

Research Article

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

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Abstract

This research aims to determine whether there is an influence of social media, price, brand image and product quality on purchasing decisions for ASUS brand 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, with a purposive sampling technique through distributing questionnaires. The data analysis methods used are multiple regression analysis. The research results show that (1) the influence of social media has a negative and insignificant effect on purchasing decisions. (2) price has a negative and insignificant effect on purchasing decisions. (3) brand image has a positive and significant effect on purchasing decisions. (4) product quality has a positive and significant effect on purchasing decisions. (5) Simultaneously, all independent variables have a significant influence on purchasing decisions. The managerial implications of this research indicate that companies 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, Price, Brand Image, Product Quality, Purchasing Decisions

JEL Classification: M31, M37, M39

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1. Introduction

It is impossible to separate buying and selling from human existence. People typically decide which thing to buy first before making a purchase. Individual actions that are directly related to choosing which things to buy from sellers are known as purchasing decisions (Indrasari, 2019). Depending on the kind of purchase decision, consumers make different decisions. In addition, a variety of other elements, ranging from psychological to cultural, social, and personal, might affect a buyer's decision to make a purchase. However, consumer knowledge which can be categorized into three categories: usage, purchasing, and product knowledge may also have an impact on a purchase choice (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 has a significant role in Indonesia's economic economy, particularly when it comes to influencing consumers' decisions to buy products or services. The findings of earlier research by Riskyady and Sulistyowati (2021), which indicate that social media has a favorable and considerable influence on the decision to buy tickets for Persebaya football matches on Locket.com, lend credence to this opinion. According to Kotler and Keller (2018), consumers' perceptions of prices and what they believe to be the current going rate influence their decisions to buy rather than the price that the marketer states.

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 independent variables that influence purchasing decisions. Many conveniences can be obtained by using a laptop; one of the conveniences provided is managing information or data. Currently, laptops are not only used for data management but are also used for business, entertainment, and other social activities.

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.

For entrepreneurs, positioning and creating a brand image can be difficult, particularly in small enterprises with tight funds and resources. Nonetheless, there are numerous examples of successful business owners who developed their businesses into powerful brands. Finding innovative methods of marketing involves presenting consumers with thoughts about items, claim Kotler and Keller (2018). Finding appealing product or service performance benefits is one of the branding criteria for small enterprises. Verifiable and significant variations in the performance of a product or service can be the secret to success for every brand.

The main problem in this study is to determine the influence of social media, price, brand image, and product quality on purchasing decisions. Supporting data include the results of questionnaires analyzed using multiple regression, partial t-test, and simultaneous f-test, which show that brand image and product quality have a significant influence on purchasing decisions. At the same time, social media and price are not significant. The research gap can be seen from the results that differ from several previous studies that found that social media and price influence purchasing decisions. The purpose of this study is to provide insight for companies in developing marketing strategies, especially in improving brand image and product quality to influence consumer decisions.

2. Literature Review and Hypothesis

Literature Review

Consumer behavior

Consumer behavior is something that underlies consumers' purchasing decisions. Consumer behavior is a process that is closely related to the purchasing process. At this time, consumers carry out activities such as searching, researching, and evaluating products and services. He also added that consumer behavior is the process of a customer making decisions to buy, use, and consume the goods and services purchased, including factors that influence purchasing decisions and product use. According to Kotler and Keller (2018), consumer behavior is the

study of how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires. Based on these various descriptions, it can be concluded 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.

Buying 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), 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 depending on the level of satisfaction obtained from the product. According to Peter and Olson (2019), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them.

Social media

In addition to having features that can facilitate a variety of tasks, social media is an online platform that users utilize to interact, communicate, share, and create a variety of content with one another without being constrained by time or place. Social media can have an impact on how a product, whether it be a service or a good, is marketed. Social media is a crucial part of digital marketing, claim Kotler & Keller (2019). 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. Furthermore, marketers have the ability to establish or utilize virtual communities, so eliciting customer involvement and generating enduring promotional materials. To put it briefly, product and service marketers need to understand that, when it comes to social media, some customers want to be involved in their decisions about what to buy from certain brands, even if it's just partially the case (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. According to Kotler (2019), price is the amount of value or money charged for a product or service for value that consumers exchange for the benefits of price, which has become an important factor influencing buyers' choices. This applies in poor countries, but non-factor prices have become more important in buyers' choice behavior in this decade (10 years). According to Indrasari (2019), price is a measure for consumers who have trouble assessing 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.

Brand Image

A brand's image is a summary of how people perceive it generally and is shaped by data and prior interactions with the brand. Attitudes about a brand, such as preferences and beliefs, are linked to its image. 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 views derived from these linkages serve as the foundation for consumers' purchasing decisions and can inspire brand loyalty. A company's brand is one of its most important intangible assets, and marketing needs to appropriately manage its value, according to Kotler & Keller (2018). Creating a powerful brand is a science and an art. It requires careful planning, deep, long-term commitment, and creatively designed

and executed marketing. A strong brand commands intense consumer loyalty at its core is a great product or service.

