

Research Article

Harnessing the Power of Social Media, Pricing Strategies, Brand Image, and Product Quality in Purchase Decisions

Annisha Fitriana¹, Lenda Komala^{2*}

^{1,2} Faculty of Economics and Business, YARSI University

Received: 12-07-2024; Accepted: 23-09-2024

Abstract

The purpose of this study is to ascertain whether ASUS brand purchasing decisions are influenced by social media, pricing, brand perception, and product quality laptops. The population of this research is YARSI University students who buy or use ASUS brand laptops. The sampling technique uses a non-probability method, using a purposive sample approach by sending out surveys. Multiple regression analysis, the partial t-test, and the simultaneous f-test are the data analysis techniques that are employed. The study's findings indicate that (1) social media influence has a negligible and unfavorable impact on consumers' decisions to buy. Price has a negligible and unfavorable influence on decisions made about purchases. (3) Buying decisions are positively and significantly impacted by brand image. (4) Buying decisions are positively and significantly impacted by product quality. (5) Every independent variable simultaneously has a big impact on buying decisions. The research's managerial implications show that businesses must focus on integrated marketing strategies on social media to increase interaction and engagement with consumers. Competitive and transparent price management can increase product attractiveness, while a positive brand image needs to be built through consistent and innovative communication.

Keywords: Social Media, Cost, Brand Recognition, Product Excellence, Purchasing Decisions

JEL Classification: M31, M37, M39

How to cite: Fitriana, A., Komala, L., (2024). Harnessing the Power of Social Media, Pricing Strategies, Brand Image, and Product Quality in Purchase Decisions, *Research of Economics and Business (REB)* 2(2), 121-132

Corresponding author: Lenda Komala (lenda.komala@yarsi.ac.id)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license.

1. Introduction

Human life cannot be distinct from the purchasing and selling. People typically decide which thing to buy first before making a purchase. Buying decisions are personal actions that are closely related to choose which things to buy from sellers (Indrasari, 2019) (Komara & Fathurahman, 2024). Consumer decision-making varies, depending on the type of purchasing decision. Apart from that, purchasing decisions also have several factors that can influence purchasing behavior, starting from cultural, social, and personal factors to psychological factors.

On the other hand, consumer knowledge can also influence a purchasing decision which is divided into three types, namely product knowledge, purchasing knowledge, and usage knowledge (Kotler & Keller, 2019).

From the data presented above, social media is a tool that is used on average almost every day by people in carrying out all activities, including participating, communicating, sharing and creating various content without being limited by space and time. Social media is an important component of digital marketing (Kotler & Keller, 2019). Social media also influences the business economy in Indonesia, especially in marketing products or services to customers so they may decide what to buy. Results from earlier studies by (Riskyady & Sulistyowati, 2021) indicating that social media has a favorable and significant influence on the choice to purchase reinforce this opinion tickets for Persebaya football matches on Locket.com. Kotler & Keller (2018) argue that purchasing decisions are based on how consumers view prices and what they consider to be the current actual price, not on the price stated by the marketer (Munawaroh & Simon, 2023).

This opinion is in line with the results of previous research conducted by Amron (2018), which found that, surprisingly, the price variable had the greatest influence compared to other autonomous elements that affect consumers' decisions to buy. Among the many conveniences offered by a laptop is the ability to manage data or information. These days, computers are utilized for more than just data management business, entertainment, and other social activities (Nela et al., 2017).

Tight competition in the laptop or notebook industry in Indonesia requires the ASUS company to have advantages so that it can compete with other companies in the same field. This is intended to increase consumers' purchasing decisions related to brand image, price, and quality of products offered by ASUS so that it can become a market leader in its field (Nela et al., 2017).

