

IMPLICATIONS OF ADVERTISING, SOCIAL MEDIA, PRODUCT QUALITY, AND SATISFACTION ON INTENTION TO PURCHASE SKINTIFIC SKINCARE PRODUCTS IN PANAI HULU DISTRICT



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Abstract

This research aims to analyze Advertising Implications, Social Media, Quality Products, and Satisfaction to Purchase Scientific Skincare Products in the Panai Hulu District. The research method used in this research is quantitative. In this study, the population is an unknown number of Skintific Skincare consumers in the Panai Hulu District. Research samples using incidental sampling techniques are techniques for determining samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source. This research uses a non-probability sampling technique because the number of members of the population is unknown, and purposive sampling is the sample determination technique. Because the exact size of the member population is not known, the sample size was calculated using the Cochran formula with a research sample of 96 people. The data collection techniques used were observation, documentation studies, and questionnaires. The analytical method for this research is multiple linear regression with the SPSS program. The research results prove that advertising has a positive and significant effect on product purchase intentions at Skintific Skincare in Panai Hulu District. Social media has a positive and significant effect on product purchase intentions at Skintific Skincare in Panai Hulu District. Product quality has a positive and significant effect on product purchase intentions at Skintific Skincare in Panai Hulu District. Satisfaction has a positive and significant effect on the intention to purchase products at Skintific Skincare in Panai Hulu District. Advertising, Social Media, Product Quality, and Satisfaction simultaneously have a positive and significant effect on the Intention to Purchase Products at Skintific Skincare in Panai Hulu District. The coefficient of determination is 0.639, meaning that Product Purchase Intention can be explained by the variables Advertising (X1), Social Media (X2), Product Quality (X3), and Satisfaction (X4) of 63.9%, while the remaining 36.1% can be explained by the variable others not examined in this study.

Keywords: Advertising, Social Media, Quality Product, Satisfaction, Product Purchase Intention

INTRODUCTION

Currently, e-commerce and online shopping continue to develop, offline stores remain the choice for Indonesian people to shop with several considerations, such as promotions or advertisements offered (Wibowo et al., 2023; Anggraeni & A'yuni, 2023). Women and beauty are things that cannot be separated. Beauty as a characteristic of feminine nature is deeply rooted in a broader social system and is culturally programmed. Every day women are always convinced by beauty myths which increasingly plunge women into the abyss of worshipping beauty (Asy'ari, 2021). Women's attention is drawn to a beautiful face and clean skin. As a result, most women try to beautify themselves by using various kinds of skincare and beauty products. Some women's self-confidence is also boosted by their appearance. Along with the development of technology, modern market businesses have long entered the Indonesian retail industry and are rapidly expanding their market share to remote areas (Wikantari, 2022). In the current era, the retail business has experienced very rapid changes, there has been a shift from the concept of independent local shops or shops on the main street to the situation of shops on a national and international scale in the form of modern shopping centers (Jacklin, et al, 2019).

Consumers at each time have different interests. Today's consumers are smarter in choosing a product or service to offer. Marketing is a very important element in creating a product (Isbahi, 2023; Rosyid et al., 2023). Good product quality and competitive social media as well as interesting and unique advertising will be able to attract and increase consumer satisfaction and buying interest. Marketing strategy is a marketing mindset that will be used to achieve marketing goals, where there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing (Kotler, 2018).

Schiffman and Kanuk (2015) explained that purchase interest is an individual's attitude towards a product object that is suitable for measuring the attitude of a particular group of products, services, or brands. Purchase interest is inseparable from the nature of a consumer so each consumer has different habits in making purchases.

According to Tjiptono (2017), advertising is a form of indirect communication, which is based on information about the advantages or benefits of a product, which is structured in

such a way as to create a pleasant feeling that will change someone's mind about making a purchase.

Nowadays, social media is widely used and very popular, almost everyone uses social media. Apart from using social media as a medium for interaction, nowadays social media is also widely used by companies as a marketing medium. Based on Nabila et al. (2020) social media is an online media that operates with the help of web-based technology which makes changes in terms of communication that previously could only be one-way and has changed to two-way or can be called interactive dialogue.

