table 2.** Avg. Score Interval

Average Total Score	Criteria Of Each Variable
1 – 1,8	strongly disagree
1,8 – 2,6	disagree
2,6 – 3,4	neutral
3,4 – 4,2	agree
4,2 – 5	strongly agree

Source: Data processed

From the results of questionnaires dissemination carried out respondents responses on research variables as described in Table 3 - Table 6 below.

**Table 3.** Statistics Description of Social Networks

No	Statement	Mean Score	Description
1	Members of social networks can comment on each other.	3,660	agree
2	Each member of social networks participates in communication.	3,733	agree
3	The information presented on social networks can be trusted.	3,580	agree
Mean score		3,658	agree

Source: Data processed

Based on Table 2 and Table 3 it is known that for social networks variables have an average value of 3.658. This reflects that the average value of respondents' answers agrees with the existing statements on social networks variables.

**Table 4.** Statistics Description of Social Media

No	Statement	Mean Score	Description
1	I get some people with similar interests in social media.	3,787	agree
2	I am easier to establish relationships when compared to without going through social media.	3,693	agree

3	I share my feelings with other friends on social media.	3,753	agree
4	I love being part of the community on social media.	3,687	agree
Mean Score		3,73	agree

Source: Data processed

Based on Table 2 and Table 4 it is known that for social media variables have an average value of 3.73. This reflects that the average value of respondents' answers agrees with the existing statement on social media variables.

**Table 5.** Statistics Description of Purchase Decision

No	Statement	Mean Score	Description
1	Social networks and social media helped me make better decisions in buying apparel.	3,733	agree
2	Social networks and social media increased my interest in making better decisions in buying apparel.	3,613	agree
3	I love making informed buying decisions based on the information I get through social networks and social media.	3,780	agree
Mean score		3,709	agree

Source: Data processed

Based on Table 2 and Table 5 it is known that for the purchase decision variable has an average value of 3.709. This reflects that the average value of the respondent's answer agrees with the existing statement on the purchase decision variable.

**Table 6.** Statistics Description of Satisfaction

No	Statement	Mean Score	Description
1	I would recommend others to buy apparel through information from social networkings and social media.	3,580	agree
2	I will continue to buy apparel through information from social networkings and social media.	3,573	agree
3	I will often buy apparel through information from social networkings and social media.	3,527	agree
Mean Score		3,561	agree

Source: Data processed

Based on Table 2 and Table 6 it is known that for the satisfaction variable has an average value of 3.561. This reflects that the average value of the respondent's answer agrees with the existing statement on the satisfaction variable.

### 5.3. Test SEM Assumption

#### 1. Outlier Testing

##### a. Univariate Outliers

For univariate outliers detection can be done by determining the thresholds categorized as outliers by converting the value of research data into a standard score or Z-score that has a mean value of zero with a standard deviation of 1.00. Based on if data indicate that there is no case or answer containing outliers because Z value maximum more than  $\pm 3$ . (Ferdinand, 2005:146), so there is no data outlier.

##### b. Multivariate Outliers

After the data does not contain univariate outliers then tested to see if the data contain multivariate outliers. This evaluation is done through Mahalanobis Distance test. Based on result of research by using AMOS program got data value  $< 42,312$ , so did not happened multivariate outliers.

#### 2. Normality Testing

The statistical value for testing normality is called Z-value. If the Z-value is greater than the critical value then it can be assumed that the data distribution is abnormal. Critical values can be determined based on the 0.01 (1%) significance level of  $\pm 2.58$  (Ferdinand, 2005:139-140). Based on the test results showed that no critical ratio value greater than  $\pm 2.58$ , it proves the assumption of normality is met.

#### 3. Evaluation of Multicollinearity and Singularity

Multicollinearity or singularity can be detected from the determinant of the covariance matrix. The value of the determinant of very small covariance matrices gives an indication of a multicollinearity or singularity problem (Tabachnick & Fidel, 1998: 716; in Ferdinand, 2002:108-109). Based on AMOS test result, it is found that the determinant value of covariance matrix is 1.1728.103 which is  $> 0$ . So it can be concluded there is no evidence of multicollinearity or singularity in this combination of data variables, so this research data can be analyzed further.

#### 4. Test Validity, Reliability, and Constructive Variance

Based on data analysis known that the research variables can be declared valid because the value  $\lambda$  (standardized loading)  $> 0.5$ . And the construct reliability value for all variables  $> 0.70$ . As for the value of variance extract all the variables have a value  $> 0.5$  so it can be concluded that all variables.

