

## MODERATION OF SOCIAL MEDIA MARKETING ON THE INFLUENCE OF PRICE ON PURCHASE DECISION

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### Abstract

This study aims to analyze the Moderation of Social Media Marketing on the Influence of Price on Purchasing Decisions (Case Study at The Coffee Club Hotel Anantara Vacation Club Legian). The population in this study were all consumers of The Coffee Club Hotel Anantara Vacation Club Legian. The number of samples used was 100 consumers. The research analysis technique used validity test, reliability test, and PLS analysis. The results of the analysis show that 1) price has a positive effect on social media marketing; 2) price has a positive effect on purchasing decisions; and 3) social media marketing is able to moderate the influence of price on purchasing decisions of The Coffee Club Hotel Anantara Vacation Club Legian. Suggestions in this study are expected that The Coffee Club Hotel Anantara Vacation Club Legian can offer various prices for different consumer segments, can provide content that highlights aspects of Balinese culture and local experiences that can be enjoyed around the hotel, and can be done by offering a more diverse menu variety and in accordance with local and international preferences.

**Keywords:** Pricing, Social Media Marketing, Purchasing Decisions

### A. INTRODUCTION

Marketing plays a crucial role in business continuity. While ordinary products can succeed thanks to effective marketing strategies, even quality products can fail without proper promotion (Haque et al., 2022). A good marketing strategy must build trust through innovative products and services that offer value to consumers (Azhari & Ali, 2024). Marketing is not just about selling and advertising; it's about understanding consumer needs to enable purchasing decisions (Rangkuti, 2019). Purchasing decisions are a process of identifying needs, searching for information, and evaluating alternatives that lead to a final decision (Tjiptono & Chandra, 2016). This behavior is influenced by consumer characteristics that determine which product or service to choose (Schiffman & Kanuk, 2015). Sunar et al. (2023) state that price and social media influence purchasing decisions. Price is considered an exchange value and is a key consideration in purchasing a product (Kencana & Kusuma, 2023). Price also reflects the value of a good or service, where high prices tend to decrease purchasing interest, and vice versa (Utami & Putra, 2017).

In addition to price, social media plays a crucial role in modern marketing. Consumers now obtain information and compare products through digital platforms, significantly impacting purchasing decisions (Choung et al., 2021). Sunatar et al. (2023) also emphasized the positive influence of social media on purchasing decisions, including its role in moderating the effects of advertising. Social media platforms such as Instagram provide quick access to pricing and promotional information (Shokouhyar et al., 2020), thus enhancing the influence of price on purchasing decisions. This research was conducted at The

Coffee Club Hotel Anantara Vacation Club Legian, a popular cafe in the strategic Legian Beach area, Badung, Bali. The Coffee Club originated in Australia and was founded in 1989 by Emmanuel Drivas and Emmanuel Kokoris. The chain now has over 450 branches in over nine countries. With the slogan "Where Will I Meet You?", the cafe offers a comfortable place to relax while enjoying quality coffee and food, adapting its menu to local tastes without abandoning its core concept. The following presents sales data for The Coffee Club Hotel Anantara Vacation Club Legian in 2022 and 2023 in table 1.

Table 1. Sales Data for The Coffee Club Hotel, Anantara Vacation Club Legian 2022 and 2023

Month	2022 (Rupiah)	2023 (Rupiah)	Growth (%)
January	398,273,500	435,158,600	9,3
February	334,252,650	375,300,750	12,3
March	325,050,550	353,252,755	8,7
April	411,583,230	465,059,515	12,9
May	425,128,060	474,583,200	11,6
June	435,219,700	501,158,065	15,1
July	484,202,650	565,219,725	16,7
August	525,039,500	625,546,310	19,1
September	451,583,200	524,932,350	16,2
October	415,118,060	473,218,065	13,9
November	345,219,700	382,187,223	11,7
December	550,566,300	645,463,125	17,2
TOTAL	5,101,237,100	5,821,079,683	14,1

Source: The Coffee Club Hotel Anantara Vacation Club Legian, 2024

Table 1 shows that sales at The Coffee Club Hotel Anantara Vacation Club Legian increased from Rp5,101,237,100 in 2022 to Rp5,821,079,683 in 2023, representing a 14.1% increase. This increase was driven by the implementation of a pricing strategy commensurate with product quality and effective promotion through social media. Detailed product pricing information is shown in Table 2.