According to Tjiptono (2017), the conventional definition of quality is performance as a direct depiction of a product, reliability, ease of use, aesthetics, and so on. In a strategic sense, quality is anything that can provide consumer needs in accordance with what consumers want.

Bahrudin, M., and Zuhro, S. (2016), stated that satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. At this time there are more and more factors that influence consumers so that they also have an impact on companies. These factors are the first, the marketing mix, namely looking at the quality of the product, whether the price being marketed is appropriate, and whether the promotion or advertising carried out can attract many consumers to shop. Then look at the quality of existing service, and the attitude and service provided by employees to consumers. This will increase the level of consumer satisfaction in purchasing skincare products. On the other hand, to increase sales, advertising can be a reference in increasing consumer decisions to buy.

REVIEW OF LITERATURE

Advertisement

According to Kotler and Armstrong (2018) advertising is any form of non-personal presentation and paid promotion of ideas, goods or services. According to Andrews and Shimp (2018) advertising is a form of paid, mediated communication from an identifiable

source, designed to persuade recipients to take some action, now or in the future. According to Widayatmoko (2019), the dimensions of advertising attractiveness are: 1) Meaningful. Shows benefits that make consumers more interested and want the product. 2) Different (distinctive) Advertisements must have distinctive and different characteristics so that they make the product better than competitors' products. 3) Trustworthy (believable) Consumers must believe that the product provides correct information and benefits as promised.

Social Media

According to Ardiansah and Maharani (2021), social media is a means or forum used to facilitate interaction between fellow users and has the nature of two-way communication, social media is also often used to build a person's self-image or profile, and can also be utilized by companies as media. marketing. Using social media as a marketing medium can be done by uploading photos to social media accounts such as Instagram and then they can be seen by consumers who follow the Instagram account (Isbahi et al., 2022). According to research by Nunik et al (2017) social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products and services from the company. According to Kim & Ko (2012), social media marketing is measured through 4 (four) dimensions, namely: 1. Entertainment, 2. Interaction, 3. Trendiness, 4. Customization.

Product Quality

According to Kotler and Keller (2016) that product quality is the product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole. According to Arumsari (2012), product quality is the factors contained in an item or result that cause the item or result to be suitable for the purpose of the item being produced. There are several benchmarks for product quality according to Kotler and Keller (2016), consisting of: 1. Performance, 2. Reliability, 3 Feature, 4. Durability, 5. Consistency, 6 . Design.

Satisfaction

Kotler and Keller (2016) state customer satisfaction as follows: "Satisfaction reflects a person's judgment of a product's perceived performance in relationship to expectations. If performance falls short of expectations, the customer is disappointed. If it matches expectations, the customer is satisfied. If it exceeds them, the customer is delighted" which means that satisfaction reflects a person's assessment of the product's perceived performance about expectations. If performance falls short of expectations, customers are disappointed. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is happy. Indicators for measuring customer satisfaction, according to Indrasari (2019) are: 1. Conformity to expectations, 2. Interest in visiting again, 3. Willingness to recommend.

Product Purchase Intention

Kotler and Keller (2016), stated that purchase interest is consumer behavior to fulfill their desires to determine and buy a product. According to Karim, et al 2019, purchasing interest is a customer's habit of buying and using a product or brand related to purchasing attitudes as measured by the customer's purchasing frequency. Solihin (2020) states that identifying buying interest requires indicators, namely: 1. Exploratory interest, 2. Transactional interest, 3. Preferential interest, 4. Referential interest.

Conceptual Framework

According to Arikunto (2017), the conceptual framework is a conceptual model of how theory relates to factors that have been identified as important problems.

