



Product Quality and Social Media Marketing on Brand Image and Purchase Decisions for Viva Cosmetics Products in Pekanbaru City Society

Amirudin M. Amin^{a*}, Nadya Rahmi Khairani^a, Ermina Rusilawati^a

^aBusiness Faculty, Institut Bisnis dan Teknologi Pelita Indonesia, Indonesia

*Corresponding Author: amirudin.amin@lecturer.pelitaindonesia.ac.id

Article History
Received
2 July 2024
Revised
12 August 2024
Accepted
25 August 2024
Published
30 September 2024

ABSTRACT

This study aimed to determine the effect of product quality and social media marketing on brand image and purchase decisions. This research was conducted in Pekanbaru, Riau. The population in this study was all the people of Pekanbaru, so using the Roscoe formula, the sample was set at 120 people using the accidental sampling method. Data analysis using multiple linear regression. Research results information that (1) product quality has a positive and significant influence on brand image. (2) social media marketing has a positive and significant influence on brand image. (3) product quality has a positive and significant influence on purchase decisions. (4) social media marketing has a positive and significant influence on purchase decisions. (5) brand image has a positive and significant influence on purchase decisions.

Keywords: Product Quality; Social Media Marketing; Brand Image; Purchase Decisions

Fields: Marketing; Product; Management

DOI: <https://doi.org/10.61230/nexus.v2i2.106>

SDGs: Quality Education (4); Decent Work and Economic Growth (8); Peace, Justice and Strong Institutions (16)

INTRODUCTION

The cosmetics industry is one of the fastest-growing sectors both in the world and in Indonesia. Indonesia has experienced significant growth in recent years. Based on data from the Ministry of Industry, the growth of the cosmetics market in Indonesia reaches around 9% to 10% per year, this figure is higher than the average growth of other manufacturing sectors. The growth of the cosmetics market value in Indonesia from 2019 to 2024 shows a consistent increase. In 2019, the total value of the cosmetics market was around 1.20 billion USD. This value continues to increase every year, reaching 1.94 billion USD in 2024. This growth is driven by increasing people's purchasing power, changes in lifestyle patterns, and the increasing use of social media as a platform for promoting cosmetic products (S. Chandra et al., 2023).

One of the cosmetic brands that plays a role in this market growth is Viva Cosmetics, Viva Cosmetics is known for its skincare and beauty products, and Viva Cosmetics has built a reputation as one of the trusted brands among Indonesian consumers. Over time, Viva Cosmetics continues to grow and meet the needs and preferences of the local market and uses quality ingredients in its products (Hidayat et al., 2022; Panjaitan et al., 2024). Despite its long history and widely recognized products, Viva Cosmetics has faced challenges in recent years. Based on Top Brand Index (TBI) Data, Viva Cosmetics shows a downward trend from 2019 to 2024. Although there was an increase in 2023, there was another very significant decline in 2024 of 3.50%, this shows that Viva Cosmetics sales are declining, and one of the factors causing this is low consumer purchasing decisions. If consumers are not interested in buying (Goh et al., 2022), product sales will decline. Low purchasing decisions are also caused by brand image (Jacksen et al., 2021; Reinaldo & Chandra, 2020). A strong brand image can increase purchasing decisions because consumers tend to trust and have a positive experience with the brand.

Brand image and purchasing decisions are influenced by product quality. If the product is of high quality, consumers will tend to associate the brand with positive things, improving the overall brand image which will then strengthen the brand image and encourage purchasing decisions. Based on research conducted by Cahayani and Sutar (2020) and Roosandianto and Purwanto (2021), shows that product quality has a positive effect on brand image. Meanwhile, Ats-Tsauri et al., (2022) showed that product quality has a negative effect on brand image. Then based on research conducted by Priyadi et al., (2024) and Wirawan and Seminari (2021) showed that product

quality has a positive effect on purchasing decisions. Meanwhile, Nadiya and Wahyuningsih (2020) showed that product quality has a negative effect on purchasing decisions.

