

The Influence of Social Media Marketing and Product Quality on Purchase Decisions

Devi Rosdiana Maharani, Arik Susbiyani, Ni Nyoman Putu Martini, Nurul Qomariah*
Universitas Muhammadiyah Jember

*E-mail: nurulqomariah@unmuhjember.ac.id

ABSTRACT

Marketing management is a crucial aspect in the success of a company, it can attract customer purchasing decisions. Marketing management is the art and science of choosing target markets and building profitable relationships with them, which is done through effective and innovative marketing strategies. This study aims to determine the effect of social media marketing and product quality on purchasing decisions at PT Java Indosinerji Creative. This study is a quantitative study with a research population of PT Java Indosinerji Creative customers. The sample in this study amounted to 100 people. The data collection method used in this study was by distributing questionnaires online. Data analysis used descriptive statistics and inductive statistics. The results of the study showed that 1) social media marketing has a positive and significant effect on purchasing decisions, 2) product quality has a positive and significant effect on purchasing decisions. The results of this study have implications for developments related to purchasing decisions that can increase due to social media marketing and also the good quality of the products produced.

Keywords: social media marketing, product quality, purchasing decisions.

INTRODUCTION

Marketing management is a crucial aspect in the success of a company, it can attract customer purchasing decisions. According to Harris et al. (2020), Marketing management is the art and science of choosing target markets and building profitable relationships with them, through effective and innovative marketing strategies. Its main objective is to attract new customers by promising superior value that exceeds expectations, and to retain and grow existing customers by consistently delivering satisfaction so that they continue to make purchasing decisions (Qomariah, 2016).

Purchasing decisions are a crucial stage in consumer behavior that has broad implications, both on a local and global scale. Kotler & Armstrong, (2010) explains that consumer purchasing decisions are complex processes involving need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Purchasing decisions include consumer choices about the product to be purchased, the time and place of purchase, and the payment method to be used. Purchasing decisions have a significant impact on company performance. The more consumers decide to buy the products offered, the greater the revenue and profit the company will earn. According to Dwijayanti et al., (2022), Consumer purchasing decisions are a key factor in a company's growth, as increased purchases of products or services directly increase the company's chances of making a profit and building a loyal customer base. Purchasing decisions are a series of processes that start with consumers recognizing their problem, seeking information about a particular product or brand and evaluating the product or brand to see how well each alternative can solve their problem, which then leads to a purchasing decision. (Tjiptono et al., 2015). Furthermore Kotler & Keller, (2009) adding that, the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchasing decision, and post-purchase behavior, which begins long before the actual purchase is made by the consumer and has a long-lasting impact after that. There are three indicators in determining purchasing decisions (Harris et al., 2020), namely the stability of a product; habits in buying a product; and speed in buying a product.

According to a study conducted by Ardiansyah et al., (2023), factors such as product quality, price, and brand image have a positive and significant influence on consumer purchasing decisions. This study emphasizes the importance of effective marketing strategies in influencing purchasing decisions. In line with that, Dwijantoro et al., (2022) found that product quality and promotion have a positive influence on purchasing decisions. They highlighted the importance of product innovation and effective promotional strategies in enhancing consumer purchasing decisions. More recently, research by Puspita & Rahmawan (2021) showed that factors such as product quality, price, and brand image have a positive influence on purchasing decisions in the context of e-commerce. They emphasized the importance of a comprehensive digital marketing strategy in influencing online consumer purchasing decisions.

In today's digital era, social media has emerged as one of the most effective marketing platforms. The development of technology and increasing internet accessibility have enabled more people in Indonesia to connect and be active on various social media platforms. Social media marketing is one of the increasingly important tools in modern marketing strategies. According to Appel et al., (2020), Social media marketing is the use of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders.

Social media marketing plays a significant role in influencing consumer purchasing decisions. Through the use of social media platforms such as Facebook, Instagram, and Twitter, companies have the opportunity to create greater brand awareness, engage consumers with relevant and engaging content, and build direct interactions with target audiences. These positive interactions not only build strong relationships between brands and consumers, but can also help build consumer trust in the products or services offered (Jacobson et al., 2020). Research conducted by Arora & Agarwal, (2019) found that social media marketing activities have a significant impact on consumer brand awareness and purchase intentions. Another study by Wang & Kim (2017) shows that brand-consumer interactions through social media can increase customer loyalty and influence their purchasing decisions. Through the right interactions and engaging content, brands can build strong relationships with potential customers, increase brand awareness, and influence purchasing decisions.