#### 5. Testing Model fit (overall model)

After the SEM requirements test is met then enter the model suitability testing step which is the degree of conformity of the model estimation

results with input matrix of research data. Here are the results of structural testing of the model.

**Table 7.** Indeks Structural Equation Modelling

Goodness of Fit Measure	Cut-off Value	Analysis	Description
$\chi^2$ -chi-square	Small	297,283	Good
Significant Probability	$\geq 0,05$	0,070	Good Fit
RMSEA	$\leq 0,08$	0,044	Good Fit
GFI	$\geq 0,90$	0,917	Fit
AGFI	$\geq 0,90$	0,957	Fit
CMIN/DF	$\leq 2,0$	1,305	Fit
TLI	$\geq 0,95$	0,962	Fit
CFI	$\geq 0,95$	0,981	Fit

Source: Data processed

Based on the test results in Table 7, all goodness of fit values both in accordance with the cut of value. Thus the results of this study proves that the research model used is declared good.

### 5.4. Hypothesis Testing

Table 8 can be explained the structural equation of the research model as follows:

1. Social Networks have a positive and significant impact on purchasing decisions. This means that if social networks change it will lead to changes in purchasing decisions with the direction of positive changes. In other words, if the social networks increases then the purchase decision will increase, and vice versa if the social networks decrease then the purchasing decision will decrease with the coefficient value of 0.459.
2. Social media have a positive and significant impact on purchasing decisions. This means that if social media changes it will lead to changes in purchasing decisions with the direction of positive changes. In other words, if social media increases then the purchase decision will increase, and vice versa if social media decline then purchase decision will decrease with coefficient value equal to 0,608.
3. Purchase decision has positive and significant effect on satisfaction. This means that if the purchase decision changes it will cause changes in the satisfaction of the direction of positive changes. In other words if the purchase decision increases then the satisfaction will increase, and vice versa if the purchase decision decreases then the satisfaction will decrease with the coefficient value of 0.726.
4. Social Networks have a positive and significant impact on satisfaction through purchasing decisions. This means that if the influence of social networks change it will cause changes in the influence of purchasing decisions to satisfaction with the direction of positive changes. In other words, if the influence of

social networks to the purchase decision increases then the influence of purchasing decisions on satisfaction will increase, and vice versa if the influence of social networks to decreasing purchasing decisions then the influence of purchasing decisions to satisfaction will decrease with the coefficient of 0.177.

5. Social media have positive and significant impact on satisfaction through purchasing decision. This means that if the influence of social media is changing it will cause changes in the influence of purchasing decisions to satisfaction with the direction of positive changes. In other words if the influence of social media on purchasing decisions increases then the influence of purchasing decisions on satisfaction will increase, and vice versa if the influence of social media on purchasing decisions decreased the influence of purchasing decisions on satisfaction will decrease with the coefficient value of 0.280.
6. Social Networks and social media have positive and significant impact on satisfaction through purchasing decision. This means that if the influence of social networks and social media change it will cause changes in the influence of purchasing decisions to satisfaction with the direction of positive changes. In other words, if the influence of social networks and social media on purchasing decisions increases then the influence of purchasing decisions on satisfaction will increase, and vice versa if the influence of social networks and social media to decrease purchasing decisions, the influence of purchasing decisions on satisfaction will decrease with coefficient value of 0.049.

## 6. DISCUSSION

1. Descriptive statistics of social networks prove that the average value of these variables is 3.658 (agree). This means that respondents agree that: (1) Members of social networks can comment on each other. (2) Each member of social networks participates in communication. And (3) The information delivered on social networks can be trusted. Test results on hypothesis 1 resulted in a factor loading factor of 0.459 ( $p = 0,000$ ) proved to have a positive and significant influence on social networks to the purchase decision. This means that if the social network in this study is measured by: mutually commenting, participating in communication, and the information delivered can be trusted to run well, then the purchase decision will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.

