



## The Influence of Social Marketing on Purchasing Decisions for Bika Ambon Zulaikha Medan City

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### Information Article

*History Article*

*Submission: 20-05-2026*

*Revision: 01-06-2026*

*Published: 20-06-2026*

### DOI Article:

**10.24905/permana.v17i3.1570**

### A B S T R A C T

This research discusses how to find out whether there is an influence of social marketing on purchasing decisions for Bika Ambon Zulaikha, Medan City. Ideas and habits are products that are marketed. Social products in the form of beliefs, attitudes and values. In analyzing the research using social marketing theory by Philip Kotler and Edvardo Roberto. This research uses a descriptive method with a quantitative approach. Data collection techniques were carried out using questionnaires and documentation. Based on the results of descriptive analysis and interpretation of data in the form of descriptions or narrative sentences, it explains that the variables of social marketing are belief, attitude, and value as well as customer satisfaction, product, service, and location with analysis using Philip Kotler and Edvardo Roberto assisted by Protestant Ethics and Spirit. Capitalism by Max Weber. The results of this research are that social marketing (X) on customer satisfaction for Bika Ambon Zulaikha (Y) is 45.2%, while 54.8% of Bika Ambon Zulaikha customer satisfaction are influenced by other variables.

**Key word:** Social marketing, customer satisfaction, Bika Ambon Zulaikha

### Acknowledgment

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## INTRODUCTION

Bika Ambon is a traditional cake that is widely made by people of Chinese descent, usually used for completeness of worship ceremonies (Amrurroh, I & Anggraeni, 2017). However, the delicious taste is loved by many people, therefore, this cake has become a very popular traditional cake so that currently the basic ingredients for making Bika Ambon are modified so that all people can enjoy Bika Ambon (Jaya, 2019)

Bika Ambon is one of the traditional cakes that is in great demand by various groups, both outsiders and the people of Medan City itself. People often make Bika Ambon as souvenirs or for their own consumption (Jumiati, 2023).

The author chose Bika Ambon at Toko Zulaikha because based on the results of a google survey on February 24, 2024 above, it shows that Toko Zulaikha has the most buyers than other stores, totaling 3,611 people (Azizah, 2020). The average income of Toko Zulaikha per outlet ranges from IDR 43,000,000 - IDR 95,000,000 per month. From these results, it can be seen that Zulaikha is a favorite place for people to buy Bika Ambon (Idrus, 2009)..

According to Kotler, P. & Roberto, (1989) there are several essences of social marketing, one of which is ideas. The existence of experiences or habits that are not good enough to be better or new habits is the goal of social marketing. Ideas and habits are products that must be marketed, for example, such as food ingredients for making Bika Ambon (Khoerunnisa, T., Sunaryo., Astrid, 2016).

The focus of this research is social marketing that influences purchasing decisions for Bika Ambon at Zulaikha Medan City. Based on the research focus in this study, the problem to be studied is “to what extent does social marketing influence the purchasing decision of Bika Ambon Zulaikha Medan City?” referring to the conception or theory of social marketing Philip Kotler and Edvardo which states that there is one of the social products of social marketing, namely “ideas”. Ideas or ideals only have their own limited influence on human behavior or social structures. So if the class consciousness or social class is low level, then religion is seen as an “opium” for humans (Johnson, 1994).

## RESEARCH METHOD

This research uses descriptive research methods with a quantitative approach. The research was conducted at Zulaikha stores in Medan City, North Sumatra. There are 6 Zulaikha outlets in Medan City, namely on Jl Mojopahit No.96, Jl Mojopahit No 70, Jl Karya Wisata Blok III No. 11 (Queenze Johor), Jl Jendral Besar A.H Nasution No.85 (Queenze A.H Nasution), Jl Gagak Hitam Ringroad Simp. Tempua Blok A No.4, and Jl Cemara Great Arcade shophouse No.18.

The research variables that are the focus of this study consist of 2 variables, namely social marketing (X) and purchasing decisions for Bika Ambon Zulaikha (Y). To operationa-

lize the variables, it will be described in the form of indicators and accordingly which can be measured to become question items using the chosen theory, namely Social Marketing by Philip Kotler and Edvardo Roberto and Protestant Ethics Theory and the Spirit of Capitalism by Max Weber (Kotler, 1989). Variable operations can be seen in the form of the following table:

**Table 1.** Operasional Variable

| Variable              | Research Dimensions                                                 | Indicators        | Scale Type | Quistionnaire Item |
|-----------------------|---------------------------------------------------------------------|-------------------|------------|--------------------|
| Social Warming (X)    | Ideas as social marketing products                                  | - <i>Belief</i>   | Ratio      | 1-9                |
|                       |                                                                     | - <i>Attitude</i> |            | 10-17              |
|                       |                                                                     | - <i>Value</i>    |            | 18-26              |
|                       |                                                                     | - Promotion       |            | 27-30              |
| Purchase Desicion (Y) | Consumer behavior that leads to the purchase of product or services | - Product         | Ratio      | 31-38              |
|                       |                                                                     | - Price           |            | 39-45              |
|                       |                                                                     | - Service         |            | 46-52              |
|                       |                                                                     | - Location        |            | 53-58              |