Positioning and building a brand image are a challenge for entrepreneurs, especially in small businesses with limited resources and budgets. However, there are many success stories of entrepreneurs who built their brands into strong brands. According to (Kotler and Keller, 2018), finding new ways to market is about marketing ideas about products to consumers. One of the branding guidelines for small businesses is to find attractive product or service performance advantages. For any brand, demonstrable and meaningful differences in product or service performance can be the key to success (Anggraini, 2024).

2. Literature Review and Hypothesis

Literature Review

Consumer behavior

The foundation of consumers' purchase decisions is their behavior. Firmansyah (2018) asserts that there is a close relationship between the purchasing process and customer behavior. Customers conduct tasks including looking for, investigating, and assessing goods and services during this period. He went on to say that consumer behavior encompasses all the variables that affect a customer's decision to buy, how to utilize, and consume the goods and services they have acquired. Kotler and Keller (2018) define consumer behavior as the study of how people, groups, and organizations make decisions about, purchase, and make use of products, ideas, experiences, or services in order to satiate their needs and desires. These varied descriptions lead to the conclusion that consumer behavior is the behavior displayed by consumers when they search for, buy, use, evaluate, and consume products to fulfill their needs and desires (Aprillia, 2024).

Purchase decision

A purchasing decision is a final or final decision that a consumer has, whether one or more, to buy a good or service by considering various certain things. According to Zainurossalamia (2020) and (Mustafa & Santosa, 2024), consumer behavior is very determined in the purchasing decision-making process, the stage of which starts from problem recognition, namely in the form of pressure that generates action to fulfill their needs, followed by the stage of searching for information about the product needed, followed by the alternative evaluation stage in the form of selection. The next stage is the purchasing decision stage, which ends with post-purchase behavior where buying again or not based on how satisfied you are with the product overall. Peter and Olson (2019) suggest that the process of making purchases involves integrating information to assess multiple alternative behaviors and select one.

Social media

Social media is an online media that is used by its users with each other to make it easy to participate, communicate, share, and create various content without being limited by space and time, apart from having functions that can make various matters easier. Social media can also influence the marketing process of a product, whether goods or services. According to (Kotler & Keller, 2019), an important component of digital marketing is social media. Customers can share text, image, audio, and video content with other businesses through social media, and vice versa. Social media gives marketers the ability to establish an online market and public persona. They can effectively support other forms of communication. Their everyday connection might also encourage businesses to remain creative and current (Bulan & Larashati, 2022). Furthermore, marketers have the ability to establish or utilize virtual communities, so eliciting customer involvement and generating enduring promotional materials. To put it briefly, marketers of products and services need to understand that not all customers want to be active in their purchase decisions with certain businesses on social media, or even only sometimes (Kotler & Keller, 2018).

Price

Price, in the conceptual definition, is a theory that explains how the prices of goods in the market are formed. Basically, the price of an item is determined by the amount of demand and supply for that item, while many factors determine the demand and supply of an item. Kotler (2019) defines pricing as the amount of money or value charged for a good or service in return for the benefits of the price, which is now a significant deciding factor for consumers. This is true for developing nations, but throughout the past ten years, non-factor pricing have played a bigger role in consumers' decision-making. Indrasari (2019) asserts that price serves as a gauge for customers who find it difficult to determine the quality of complex products offered to meet their needs and desires. If the goods consumers want are goods of good quality, then, of course, the price is high. On the other hand, if what consumers want is mediocre or not very good quality, then the price is reasonable (Maghfur et al., 2023).

Brand Image

Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the way that people feel and what they prefer about a brand. A brand's favorable perception increases the likelihood that a customer will make a purchase. Images or associations indicate views that may or may not reflect objective reality, according to Zainurossalamia (2020). The picture created by these associations (perceptions) is what underlies purchasing decisions and even brand loyalty from consumers. According to (Kotler & Keller, 2018), One of the most valuable intangible assets of a company is its brand, and it is marketing's obligation to manage its value properly. Building a strong brand is both an art and a science. It requires careful planning, deep, sustained dedication as well as imaginatively planned and carried out marketing. At its

foundation, a fantastic product or service is what makes a good brand command strong consumer loyalty (Noviana & Oktavia, 2023).