**Table 8.** Hypothesis Testing [Source: Data processed]

Hypothesis		Loading Factor	C.R.	S/NS
Buying Decision	<-- Social Networks	0,459	4,256	S
Buying Decision	<-- Social Media	0,608	3,380	S
Satisfaction	<-- Buying Decision	0,726	4,637	S
Social Networks → Buying Decision → Satisfaction		0,177	2,212	S
Social Media → Buying Decision → Satisfaction		0,280	2,255	S
Social Networks, Social Media → Buying Decision → Satisfaction		0,049	2,085	S

2. Descriptive statistics of social media proves that the average value of such variables is 3.73 (agree). This means that respondents agree that through social media: (1) getting some people with similar interests, (2) easier relationships compared to without social media, (3) sharing with other friends, and (4) of the community on social media.

Test results on hypothesis 2 resulted in a factor loading value of 0.608 ( $p = 0.00$ ) proved to have a positive and significant influence of social media on purchasing decisions. This means that if the social media in this study is measured by: getting some people with similar interests, easier relationships, (3) sharing with others, and (4) being happy to be part of the community, then purchasing decisions will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.

3. Descriptive statistics of purchase decisions prove that the average value of such variables is 3.709 (agree). This means that respondents agree that: (1) Social networks and social media help make better decisions in buying apparel, (2) Social networks and social media increase interest in making better decisions in buying apparel, and (3) happy making purchasing decisions based on information through social networks and social media. Test results on hypothesis 3 resulted in a factor loading factor of 0.726 ( $p = 0,000$ ) proved to have a positive and significant influence on purchasing decisions on satisfaction. This means that if purchasing decisions in this study are measured by: social networks and social media to help make better decisions in buying apparel, social networks and social media increase interest in making better decisions in buying apparel, and happy to make informed buying decisions which through



- social networks and social media, then the satisfaction will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.
4. Descriptive satisfaction statistics prove that the average value of these variables is 3.561 (agree). This means that respondents agree that: (1) will recommend other people to buy apparel through information from social networkings and social media, (2) will continue to buy apparel through information from social networkings and social media, and (3) will buy clothing more often through information from social networkings and social media. The result of testing on hypothesis 4 resulted in loading factor value of 0.177 ( $p = 0,029$ ) proved to have positive and significant influence of social networkings on satisfaction through purchasing decision. This means that if the influence of social networkings on purchasing decisions is greater and the influence of purchasing decisions on the higher satisfaction, then the influence of social networkings to satisfaction through purchasing decisions will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.
  5. The test results on hypothesis 5 resulted in a factor loading value of 0.280 ( $p = 0.026$ ) proved there was a positive and significant influence of social media on satisfaction through purchasing decisions. This means that if the influence of social media on purchasing decisions is greater and the influence of purchasing decisions on the higher satisfaction, then the influence of social media on satisfaction through purchasing decisions will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.
  6. The test result on hypothesis 6 resulted in loading factor value of 0,049 ( $p = 0,039$ ) to prove positive and significant influence of social networkings and social media to satisfaction through purchasing decision. This means that if: the influence of social networkings on purchasing decisions is greater, the influence of social media on purchasing decisions is greater, and the influence of purchasing decisions on the higher satisfaction, then the influence of social networkings and social media to satisfaction through purchasing decisions will be higher. The results of this study support the theory of purchasing decision making process expressed by Kotler & Armstrong (2001) and research Bilal et al., 2014.

## 7. CONCLUSIONS

1. The first hypothesis proposed in this study that social networks have a positive and significant effect on the purchasing decision of apparel on adolescent consumers in East Java, accepted.
2. The second hypothesis proposed in this research is social media has a positive and significant effect on the purchasing decision of apparel on teen consumer in East Java, accepted.
3. The third hypothesis proposed in this study that purchasing apparel decision has a positive and significant effect on satisfaction in adolescent consumers in East Java, accepted.
4. The fourth hypothesis proposed in this study that social networks have a positive and significant impact on satisfaction through purchasing decisions of apparel to adolescents in East Java, accepted.
5. The fifth hypothesis proposed in this research is social media have positive and significant effect on satisfaction through purchasing decision of apparel to adolescent consumer in East Java, accepted.
6. Sixth hypothesis proposed in this research that is social networks and social media have positive and significant influence on satisfaction through purchasing decision of apparel to adolescent consumer in East Java, accepted.

### 7.1 Suggestion

1. In order to strengthen the existing online marketing theory especially related to social networks and social media on purchasing and satisfaction decisions, the suggestions for future research are to expand the variables that theoretically declared to have an influence on purchasing decisions and moment of satisfaction.
2. The results of this study are expected to provide input for both online marketing and offline marketing managers to take decisions about social networks and social media and its influence on purchasing decisions and satisfaction.

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