In addition, direct interaction with customers through comments, messages or reviews allows companies to build personal relationships and influence the attitudes and preferences of potential buyers, which in turn can influence their purchasing decisions. Research (Anwar & Aprillia, 2018), (Dini & Abdurrahman, 2019), (Harto et al., 2021), (Pinki & Ekasasi, 2023), (Aguspriyani et al., 2023), (Astarsari & Sudarwanto, 2021), (Styawati & Roni, 2023), (Styawati & Roni, 2023), (Lova & Rahardjo, 2023), (Mulyansyah & Sulistyowati, 2020), (Laluyan et al., 2019), (Nurhaliza et al., 2023), (Virgarena et al., 2024), (Faradis et al., 2024), (Dinarso et al., 2024), (Permana et al., 2024), (Navalina et al., 2024) states that social media marketing has a significant positive effect on purchasing intentions. Research conducted by (Ang & Andreani, 2022), found that social media marketing has a positive and significant effect on purchasing decisions. However, this is different from research conducted by (Noviyana et al., 2022), found different results, namely that social media marketing has a positive but not significant effect on purchasing decisions.

Furthermore, another factor that is no less important in influencing consumer purchasing decisions is product quality. Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Kotler & Armstrong, 2010). Product quality covers various aspects, such as raw materials, production processes, packaging, and other features that can affect consumer perception and satisfaction. Product quality has a close relationship with consumer purchasing decisions. The better the quality of the product offered, the more likely consumers are to make a purchase. (Saleem et al., 2017). According to Kotler & Keller (2009) that product quality is the ability of a product to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. According to Tjiptono et al., (2015) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In the strategic sense, quality is everything that can provide consumer needs according to what consumers want. There are several benchmarks

or indicators of product quality according to (Kotler & Keller, 2009), consists of form; features; adjustment; workmanship; quality of fit; durability; reliability; ease of repair; style; and design.

Consumers tend to be more interested and loyal to products that have high quality and meet their expectations. Good product quality not only provides added value to consumers, but also provides a competitive advantage for the company compared to competitors (Nikmah & Siswahyudianto, 2022). Product quality plays an important role in determining consumer purchasing decisions. A product that has good quality tends to get a positive response from consumers, increasing their trust and satisfaction with the product. Consumers tend to prefer products with quality that is considered high because they are considered more reliable, durable, and provide more value in their use. Good product quality can also build a positive reputation for the company in the eyes of consumers, thus influencing consumer loyalty and the possibility of product recommendations to others. Conversely, products with low or less satisfactory quality can reduce consumer trust, increase the risk of dissatisfaction, and reduce the possibility of repeat purchases or product recommendations. Research (Fiorentino et al., 2021), (Maulana et al., 2022), (Napik et al., 2018), states that product quality has a significant positive effect on purchasing decisions. Thus, product quality plays a crucial role in shaping consumer perception, satisfaction, and purchasing decisions.

PT Java Indosinerigi Creative Malang is one of the companies in Malang City engaged in food processing. PT Java Indosinerigi Creative is located at Jalan Kavalari Dalam No. 19, Malang City. PT Java Indosinerigi Creative produces healthy rambak snacks made from fruits. Currently, PT Java Indosinerigi Creative has sold 2 types of products, namely banana rambak and mango rambak, PT Java Indosinerigi Creative has currently been able to penetrate the export market with destination countries Singapore, Malaysia, Timor Leste, and Turkey with a shipping volume of up to 18 tons each year. PT Java Indosinerigi Creative products are also available in several online stores, Shopee and Tokopedia. Based on data obtained by researchers, it is known that the sales volume of PT. Java Indosinerigi Creative Malang in 2020-2023 has fluctuated. In 2020, sales of PT. Java Indosinerigi Creative Malang amounted to 18.5 tons, increasing to 22.20 tons in 2021, then increasing to 24.15 tons in 2022, but decreasing to 20.25 tons in 2023. Based on the explanation of the problems and phenomena, the researcher is interested in conducting deeper research regarding how significant the influence of social media marketing and product quality is on purchasing decisions at PT Java Indosinerigi Creative.

The conceptual framework in this study is formulated as a guide to facilitate the implementation of research by providing clear direction in accordance with the objectives of the study. This model involves one variable as an independent factor or free variable, namely social media marketing (X1) and product quality (X2) with the dependent variable or bound variable being the purchasing decision (Y). Referring to the results of this formulation, the following is a description of the conceptual framework that will be implemented as in Figure 1.