Social media marketing also has a significant influence on brand image and purchasing decisions (Wijaya et al., 2020). When consumers feel that the value they receive is commensurate with the cost incurred (Arif et al., 2021), consumers tend to share their positive experiences through social media, which ultimately influences purchasing decisions. The more effective the marketing strategy used, the stronger the relationship between the brand and the consumer, thereby improving brand image and encouraging purchasing decisions. Based on research conducted by Narayana and Rahanatha (2020) and Tuti and Dwiyantri (2022), shows that social media marketing has a positive effect on brand image. Meanwhile, Utami and Sugiati (2023) show that social media marketing has a negative effect on brand image. Then based on research conducted by Rimbisari et al., (2023) and Haribowo et al., (2022) social media marketing has a positive effect on purchasing decisions. Meanwhile, Shofiyah et al., (2022) showed that social media marketing has a negative effect on purchasing decisions.

The purpose of this study is to determine and analyze the influence of product quality and social media marketing on brand image and purchasing decisions of Viva Cosmetics products among the people of Pekanbaru City.

LITERATURE REVIEW

Purchasing Decisions

A purchasing decision is a thought process in which individuals evaluate various alternatives and determine a choice of a product from several available options (Yusuf, 2021). Purchasing decisions are part of consumer behavior, how individuals, groups, and organizations choose, buy, and use goods, services (Saputro et al., 2022; Suyono et al., 2022), ideas, or experiences to meet needs and desires (Kotler and Keller, 2016).

According to Lystia et al., (2022), purchasing decisions can be measured through several indicators, namely: (1) according to customer needs, (2) product benefits, (3) accuracy in purchasing products, (4) repeat purchases.

Brand Image

Brand image is a consumer perception that is formed through personal experience and information from various sources, such as reviews, friend recommendations, or advertisements. This perception is dynamic and can change over time according to market changes and consumer preferences (Adonis and Silintowe, 2021). The brand image describes the perceptions that consumers or customers have (Junaedi et al., 2024), including the business's view of the entire organization and certain products (Kenneth and Donald, 2018).

According to Azhari and Fachry (2020), brand image can be measured using the following indicators: (1) recognition, (2) reputation, (3) product excellence (affinity), and (4) domain.

Product Quality

Product quality is the level of a product's ability to fulfill the functions expected by consumers, product quality is also assessed by the extent to which the product can fulfill the promises and expectations given by the brand to its consumers (Santoso, 2019). Product quality is a combination of all product characteristics produced through the marketing process, production engineering, and maintenance, to produce goods (products) that are by the needs and uses of consumers (Wijaya, 2011).

According to Nugroho et al., (2023), product quality consists of 8 indicators, as follows: (1) performance, (2) durability, (3) features, (4) reliability, (5) aesthetics, (6) perceived quality, (7) conformance, (8) service capability.

Social Media Marketing

Social media marketing is a combination of internet-based information technology and interaction between individuals that aims to create new value. Social media marketing is a marketing activity that can be carried out by various groups, from startup entrepreneurs to large companies, and even students (Charli and Putri, 2021). Social media marketing is an internet marketing model designed to achieve marketing goals through participation in social media networks. With this approach, companies can reach consumers on frequently used online social platforms and provide opportunities to build closer relationships with consumers (Maoyan et al., 2014).

According to Oktriyanto et al., (2021), five main indicators in social media marketing are important to measure, namely: (1) entertainment, (2) interaction, (3) trendiness, (4) customization, (5) advertisement.

Relationship Between Variables and Hypotheses

The Effect of Product Quality on Brand Image

Product quality includes everything offered by the manufacturer to be noticed, used, purchased, and consumed by consumers. The product must be by the specific needs of certain consumers (Astuti and Matondang, 2020). The higher the product quality perceived by consumers, the more positive the brand image formed in the minds of consumers. If consumers feel that Viva Cosmetics products have good quality, such as satisfactory results and attractive packaging, then consumers will associate the Viva Cosmetics brand with a positive image (T. Chandra et al., 2023; Suyono et al., 2023; Wijaya & Purba, 2021).

The research of Cahayani and Sutar (2020) and Roosandianto and Purwanto (2021) concluded that product quality has a positive effect on brand image. However, Ats-Tsauri et al., (2022) concluded that product quality has a negative effect on brand image. Based on the description above, the hypothesis in this study is as follows:

H1: Product quality has a positive effect on the brand image of Viva Cosmetics products in the Pekanbaru city community

The Effect of Product Quality on Purchasing Decisions

Overall product quality includes various characteristics and properties that affect the product's ability to meet consumer expectations (Hocky et al., 2020). Good product quality can attract consumer interest, and by providing new variants, manufacturers can further increase the product's appeal to customers (Rosyidi et al., 2020). The higher the consumer's perception of product quality, the greater the consumer's decision to buy the product. If consumers feel that Viva Cosmetics products have good quality, such as proven effectiveness and quality ingredients, they will be more likely to choose the product over other products.