Product quality

Products are important for companies or business owners because, without products, companies or business owners will not be able to do any business. Buyers will buy a product if it is suitable. Therefore, the product must be tailored to the buyer's desires or needs to market the product successfully. According to Kotler and Keller (2018), satisfaction will also depend on the quality of products and services. Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. This is a customer-centric definition. We can say that a seller has delivered quality whenever his product or service meets or exceeds expectations for customers (Anggraini, 2024). Kotler and Keller (2019) state that quality is the totality of product or service features that depend on the ability to satisfy needs that are stated directly or implicitly.

Hypothesis

Social Media and Purchasing Decisions

In the current era of digitalization, those who are not familiar with social media can define social media as online media that is used by its users both with each other by making it easy to participate, communicate, share, and create various content without being limited by space and time. However, at the moment, consumers are searching for information and gathering knowledge about a good or service before making a purchase, and social media is one of the mediums they will utilize for this purpose. As a result, social media can also affect how a company markets itself, product, whether goods or services. This opinion is also in line with the results of national journal research conducted by Riskyady & Sulistyowati (2021), asserting that social media significantly and favorably influences people's decisions to buy Persebaya football match tickets on Loket.com. Then, Wursan et al. (2021) discovered in an international magazine that social media product promotion had a favorable effect and influenced the decision to buy an item. Similarly, Funde & Yesha's 2019 research in an international journal found that social media can both motivate and impact a user's decision to buy. This demonstrates that social media can have a good influence in promoting goods and services and increasing consumer purchasing interest. By referring to theory and supported by the results of previous research, the following hypothesis can be formulated:

H1: Social media has a Positive and Significant Influence on Purchasing Decisions.

Prices and Purchase Decisions

To decide on a purchase, consumers need to have some knowledge about the goods or services to be purchased; one thing that consumers can evaluate in deciding to purchase the cost of a good or service. Customers are unlikely to make decisions to buy if the price being sold in the market is excessive or costly. Conversely, if a product is offered at a low or inexpensive price, there is a greater chance that customers will decide to buy it. This viewpoint is consistent with the findings of a national journal study by Dian and Suryono (2018), which found that pricing significantly affects consumer trust and purchase decisions. Then, it was discovered—surprisingly—that the price variable had the biggest influence when compared to other independent variables that affect purchase decisions in an international journal established by Aaron (2018). comparable to the outcomes of international journals researched by Misbahul& Dodi (2020), which state that in a related way, price perceptions also have a positive and significant effect on purchasing decisions. By referring to theory and supported by the results of previous research, the following hypothesis can be formulated:

H2: Price has a positive and significant influence on purchasing decisions.

Brand Image and Purchase Decisions

Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the form

of beliefs and preferences towards a brand. This opinion is not in keeping with the findings of a national journal study by Agustina & Fathuir (2020), which indicate that consumers' decisions to buy PT cracker goods are less significantly influenced by the brand image variable. Legong Bali Nusantara, as the variable for brand image is less prominent than the product quality variable. However, international journal research conducted by Hafizh & Hapzi (2017) obtained different results from the previous journal, namely that brand image factors can have a positive impact on product purchasing decisions from SMESCO Indonesia consumers so that they can achieve the company's success goals. Then, the international journal researched by Rahayu (2022) shows similarities with the previous journal, namely that the purchase decision can be explained by the brand image variable, which has a significant influence. From the results obtained, on average, brand image influences consumer purchases. The brand image must also be more influential and stronger so that consumers can influence their decision to purchase these products and services. By referring to theory and supported by the results of previous research, the following hypothesis can be formulated:

H3: Purchasing decisions are positively and significantly influenced by brand image.

