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Evaluation of CV. Arfina Music's Prabumulih City Promotional Media Strategies on Consumer Decisions

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Abstract: In this study, we looked at how social media and word of mouth affect consumers' final purchases. Primary data for this research came from a survey of 145 people chosen at random using non-probability sampling methods. Using multiple linear regression analysis, this research determined that although social media factors had a positive but insignificant impact on consumer choices, word of mouth variables had a positive and statistically significant one.

Keywords: promotion, social media, word of mouth, customer decisions

I. INTRODUCTION

When compared to other company models, service firms cover the most ground and include the widest range of activities. Aside from offering a wide range of goods and services, this industry is also known for its fierce rivalry. A company's management plan must be flexible enough to adapt to the ever-shifting demands of the market and the preferences of its customers. The first is customer-centric strategy, or customer-relationship management, which seeks to optimize customer satisfaction by taking into account the customer's wants, requirements, and behaviors (Tjiptono and Diana, 2015: 45). Quality service is an attempt or strategy for many different kinds of company services to ensure client pleasure. The Prabumulih City entertainment company CV. Arfina Music works hard to keep its market share so it may keep selling and maybe even develop its goods. CV. Arfina Music provides a range of entertainment options for events catering to all socioeconomic levels. The success or failure of a company often hinges on its promotional media strategy. Promotions in the media take several forms, including social media, pamphlets, and word of mouth. We Are Social Company, an English media firm that partners with Hootissue, found that the typical Indonesian spends three hours and twenty-three minutes each day on social media. In addition, 41% of Indonesians regularly

use Facebook, with 38% of Instagram users coming in at a close third, according to the report. Customers think about a product's quality before purchasing or utilizing it. Uses and functions are the determinants of quality.

Source: Handoko (2010), p. 49. Because various costs will lead to varied levels of demand for items, it is becoming more vital to assess pricing alongside product quality. Typically, demand and prices are inversely related, meaning that the higher the price, the lower the demand for the product.

The impact of promotional channels, particularly social media and word of mouth, on consumers' choices to make use of or pass on a service will be the focus of this research. Research by Van Doren, Fencher & Green Adelsberger (2010), Peter Yannopoulos (2011), and Novita Ekasari (2014), among others, demonstrates that social media marketing has a substantial impact on consumers' purchasing choices. Judith and Dina (2006) and Chintya (2013) also discovered that word of mouth significantly affects consumer choices. Contrarily, studies by Felix & Sandi (2014) and Carunia & Rani (2017) indicated that social media advertising did not substantially impact consumer choices, while service quality and pricing were the main determinants. Word of mouth did not play a substantial role in

influencing consumer choices, according to research by Raniawati and Totok (2017). Brand recognition and public opinion were shown to be major factors in this research. According to earlier studies, not all types of marketing are appropriate or will ensure a product's success if they don't match the product's unique characteristics. Therefore, it's important to choose a promotion strategy that fits the product's unique characteristics. Accordingly, the author should go more into the subject and choose the title of the study as "Analysis of Promotional Media Strategies Against Customer Decisions at CV. Arfina Music Prabumulih City."

II. LITERATURE REVIEW

The findings of this research do not show that romosi has a substantial impact on the purchase choices made by Traveloka online clients (Carunia & Rani, 2017). Customers' purchase choices are impacted by 62.1% of the variation, which is mostly attributable to independent factors. What this suggests is that additional factors not included in this research are responsible for the remaining 37.9%. According to Raniawati and Totok (2017), brand awareness and public perception are two elements that have an impact on purchase choices. word of mouth has no effect on purchase choices, unlike communication factors. The idea of word of mouth as a marketing tool is flawed because it lacks the compelling components of

In a research conducted by Felix and Sandy (2014), it was shown that promoting Lenovo on all three social media platforms at once had no meaningful impact. Promotion significantly influences consumers' propensity to make a purchase, according to Novita (2014).

Chintya (2013), the results of this study are the most influential variables in this study are Traditional WOM (X1), from the results of the T-test, Traditional WOM values are greater than Electricic WOM (X2), which means that traditional WOM has significant value in the Purchase Decision. Based on these findings, the Internet has become an indispensable instrument for successful marketing and has completely altered the way organizations operate (Peter, 2011). The study's findings, which are based on our regression estimates, demonstrate that there is a correlation between the number of reviews for a book on each site and variations in the

average star rating of those reviews, as well as other differences between the sites (Chevalier, Mayzlin & Dina, 2006).