The research of Priyadi et al., (2024) and Wirawan and Seminari, (2021) concluded that product quality has a positive effect on purchasing decisions. However, Nadiya and Wahyuningsih (2020) concluded that product quality has a negative effect on purchasing decisions. Based on the description above, the hypothesis in this study is as follows:

H3: Product quality has a positive effect on the purchasing decision of Viva Cosmetics products in the Pekanbaru city community

The Influence of Social Media Marketing on Brand Image

Social media marketing is the use of technology, channels, and social media software to build communication, convey messages, exchange, and offer value to stakeholders in an organization (Sharma and Kumar, 2018). Marketing strategies through social media will affect the product's brand image. The more effective the product is in utilizing social media to interact and communicate with its audience, the more positive the brand image that is formed. If consumers feel involved with the brand through interesting content and consistent interactions on social media, they will associate the product with a good brand image so that it can strengthen the brand image of the Viva Cosmetics product and increase positive perceptions in the market.

The research of Narayana and Rahanatha (2020) and Tuti and Dwiyantri (2022) concluded that social media marketing has a positive effect on brand image. However, Utami and Sugiat (2023) concluded that social media marketing has a negative effect on brand image. Based on the description above, the hypothesis in this study is as follows:

H2: Social media marketing has a positive effect on the brand image of Viva Cosmetics products among the people of Pekanbaru City

The Influence of Social Media Marketing on Purchasing Decisions

Social media can also be used to encourage consumers to express their opinions about a product or service offered and share them on online social networks. Social media marketing can increase awareness among other consumers who read the reviews or opinions, which in turn can influence their views on the market and the products or services offered (Piñeiro et al., 2016). When consumers see reviews and recommendations about Viva Cosmetics products shared on social media, consumers become more aware of the product and get the information they need to make a purchasing decision. Positive reviews and testimonials from other users serve as a form of social recommendation that can strengthen the desire of potential buyers to try the product. In the research of Rimbahari et al., (2023) and Haribowo et al., (2022) concluded that social media marketing has a positive effect on purchasing decisions. However, Shofiyah et al., (2022) concluded that social media marketing has a negative effect on purchasing decisions. Based on the description above, the hypothesis in this study is as follows:

H4: Brand image has a positive effect on purchasing decisions for Viva Cosmetics products in the Pekanbaru city community

The Influence of Brand Image on Purchasing Decisions

Brand image is the way a brand introduces the identity of the product it offers to customers, which distinguishes the product from competitors' products (Sutiyono and Hadibrata, 2020). A positive and strong brand image shapes the way consumers view the product and feel confident in its quality. When Viva Cosmetics products have a good brand image, consumers will be more confident in buying the product because they feel that the product has been proven to be of quality and reliable.

In the research of Ghoni and Soliha (2022) and Susilawati et al., (2021) concluded that brand image has a positive effect on purchasing decisions. However, Irawanti (2024) concluded that brand image has a negative effect on purchasing decisions. Based on the description above, the hypothesis in this study is as follows:

H5: Brand image has a positive effect on purchasing decisions for Viva Cosmetics products in the Pekanbaru city community

Research Framework

Based on theory and literature review, the research framework is as follows:

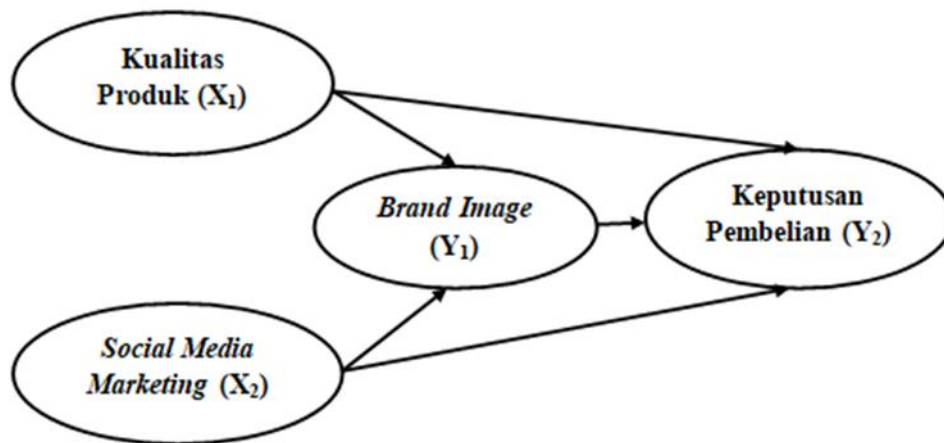


Figure 1. Framework of Thought

METHODOLOGY

Research Design

This research is quantitative research. The population of this study is consumers who have made purchases or plan to make purchases on Viva Cosmetics products in Pekanbaru City whose number cannot be known with certainty, so with the Roscoe formula the sample is set at 159 people with the accidental sampling method. Data analysis using multiple linear regression.

Data Analysis Techniques

The data analysis carried out includes: (1) Descriptive analysis consisting of respondent characteristic analysis and respondent response analysis. (2) Research instrument test consisting of (a) Validity Test, is a test carried out to measure the accuracy of a questionnaire. The questionnaire is said to be valid if the correlation value between the total item score > 0.30. (b) Reliability Test, is a questionnaire test carried out with the aim of measuring the consistency of respondents' answers. The instrument is considered reliable if the Cronbach Alpha value > 0.60. (3) SEM-PLS Analysis Test includes (a) Path diagram and structural equation, (b) Evaluation/Model Test (c) Hypothesis test.

RESULT AND DISCUSSION

Result

Table 1. Respondent Characteristics

Based on gender	Total	By income	Total
1. Male	16	15. < Rp. 1,000,000	71
2. Female	143	16. Rp. 1,000,000 – Rp. 3,000,000	59
		17. Rp. 3,000,000 – Rp. 5,000,000	20
		18. Rp. 5,000,000 – Rp. 10,000,000	7
		19. > Rp. 10,000,000	2
By Age	Total	Based on frequency of use	Total
3. < 20 years	21	20. Every day	30
4 21 – 25 years	102	21. 1 – 3 times per week	38
5. 26 – 30 years	7	22. 4 – 6 times per week	11
6. 31 – 35 years	1	23. 1 – 3 times per month	41
7. 36 – 40 years	17	24. Last 3 months	34
8. > 40 years	11	25. Last 5 years	2
		26. Haven't used for a long time	3
By occupation	Total		
9. Student	9		
10. College student	84		
11. Private employee	13		
12. Civil servant	7		
13. Self-employed	20		
14. Housewife	26		

Source: Researcher Processed Results 2024

Based on Table 1, it can be seen that the characteristics of the respondents from 159 people studied based on gender are mostly female with a total of 143 people, respondents based on age are mostly aged 21-25 years as many as 102 people, respondents based on occupation are mostly students as many as 84 people, respondents based on income are mostly on income below < Rp.1,000,000 as many as 71 people, respondents based on frequency of use are mostly 1-3 times per month as many as 41 people.

Table 2. SEM PLS Model Test Results

Variable	Indicator	Loading Factor (>0.6)	VIF (<10)	Composite Reliability (CR) (>0.6)	Average Variance Extraced (AVE) (>0.50)	R Square	Q Square
Purchase Decisions (Y2)	KPN1	0.871	2.510	0.911	0.719	0.845	0.791
	KPN2	0.925	4.406				
	KPN3	0.881	2.702				
	KPN4	0.888	3.468				
Brand Image (Y1)	BI1	0.855	3.086	0.954	0.723	0.712	0.706
	BI2	0.870	2.437				
	BI3	0.825	1.972				
	BI4	0.841	2.819				
Product Quality (X1)	KP1	0.875	3.424	0.939	0.795		
	KP2	0.867	3.481				
	KP3	0.842	2.881				
	KP4	0.835	2.851				
	KP5	0.735	2.250				
	KP6	0.894	4.017				
	KP7	0.898	4.238				
	KP8	0.846	2.907				
Social Media Marketing (X2)	SMM1	0.873	3.136	0.933	0.735		
	SMM2	0.825	2.347				
	SMM3	0.852	2.584				
	SMM4	0.863	2.338				
	SMM5	0.873	3.056				

Source: Researcher's Processed Results, 2024

Based on Table 2, each indicator in this study has a loading factor value greater than 0.60, so all indicators can be said to be valid. In addition, the VIF value for each indicator is less than 10, which indicates that there is no multicollinearity in this study. Furthermore, the composite reliability value for each research variable is greater than 0.60, which means that all variables are reliable. The AVE (Average Variance Extracted) value for each variable is also greater than 0.50, so all variables in this study can be declared valid.

