

ORIGINAL RESEARCH

CONTRIBUTION OF SOCIAL MEDIA AND GREEN MARKETING IN IMPROVING PURCHASING DECISIONS AT MCDONALD WILLIAM ISKANDAR

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Article Info

Article History:

Received: 29 May 2025

Accepted: 05 June 2025

Published: 28 June 2025

Keywords: social media;
Green Marketing;
Purchasing Decision.

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Abstract

The rapid development of the era into the digital era makes competition in the business world increasingly tight. Companies must be able to determine the right marketing strategy to get maximum profit, the use of social media and green marketing strategies are one of the most widely used methods today. Therefore, this consideration aims to determine the impact of social media and green marketing on purchasing choices at McDonald William Iskandar Medan. The r strategy used in this study is quantitative, and the population used in this study consists of customers who have shopped at McDonald William Iskandar Medan, the exact number of which cannot be determined. Because the number of respondents is uncertain, the researcher uses the hair method, which can be a strategy used when the researcher does not know the exact population estimate. In this study, 110 respondents were obtained, while the testing procedure used was a coincidence test. Data testing includes the classical expressive assumption test, different direct testing, fractional theory test (t-test) and simultaneous test (f-test), and the confidence coefficient test. This study produces a positive critical impact, both partially and simultaneously, between social media and green marketing on purchasing choices at McDonald William Iskandar Medan.

Jurnal Mutiara Manajemen

E.ISSN: 2579-759X

Vol. 10 No. 1 Juni 2025 (P 25-34)

Homepage: <https://e-journal.sari-mutiara.ac.id/index.php/JMM>

DOI: <https://doi.org/10.51544/jmm.v10i1.5947>

How To Cite: Situmorang, Irvan Rolyesh, and Wilbert. 2025. "Contribution Of Social Media And Green Marketing In Improving Purchasing Decisions At Mcdonald William Iskandar." *Jurnal Mutiara Manajemen* 10 (1): 25–34. <https://doi.org/https://doi.org/10.51544/jmm.v10i1.5947>.



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1. Introduction

The ever-evolving world brings various changes, especially in the field of technology. The advancement of the internet is increasingly rapid, and every month we witness significant developments. This has an impact on our lives as human beings. Although technological developments can be a threat to some businesses, on the other hand, it also opens up new opportunities to develop our businesses (Hasan et al., 2023). This has an impact on business strategies and the conditions of the business environment itself. According to Situmorang (2024) Showing the existence of a competitive and dynamic business climate, currently the situation is influenced by various factors such as the global economy, limited resources, technological advances, and political changes that are difficult to predict. Thus, the current business climate is becoming increasingly complex and full of challenges.

McDonald's is known as the world's leading fast food, having been established since 1955 in California. Currently, this outlet has opened many branches throughout the world including our country Indonesia. In Indonesia, McDonald's management is carried out by PT. Resko Nasional Food since 2009, and has now opened more than 200 outlets throughout the country. McDonald's success cannot be separated from the innovation that continues to be developed in accordance with the times. In this digital era, with global challenges such as environmental damage due to human activities and global warming, awareness to protect the environment is increasing. McDonald's uses this as the foundation for their sustainable and eco-friendly product offerings. Maintaining a positive brand image and influencing how customers make purchases are the goals of this endeavor. McDonald's may use social media, particularly Instagram, and the idea with green marketing to make the most of this tactic.

According to (Manik, 2018) Purchasing decisions can be considered as behavior influenced by the encouragement given to consumers, thus creating an interest in buying certain products. In order to continue to maintain customers, the Company must have good innovations to attract consumer interest. However, the number of McDonald's consumers experienced a decline in the period from 2022 to early 2024 due to the boycott carried out by the community because of McDonald's support for Israel. However, McDonald's continues to strive to innovate and provide the best service to its consumers. As a result, in mid-2024 to early 2025, the number of McDonald's consumers showed a significant increase.

According to (Amalia, 2020) Social media has become a channel used by users to provide reviews on various existing platforms. The presence of social media makes customers more comfortable and safe with the companies they follow, because they can receive the latest information shared by the company. This information can be in the form of activities, new product launches, promotions on certain days, and other interesting content. One real example is McDonald's which uses Instagram as a means of product promotion. McDonald's routinely updates their Instagram account, both through posts on Insta Story and by creating other interesting content. This action is thought to contribute to increased purchasing decisions at McDonald's.

Public concern for the maintenance and protection of a green environment, as well as efforts to avoid various diseases caused by the use of chemicals in food and beverage products, is very evident in changes in consumer behavior. In particular, it is seen among individuals who are starting to and are chemical-free (Salam & Sukiman, 2021). Therefore, in the context of Marketing 5.0, it is emphasized that it is important for companies to promote their products in an environmentally friendly and sustainable way. Green marketing is an ideal strategy to be implemented by all companies, because this approach has the intention of teaching people to care about the environment, without reducing the promotional value of the products offered.