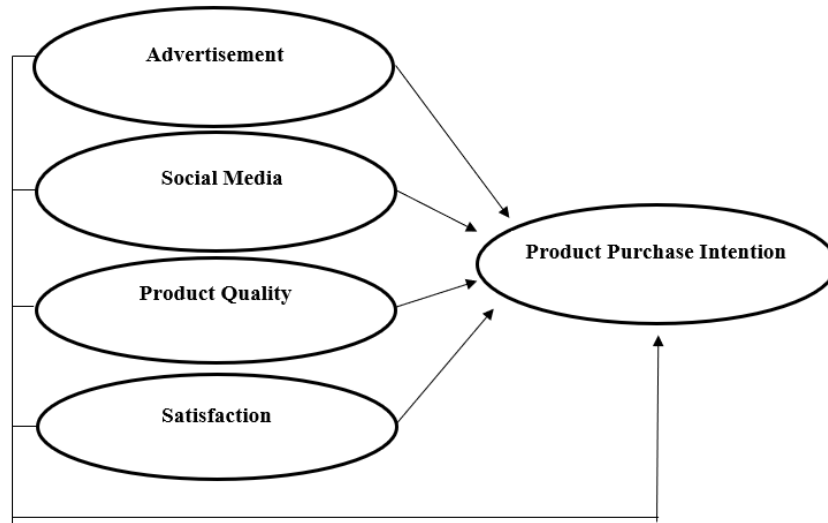


Figure 1.
Conceptual Framework

Hypothesis

Sujarweni (2019) explains that a hypothesis is a temporary answer to a research problem formulation, therefore research problem formulations are usually prepared in the form of statement sentences. Based on the title of this research, the hypothesis in this research is:

- H1: There is a positive and significant influence from advertising on the intention to purchase skintific skincare products in Panai Hulu District
- H2: There is a positive and significant influence from social media on the intention to purchase skincare products in Panai Hulu District
- H3: There is a positive and significant influence of product quality on the intention to purchase skincare products in Panai Hulu District
- H4: There is a positive and significant influence of satisfaction on the intention to purchase skintific skincare products in Panai Hulu District
- H5: It is suspected that there is a positive and significant influence from advertising, social media, product quality, and satisfaction together on the intention to purchase skincare products in Panai Hulu District.

RESEARCH METHOD

This research was carried out on the Rantauprapat smartfren quota card, using quantitative methods. According to Sugiyono (2015), population is a generalized area consisting of objects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study are buyers/consumers who have purchased skincare products in Panai Hulu District, the number of which is unknown and can be said to be in the infinite category. According to Sugiyono (2015), the sample is part of the number of characteristics possessed by the population. The sampling used in this research was incidental. Incidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample if it is deemed that the person they happen to meet is suitable as a data source. This research uses a non-probability sampling technique because the number of members of the population is unknown, and purposive sampling is the sample determination technique. Because the exact number of the member population is not known, the sample size is calculated using the Cochran formula (Sugiyono, 2015):

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04$$

Information:

n = sample

z = Innovation in the normal curve for a deviation of 5%, with a value of 1.96

p = 50% chance of being correct = 0.5

q = 50% chance of being wrong = 0.5

e = margin of error 10%

From the calculation above, the sample taken in the research was obtained at 96.04, and then this figure was rounded up to 96 respondents. The data in this research was collected by means of interviews, observations, and distributing questionnaires directly to consumers on skincare scientific in Panai Hulu District, which were then tested using several analytical techniques as follows: 1) Classical assumption test, in the classical assumption test a normality test, heteroscedasticity test, and multicollinearity test were carried out; 2) Multiple linear regression test, using the linear equation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$ with the following information: Y = Product Purchase Intention; a = constant; b1, b2, b3, b4 = coefficient of each variable, X1 = Advertising, X2 = Social Media, X3 = Product Quality, X4 = Satisfaction; 3) Hypothesis testing, consisting of the t-test (partial) which is used to analyze the partial influence between the independent variable and the dependent variable, and the F test (simultaneous) which is used to analyze the simultaneous influence of the independent variable on the dependent variable. 4) Coefficient of determination, used to measure the model's ability to explain variations in the dependent variable. To facilitate the research process, IBM SPSS software is used as an analytical tool in processing research data.