Product Quality and Purchasing Decisions

For a firm or business owner, a product is essential since without one, they could not begin operating their enterprise. According to Frisna, Silvya, and Sjudry's (2019) national journal research findings, which demonstrate that product quality concurrently influences the decision to acquire a Toyota Agya car. Furthermore, in an international journal written by Dewi and Muliasari (2019), It was shown that decisions to buy are influenced by both product quality and other factors. The present study's findings are consistent with those of Endah et al.'s worldwide journal research (2019), which indicates that product quality is a significant determinant of purchasing decisions. The following hypothesis can be verified by making use of theory and the findings of earlier studies formulated:

H4: Product quality has a positive and significant influence on purchasing decisions.

Research Conceptual Framework

In this research, the related variable is Purchase Decision, while the independent variables in this research are social media, Price, Brand Image, and Product Quality. Based on this explanation, the research model is shown in the image below:

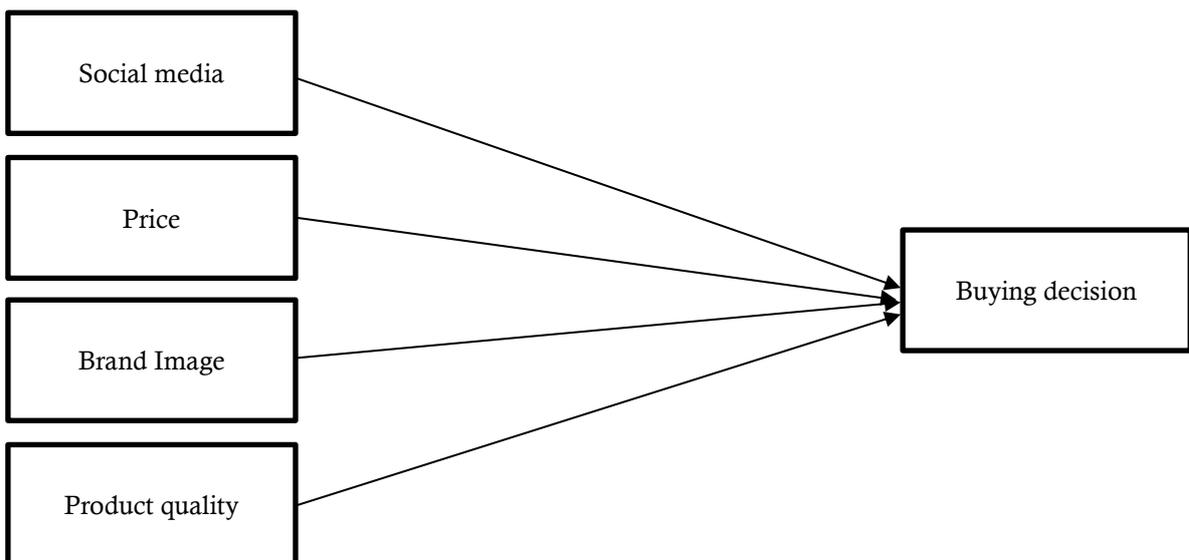


Figure 1. Conceptual Framework

3. Data and Method

Types of research

The type of research used in this research is associative or explanatory research. According to Sugiyono (2018), associative or explanatory research is research that intends to explain and determine the position of the variables studied in the relationship between one variable and another variable. The purpose of this research is to determine the influence of the variable's social media, Price, Brand Image, and Product Quality as independent variables on Purchasing Decisions as the dependent variable.

Data Types and Sources

The type of data used in this research is primary data obtained from subject data in the form of respondents' opinions, attitudes, and experiences in deciding to purchase a product. Primary data is research data obtained directly from original sources or not through intermediary media. The main source for this research is a questionnaire filled out by respondents.

Method of collecting data

In this research, A questionnaire survey was used as the method of data gathering. This approach is a data collection technique that doesn't require the presence of a researcher. The researcher's questions and respondents' answers were submitted in writing via a questionnaire. A questionnaire is a written question that is used to obtain and collect information from respondents in the form of reports about their personal or known things. Completing this questionnaire is based on the knowledge and experience of the party concerned in accordance with the research required.