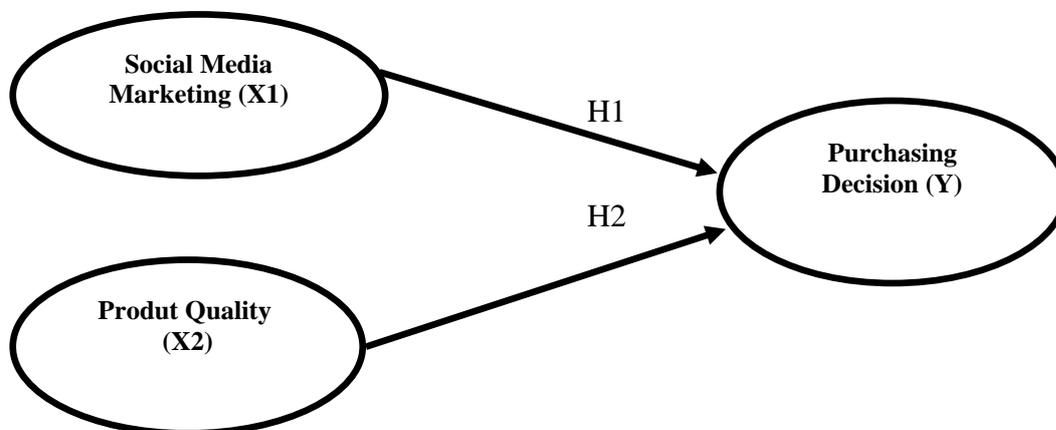


Figure 1. Research Conceptual Framework

Hypothesis Developed

- H1: Social media marketing has a significant influence on purchasing decision
H2: Product quality has a significant influence on purchasing decision

METHODS

The research method applied in this study is a quantitative approach that is descriptive and causal. Quantitative methods are used because this method can discuss more data and can also be used for marketing research. In this study, the population is all consumers at PT Java Indosinerji Creative whose exact number is unknown. The sample is determined by non-probability sampling where consumers of PT Java Indosinerji Creative who are domiciled in Malang and also know the account of the company. Thus, the respondents in this study are those who meet the required criteria. The sample calculation uses the formula (Hair et al., 1995), with the number of indicators multiplied by five. According to (Tjiptono, 2022), social media marketing indicators consist of 4, namely: 1) online communities; 2) interaction; 3) sharing of content; 4) accessibility. According to (Kotler, 2019) product quality indicators include: 1) form; 2) features; 3) customization; 4) work quality; 5) quality of conformity; 6) durability; 7) reliability; 8) convenience; 9) Style; 10) design. While the purchasing decision indicators are: 1) stability in a product; 2) habits in buying products; 3) speed in buying (Kotler, 2019). Thus, the number of indicators in this study is 17 indicators, so the sample used is 17 multiplied by five to obtain 85, so it is rounded up to 100 respondents who are the sample. Hair et al (2021) also explained the sample size in SEM (Structural Equation Model) analysis if there are more than 20 indicators, the sample size is between 100-200. In this study, the data collection method uses a survey technique using an instrument in the form of a questionnaire. To test the hypothesis in this study, multivariate analysis was used with a direct effect test. The analysis tool used is SEM. SEM is a multivariate statistical method that allows for testing and modeling relationships between complex variables, where this method will test the hypothesis model and identify the relationship between latent variables and measured variables.

RESULTS AND DISCUSSION

Characteristics of Respondents

Based on the predetermined sample, the respondents in this study were consumers of PT Java Indosinerji Creative totaling 100 people with characteristics that have been grouped based on gender and age. Based on the data above, it can be seen that consumers of PT Java Indosinerji Creative who were used as research respondents were 26 male and 74 female. From the data used, it can be concluded that the number of research respondents was dominated by female respondents. Next, in the research that has been conducted, it is known that there are four levels of respondent age. Based on the data used, it can be seen that the research respondents were dominated by the age range of 20-25 years, totaling 47 people. Next, respondents aged <20 years were 34 people. Furthermore, respondents aged 26-30 years and > 30 years were 10 and 9 people.

Validity Test Results

The results of the validity test in this study are presented in Table 1, below.