Purchase Decision

According to (Victor & Yu, 2023) Purchasing decisions are the reasons that encourage potential buyers to choose the goods they want. Meanwhile, according to (Situmorang, 2025) Purchasing decisions are a way for consumers to evaluate various product choices. According to (Wangsa et al., 2022) identify several indicators in purchasing decision making, including:

1. Product suitability
2. Product purchasing behavior
3. Desire to recommend
4. Repurchase intention

Social Media

According to (Lubis et al., 2022) Social media is an application that allows people to communicate with one another and exchange content, including pictures, videos, and more. Social media also provides facilities that support social activities for each user. In addition, according to (Lisdawati, 2022) stated that there are 3 indicators for social media, namely:

1. accessibility of information,
2. openness in Social Media
3. completeness of information provided by social media

Green Marketing

According (Rahimah et al., 2022) Green marketing is a promotional method designed to attract potential consumers who care about the environment. Consumers are now not only looking for quality products, but also those that provide benefits to the environment, which are often highlighted through creative advertising. According (Thoibah et al., 2022) stated that the indicators of green marketing include:

1. Eco-friendly products
2. Green Prices
3. Green Promotions
4. Eco-friendly Places

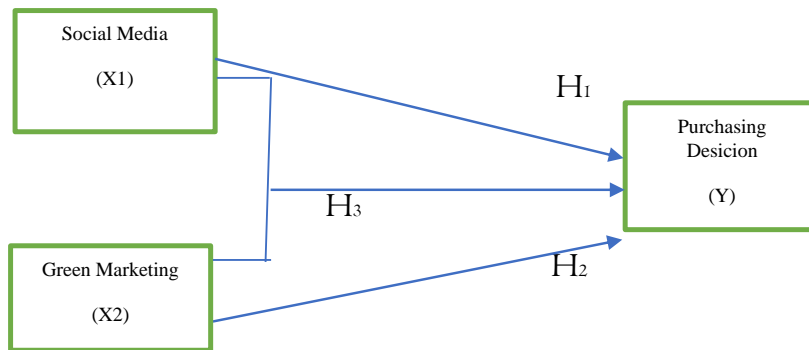
2. Methods

This research was conducted at McDonald's located on Jalan William Iskandar, Medan Area District, Medan City, North Sumatra. This research uses quantitative methods. According to (Tarigan et al., 2024) Quantitative research is a method that provides an objective picture of a situation through the use of numbers, which begins with data collection, data interpretation, and produces conclusions. In addition, according to (Batu et al., 2019) explains that quantitative methods are usually carried out through surveys to find out the responses of research subjects. In this case, data collection in this study was by providing questionnaires to consumers who had consumed food at McDonald's Jalan William Iskandar..

According (Sugiono, 2016) population is determined as a segment consisting of research objects that have characteristics according to the criteria that have been decided by the researcher. In this study, the population taken is consumers who have shopped at McDonald William Iskandar Medan, with an uncertain number.

According to (Sudana & Sentianto, 2018) said that the sample is a small part of the population that was decided late by the researcher. Where not all parts of the population can be used as samples Given the unknown population size, the researcher used the Hair formula which states that the number of samples must be 10 times the number of indicators. In this study, there are 11 indicators, so that the number of samples obtained is $10 \times 11 = 110$ respondents. Therefore, the number of samples

determined for this study is 110 respondents from consumers at McDonald's Jalan William Iskandar.



- H1 : There is an influence of social media on purchasing decisions at Mcdonald William Iskandar
- H2 : There is an influence of green marketing on purchasing decisions at Mcdonald William Iskandar
- H3 : There is an influence from Social Media and green marketing on purchasing decisions at Mcdonald William Iskandar