Table 2. Product Price Data for The Coffee Club Hotel Anantara Vacation Club Legian

No	Price Type	Average Price (Rp)
1	Breakfast	115.000
2	Lunch	118.000
3	Salad	113.000
4	Hot Coffee	37.000
5	Cold Drinks	44.000
6	Hot Drinks	41.000
7	Special Iced Drinks	55.000
8	Shakes	57.500
9	Smoothies	67.000
10	Juices	45.000
11	Bottled Drinks	37.500
12	Alcohol	210.000

Source: The Coffee Club Hotel Anantara Vacation Club Legian, 2025

Table 2 shows that food prices at The Coffee Club Hotel Anantara Vacation Club Legian are generally above Rp100,000, while drinks are above Rp30,000. These prices are relatively higher compared to other cafes along Jalan Pantai Arjuna. This is due to The Coffee Club's position as an international restaurant chain known to international tourists and serving high-quality food and beverages, which is also reflected in consumer reviews. Of the total 826 reviews, 739 stated excellent service, 53 were very good, 15 were average, and 10 each were poor and very poor. A visualization of consumer reviews is presented in Figure 1.



Figure 1. Customer Reviews of The Coffee Club Hotel Anantara Vacation Club Legian  
Source: <https://www.tripadvisor.co.id>, 2025

Most consumers stated that purchasing decisions were influenced by the appropriateness of price, product quality, and service. Reviews that rated it excellent generally mentioned a comfortable atmosphere, friendly service, and prices that were considered commensurate with the quality of the food and beverages. Conversely, negative reviews noted that prices were slightly higher than other locations. Figure 1.2 displays several reviews related to consumer perceptions of price appropriateness at The Coffee Club Hotel Anantara Vacation Club Legian.



Figure 2. Consumer Reviews About The Coffee Club Hotel Anantara Vacation Club Legian Prices (Source: <https://www.tripadvisor.co.id>, 2025)

In addition to price, consumer purchasing decisions at The Coffee Club Hotel Anantara Vacation Club Legian are also influenced by promotions through social media. Platforms such as Instagram and Facebook are used to reach both local and international consumers. The Coffee Club Legian's Instagram account @thecoffeclublegian and Facebook are used to convey product information, interact with, and build relationships with consumers. Responding to comments or questions increases consumer engagement and loyalty. Reviews and testimonials shared on social media also serve as social proof, strengthening trust and driving purchasing decisions, especially when reinforced by recommendations from influencers. The following is a presentation of the social media used by The Coffee Club Hotel Anantara Vacation Club Legian in Figure 2.



Figure 3. The Coffee Club's Social Media Accounts

The official Instagram account used for promotions is <https://www.instagram.com/thecoffeclublegian?igsh=MWI5c3ZybWFvZWdqNQ>. This account is actively managed with an engaging content strategy, including daily posts on the feed and reels twice a week. To date, the account has successfully reached 6,853 followers. The Facebook account of The Coffee Club Hotel Anantara Vacation Club Legian used for promotional activities can be accessed through the link [https://www.facebook.com/share/DvQHWhq8iqKpWBTh/?mibe\\_xtid=LQQJ4d](https://www.facebook.com/share/DvQHWhq8iqKpWBTh/?mibe_xtid=LQQJ4d). The promotional strategy is carried out using the mirroring method, namely sharing Instagram content to Facebook, which has so far succeeded in reaching 1,900 followers.