Population and Sample

The purpose of this study was to investigate how purchasing decisions are influenced by social media, cost, brand perception, and product quality decisions. It focuses on purchasing decisions for electronic products, specifically ASUS-branded laptops. Researchers also chose the characteristics and limitations of this research population, namely Yarsi University students who decided to buy or have used ASUS-branded laptops.

Data analysis method

For this research to run successfully and in accordance with the expected objectives, this research uses analysis, namely quantitative analysis. In general, quantitative research uses many numbers, starting from the process of collecting data, interpreting the data, displaying the results, and drawing conclusions. Analysis This kind of study also serves to evaluate statistics in order to assist in the analysis of data collected through questionnaires that have been distributed. To speed up data allocation and research, researchers use the SPSS application.

Multiple Linear Regression Analysis

This analysis is used to analyze data that comprises numerous independent variables and dependent variables in order to ascertain the influence between the independent and dependent variables independent variable. According to Sugiyono (2018), the multiple linear regression formula is as follows:

$$Y = \alpha + b_1SM + b_2P + b_3BI + b_4PQ + e \quad (1)$$

4. Results

Test the Validity of Purchasing Decisions

The following are the results of validity tests that have been carried out on the Purchase Decision variable question items:

Table 1. Validity Results of Purchasing Decision Variables

Question	r Account	r Table	Information
1.	0,6899	0,1764	Valid
2.	0,7702	0,1764	Valid

Source: processed data (2023).

As is well known, the Degree of Freedom (df) in this study is $N=122$, so we get a significance of 5% r in the Statistical Table of 0.1764. Question item number 3 has the highest calculated r value of 0.7702, and question item number 5 has the lowest calculated r value, namely 0.6089.

Social Media Validity Test

The following are the results of validity tests that have been carried out on the Social Media variable question items:

Table 2. Validity Results of Social Media Variables

Question	r Account	r Table	Information
1.	0,6854	0,1764	Valid
2.	0,5478	0,1764	Valid

Source: processed data (2023).

As is well known, the Degree of Freedom (df) in this study is $N=122$, so we get a significance of 5% r in the Statistical Table of 0.1764. Question item number 2 has the highest calculated r value of 0.6854, and question item number 3 has the lowest calculated r value, namely 0.5478.

Price Validity Test

The following are the results of validity tests that have been carried out on the Price variable question items:

Table 3. Validity Results of Price Variables

Question	r Account	r Table	Information
1.	0,6580	0,1764	Valid
2.	0,7830	0,1764	Valid

Source: processed data (2023).

As is well known, the Degree of Freedom (df) in this study is $N=122$, so we get a significance of 5% r in the Statistical Table of 0.1764. Question item number 2 has the highest calculated r value of 0.7830, and question item number 1 has the lowest calculated r value, namely 0.6580.

Brand Image Validity Test

The following are the results all the validity examinations that have been conducted on the question items for the Brand Image variable:

Table 4. Validity Results of Brand Image Variables

Question	r Account	r Table	Information
1.	0,7731	0,1764	Valid
2.	0,6916	0,1764	Valid

Source: processed data (2023).

As is well known, the Degree of Freedom (df) in this study is $N=122$, so we get a significance of 5% r in the Statistical Table of 0.1764. Question item number 2 has the highest calculated r value of 0.7731, and question item number 4 has the lowest calculated r value, namely 0.6916.

Product Quality Validity Test

The following are the results of the validity tests that have been carried out on the Product Quality variable question items:

Table 5. Validity Results of Product Quality Variables

Question	r Account	r Table	Information
1.	0,7690	0,1764	Valid
2.	0,6689	0,1764	Valid

Source: processed data (2023).