RESULTS AND DISCUSSION

The validity test is used to measure whether a questionnaire is worthy of being declared valid or not. Valid data is data that does not differ between the data reported by the researcher and the data that occurs at the research object. The validity test of the research variables has a significant criterion of > 0.5 . The validity test in this research was carried out on 30 samples which were carried out regardless of the characteristics of the respondents. The validity test results of this research can be contained in Table 1:

Table 1.
Validity Test Results

Variable	Indicator	Pearson Correlation	Value Measurement	Status
Advertisement	P1	0.752	0.5	Valid

(X1)	P2	0.842	0.5	Valid
	P3	0.813	0.5	Valid
Social media (X2)	P4	0.814	0.5	Valid
	P5	0.740	0.5	Valid
	P6	0.639	0.5	Valid
	P7	0.777	0.5	Valid
Product Quality (X3)	P8	0.704	0.5	Valid
	P9	0.733	0.5	Valid
	P10	0.712	0.5	Valid
	P11	0.863	0.5	Valid
	P12	0.663	0.5	Valid
	P13	0.763	0.5	Valid
Satisfaction (X4)	P14	0.768	0.5	Valid
	P15	0.874	0.5	Valid
	P16	0.957	0.5	Valid
Product Purchase Intention (Y)	P17	0.918	0.5	Valid
	P18	0.851	0.5	Valid
	P19	0.778	0.5	Valid
	P20	0.759	0.5	Valid

Source: Research Data Processing, 2024.

Reliability testing is carried out to determine consistent measurement results when measuring the same measuring instrument. An indicator in the questionnaire can be accepted if the alpha coefficient has a value > 0.7 . The results of this research's reliability test can be contained in Table 2:

Table 2.
Reliability Test Results

Variable	Croanbach Alpha (CA)	Status
Advertisement	,952	Reliable
Social Media	,967	Reliable
Product Quality	,844	Reliable

Satisfaction	,869	Reliable
Product Purchase Intention	,889	Reliable

Source: Research Data Processing, 2024.

The results of the validity and reliability tests show that all statement items are valid and reliable, each indicator in the validity test has a value of > 0.5 and each value contained in the variable for the reliability test is > 0.7 . The next test can be analyzed using a normality test. The normality test of this research can be loaded with a p-plot graph in Figure 2:

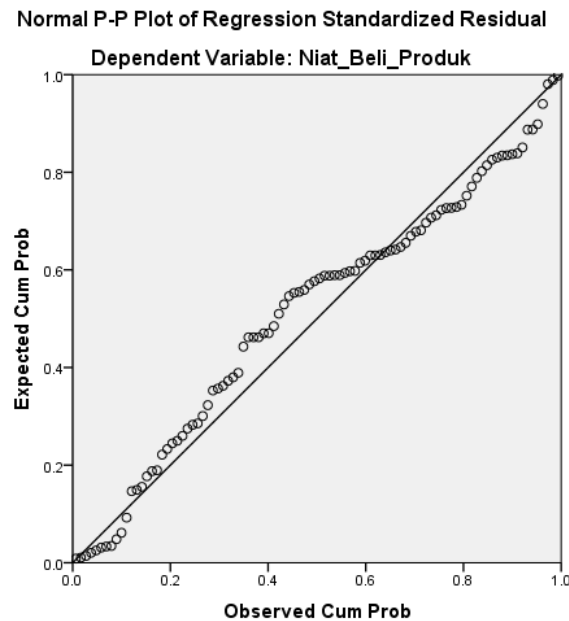


Figure 2.
PP Plot Graph

Source: Research Data Processing, 2024

In the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets the normality assumption. The graphic image shows that the distribution pattern tends to be normal, the data shows that the points are spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the normality assumption. The next normality test can be seen in Table 3:

Table 3.
One-Sample Kolmogorov-Smirnov Test

		Absolute
N		96
Normal Parameters, b	Mean	.9916
	Std. Deviation	.84779
Most Extreme Differences	Absolute	,147
	Positive	,147
	Negative	-.129
Statistical Tests		,147
Asymp. Sig. (2-tailed)		.117c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Research Data Processing, 2024.