Based on the R Square value in Table 2, there is a strong relationship between exogenous and endogenous variables. For example, the R Square value of 0.845 (84.5%) indicates that the brand image variable is explained by the product quality, social media marketing, and purchasing decision variables, while the remaining 15.5% is influenced by other factors not examined in this study. In the purchasing decision variable, the R Square value of 0.712 (71.2%) indicates that this variable is explained by product quality and social media marketing, while the remaining 28.8% is influenced by other factors not included in this study. Finally, the Q Square value above 0.00 indicates that this research model has good predictive relevance and appropriate observations.

Table 3. Hypothesis Test Results

Hypothesis	Relationship of Variables	Original sample (O)	T statistic (O/STDEV)	P values	Hypothesis Results
H1	Product Quality (X1) -> Brand Image (Y1)	0.888	12.307	0.000	Positive and significant influence
H2	Social Media Marketing (X2) -> Brand Image (Y1)	-0.055	0.658	0.255	Negative and insignificant influence
H3	Product Quality (X1) -> Purchase Decision (Y2)	0.534	5.294	0.000	Positive and significant influence
H4	Social Media Marketing (X2) -> Purchase Decision (Y2)	0.025	0.327	0.372	Positive and insignificant influence
H5	Brand Image (Y1) -> Purchase Decision (Y2)	0.402	5.713	0.000	Positive and significant influence

Source: Researcher's Processed Results, 2024

Discussion

The effect of product quality on brand image

Based on the results of data analysis and testing that have been carried out, the results of the study indicate that product quality has a positive and significant effect on the brand image of Viva Cosmetics products in the Pekanbaru city community. Product quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implicit needs and is the level of ability of a product to carry out its functions (Arinawati and Suryadi, 2021). Brand image as a perception that arises in the minds of consumers when remembering a brand from a certain product line (Firmansyah, 2019).

Based on research from Cahayani and Sutar (2020) and Roosandianto and Purwanto (2021) concluded that product quality has a positive and significant effect on brand image, in contrast to research from Ats-Tsauri et al., (2022) concluded that product quality has a negative effect on brand image This is supported by a descriptive analysis of respondents' responses to the statement, "I received the Viva Cosmetics product in good condition. So that quality products and perceived by consumers in terms of materials, packaging, and use will affect a positive brand image.

The influence of social media marketing on brand image

Based on the results of data analysis and testing that have been carried out, the results of the study show that product quality has a negative and insignificant effect on the brand image of Viva Cosmetics products in the Pekanbaru city community. Social media marketing is an interactive marketing communication activity between companies and customers and vice versa to create sales of products or services from the company (Nunik et al., 2019). Brand image is a form of brand identity for a product offered to customers that can differentiate a product from competing products (Sutiyono and Brata, 2020).

Based on research from Narayana and Rahanatha (2020) and (Tuti & Dwiyantri, 2022) concluded that social media marketing has a positive effect on brand image, in contrast to research by Utami and Sugiat (2023) which concluded that social media marketing has a negative effect on brand image. This is supported by a descriptive analysis of respondents' responses to the statement, "Viva Cosmetics always follows the latest trends (up-to-date) that are popular on social media". Although Viva Cosmetics follows trends, consumers do not only follow trends, but create trends so that they can reduce the attractiveness of the brand in the eyes of consumers.

The effect of product quality on purchasing decisions

Based on the results of data analysis and testing that have been carried out, the results of the study show that product quality has a positive and significant effect on the brand image of Viva Cosmetics products in the Pekanbaru city community. Product quality is the ability of a product to meet customer desires (Gunawan, 2022). Purchasing decisions are choosing from several alternative choices, either between two or more than two choices. When making a decision, a person must be able to determine one of the other alternatives. If someone decides to buy because they are faced with a choice between buying or not buying, this is called a decision-making position (Sudaryono, 2016). Based on research from Priyadi et al., (2024) and Wirawan and Seminari (2021) concluded that product quality has a positive effect on purchasing decisions, in contrast to research by Nadiya and Wahyuningsih (2020) which concluded that product quality has a negative effect on purchasing decisions. This is supported by a descriptive analysis of respondents' responses to the statement, "I feel that Viva Cosmetics products have very good durability in everyday use". So that consumers who feel that the product is durable and effective for long-term use will increase their repurchase decisions. The better the quality of the product offered, the higher the tendency of consumers to buy the product.