As is well known, the Degree of Freedom (df) in this study is $N=122$, so we get a significance of 5% r in the Statistical Table of 0.1764. Question item number 3 has the highest calculated r value of 0.7690, and question item number 8 has the lowest calculated r value, namely 0.6689.

Normality test

The Kolmogorov Smirnov (K-S) Normality Test is part of the classical assumption test. It seeks to ascertain the normality of the residual values' distribution. The study findings from the normalcy test, which was performed utilizing SPSS.

Table 6. Normality Test Results

	N	Unstandardized Residual
	122	
Normal Parameters	Mean	.0000000
	Std. Deviation	1.40109217
Asymp. Sig. (2-tailed)		.200c.d

Source: processed data (2023)

Based on the findings of the normality test, $0.200 > 0.05$ is the significant value. Consequently, it may be said that the residual value is normally distributed.

Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another observation. The following data from the Multicollinearity Test results can be seen in the image below:

Table 7. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.202	.886	
Social media	-.020	.044	-.046
Price	.029	.048	.070
Brand Image	-.004	.052	-.011
Product quality	-.006	.032	-.023

Source: processed data (2023)

The Heteroscedasticity Test results show that the variables brand image, price, product quality, and social media have a significant value of ≥ 0.05 .

Multiple Linear Regression Analysis

Multiple A statistical technique called linear regression analysis looks to see if the dependent variable directly affects the independent variable. These are the outcomes of the regression analysis in the table below:

Table 8. Multiple Linear Regression Results

Model	Standardized Coefficients
	Beta
1 (Constant)	
Social media	-.058
Price	.107
Brand Image	.240
Product quality	.465

Source: processed data (2023)

Regression study results indicate that, with a standard coefficient value of 0.465 and a significance level of 0.05, product quality had the greatest impact on the choice to buy an ASUS laptop among the factors examined 0.000.

5. Discussion

The Social Media's Effect on Purchasing Decisions

The first hypothesis in this research is that factors related to social media have a major and favorable impact on buying decisions. T is computed because the value is significant and the results of the hypothesis test in the t-test table support this conclusion. According to the research's findings, social media has a negligible and unfavorable impact. The findings of this study conflict with those of studies carried by by Riskyady&Sulistiyowati (2021), Funde & Yesha (2019), and Wursan, Rinandiyana, &Badriatin (2021), which claimed that social media significantly and favorably influences consumers' decisions to buy. Priatni et al. (2019), however, concurred with Muslim (2018)'s research findings, claiming that social media has a negligible and detrimental impact on purchasing decisions.

Price's Effect on Purchasing Decisions

The second hypothesis in According to this research, decisions on what to buy are significantly and favorably influenced by the price factor. T is computed because the value is significant and the results of the hypothesis test in the t-test table support this conclusion. As a result, price has a negative and negligible impact on the research findings. The findings of this study conflict with those of studies carried by Misbahul& Dodi (2020), Dian &Suryono (2018), and Amron (2018), which stated that price has a positive and significant effect on purchasing decisions. However, according to Jesikha et al.'s (2019) and Destarini Rambudi's (2020) research findings, price has a negative and negligible impact on purchasing decisions.

The Impact of Brand Recognition on Purchasing Decisions

The third hypothesis According to this study, the brand image variable significantly and favorably affects purchasing decisions. This hypothesis is proven in the results of the t-test with a significant value and calculated. The results of this research are in line with research conducted by Rahayu (2022), Hafizh &Hapzi (2017), and Agustina &Fathuir (2019), which claimed that a company's reputation has a favorable and substantial impact on purchasing decisions.

The Impact of Product Quality on Decisions to Buy

The fourth hypothesis in this research is that the product quality variable has a major and favorable impact on decisions made about purchases. The t-test results, which have a significant value, support this hypothesis. The findings of this study include in line with research conducted by Frisna et al. (2019), Endah et al. (2019), and Dewi and Muliasari (2019), which stated that product quality has a positive and significant effect on purchasing decisions.