The normality test in Table 3 uses the Kolmogorov-Smirnov method with a significance value of 0.117 with a significance level of > 0.05 . The results of this test show that the normality test in this study is normally distributed. The normality test of this research can be loaded with the histogram contained in Figure 3:

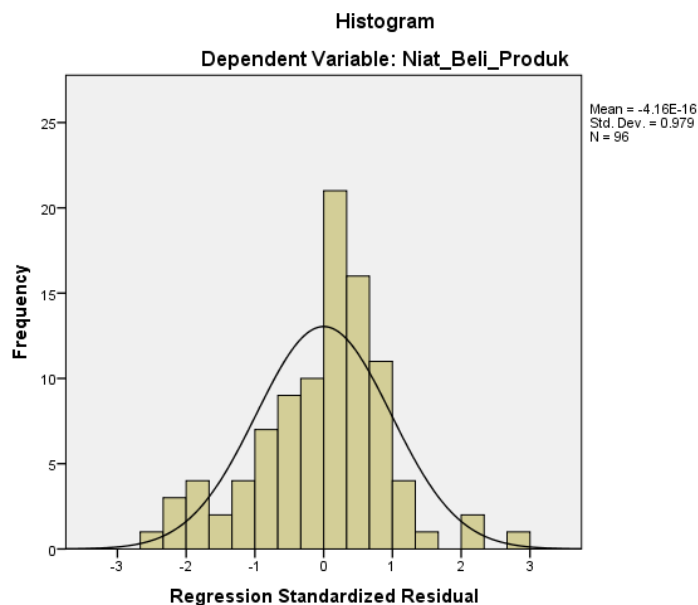


Figure 3.

Histogram Graph

Source: Research Data Processing, 2023

Based on the histogram graph, the data shows a normal curve that forms a perfectly concave shape. It can be said to be normal if the line has a concave upward shape like the picture. The results of the multicollinearity test in the study are contained in Table 6:

Table 4.

**Test Results of Multicollinearity
 Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.218	1,670		-.131	,896		
Advertisemen t	,226	,094	,192	2,397	,019	,620	1,614
Social media	,468	,079	,466	5,950	,000	,648	1,543
Product Quality	,200	,108	,153	2,850	,008	,583	1,716
Satisfaction	,203	,089	,189	2,291	,024	,587	1,705

a. Dependent Variable: Product_Buy_Intention

Source: Research Data Processing, 2024.

Table 4 shows that the four independent variables have VIF values < 10 and values tolerance > 0.1 , which means that the data in this study does not experience multicollinearity. Testing the classical assumption with the heteroscedasticity test in this research can be seen in Figure 4:

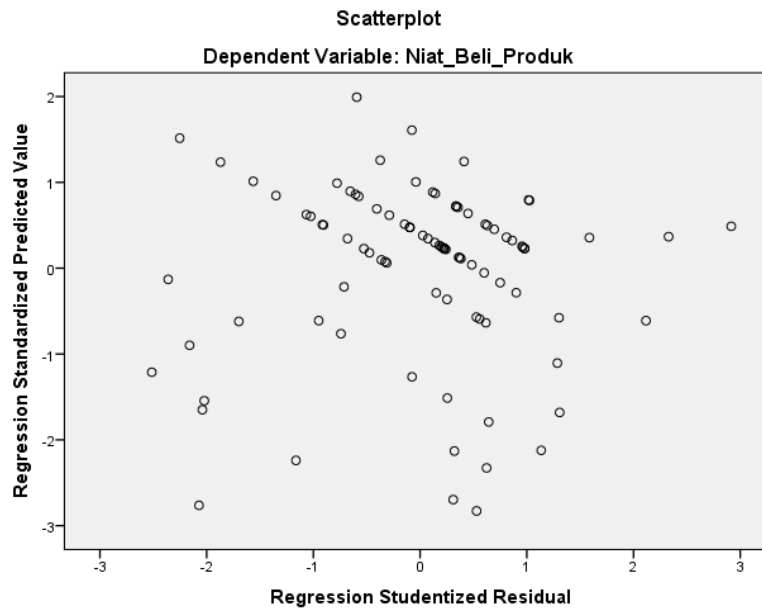


Figure 4.