Table 1. Validity Test Results

Indicator	Loading Factor Value	Results
X1.1 <- X1. Social Media Marketing	0,776	Valid
X1.2 <- X1. Social Media Marketing	0,835	Valid
X1.3 <- X1. Social Media Marketing	0,865	Valid
X1.4 <- X1. Social Media Marketing	0,835	Valid
X1.5 <- X1. Social Media Marketing	0,901	Valid
X1.6 <- X1. Social Media Marketing	0,877	Valid
X1.7 <- X1. Social Media Marketing	0,875	Valid
X1.8 <- X1. Social Media Marketing	0,848	Valid

Indicator	Loading Factor Value	Results
X2.1 <- X3. Product Quality	0,909	Valid
X2.2 <- X3. Product Quality	0,856	Valid
X2.3 <- X3. Product Quality	0,884	Valid
X2.4 <- X3. Product Quality	0,889	Valid
X2.5 <- X3. Product Quality	0,913	Valid
X2.6 <- X3. Product Quality	0,704	Valid
X2.7 <- X3. Product Quality	0,759	Valid
X2.8 <- X3. Product Quality	0,904	Valid
X2.9 <- X3. Product Quality	0,816	Valid
X2.10 <- X3. Product Quality	0,805	Valid
X3.10 <- X3. Product Quality	0,805	Valid
X3.11 <- X3. Product Quality	0,788	Valid
X3.12 <- X3. Product Quality	0,907	Valid
X3.13 <- X3. Product Quality	0,881	Valid
X3.14 <- X3. Product Quality	0,865	Valid
X3.15 <- X3. Product Quality	0,877	Valid
X3.16 <- X3. Product Quality	0,756	Valid
X3.17 <- X3. Product Quality	0,848	Valid
X3.18 <- X3. Product Quality	0,897	Valid
X3.19 <- X3. Product Quality	0,804	Valid
X3.20 <- X3. Product Quality	0,829	Valid
Y1.1 <- Y1. Purchasing Decision	0,853	Valid
Y1.2 <- Y1. Purchasing Decision	0,766	Valid
Y1.3 <- Y1. Purchasing Decision	0,826	Valid
Y1.4 <- Y1. Purchasing Decision	0,856	Valid
Y1.5 <- Y1. Purchasing Decision	0,916	Valid
Y1.6 <- Y1. Purchasing Decision	0,895	Valid

Based on the results of the convergent validity test in Table 1, it can be seen that all instruments have met the criteria and are declared valid because they have a loading factor > 0.7.

Reliability Test Results

The results of the reliability test in this study used the Cronbach alpha value. The results are presented in Table 2 below.

Table 2. Cronbach's Alpha value

Variable	Cronbach's alpha	Criteria	Results
X1. Social Media Marketing	0,946	> 0,7	Reliable
X2. Product Quality	0,979	> 0,7	Reliable
Y1. Purchasing Decision	0,925	> 0,7	Reliable

Based on the results of the Cronbach's Alpha test in table 2, it can be seen that all variables are declared reliable because they have a Cronbach's Alpha value > 0.7. The Cronbach's alpha value > 0.7 indicates that the construct has a high reliability value so that the research instrument used is reliable and suitable for use as a measurement..

Results of Direct Effect Hypothesis Test

To determine the impact of independent variables consisting of social media marketing (X1) and product quality (X2) on the dependent variable, namely purchasing decisions, a direct hypothesis test is needed. The results of the direct influence test are presented in Table 3.

Table 3. Hypothesis Test Results

Hypothesis	Direct Effect		P-Value	Results
Hypothesis 1	Social Media Marketing	Purchasing Decision	0,004	H1 Accepted
Hypothesis 2	Product Quality	Purchasing Decision	0,048	H2 Accepted

Discussion

The Influence of Social Media Marketing on Purchasing Decisions

Research proves that social media marketing has a positive effect on purchasing decisions. The more effective the social media marketing strategy implemented by the company, the higher the level of purchasing decisions made by consumers. This is in line with research conducted by (Permana et al., 2024) who found that marketing activities through social media have a positive impact on consumer behavior, including purchase intentions. Several factors can be used as indicators of the influence of social media marketing on purchasing decisions. First, social media provides an effective platform for companies to interact directly with consumers, build more personal relationships, and increase brand awareness. Second, interesting and relevant content on social media can influence consumer perceptions of products or services, and increase purchasing interest. The implication of this finding is that companies (in this case PT Java Indosinerji Creative) need to pay special attention to their social media marketing strategies, so that they can provide an increase in sales fluctuations that have been fluctuating. By optimizing the use of social media as a marketing tool, companies can increase the effectiveness of their marketing communications, expand their audience reach, and ultimately drive consumer purchasing decisions that will have an impact on increasing sales volume. This study is in line with research conducted by (Nisa, 2019), (Putri, 2016), (Qomariah & Zaman, 2020), (Khoernikmah & Widarko, 2018), (Istanti, 2017), (Hamdani & Mawardi, 2018), (Putra, 2014), (Mileva & DH, 2018), (Prasetyo et al., 2016), (Jamaludin, 2015), (Rahmi & Yogia, 2015), (Nurgayatri, 2016), (Lapian & Jan, 2024), which states that social media marketing has an impact on increasing purchasing decisions by customers.