6. Conclusion

Drawing on the outcomes of the preceding analysis and discussion, the following conclusions can be made: Purchase decisions are negatively and negligibly impacted by social media. Price influences decisions about what to buy in a negative and negligible way. Purchasing decisions are significantly and favorably impacted by brand image. Purchase decisions are positively and significantly impacted by product quality.

The managerial implications of the study on how social media, cost, brand perception, and product quality affect purchasing decisions highlight the importance for managers to strategically invest in these key areas to enhance consumer engagement and drive sales. Companies should leverage social media platforms to effectively communicate and reinforce their brand image, ensuring that they resonate well with their target audience. Competitive pricing strategies need to be implemented to attract price-sensitive customers while maintaining perceived value. Additionally, continuous improvement of product quality is crucial in building customer loyalty and fostering positive word-of-mouth. By emphasizing these factors, managers can have a big impact on what customers decide to buy thereby enhancing overall business performance.

Recommendation

For future research, it is recommended to add other variables, such as after-sales service or technical support, it could potentially have a big impact on people's purchase decisions. Subsequent investigations may additionally examine the effects of changing technological trends and dynamic consumer preferences. Using different research methods or expanding the sample scope to Other groups of people can also provide deeper insights and enrich existing research results.

References

- Muslim, A. W. (2018). Pengaruh Media Sosial, E-Service Quality dan Harga Terhadap Keputusan Pembelian yang di Mediasi Oleh Gaya Hidup. *Jurnal Riset Bisnis dan Manajemen*. 6(2). 145-162. <https://doi.org/10.26623/jreb.v16i3.7084>
- Amron. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, Vol.14, No.13. 1857 – 7881. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Anggraini, R. A. (2024). Predicting the Significance of Trust, Service Quality, and Values for Customer Satisfaction. *Research of Business and Management*, 2(1), 41–52. <https://doi.org/10.58777/rbm.v2i1.186>
- Aprillia, E. M. (2024). Influence of Innovation and Entrepreneurial Orientation on Competitive Through Marketing Performance as Moderating. *Marketing and Business Strategy*, 1(2), 69–79. <https://doi.org/10.58777/mbs.v1i2.227>
- Bulan, G. K., & Larashati, I. (2022). Effect of Service Quality and Price on Customer Satisfaction. *Jurnal Computech & Bisnis*, 16(2), 189–198. <https://doi.org/10.56447/jcb.v16i2.20>
- Pratama, and S. B. Santoso. (2018). Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian melalui Kepercayaan Konsumen pada Produk Stuck Original. *Diponegoro Journal of Management*. 7(2). 139-149. <https://doi.org/10.61722/jssr.v1i2.282>