3. Results

Test classical assumptions

I) Normality test

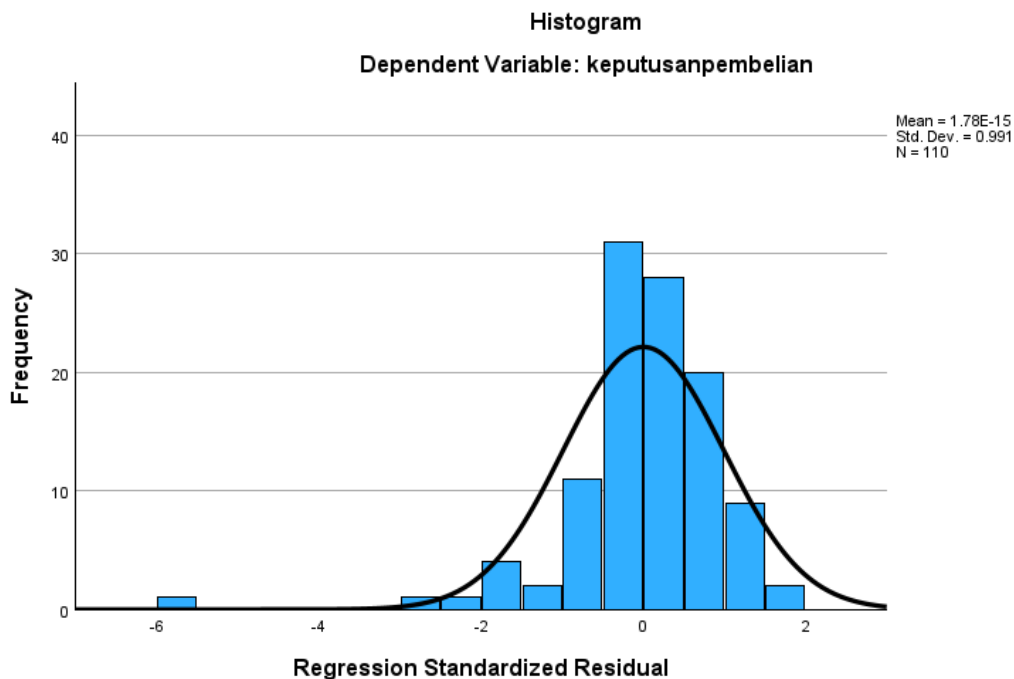


Figure 1. Results of graph analysis

Based on Figure 1, it can be seen that the pattern formed resembles a symmetrical bell, without any slope. Which can be concluded that the data is normally distributed.

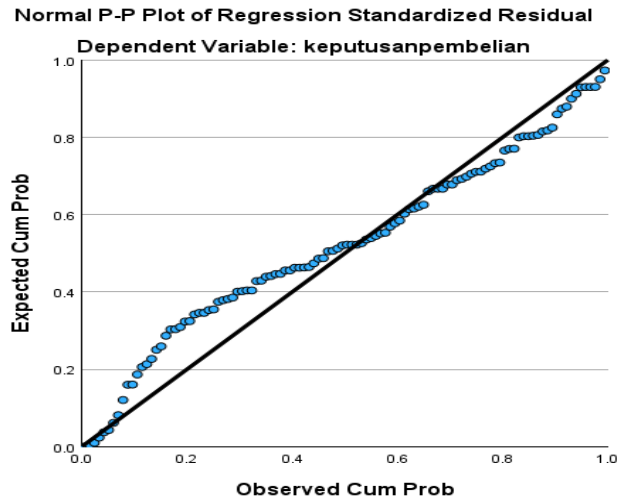


Figure 2. Results of P-P plot

From the graph 2 probability plot of regression shows the data points approaching the diagonal line. Therefore it can be concluded that the data is normally distributed.

Table 1. One-sample Kolmogorov-smirnov test

One-sample Kolmogorov-Smirnov Test	
Asymp Sig (2-tailed)	.029

Sumber : SPSS Data 2025

Furthermore, in Table 2, the results of normality using the Kolmogorov-Smirnov test show a value of 0.200, which is greater than 0.05 ($\text{sig} > 0.05$). Thus, the residual data can be considered to be normally distributed.

2) Multicollinearity Test

Table 2. Normality Test

Coefficients		
Collinearity Statistics		
Variabel	Tolerance	VIF
Social Media	1.000	1.000
Content Marketing	1.000	1.000

A. Dependent Variable Purchase Decision

Sumber : SPSS Data 2025

Table 3 shows the results of the multicollinearity test, where the VIF values for the social media (X1) and Green marketing (X2) variables are each 1,000.