The Influence of Product Quality on Purchasing Decisions

This study proves that product quality has a positive effect on purchasing decisions. Increasing product quality will be directly proportional to increasing consumer purchasing decisions. Although the effect is significant, it should be noted that the P-Value value approaching the significance limit indicates that this effect may not be as strong as other factors that have much smaller P-Value values. The positive effect of product quality on purchasing decisions can be explained through several aspects. First, high product quality tends to increase the perception of value in the eyes of consumers, which in turn can drive purchasing decisions (Zeithaml et al., 2006). Second, high-quality products are more likely to meet or even exceed consumer expectations, which can increase satisfaction and encourage repeat purchases (Kotler & Armstrong, 2010). Third, in a competitive market, product quality can be an important differentiating factor, influencing consumer preferences and purchasing decisions. The implication of this finding is that companies need to continuously invest in improving the quality of their products. This can include product innovation to enhance features and functionality, improving production processes to ensure consistent quality, using high-quality raw materials, and implementing a strict quality management system. In addition, companies also need to effectively communicate the quality of their products to consumers through various marketing channels, including packaging, advertising, and direct sales communications. By focusing on improving and communicating product quality, companies can improve consumer purchasing decisions and strengthen their position in the market. This research is in line with research conducted by (Handayani & Hidayat, 2021), (Agustina et al., 2018), (Ratnasih & Nurjanah, 2019), (Napik et al., 2018), which states that good product quality can improve purchasing decisions.

CONCLUSION

Conclusion

Based on the results of the research and discussion, the following conclusions were obtained: 1) Social media marketing has a significant positive effect on purchasing decisions at PT Java Indosinerji Creative Malang City, this is supported by a p value of 0.004 so it is considered significant; 2) Product quality has a significant positive effect on purchasing decisions at PT Java Indosinerji Creative Malang City, this is evidenced by a p value of 0.048 so it is considered significant because it is less than 0.05.

Suggestions

The following are research suggestions that researchers can provide through this study: 1) PT Java Indosinerji Creative is advised to implement an integrated marketing strategy that focuses on improving product quality. It is also recommended to optimize the use of social media marketing and improve product quality to support consumer purchasing decisions. In addition, it also evaluates the factors that influence consumer purchasing decisions so that the company's sales remain stable and even increase so as to obtain maximum profit; 2) Future research is advised to develop research by conducting comprehensive research that combines quantitative and qualitative analysis across industries and time, considering additional relevant variables, to gain a deeper understanding of the complex dynamics that influence consumer purchasing decisions in the context of modern marketing; 3) For policy makers, this research can contribute to the development of economic policies that support the growth and sustainability of the company. An in-depth analysis of the factors that influence purchasing decisions can provide insight to policy makers in formulating more effective strategies to support the development of the company. Currently, social media has become an important and crucial thing for companies to introduce their products to the public, so companies must continue to update information on social media.

Implications

The implications of these findings are significant for corporate strategy. First, companies need to maintain a strong focus on improving and maintaining the quality of their products. This may include investing in research and development, improving production processes, and implementing stringent quality control systems. Second, companies must effectively communicate the quality of their products to consumers through a variety of marketing channels, including packaging, advertising, and direct sales communications. For future research, it is better to add variables that can improve consumer purchasing decisions, such as brand image and brand trust variables.

Research Limitations

For future research, it is suggested to consider other factors or variables that influence purchasing decisions and brand image in general, such as price, promotion, and service. Further research can also expand the research orientation to a larger scope or wider population.

REFERENCES

- Aguspriyani, Y., Polindi, M., Fitriani, P. D., Darmansyah, T. T., & Setiadi, R. M. (2023). Pengaruh strategi digital marketing terhadap keputusan pembelian produk asuransi pada generasi milenial. *At-tawassuth: Jurnal Ekonomi Islam*, VIII(1), 35–48. <http://www.nber.org/papers/w16019>
- Agustina, N. A., Sumowo, S., & Wijayantini, B. (2018). Pengaruh Kualitas Produk, Citra Merek, Dan Harga Terhadap Keputusan Pembelian. *Jurnal Peneliti*, 3(2), 186–196.
- Ang, F. O., & Andreani, F. (2022). Pengaruh Social Media Marketing pada Facebook terhadap Minat Beli Feel in Taste di Kupang dengan Kepercayaan Konsumen Sebagai Variabel Mediasi. *Ekonika: Jurnal Ekonomi Universitas Kadiri*, 10(1). <https://stp-mataram.e-journal.id/JIH/article/view/1699%0Ahttps://doi.org/10.32535/jicp.v4i3.1343>
- Anwar, R. N., & Aprillia, R. (2018). Pengaruh Kepercayaan Dan Media Sosial Terhadap Keputusan Pembelian Konsumen E-Commerce Fashion Muslim Hijup Di Jakarta. *Jurnal Manajemen Bisnis Krisnadwipayana*, 6(1), 75–85.