- Destarini, F., Prambudi, B. (2020). Pengaruh Produk dan Harga Terhadap Keputusan Pembelian Pada Konsumen 212 Mart Condet Batu Ampar. *Jurnal Ekonomi, Bisnis & Manajemen*.10(1). 58-66. <https://doi.org/10.37932/j.e.v10i1.27>
- Dewi, Muliastari. (2019). The Effect of Product Price and Product Quality on Purchasing Decisions for Samsung Brand Handphones Among STIE AAS Surakarta Students. *International Journal of Economics, Business and Accounting Research (IJEBAR)*. 3(4). 501-506. <https://doi.org/10.29040/ijebar.v3i04.805>
- F.D. Tumembouw., S.L. Mandey., S. Loindong. (2019). Analisis Kualitas dan Harga Terhadap Keputusan Pembelian Mobil Toyota Agya di Manado. *Jurnal EMBA*. 7(1). 481-490.
- Hafilah, N. E., Chaer, V. P. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, And Price on Purchase Decisions Samsung Smartphones. *Marketing Science eJournal*. 15 <https://doi.org/10.2139/ssrn.3314080>
- Indrasari, Meithiana. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Komara, E., & Fathurahman, F. (2024). Factors that Affect the Level of Customer Satisfaction and Repurchase Intention on Tokopedia. *Research of Business and Management*, 2(1), 1–14. <https://doi.org/10.58777/rbm.v2i1.168>
- Kotler, P., & Keller, K. L. (2018). *Marketing Manajemen Edisi 16 Global Edition*. England: Pearson Education Limited.
- Maghfur, R. fata, Santosa, P. W., & Zhafirah, N. R. (2023). The Influence of Brand Image and Experiential Marketing on Consumer Loyalty with Consumer Satisfaction as an Intervening. *Marketing and Business Strategy*, 1(1), 1–12. <https://doi.org/10.58777/mbs.v1i1.153>
- Munawaroh, M., & Simon, Z. Z. (2023). The Influence of Store Atmosphere, Service Quality, Product Quality, and Price on Customer Satisfaction. *Research of Business and Management*, 1(1), 35–44. <https://doi.org/10.58777/rbm.v1i1.21>
- Mustafa, F., & Santosa, P. W. (2024). Marketing Events Mediating BEV Features and Operating Costs: Impact on Purchase Intentions. *Marketing and Business Strategy*, 1(2), 56–68. <https://doi.org/10.58777/mbs.v1i2.179>
- Noviana, I., & Oktavia, D. (2023). The Effect of Product Quality and Customer Perceived Value on Repurchases with Intervening Satisfaction. *Marketing and Business Strategy*, 1(1), 35–45. <https://doi.org/10.58777/mbs.v1i1.154>
- Peter, J. Paul dan Jerry C. Olson. (2019). *Perilaku Konsumen dan Strategi Pemasaran. Buku 1. Edisi 9*: Jakarta. Salemba Empat.
- Priatni, S.B., Hutriana, T., dan Hindarwati, E. N. (2019). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Brand Awareness sebagai Variable Intervening pada Martha Tilaar Salon Day Spa. *Jurnal Ekonomi, Manajemen dan Perbankan*. 5(3). 145-155. <https://doi.org/10.35384/jemp.v5i3.165>
- Rahayu, S. (2022). The Effect of Brand Image and Promotion on The Purchase Decision of Tony Jack Jeans Product at DNA Store South Of Tangerang. *International Journal of Science, Technology & Management*, 3(1), 256- 264. <https://doi.org/10.46729/ijstm.v3i1.455>
- Riskyady, Y. F., Sulistyowati, R. (2021). Pengaruh Media Sosial Dan Harga Terhadap Keputusan Pembelian Tiket Pertandingan Sepakbola Persebaya pada Loket.com. *Jurnal Pendidikan Tata Niaga (JPTN)*. 9(2). 1181-1187. <https://doi.org/10.26740/jptn.v9n2.p1181-1187>
- Saharani, N. P. (2022). Penggunaan Media Sosial Dalam Perspektif Islam. *Jurnal Riset Rumpun Agama dan Filsafat (JURRAFI)*, 1(2). 116-125. <https://doi.org/10.55606/jurrafi.v1i2.514>
- Sugiyono. (2018). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R & D)*. Bandung: Alfabeta.

- Wulandari, W. (2017). Pengaruh Marketing Mix Terhadap Keputusan Pembelian Pada WaserdaUkm Mart KoperasiKaryawanWidyagama Malang. *Jurnal Manajemen dan Akuntansi*. 1(3).
- Wursan, W., Rinandiyana, L. R., &Badriatin, T. (2021). Social media promotion effect on product purchase decisions through word-of-mouth marketing. *Linguistics and Culture Review Journal*, 5 (S1), 821-831. <https://doi.org/10.21744/lingcure.v5nS1.1466>
- Zainurossalamia, Saida. (2020). *Manajemen Pemasaran Teori dan Strategi*. Lombok Tengah Nusa Tenggara Barat: Forum Pemuda Aswaja.