Chartscatterplot

Source: Research Data Processing, 2024

It can be seen that the data spreads randomly around the Y-axis and does not form a particular pattern, so this regression model is free from symptoms of heteroscedasticity. The results of research analysis using multiple linear analysis tests can be contained in Table 5:

Table 5.
Results Multiple Linear Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.218	1,670		-.131	,896
Advertisement	,226	,094	,192	2,397	.019
Social media	,468	,079	,466	5,950	,000
Product quality	,200	.108	.153	2,850	,008
Satisfaction	.203	,089	,189	2,291	.024

a. Dependent Variable: Product_Buy_Intention

Source: Research Data Processing, 2024

Based on these values, the following multiple linear regression equation is obtained: $Y = -0.218 + 0.226X_1 + 0.468X_2 + 0.200X_3 + 0.203X_4$. Table 7 explains that the B value for Advertisements (B1) is 0.226. Social Media (B2) is 0.468, Product Quality value (B3) is 0.200, Satisfaction value (B4) is 0.203, and constant value (a) is -0.218. The description of the multiple linear regression equation shows that the variables Advertising, Social Media, Product Quality, and Satisfaction have a positive coefficient direction toward Product Purchase Intention.

To test the research hypothesis, the t-test can be used. This test was carried out to analyze the influence of the independent variables, namely Advertising, Social Media, Product Quality, and Partial Satisfaction on the dependent variable, namely Product Purchase Intention. To determine the t-table value, the following equation can be used: $df = nk - 1 = 96 - 4 - 1 = 91$. After calculating using this equation, the t-table value is 1.987. The t-test results can be loaded in Table 6:

Table 6.
Results Test (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.218	1,670		-.131	,896
Advertisement	,226	,094	,192	2,397	.019
Social Media	,468	,079	,466	5,950	,000
Product Quality	,200	.108	.153	2,850	,008
Satisfaction	.203	,089	,189	2,291	.024

a. Dependent Variable: Product_Buy_Intention

Source: Research Data Processing, 2024.

Based on Table 6, it can be seen that the partial test results obtained a calculated t value of 2.397 > t table 1.987 and a significant value of 0.019 < 0.05, which means that the Advertising variable has a positive effect on the Product Purchase Intention variable. Then the results of the Social Media variable have a positive and significant effect on Product Purchase Intentions with a calculated t value of 5.950 > t table 1.987 and a significant value of 0.000 < 0.05. Partially, the calculated t value was 2.850 > t table 1.987 and the significant value was 0.008 < 0.05, which means that the Product Quality variable has a positive effect on the Product Purchase Intention variable. Next, we obtained a calculated t value of 2.291 > t table 1.987 and a significant value of 0.024 < 0.05, which means that the Satisfaction variable has a positive effect on the Product Purchase Intention variable.

The F test was carried out to test the independent variables, namely Advertising, Social Media, Product Quality, and Satisfaction, which simultaneously have a significant relationship or not with the dependent variable, namely Product Purchase Intention. To determine the Ftable value, the following equation can be used: $df = k; n - k = 4; 96 - 4 = 4; 92$. After calculating using this equation, $F_{table} = (4; 92)$ then the Ftable value is 2.486. The results of the F test in this research can be contained in Table 7:

Table 7.
F Test Results
ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	287,557	4	71,889	40.213	,000b
Residual	162,683	91	1,788		
Total	450,240	95			

a. Dependent Variable: Product_Buy_Intention

b. Predictors: (Constant), Satisfaction, Advertising, Social_Media, Product_Quality

Source: Research Data Processing, 2024.