III. RESEARCH METHODS

Based on social media data and word of mouth, this research is confined to music service consumers in the Prabumulih City region. Sources of primary data are used in this study. Information is gathered via questionnaire surveys conducted in the field. In 2018, 250 customers used the music services provided by Arfina Music & Soundsystem; they make up the population of this research. Some Arfina music & sound system customers participated as samples in this research. The optimal number of responders is 100–200, as Hair et al. (2006) state that getting a good model becomes challenging with a sample size that is too big. The outcomes of the minimal computation will be used to calculate the number of samples for that purpose. According to Hair et al. (2006), the formula to determine the minimal number of samples is (Number of indicators + number of latent variables) x (Number of questions)... The recommended minimum number of participants for this research is 145 (5 x 29). A non-probability selection method, namely purposive sampling, was employed to choose the sample for this investigation. A sampling technique known as "purposive sampling" takes into account factors like:

moderate, and lowest. Data classification according to Azwar's formula (2009: 108) is as follows:

$$\begin{aligned} \text{High: } & X \geq M + SD \\ \text{Medium: } & M - SD \leq X < M + SD \\ \text{Low: } & X < M - SD \end{aligned}$$

2. Multiple Linear Regression
Social Media and *Word of Mouth* as an independent variable (free) and customer decisions as the dependent variable (bound), the multiple regression equation can be written as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:
 Y: Customer Decisions 55: Term Error
 α: Constants : Regression coefficient x₁
 X₁: Social Media : Regression coefficient x₂
 X₂: Word of Mouth

IV. RESULTS AND DISCUSSION

Overview of CV. Arfina Music Kota Prabumulih

CV. Arfina is one of the music entertainment service companies located in Prabumulih City, South Sumatra. CV. Arfina offers a Single Organ, Organ Plus, Band, Orchestra, Nasyid & Sound System service package. The package is offered for all types of event needs such as Wedding Parties, Birthday Parties, Thanksgiving, Inauguration of Offices, Arisan, etc.

The Validity and Reliability Test

validity of the instrument is sought by calculating the correlation value with the *Pearson Product Moment (PPM)* in the SPSS program. Critical number of correlation table (r table) obtained is 0.1882 (this number is obtained from $n-2$ or $107-2 = 105$, in the PPM table

No	Correlation	Multi	Cronbach's Alpha	Desc
1	.277	.088	.478	valid
2	.222	.070	.513	valid
3	.391	.159	.397	valid
4	.285	.110	.473	valid
5	.296	.097	.471	valid

respondents who use Arfina services are music & sound system.

b. Customers who have been updated or find out info about Arfina Music on their social networks.

c. Customers who come directly to Arfina Music's place. Respondents who live and live in Prabumulih City.

Techniques Analysis Data

1. Description of Statistics
Based on the criteria used in the respondent's

Based on the results of Table 1 the statement of Social Media variables from the Questionnaire 1 to 5 has a r-count value greater than r-Table. Then it can be concluded that all items of motivation used in this study are valid.

Table 2 Social Media Reliability Questionnaire (X₁)

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha Based	Item Total	Desc
.524	.526	5	Reliable

Source: Data Processed 2018

In the table above it can be seen that the reliability coefficient (r_{ix}), is in the range 0 to with 1.00, where if the reliability coefficient of the gauge is closer to 1.00, it means that the measurement results are more reliable (Azwar, 2015). The alpha (α) reliability coefficient on social media consisting of 5 items is equal to 0,526.

The Word of Mouth Variables (X₂)

Following are the results of testing validity and reliability for Word of mouth variable measurement tools such as the following table :

Thus if there is an instrument correlation coefficient under 0.1882 then it is declared invalid. To find the reliability of the instrument can be done after the questionnaire has been tabulated, then a reliability test is conducted to find out the trust level of the respondents' answers can be trusted.

Variables Social Media (X₁)

The following are the results of testing the validity and reliability of the measurement tool of social media variables such as the following table:

answer category, it is easier to use 3 categories: high,

Source: Processed Data 2018

Table 1 can be seen as valid criteria that item is if the total item correlation (rix) is 3 0.3 (Sugiyono, 2015).