## B. LITERATURE REVIEW

### Marketing

Social media marketing is a form of interactive communication that involves consumers and businesses to disseminate promotional information and share experiences, ultimately benefiting all parties (Dwivedi et al., 2015). Chen & Lin (2019) explain that this marketing encompasses five dimensions: entertainment, interaction, trends, customization, and word-of-mouth. According to Siahaan et al. (2022), social media marketing is a reciprocal communication between companies and consumers to increase sales. Zulfikar (2017) calls it a strategy that utilizes online networks to reach consumers more relevantly and efficiently. In general, social media marketing is a form of digital marketing communication between

businesses and consumers to convey useful information through social media. Gunelius (2011) identifies four indicators of social media marketing:

- a. Content creation – creating engaging content that represents the company's identity;
- b. Content sharing – distributing content to shape consumer opinion;
- c. Connecting – building extensive networks and honest relationships between users;
- d. Community building – forming communities based on shared needs and interests.

### **Price**

Price is the monetary exchange value that consumers must pay to obtain the benefits of a product or service (Handayani & Fathoni, 2019; Indrasari, 2019; Mardia et al., 2021). Therefore, price can be defined as the amount of money consumers exchange to satisfy their needs and desires for goods or services. Tonce et al. (2022) propose several price assessment indicators, namely:

- a. Price affordability – the extent to which the price meets consumer expectations;
- b. Price-to-quality ratio – consumers tend to accept a higher price if the product quality is comparable;
- c. Price competitiveness – prices must be competitive compared to similar products in the market;
- d. Price-to-benefit ratio – consumers consider the benefits of a product more than the price alone.

### **Purchase Decision**

A purchasing decision is the process consumers go through to choose one of several available alternatives to solve a problem or meet a need (Gunawan, 2022; Indrasari, 2019; Kholidah & Arifiyanto, 2020; Novitasari, 2020). This process includes problem recognition, information search, evaluation of options, and ultimately, taking action to purchase or not purchase a particular product (Wulandari & Sampouw, 2020). It can be concluded that a purchasing decision is a conscious action by consumers in selecting and purchasing a product or service, based on an evaluation of various options. According to Indrasari (2019), indicators in purchasing decisions consist of five main aspects:

- a. Product choice – reflects consumer interest in product needs, variety, and quality;
- b. Brand choice – influenced by the trust and brand image inherent in consumers' minds;
- c. Distributor choice – related to ease of access, location, price, and product availability;
- d. Purchase time – indicates the frequency or period of purchase chosen by consumers;
- e. Purchase quantity – describes how many products are purchased at one time, which is usually tailored to each consumer's individual needs.

## **C. RESEARCH METHODOLOGY**

This research design is a systematic framework that includes the stages of hypothesis formulation to drawing conclusions and suggestions. Hypothesis determination is carried out based on research variables, which consist of the independent variable, namely price (X), the dependent variable, namely purchasing decisions, and the moderator variable, namely marketing through social media. Based on these three variables, the research instrument is compiled and relevant respondents are determined. Next, the data collection process is carried out through documentation, interviews, and questionnaires. The population in this study is all consumers who have purchased The Coffee Club Hotel Anantara Vacation Club Legian

products. The sampling technique used in this study is purposive sampling, so the sample used is based on the theory of Hair et al. (2010), namely 100 respondents.

## D. RESULT AND DISCUSSION

### Result

The data analysis method in this study used Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. In SEM, two types of models are formed: a measurement model (outer model) and a structural model (inner model).

#### Evaluation of Measurement Model (Outer Model)

Outer model evaluation aims to assess the relationship between latent variables and indicators (measurement model) by testing validity and reliability. In the Partial Least Squares (PLS) method, validity is tested through two main aspects: convergent validity and discriminant validity.

##### a. Convergent validity

Convergent validity was evaluated through the outer loading value, where an indicator is declared valid if its value is  $\geq 0.7$ . Conversely, a value  $\leq 0.7$  indicates an invalid indicator. Testing was conducted using SmartPLS 3.0 software, with the results displayed in Table 3.