Table 7 shows the Fcount value of 40.213 > F table 2.486 with a significance value of 0.000 < 0.05. From these results, it can be concluded that advertising, social media, product quality, and satisfaction simultaneously have a positive and significant effect on product purchase intentions.

The coefficient of determination is used to analyze the contribution of the influence of the independent variables, namely Advertising, Social Media, Product Quality, and Satisfaction on the dependent variable, namely Product Purchase Intention. The coefficient of determination test results can be contained in Table 8:

Table 8.
Coefficient of Determination Test Results
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,799a	,639	,623	1,337

a. Predictors: (Constant), Satisfaction, Advertising, Social_Media, Product_Quality

b. Dependent Variable: Product_Buy_Intention

Source: Research Data Processing, 2024.

The R Square value from the analysis of the coefficient of determination is 0.639, meaning that Product Purchase Intention can be explained by the variables Advertising, Social Media, Product Quality, and Satisfaction at 63.9%, while the remaining 36.1% can be explained by other variables not examined in this research.

Discussion

The partial test results obtained a calculated t value of $2,397 > t$ table 1.987 and the significant value is $0.019 < 0.05$, which means that the advertising variable has a positive and significant effect on the product purchase intention variable. The more highly perceived an advertisement is by consumers, the more likely they will choose to purchase the product. The results of this research are in line with the findings of research conducted by Jessica Caroline Charis, Geraldo Valentino Rotty, Ardina Lukita Wiraputra, and Rizaldi Parani (2023), which states that advertising has a positive and significant effect on product purchase intentions.

Then the results of the social media variable have a positive and significant effect on product purchase intentions with a calculated t value of $5,950 > t$ table 1.987 and the significant value is $0.000 < 0.05$. The more effective social media is, the more likely consumers will choose to buy the product. Successful social media can form positive consumer perceptions, increase the desire to purchase products and influence product purchase intentions. The results of this research are in line with the findings of research conducted by Upik Djaniar Zulfiah Larisu, Khamaludin, Muh. Indra Fauzi Ilyas, and Muhammad Rajab (2023), stated that social media has a positive and significant effect on product purchase intentions.

Partially, the calculated t value is obtained $2,850 > t$ table 1.987 and the significant value is $0.008 < 0.05$, which means that the product quality variable has a positive effect on the product purchase intention variable. Based on the research results, the quality of the product received has a positive effect on product purchase intentions. Product quality that is considered appropriate can encourage consumers to buy the product. The results of this research are in line with the findings of research conducted by Nur Asia, Ramli S, and Andi Nursiskawati Siangka (2023), which states that product quality has a positive and significant effect on product purchase intentions.

Next, the calculated t value is obtained $2,291 > t$ table 1.987 and the significant value is $0.024 < 0.05$, which means that the satisfaction variable has a positive effect on the product purchase intention variable. This finding is consistent with previous research by Friesca Gracia Cung, Rita Eka Setianingsih, and Liaw Bunfa (2023) which indicates that satisfaction has a positive and significant effect on product purchase intentions.

The calculated F value is $40.213 > F$ table 2.486 with a significance value of $0.000 < 0.05$. From these results, it can be concluded that advertising, social media, product quality, and satisfaction simultaneously have a positive and significant effect on product purchase intentions.

CONCLUSION

1. Advertising has a positive and significant effect on Intention to Purchase Skintific Skincare Products in Panai Hulu District.
2. Social Media has a positive and significant effect on Intention to Purchase Skintific Skincare Products in Panai Hulu District.
3. Product quality has a positive and significant effect on the intention to purchase Skintific Skincare Products in Panai Hulu District.
4. Satisfaction has a positive and significant effect on Intention to Purchase Skintific Skincare Products in Panai Hulu District.
5. Advertising, Social Media, Product Quality, and Satisfaction simultaneously have a positive and significant effect on the Intention to Purchase Skintific Skincare Products in Panai Hulu District.

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