Source: Research Data Analysis, 2024

Sampling this study using a simple random sample (simple random sampling). The data sources of this research are primary data sources obtained directly from the actors studied and secondary data, namely data collected from other sources including the management of the Bika Ambon Zulaikha shop. Data collection techniques iala with questionnaires and documentation. The data analysis technique is the normality test used is the Kolmogorov-Smirnov test (Kotler, P., Lee, N., 2002). Testing the hypothesis in this study using a simple linear regression test with the help of the Statistical Package for the Social Science (SPSS) version 23.0 (Sugiyono, 2013).

## RESULTS

### Respondent Characteristics

#### Age

**Table 2.** Age of Respondent

| Age          | Amount |
|--------------|--------|
| <25 Year     | 9      |
| 26 - 35 Year | 36     |
| 36 - 45 Year | 19     |

| Age          | Amount |
|--------------|--------|
| 46 - 55 Year | 32     |
| Total        | 96     |

Source: Result of Research Data, 2024

### Region of Origin

**Table 3.** Region of Origin

| No | Region of Origin | Amount | Percent |
|----|------------------|--------|---------|
| 1  | Aceh             | 43     | 41.8%   |
| 2  | Jakarta          | 14     | 13.4%   |
| 3  | Medan            | 21     | 20.1%   |
| 4  | Riau             | 5      | 4.8%    |
| 5  | Sulawesi         | 3      | 2.8%    |
| 6  | Jambi            | 6      | 5.76%   |
| 7  | Yogyakarta       | 4      | 3.8%    |

Source: Result of Research Data, 2024

### Religion

**Tabel 4.** Religion

| No | Religion          | Amount | Percent |
|----|-------------------|--------|---------|
| 1  | Islam             | 86     | 82.5%   |
| 2  | Hindu             | 3      | 2.8%    |
| 3  | Budha             | 1      | 0.9%    |
| 4  | Kristen Protestan | 6      | 5.7%    |

Source: Result of Research Data, 2024

### Purchase Purpose of Bika Ambon Zulaikha

**Tabel 5.** Purchase Purpose

| No | Purchase Purpose           | Amount | Percent |
|----|----------------------------|--------|---------|
| 1  | Personal consumption       | 51     | 48.9%   |
| 2  | Souvenirs                  | 26     | 24.9%   |
| 3  | Resale/entrustment service | 19     | 18.2%   |

Source: Result of Research Data, 2024

## DISCUSSION

### **The Influence of Social Marketing on Purchasing Decisions for Bika Ambon Zulaikha Medan City**

Based on the results of research conducted on Bika Ambon Zulaikha buyers in Medan City, it shows that there is an influence between social marketing (X) and the purchase decision of Bika Ambon Zulaikha (Y) (Weber, 1905). This is evidenced by the acquisition of a significance value of  $0.00 < 0.05$  and a calculated t value of  $8.803 > t \text{ table } 1.985$  so that it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an influence between social marketing (X) and the purchase decision of Bika Ambon Zulaikha (Y) (Adnan, 2016).

Based on the Square or  $R^2$  value in the SPSS model Summary section, the magnitude of the influence of the influence of social marketing (X) on the purchasing decision of Bika Ambon Zulaikha (Y) is 45.2%. The factors that influence Bika Ambon Zulaikha's purchasing decisions are religion, attitudes, values and promotional media (Agusti, N., Yati, 2021).

## CONCLUSION

Social marketing (X) has an influence on purchasing decisions for Bika Ambon Zulaikha (Y) this is based on the interpretation of the t value of  $8.803 > t \text{ table } 1.985$  and a significance value of  $0.00 < 0.05$  so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.

The R Square value obtained is 0.452 so that the percentage of social marketing contribution (X) to the purchase decision of Bika Ambon Zulaikha (Y) is 45.2%, while 54.8% of Bika Ambon Zulaikha's purchasing decisions are influenced by other variables. There are four social marketing indicators that contribute to influencing purchasing decisions, namely religion (31%). The results of this study found the commodification of religion, namely the existence of efforts to commercialize religion or efforts to transform aspects of religion, and religious symbols into traded commodities. Second, attitude (26%), the attitude factor found that not all consumers understand nutritional value even though they can easily see or find the composition and nutritional value on the packaging. Third, values (30%), the results of this study show that commodification does not cause a decrease in the value of religiosity.

Commodification colors the relationship between the market and religion. There is a continuing influence of religion in the business world. In fact, religion can be one of the most

important value factors to consider when buying food. Fourth, promotional media (13%), social media does not have a large contribution as a promotional media. In this study, the family contributed the most to promotional media.

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