Product Quality

For businesses and business owners, products are essential because without them, they could not conduct any business at all. Consumers will purchase a thing if it makes sense. For a product to be successfully marketed, it must therefore be customized to the needs or wants of the customer. Kotler and Keller (2018) assert that the caliber of goods and services will also have an impact on customer satisfaction. A product or service's quality is the culmination of all of its attributes that rely on its capacity to meet explicit or implicit needs. A customer-centric definition is this one. When a seller fulfills or surpasses customers' expectations with their good or service, we can claim that the seller has delivered quality. 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

For those who are unfamiliar with social media in this digital age, it may be defined as online platforms that facilitate easy participation, communication, sharing, and creation of diverse material without being restricted by time or location. 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 have an impact on how a product goods or services is marketed. This viewpoint is also consistent with the findings of a national journal study by Riskyady & Sulistyowati (2021), which found that social media significantly and favorably influences people's decisions to buy Persebaya football tickets on Locket.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 international journal found that social media can both motivate and impact a user's decision to buy. This demonstrates how social media can effectively promote products and services and raise consumer interest in making purchases. By making use of theory and being backed 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

In order to make an informed decision, buyers must possess some knowledge about the products or services they intend to buy. One factor they may consider is the cost of the item 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, 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. Similar to the findings of study published in international journals, which indicate that price perceptions influence decisions to buy in a similar positive and significant way. The following hypothesis can be developed by making use of theory and being backed up by the findings of earlier studies:

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

Brand Image and Purchase Decisions

A brand's image is a depiction of how people view it generally and is shaped by data and prior interactions with the brand. Attitudes about a brand, such as preferences and beliefs, are linked to its image. This viewpoint contradicts the findings of a national journal study, 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 related to product quality is more noticeable than the brand image. International journal research, however, produced different findings from the earlier journal, namely that brand image factors can positively influence SMESCO Indonesia consumers' decisions to purchase products, enabling them to meet the company's objectives for success. The worldwide journal that Rahayu (2022) investigated then demonstrates the same parallels as the preceding magazine, namely that the brand image variable, which has a large influence, may be used to explain the purchase choice. According to the findings, brand perception often affects customer purchasing decisions. In order to affect consumers' decisions to buy these goods and services, the brand image needs to be more powerful and influential. The following hypothesis can be verified by making use of theory and the findings of earlier studies formulated:

H3: Brand Image Has a Positive and Significant Influence on Purchasing Decisions.

Product Quality and Purchasing Decisions

A product holds great significance for a company or entrepreneur, as it is necessary for them to begin operations. National journal research demonstrates that the decision to buy a Toyota Agya car is influenced by both product quality and other factors. Furthermore, it was discovered that product quality influences purchase decisions jointly in an international magazine published by Dewi and Muliasari (2019). The present study's findings are consistent with those, which indicates that product quality is a significant determinant of purchasing decisions. By referring to theory and supported by the results of previous research, the following hypothesis can be 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:

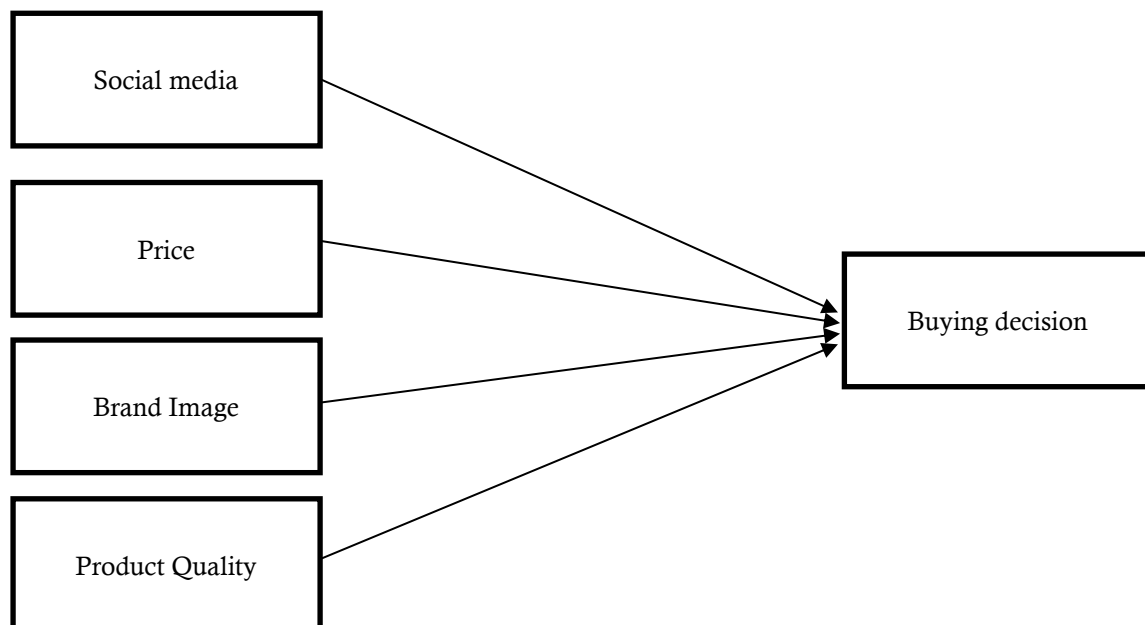


Figure 1. Conceptual Framework

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, the data collection method was carried out using a questionnaire survey method. This method is a form of data collection that does not 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