Table 3. Outer Loading Check

Variable	Price	Purchase Decision	Moderating Effect 1	Social Media Marketing
Price * Social Media Marketing			2.685	
M1				0.901
M2				0.889
M3				0.911
M4				0.908
X1	0.835			
X2	0.905			
X3	0.859			
X4	0.892			
Y1		0.889		
Y2		0.832		
Y3		0.888		
Y4		0.891		
Y5		0.903		

Source: Processed by Researchers, 2024

Referring to Table 3, all indicators in the price (X), social media marketing (M), and purchasing decision (Y) variables have outer loading values  $\geq 0.7$ . This indicates that each indicator has strong convergent validity in representing its respective latent variable.

##### b. Discriminant validity

Discriminant validity can be measured through the Average Variance Extracted (AVE) value and the square root of AVE. An AVE value  $\geq 0.5$  indicates

good validity, while a value  $\leq 0.5$  is considered invalid. The results of the AVE test are shown in Table 4.

Table 4. AVE Value

Variable	Average Variance Extracted (AVE)
Price	0.762
Purchase Decision	0.776
Moderating Effect 1	1.000
Social Media Marketing	0.814

Source: Processed by Researchers, 2024

Based on Table 4, the AVE value for the price variable (X) is 0.763, purchasing decision (Y) is 0.776, moderating effect 1 is 1.000, and social media marketing (M) is 0.814. All of these values exceed the minimum limit of 0.5, so it can be concluded that discriminant validity has been met.

c. Composite Reliability

Reliability testing was conducted to ensure that the research instrument consistently and accurately measured the constructs. Two measures were used: composite reliability and Cronbach's alpha. Reliability is considered good if the composite reliability value is  $>0.70$  and the Cronbach's alpha value is  $>0.50$ . The results of testing these two indicators are shown in Table 5.

Table 5 Composite Reliability Values and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Price	0.896	0.928
Purchase Decision	0.928	0.945
Moderating Effect 1	1.000	1.000
Social Media Marketing	0.924	0.946

Source: Processed by Researchers, 2024

Table 5 shows that all latent variables price, purchasing decision, moderating effect 1, and social media marketing have Cronbach's alpha values above 0.5 and composite reliability values exceeding 0.7. Thus, it can be concluded that all variables in this study have met the reliability criteria and can be relied upon to measure their respective constructs.

**Structural Model Evaluation (Inner Model)**

a. Coefficient of determination (**R<sup>2</sup>**)

The coefficient of determination (R Square) was used to evaluate the strength of the structural model in this study. The R<sup>2</sup> value was categorized into three levels: 0.67 (strong), 0.33 (moderate), and 0.19 (weak). The results of the R<sup>2</sup> value test in this study are presented in the following table.

Table 6. R Square Test Results

Variable	R Square	R Square Adjusted
Purchase Decision	0.829	0.824

Source: Processed by Researchers, 2024

Based on Table 6, the adjusted R-square value for the model is 0.829, indicating that exogenous variables can explain 82.9% of the variation in the purchasing decision variable (Y). This indicates that price and social media marketing have a strong influence on purchasing decisions. The remaining 17.1% is influenced by factors outside the studied variables.