- <https://doi.org/https://doi.org/10.35137/jmbk.v6i1.169>
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95.
- Ardiansyah, D. B. D., Aziz, N., & Fuadiputra, I. R. (2023). The Effect of Price, Brand Image, and Product Quality of Purchase Decision of Xiaomi Smartphones. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 3(4), 338–345.
- Arora, T., & Agarwal, B. (2019). Empirical study on perceived value and attitude of millennials towards social media advertising: a structural equation modelling approach. *Vision*, 23(1), 56–69.
- Astasari, M. O., & Sudarwanto, T. (2021). Pengaruh Content Marketing marketing dan kepercayaan konsumen terhadap minat beli konsumen. *Jurnal Manajemen*, 13(2), 195–203.
- Dinarso, R. C., Nurhaliza, D. A., & Qomariah, N. (2024). The Impact of Social Media Marketing and Brand Awareness on Purchasing Decisions on Cosmetic Products. *International Journal of Management Science and Information Technology IJMSIT*, 4(December), 346–350. <https://doi.org/10.35870/ijmsit.v4i2.2861>
- Dini, A. M., & Abdurrahman, A. (2019). *The Influence Of Social Media Marketing On Purchasing Decisions Is Influenced By Brand Awareness In Avoskin Beauty Products*. 1009–1014. <https://doi.org/http://ijstm.inarah.co.id>
- Dwijantoro, R., Dwi, B., & Syarief, N. (2022). Pengaruh harga, kualitas produk, dan promosi terhadap keputusan pembelian marketplace shopee. *Jurnal Riset Manajemen Dan Bisnis*, 16(2), 63–76.
- Dwijayanti, B., Totok, T., & Tannady, S. (2022). Peran Promosi, Eco Friendly packaging dan harga dalam mempengaruhi keputusan pembelian pelanggan produk ritel kopi susu. *Jurnal Kewarganegaraan*, 6(3), 5223–5228.
- Faradis, M. M., Qomariah, N., & Sanosra, A. (2024). The Role of Digital Marketing and Social Media in Improving Purchasing Decisions on Agricultural Production Facilities Products. *Budapest INTERNATIONAL Research and Critics Intitute Journal (BIRCI)*, 7(1), 179–185. <https://doi.org/10.33258/birci.v7i1>
- Florentino, M. E., Sari, M. I., Reskiputri, T. D., & Qomariah, N. (2021). *The Role of Brand Image , Product Quality and Price in Improving Product Purchasing Decisions*. 1798–1808.
- Hair J. F. Jr., Anderson R. E., T. R. L. & B. W. C. (1995). *Multivariate Data Analysis* (3rd edn).
- Hamdani, M. Y., & Mawardi, M. K. (2018). Pengaruh viral marketing terhadap kepercayaan konsumen serta dampaknya terhadap keputusan pembelian. *Jurna Administrasi Bisnis*, 60(1), 163–171.
- Handayani, L. S., & Hidayat, R. (2021). Pengaruh kualitas Produk , Harga , dan Digital Marketing Terhadap Produk MS Glow Beauty. *Jurnal IKRAITH-EKONOMIKA*, 5(2), 135–145. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/1324/1062>
- Harris, L. C., Kotler, P., Armstrong, G., & He, H. (2020). *Principles of marketing*. Pearson.
- Harto, B., Rozak, A., & Rukmana, A. Y. (2021). Strategi Marketing Belah Doeren Melalui Digital Marketing Terhadap Keputusan Pembelian Dimediasi Brand Image. *ATRABIS: Jurnal Administrasi Bisnis (e-Journal)*, 7(1), 67–74. <https://doi.org/https://doi.org/10.38204/atrabis.v7i1.546>
- Istanti, F. (2017). Pengaruh Harga, Kepercayaan, Kemudahan Berbelanja Dan E-Promosi Terhadap Keputusan Pembelian Belanja Online Di Kota Surabaya. *Jurnal Bisnis & Teknologi Politeknik NSC Surabaya*, 4(1).
- Jacobson, J., Gruzd, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? *Journal of Retailing and Consumer Services*, 53, 101774.
- Jamaludin, A. (2015). Pengaruh Promosi Online Dan Persepsi Harga Terhadap Keputusan Pembelian (Survei Pada Pelanggan Aryka Shop di Kota Malang). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 21(1), 85820.
- Khoernnikmah, I., & Widarko, A. (2018). Pengaruh Pemasaran Online terhadap Keputusan Pembelian Konsumen. *E-Jurnal Riset Manajemen Prodi Manajemen*, 1(1), 132–147.
- Kotler, P. (2019). *Manajemen Pemasaran (Marketing Management)*. Edisi 13. Prentice Hall Inc.

- Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*. edisi.
- Laluyan, G. I., Wibowo, I., & Setiorini, A. (2019). Implementasi Digital Marketing Terhadap Keputusan Pembelian Konsumen Jd.id Jakarta. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(3). <https://doi.org/https://doi.org/10.37932/j.e.v13i1.701.10.35137/jmbk.v7i3.349>
- Lapian, S. joyce, & Jan, A. H. (2024). The Influence of Social Media Marketing, Personal Branding and Word of Mouth on Purchasing Decisions in Production Houses Case Study: CV. Jillywosy Media Group. *International Journal of Sharia Economics and Financial Literacy*, 3, 17–30. <https://pubjournals.com/http://creativecommons.org/licenses/by/4.0/>
- Lova, T. K., & Rahardjo, S. T. (2023). Pengaruh Social Media Marketing Dan Brand Experience Terhadap Purchase Decision Konsumen Pada Produk Kosmetik Dan Brand Trust Sebagai Mediator (Studi pada Konsumen Somethinc). *Diponegoro Journal of Management*, 12(2022), 1–11. <https://doi.org/http://ejournal-s1.undip.ac.id/index.php/dbr>
- Maulana, A. W., Qomariah, N., & Izzudin, A. (2022). The Effect of Product Diversification , Price and Product Quality on Cracker Purchase Decisions. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 06(6), 1–6.
- Mileva, L., & DH, A. F. (2018). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014 / 2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks. *Jurnal Administrasi Bisnis (JAB)*, 58(1), 190–199.
- Mulyansyah, G. T., & Sulistyowati, R. (2020). Pengaruh Digital Marketing Berbasis Sosial Media terhadap Keputusan Pembelian Kuliner di Kawasan G-Walk Surabaya. *Pendidikan Tata Niaga*, 9(1), 1097–1103. <https://jurnalmahasiswa.unesa.ac.id/index.php/jptn/article/view/36056>
- Napik, A., Qomariah, N., & Santoso, B. (2018). Kaitan Citra Merek, Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Blackberry. *Jurnal Penelitian IPTEKS*, 3(1), 73. <https://doi.org/https://doi.org/10.32528/ipteks.v3i1>
- Navalina, A. E., Nursa'id, N., Herlambang, T., & Sanosra, A. (2024). The Effectiveness of Digital Attraction and Promotion on the Decision to Visit the Beach Tourism Area of Jember Regency with Interest in Visiting as an Intervening Variable. *International Journal of Management Science and Information Technology*, 4(2), 276–284. <https://doi.org/10.35870/ijmsit.v4i2.2962>
- Nikmah, M., & Siswahyudianto, S. (2022). Strategi Diferensiasi untuk Menciptakan Keunggulan Kompetitif pada UMKM Catering Pawon Gusti Desa Surondakan Kecamatan Trenggalek Kabupaten Trenggalek. *Jurnal Manajemen Dan Bisnis Madani*, 4(1), 66–82.
- Nisa, R. R. (2019). Pengaruh Sosial Media Influencer dan Trustworthiness terhadap Keputusan Pembelian kosmetik make Over (Di Royal Plaza). *Jurnal Pendidikan Tata Niaga (JPTN)*, 07(02), 1–4. <https://doi.org/https://doi.org/10.26740/jptn.v7n2.p%25p>
- Noviyana, S., Kencanawati, M. S., Anggraini, R., & Gayatri, L. A. I. (2022). Pengaruh Social Media Marketing, Celebrity Endorser, Brand Image, Electronic Word of Mouth, Dan Inovasi Produk Terhadap Keputusan Pembelian Produk Wardah. *Jurnal Ekonomi Dan Bisnis*, 11(1), 9–25. <https://doi.org/https://doi.org/10.34308/eqien.v11i1.794>
- Nurgayatri, A. R. (2016). Pengaruh Promosi Online Pada Media Sosial Terhadap Keputusan Pembelian Konsumen Brand Elmeira. *E-Proceeding of Management*, 3(1), 2679–2687.
- Nurhaliza, D. A., Qomariah, N., & Herlambang, T. (2023). Mediation of Trust Variables : The Impact of Social Media Marketing on Purchasing Decisions at the Scarlet Fitriajaya Banyuwangi Outlet. *Journal of Economics, Finance and Management Studies*, 06(12), 6023–6028. <https://doi.org/10.47191/jefms/v6-i12-30>
- Permana, A. R., Herlambang, T., Sanosra, A., & Nursaid. (2024). The Influence of Social Media Marketing , Online Customer Review , and E-SERVQUAL to Purchase Decision through. *International Journal of Management Science and Information Technology*, 4(2), 257–267. <https://doi.org/10.35870/ijmsit.v4i2.2922>
- Pingki, E., & Ekasasi, S. R. (2023). Pengaruh Social Media Marketing, Electronic Word- Of-Mouth Dan Brand Trust Terhadap Keputusan Pembelian Produk Kosmetik Msi. *Pengaruh*