3) Heteroscedasticity test

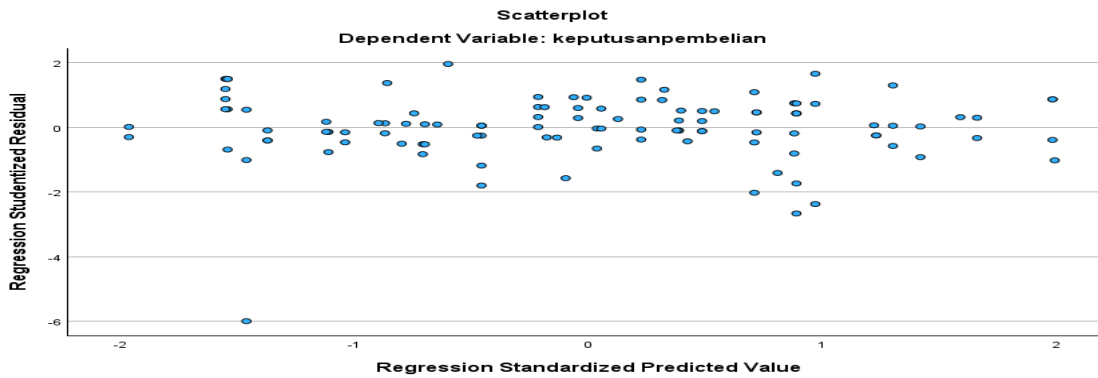


Figure 3. Results of Heteroscedasticity test

Based on Figure 3, it can be concluded that there is no heteroscedasticity because the data points do not form a certain pattern. Hypothesis test.

Hypothesis test

1) T Test

Table 3. Hypotesis Testing with T table

Model	T	Sig.
Social Media	2.569	0.23
Green Marketing	2.988	0.16

Sumber : SPSS Data 2025

Based on table 3 **over**, the t-value of the Social Media variable (X1) is 2.569 > t-table **esteem** of 1.981 with a **importance** level of 0.000. Thus, H1 is accepted.

The t-value of the Green Showcasing variable (X2) is 2.988 > table esteem of 1.981 with a centrality level of 0.000. So it can be concluded that there is a positive and significant influence partially between green marketing on purchasing decisions at McDonald's William Iskandar. Thus, H2 is accepted.

2) F test

Table 4. F-test results

ANOVA.	
F	0.23
5.520	0.05

Sumber : SPSS Data 2025.

Green marketing and social media have a considerable impact on McDonald William Iskandar customers' decisions to buy at the same time, according to table 6 above, where the computed F value is 5.520 > F table 3.08 and the sig value is 0.05 < 0.05. H3 is therefore approved. Determination test koefisien (R2)

Table 5. determination coefficient test results

One-sample Kolmogorov-Smirnov Test	
R Square	Adjusted R Square
.605	0.71
a. Predictors: (constant), Social Media, Green Marketing	
b. Dependent Variable :Purchase Decision	

Sumber : SPSS Data 2025.

Based on table 5 above shows the determination value of R Square in measuring the dependent variable of 0.605. The results of this test indicate that 60.5% of purchasing decisions at McDonald William Iskandar Medan are influenced by social media and Green marketing variables, while the remaining 39.5% are influenced by other variables not examined in this study.

4. Discussion

The Influence of Social Media on Purchasing Decisions

The results of the test indicated that there was a notable impact on buying choices. This is demonstrated by a t-value of 2.569, significantly exceeding the t-table value of 1.981, along with a significance level of 0.000, which is below 0.05. Therefore, the initial hypothesis (H1) is stated as accepted

This is in line with research conducted by (Hafief Ardhya Bakas et al., 2023), where the research results show that there is an influence of social media variables on purchasing decisions at McDonald's.

The Influence of Green Marketing on Purchasing Decisions

In the test results conducted showed interesting results. The t-count value obtained was 2.988 exceeding the t-table value of 1.975. Although the significance level was recorded at 0.016, which is slightly higher than 0.01. Therefore, the second hypothesis (H2) can be accepted.

This is in line with research conducted by (Sofyan & Karmela Fitriani, 2023) , where the research results show that there is an influence of Green Marketing variables on purchasing decisions at McDonald's.

The Simultaneous Influence of Social Media and Green Marketing on Purchasing Decisions

In the simultaneous test for the variables of social media (X1) and green marketing (X2), the calculated f value was obtained as 5.520, which far exceeds the table f value of 3.08. Thus, the third hypothesis (H3) is also declared accepted.

The purchasing decision at McDonald William Iskandar was positively impacted by social media (X1) and green marketing (X2), both having a t-value higher than the t-table. In particular, social media and green marketing, when considered together, also had a substantial impact on consumer purchasing behavior at McDonald William Iskandar Medan, supported by F test results indicating F-value was greater than F-table. Calculating the R square coefficient of the regression equation derived using the F test, it shows that the two variables social media and green marketing could account for approximately 60.5% of the changes in the customer purchasing decision within the area, while the rest, 39.5%, could be attributed to other factors not covered in this

research. McDonald William Iskandar Medan will be best suited for those who are willing to work on the same research because they will focus on other variables that influence the customers' purchasing decisions.

5. Conclusion

Based on the discussion above, it can be concluded that:

1. Social media has a positive and significant effect on purchasing decisions at McDonald William Iskandar Medan.
2. Green marketing has a positive and significant effect on purchasing decisions at McDonald William Iskandar Medan
3. Social media and Green marketing have a positive and significant effect on purchasing decisions at McDonald William Iskandar Medan.

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