b. Path Coefficients

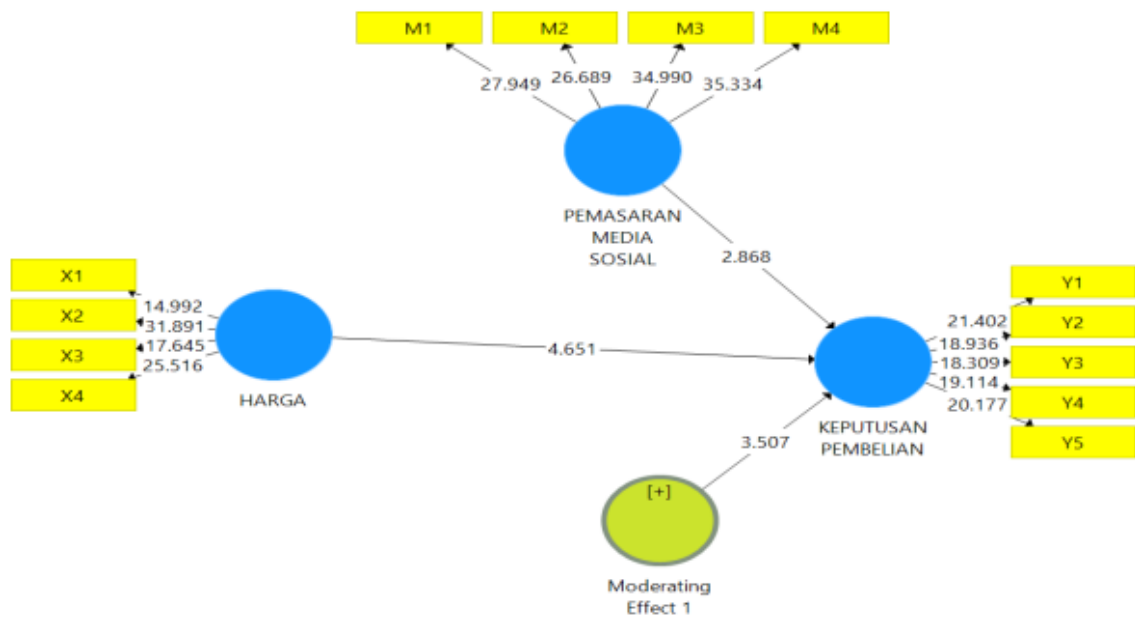


Figure 4. SEM Diagram of Bootstrapping Process Results

Based on Figure 4, the calculation results after the bootstrapping method are shown with the path coefficient values for each variable.

**Hypothesis Testing Results**

To determine whether the moderating variable of social media marketing significantly influences the relationship between price and purchasing decisions at The Coffee Club Hotel Anantara Vacation Club Legian, the following test was conducted:

- a. The influence of price on purchasing decisions at The Coffee Club Hotel Anantara Vacation Club Legian

Table 7. Results of the t-test of price on purchasing decisions

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Price -> Purchase Decision	0.457	0.459	0.098	4.651	0.000

Source: Processed by Researchers, 2024

Based on the results of the hypothesis test in Table 5.10, the relationship between the price variable (X) and purchasing decisions (Y) shows a T-Statistics value of 4.651, which is greater than 1.98 at a significance level of  $\alpha = 0.05$ . In addition, the P-Value value of 0.000 is smaller than 0.05, and the Original Sample value is positive at 0.457. Thus, it can be concluded that price has a positive and significant effect on purchasing decisions, so that the first hypothesis is proven true.

- b. b. The influence of social media marketing on purchasing decisions at The Coffee Club Hotel Anantara Vacation Club Legian

Table 8 Results of the t-Test of Social Media Marketing on Purchasing Decisions

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Social Media Marketing -> Purchase Decisions	0.250	0.261	0.087	2.868	0.004

Source: Processed by Researchers, 2024

Based on the results of the hypothesis test in Table 9, the social media marketing variable (M) on purchasing decisions (Y) shows a T-Statistics value of 2.868, greater than the critical limit of 1.98 at a significance level of  $\alpha = 0.05$ . The P-Value value of 0.004 is also smaller than 0.05, with a positive Original Sample value of 0.250. These results indicate that social media marketing has a positive and significant effect on purchasing decisions. Thus, the second hypothesis is accepted, which means that marketing strategies through social media are effective in encouraging consumers to make purchases at The Coffee Club Hotel Anantara Vacation Club Legian.

- c. c. The influence of price on purchasing decisions with social media marketing as a moderating variable at The Coffee Club Hotel Anantara Vacation Club Legian

Table 9. Results of the t-test of price on purchasing decisions with social media marketing as a moderating variable

Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Moderating Effect 1 -> Purchase Decision	0.107	0.105	0.031	3.507	0.000

Source: Processed by Researchers, 2024

Based on the results of the hypothesis test in Table 5.12, the relationship between price and purchasing decisions with social media marketing as a moderating variable shows a T-Statistic value of 3.507, which is greater than 1.98

at a significance level of  $\alpha = 0.05$ . The P-Value of 0.000 is also smaller than 0.05, even though the Original Sample value is negative at -0.107. This indicates that social media marketing strengthens the influence of price on purchasing decisions. In other words, social media marketing acts as a moderator in the relationship between price and purchasing decisions. These results support the third hypothesis, which states that social media marketing moderates the influence of price on purchasing decisions. This means that if social media marketing is implemented effectively—for example, through attractive promotions, active interaction with consumers, and the delivery of clear product information—consumer sensitivity to price can be reduced. Consumers tend to continue making purchases even though the price is relatively high because they feel more confident and certain of the product's value thanks to the communication established through social media. Thus, social media marketing increases consumers' perceived value, thereby reducing the negative impact of high price perceptions on purchasing decisions.