This research was conducted to examine the influence of social media, price, brand image, and product quality on purchasing 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 of this type of research also functions to test statistics to help analyze data that has been obtained through questionnaires that have been distributed. To speed up data allocation and research, researchers use the SPSS application.

Multiple Linear Regression Analysis

Using multiple linear regression analysis and data containing many independent variables, this technique aims to ascertain the relationship between the independent and dependent variables. Sugiyono (2018) states that the following is the multiple linear regression formula:

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

4. Results

Test the Validity of Purchasing Decisions

The following are the results of validity tests carried out on the Purchase Decision variable question items: The Degree of Freedom (df) in this study is N=122, so we get a significance of 5% r in the Statistical Tables 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: It is known that 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: It is known that 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 of the validity tests carried out on the question items for the Brand Image variable: It is known that 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 carried out on the Product Quality variable question items: 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. This normality test aims to find out whether the residual values are normally distributed or not. The following is research data from the normality test carried out using SPSS. Based on the results of the normality test, it is known that the significance value is $0.200 > 0.05$. So, it can be concluded that the residual value is normally distributed.

Multicollinearity Test

The Multicollinearity Test aims to test whether there is a correlation between independent variables in the regression model. The cutoff value commonly used to indicate multicollinearity is a tolerance value greater than 0.10 or equal to a VIF value less than 10.00. The following data from the results of the Multicollinearity Test can be seen in the image below: Based on the results of the Multicollinearity Test, the characteristic variables of social media, Price, Brand Image, and Product Quality have a tolerance value of > 0.10 and a VIF value of < 10.00 .

Heteroscedasticity Test

The Heteroscedasticity Test aims to determine whether the regression model has 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: Based on the results of the Heteroscedasticity Test, the variables social media, Price, Brand Image, and Product Quality have a significance value of ≥ 0.05 .

Multiple Linear Regression Analysis

A statistical technique called multiple linear regression analysis looks to see if the dependent variable directly affects the independent variable. The regression test's findings are displayed in the table below as follows: Regression study results indicate that, with a standard coefficient

value of 0.465 and a significance level of 0.000, product quality had the greatest impact on the decision to buy an ASUS laptop among the factors examined.

5. Discussion

The Influence of Social Media on Purchasing Decisions

This study's initial premise is that factors related to social media have a major and favorable impact on consumers' decisions to buy. 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 contradict those of studies by Wursan, Rinandiyana, & Badriatin (2021) and Riskyady & Sulistyowati (2021), which found that social media significantly and favorably influences consumers' decisions to buy. Priatni et al. (2019), however, claiming that social media has a negligible and unfavorable impact on buying decisions.

The Influence of Price on Purchasing Decisions

This study's second premise is that pricing has a major and beneficial influence on consumers' decisions to buy. 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 contradict those of studies, which found that price had a substantial and favorable influence on consumers' decisions to buy. However, in keeping with the findings of study, price has a negligible and unfavorable impact on purchase decisions, Destarini and Rambudi (2020).

The Influence of Brand Image on Purchasing Decisions

The third hypothesis in this study is that brand image has a positive and significant influence on purchasing decisions. This hypothesis is supported by the t-test's significant value and estimated t. The present study's results are consistent with those of research conducted by Rahayu (2022), which revealed a strong and positive impact of brand image on consumer decisions.

The Influence of Product Quality on Purchasing Decisions

The product quality variable has a favorable and significant impact on purchase decisions, according to the fourth hypothesis in this study. The t-test results, which have a significant value, support this hypothesis. The findings of this study are consistent with those of studies by Dewi and Muliasari (2019), which found that product quality significantly and favorably influences consumers' decisions to buy.

6. Conclusion

Drawing on the outcomes of the preceding analysis and discussion, the following conclusions can be made: Social networking has a negligible and detrimental impact on decisions made about purchases. 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 study's managerial implications regarding the impact of price, brand image, social media, and product quality on purchase decisions underscore the necessity for managers to make strategic investments in these critical areas in order to boost sales and improve customer engagement. 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 focusing on these elements, managers can significantly influence consumer purchasing decisions, thereby enhancing overall business

performance.

Recommendation

For future research, it is recommended to add other variables, such as after-sales service or technical support, which may also significantly influence purchasing decisions. Future research could also explore the effects of changing technological trends and dynamic consumer preferences. Using different research methods or expanding the sample scope to other demographic groups can also provide deeper insights and enrich existing research results.

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