Table 3 Questionnaire validity Word Of Mouth (X₂)

	Correlation	Correlation Multi	Cronbach's Alpha	Desc
1	1.337	.151	.449	Valid
2	.286	.113	.478	Valid
3	.276	.113	.484	Valid
4	.344	.148	.440	Valid
5	.233	.092	.509	Valid

Source: Processed Data 2018

Table 3 can be seen a comparison between r-calculation obtained using SPSS and r-table statistical tools. In the validity test, there is a basis for decision making, namely if $r\text{-count} > r\text{-table}$, it can be concluded Valid. Based on the results of Table 3 the word of mouth variable statement from questionnaire X1.1 to X1.5 has a r-count value greater than r-Table. Then it can be concluded that all word of mouth items used in this study are valid.

The reliability coefficient of alpha (α) on CUSTOMERDECISIONS consisting of 5 items is equal to 0,546.

Table 4 Questionnaire reliability of Word of Mouth (X2)

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha	Total Items	Description
.528	.530	5	Reliable

Source: 2018 Processed Data

Reliability coefficient (r_{ix}), are in the range of numbers from 0 to 1.00, where if the reliability coefficient of the measuring instrument is closer to 1.00, it means that the measurement results are more reliable (Azwar, 2015). The reliability coefficient of alpha (α) in word of mouth which consists of 5 items is equal to 0,530.

The Variables of CustomerDecisions (Y)

Following are the results of testing validity and reliability on measuring instruments CustomerDecision variables such as the following:

Table 5 Questionnaire validity CustomerDecision (Y)

	Correlation	Multi Correlation	Cronbach's Alpha	Desc
1	.244	.156	.529	Valid
2	.317	.140	.482	Valid
3	.346	.131	.464	Valid
4	.245	.173	.523	Valid
5.	.392	.198	.439	Valid

Source: Data Processed 2018

In Table 5 can be seen the comparison between r- count obtained using SPSS and r-table statistical tools. In the validity test, there is a basis for decision making, namely if $r\text{-count} > r\text{-table}$, it can be concluded Valid. Based on the results of Table 5 the statement of work discipline variables from questionnaire Y.1 to Y.5 has a r-count value greater than r-Table. Then it can be concluded that all the performance items used in this study are valid.

Table 6 CustomerDecision Questionnaire Reliability (Y)

Reliability Statistics			
Cronbach's Alpha	Cronbach's Alpha	Total Items	Description
.544	.546	5	Reliable

Source: Data Processed 2018

Reliability coefficient (r_{ix}), is in the range of 0 to 1.00, where if the reliability coefficient of the measuring instrument approaches 1.00, it means that the measurement results are more reliable (Azwar, 2015).

General Overview of Respondents

Respondents in this study were Customers from CV. Arfina of Prabumulih City, amounting to 145 customers. The identity of the respondents in this study included Gender, Age, Education, CustomerType and Information about Arfina.

Distribution characteristics of respondents by sex can be seen in the following table:

Table 7 Distribution of Respondents by Gender

Gender	Frequency	Percentage
MEN	80	55.2
Women	65	44.8
Total	145	100.0

Source: Results Sports Research Data, 2018

Table 7 shows that the majority of respondents , which amounted to 80 customers or 55.2% were male - male, while female customers amounted to 65 customers or 44.8% of all respondents. Distribution of respondents according to age can be seen in the following table:

Table 8 Distribution of Respondents by Age

Age	Frequency	Percentage
17-25	40	27.6
26-35	27	18.6
36-45	36	24.8
46	42	29.0
Total	145	100.0

Source: Research Data Results, 2018

Table 8 shows that the majority of respondents are as many as 42 employees or 29% have ages 46 years and above. Distribution of respondents according to education level is shown in Table 9 below:

Table 9 Distribution of Respondents by Education Level

Level	Frequency	% of Middle
School / High School	43	29.7
D3 / S1	102	70.3
Total	145	100.0

Source: Results of Research Data, 2018

Table 9 shows that most respondents namely as many as 102 Customers or 70.3% have Diploma 3 / Strata 1 education level, while 43 Customers have high school education level. Distribution of respondents by Type of Customer can be seen in the following table:

Table 10 Distribution of Respondents by Customer Type

Type	Frequency	Percentage
PERSONAL	122	84.1
INSTITUTION	23	15.9
Total	145	100.0

Source: Results of Research Data, 2018

Table 10 shows that most respondents were 122 people or 84.1% is Private, while 23 Customers are Government and Private Agencies. Distribution of respondents according to Information About Arfina is shown in the following table:

Table 11 Distribution of Respondents According to Information about Arfina

Information About Arfina	Frequency	%
FACEBOOK / INSTAGRAM	71	49.0
FRIENDS	74	51.0
Total	145	100.0

Source: Results of Research Data, 2018

Table 11 shows that most respondents that is as many as 71 customers or 49% get information from Facebook, while 74 customers or 51% get information from friends.

Multiple Regression Analysis

In this study there are more than one independent variable that will be tested in order to know the magnitude of the influence that exists between Social Media and Word of mouth together on consumer decisions, then multiple regression analysis is conducted.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y: Consumer Decisions

X1: Social Media

X2: Word of

Mouth a:

constant number

b: regression coefficient

Testing 1:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.007	2.223		7.201	.000
MEDIA SOSIAL	-.048	.076	-.050	-.631	.529
WORD OF MOUTH	.290	.072	.320	4.031	.000

a. Dependent Variable:

KEPUTUSAN KONSUMEN

Based on the results of the data above, it shows (p > 0.05) where it shows that social media does not significantly influence consumer decisions. Whereas (p < 0.05) where it shows that there is a significant influence between word of mouth and consumer decisions.

Testing 2:

A OVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	53.336	2	26.668	8.311	.000 ^a
Residual	455.670	142	3.209		
Total	509.007	144			

a. Predictors: (Constant), word of mouth, media sosial

b. Dependent Variable: Consumer Decisions

In the results of the data above, the significance of F 0,000 (p < 0.05) indicates that there is a significant relationship between social media and word of mouth variables with consumer decision variables.

Discussion of Research Results

What follows is an extraction of the discussion's outcomes from the study's findings: Influence of Social Media Advertising on Purchase Choices: Consistent with earlier studies by Felix and Sandi (2014) and Carunia and Rani (2017), this one also found that social media promotion did not significantly impact consumer decisions. Social media did, however, have a positive impact. This study's findings, along with interviews with other professionals in the field, show that social media is primarily used by consumers to research products and services. However, before deciding to use a service, consumers often seek recommendations from friends, family, or peers who have already used CV. Arfina Music. The data from the most influential responder shows that the average age is above 46 and that a culture of distrust exists only on social media.

Therefore, when people look for information on entertainment services, social media is just the first thing that comes up. The research on the aspects of the message's substance that were examined yielded quite encouraging findings. The Influence of Word-of-Mouth Advertising on Purchase Behavior Consistent with earlier research by Judith & Dina (2006) and Chintya (2013), this study supports the idea that word of mouth influences consumer decisions in a positive and statistically significant way. Based on this study's findings and interviews with industry professionals, we know that customers learn about CV. Arfina Music through word of mouth recommendations from people they know and trust, who have used the company's services before. After that, they look for information about the company's products on social media platforms like Facebook and Instagram. Statistics reveal that 74 customers, or 51% of the total respondents, hear about Arfina from friends and family. This suggests that word-of-mouth referrals continue to inspire trust and confidence in the community. This may be seen by CV. Arfina Music in order to constantly maintain the greatest quality so that people who suggest keep going well and in accordance with the quality offered.

V. CONCLUSIONS AND

RECOMMENDATIONS

CONCLUSION

The following conclusions may be inferred from the discussion and computations:

1. Consumer Decision factors are positively impacted by social media variables, albeit this effect is not statistically significant. Customers utilize social media to research brands and goods, but before deciding to use a service, they often question friends, family, or acquaintances who have used CV. Arfina Music's products or services about their experiences.
2. Consumer Decision factors are positively and significantly impacted by Word of Mouth variables. After hearing positive things about CV. Arfina Music from people they know or who have used their services before, shoppers look for reviews and ratings on sites like Facebook and Instagram to get a feel for the brand's wares.

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