### **Discussion**

#### **The influence of price on purchasing decisions at The Coffee Club Hotel Anantara Vacation Club Legian**

The results of the first hypothesis test indicate that price has a positive and significant effect on purchasing decisions. This means that the more attractive and appropriate the price offered, the more likely consumers are to make a purchase at The Coffee Club Hotel Anantara Vacation Club Legian. This demonstrates the importance of providing clear and transparent pricing information. This finding is consistent with previous research by Syahputra & Santoso (2024), Jakaria & Fitriani (2023), and Kurniawan & Albari (2023), which found that price significantly influences purchasing decisions.

Price is the amount of money consumers spend to obtain a product, which is assessed based on affordability, suitability to quality, competitiveness, and benefits. Based on the analysis, the price of the product offered by The Coffee Club Hotel Anantara Vacation Club Legian is considered commensurate with the quality of the food, service, and facilities provided. This hotel targets the middle to upper market segment, where higher prices are perceived as representing premium quality and experience. Consumers in this segment tend to prioritize value and experience over price alone.

#### **The Influence of Social Media Marketing on Purchasing Decisions at The Coffee Club Hotel Anantara Vacation Club Legian**

The results of the second hypothesis test indicate that social media marketing has a positive and significant effect on purchasing decisions. This means that the more intensive and effective marketing activities through social media, the higher the consumer's likelihood of making a purchase. This finding aligns with previous research by Sunatar et al. (2023) and Lukiyana & Simadewa (2023), which also demonstrated that social media marketing has a positive influence on purchasing decisions.

Social media marketing serves as a marketing communication medium used by The Coffee Club Hotel Anantara Vacation Club Legian to convey product information to consumers. The implemented marketing strategy is considered optimal, as it is able to build brand awareness, attract consumer interest, and increase customer loyalty. Through engaging content and active interaction, The Coffee Club has successfully strengthened relationships with consumers and driven increased purchasing decisions.

#### **The Influence of Price on Purchasing Decisions through Social Media Marketing as a Moderating Variable at The Coffee Club Hotel Anantara Vacation Club Legian**

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The results of the third hypothesis test indicate that price has a positive and significant effect on purchasing decisions, with social media marketing playing a moderating role. This means that social media marketing strengthens the influence of price on purchasing decisions. Not only does it serve as a communication and promotional tool, but social media marketing can also increase the effectiveness of price in encouraging consumers to buy.

This finding is supported by research by Sunatar et al. (2023), which shows that social media can moderate the relationship between price and purchasing decisions. Consumers tend to be more confident in purchasing when the price offered is communicated through social media with attractive visuals and clear information. In the context of The Coffee Club Hotel Anantara Vacation Club Legian, marketing through platforms like Instagram and Facebook through promotional offers or discounts can transform price perceptions into actual purchasing decisions. Consumers who were previously hesitant are encouraged to purchase because price information is presented in an attractive and persuasive manner through social media.

## E. CONCLUSION

Based on the analysis, this study concludes that price has a positive effect on social media marketing at The Coffee Club Hotel Anantara Vacation Club Legian, where attractive prices can increase the effectiveness of marketing through social media. Furthermore, social media marketing has also been shown to have a positive and significant influence on consumer purchasing decisions, indicating that the better the digital marketing strategy, the higher the consumer's tendency to buy. Furthermore, social media marketing acts as a moderating variable that strengthens the influence of price on purchasing decisions. Thus, an effective social media marketing strategy not only increases price attractiveness but also encourages consumer decisions to make purchases.

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