- Social Media Marketing, Electronic Word- Of- Mouth Dan Brand Trust Terhadap Keputusan Pembelian Produk Kosmetik Msi*, 4(1), 115–128.
<https://doi.org/http://dx.doi.org/10.35917/cb.v4i1.415>
- Prasetyo, D., Yulianto, E., & Sunarti, S. (2016). PENGARUH IKLAN SECARA ONLINE TERHADAP KEPUTUSAN PEMBELIAN (Survey Pada Mahasiswa Pengguna Produk Telkomsel Internet 4G LTE). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, 41(1), 170–174.
- Puspita, Y. D., & Rahmawan, G. (2021). Pengaruh Harga, Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Produk Garnier. *Jurnal Sinar Manajemen*, 8(2), 98–104.
- Putra, H. A. (2014). Pengaruh Iklan Onlinemelalui Media Facebook Terhadap Keputusan Pembelian Pakaian Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas. *Jurnal Studi Manajemen*, 8(1), 13–23.
- Putri, C. S. (2016). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *PERFORMA: Jurnal Manajemen Dan Start-Up Bisnis*, 1(5), 594.
- Qomariah, N. (2016). *Marketing Adactive Strategy*. Cahaya Ilmu.
https://www.researchgate.net/publication/326623130_MARKETING_ADACTIVE_STRATEGY
- Qomariah, N., & Zaman, M. N. (2020). Online Marketing , Milenial Generation Attitudes And Brand Awareness Relationship With Purchase Decisions. *IOSR Journal of Humanities And Social Science (IOSR-JHSS)*, 25(10), 1–6. <https://doi.org/10.9790/0837-2510110106>
- Rahmi, A., & Yogia, A. M. (2015). Pengaruh Pemasaran Online Terhadap Keputusan Pembelian Produk Fashion Dikalangan Mahasiswa (Study Kasus Mahasiswa Fisipol Universitas Islam Riau). *Valuta*, 1(1), 149–172.
- Ratnasih, C., & Nurjanah, S. (2019). Pengaruh harga dan kualitas produk terhadap keputusan pembelian mie instan merek mie sedaap serta implikasinya terhadap loyalitas pelanggan di perumahan pekayon bekasi selatan. *Jurnal manajemen*, 07(2), 1–14.
<https://ejournal.borobudur.ac.id/index.php/manajemen/article/view/680>
- Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions—the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159.
- Styawati, A. L., & Roni, M. (2023). Purchasing Decisions Pengaruh Brand Image dan Digital Marketing Terhadap Keputusan Pembelian Produk Kosmetik. *Management Studies Entrepreneurship Journal*, 4(5), 7648–7656.
<https://doi.org/https://doi.org/10.37385/msej.v4i6.3237>
- Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima Edisi 4*. Penerbit Andi.
- Tjiptono, F., Pemasaran, S., & Keem, E. (2015). Yogyakarta: Cv. Andi Offset.
- Virgarena, R. A. T., Herlambang, T., Martini, N. N. P., & Qomariah, N. (2024). The Influence of Political Program Promotion and Social Media on the Decision to Elect DPRD Members. *Journal of Economics, Finance and Management Studies*, 07(06), 3653–3659.
<https://doi.org/10.47191/jefms/v7-i6-56>
- Wang, Z., & Kim, H. G. (2017). Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective. *Journal of Interactive Marketing*, 39(1), 15–26.
- Zeithaml, Valarie, B., & Gremler. (2006). *Service Marketing 2nd Edition* (McGraw Hill (ed.)).