The influence of social media marketing on purchasing decisions

Based on the results of data analysis and testing that have been carried out, the results of the study indicate that product quality has a positive and insignificant effect on the brand image of Viva Cosmetics products in the Pekanbaru city community. Social media marketing involves a process in which individuals utilize social media channels to promote websites, products, or services (Farhani & Albari, 2022). A purchasing decision is a person's attitude to buy or use a product, either in the form of goods or services that are believed to satisfy them and the willingness to bear the risks that may arise (Prasad et al., 2019).

Based on research from Rimbahari et al., (2023) and Haribowo et al., (2022) concluded that social media marketing has a positive effect on purchasing decisions, in contrast to research from (Shofiyah et al., 2022) which concluded that social media marketing has a negative effect on purchasing decisions. This is supported by a descriptive analysis of respondents' responses to the statement, "I often use comments or messages on social media to interact". So even though marketing on social media runs smoothly, it will not affect purchasing decisions because interactions on social media tend to be more about communication than direct transactions. Respondents are more interested in information and entertainment than making purchases.

The influence of brand image on purchasing decisions

Based on the results of data analysis and testing that have been carried out, the results of the study show that product quality has a positive and significant influence on the brand image of Viva Cosmetics products in the Pekanbaru city community. A purchasing decision is an act of buying a brand that consumers like the most, but two factors can be between purchase intention and purchase decision (Kotler and Armstrong, 2019). Brand image is a representation of the overall perception of the brand and the form of information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand (Firmansyah, 2019).

Based on research from Ghoni and Soliha (2022) and Susilawati et al., (2021) concluded that brand image has a positive effect on purchasing decisions, in contrast to research from Irawanti (2024) which concluded that brand image has a negative effect on purchasing decisions. This is supported by a descriptive analysis of respondents' responses to the statement, "I can buy Viva Cosmetics products either directly or online". The ease of buying products either directly or online will facilitate consumers in the purchasing process and increase purchasing decisions.

CONCLUSION

Conclusion

Based on the results of the research that has been conducted, the following conclusions can be drawn: (1) Product quality has a positive and significant influence on brand image (2) Social media marketing has a negative and insignificant influence on brand image (3) Product quality has a positive and significant influence on purchasing decisions (4) Social media marketing has a positive and insignificant influence on purchasing decisions (5) Brand image has a positive and significant influence on purchasing decisions.

Recommendations

Based on the conclusions obtained in this study, the suggestions that are expected to be useful are as follows: (1) Viva Cosmetics needs to improve product quality to strengthen brand image and support purchasing

decisions. Social media strategies must be optimized to be more attractive and relevant in improving brand image and influencing purchasing decisions. (2) Replacing social media marketing variables or adding new variables such as experiential marketing, brand experience, and advertising awareness.

REFERENCES

- Adonis, M. R., Silintowe, Y. B. R. (2021). Desain Produk, Kualitas Produk, Citra Merek Dan Harga Produk Terhadap Keputusan Pembelian Generasi Y. *JURNAL CAPITAL: Kebijakan Ekonomi, Manajemen Dan Akuntansi*, 3(1), 118–138.
- Arif, I., Komardi, D., & Putra, R. (2021). Brand Image, Educational Cost, and Facility on Student Satisfaction and Loyalty at STIE Pelita Indonesia. *Journal of Applied Business and Technology*, 2(2), 118–133.
- Astuti, M., Matondang, N. (2020). Digital Marketing. In Widina bhakti Persada Bandung.
- Ats-Tsauri, M. I., Afif, M. S. N., Rizki, Y., dan Firdaus, A. (2022). Pengaruh Persepsi Kualitas Terhadap Keinginan Membeli Produk Otomotif Di Era Pandemi Covid-19 Dengan Promosi Dan Brand Image Sebagai Variabel Moderating. *Jurnal PASTI (Penelitian Dan Aplikasi Sistem Dan Teknik Industri)*, 16(1), 61.
- Azhari, R. D., Fachry, M. F. (2020). Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Batik Karawang Di Ramayana Mall, Karawang. *Jurnal Ilmiah Manajemen*, 2(1), 37–44.
- Cahayani, C. O., Sutar. (2020). Pengaruh Kualitas Produk Terhadap Brand Image Dan Dampaknya Terhadap Keputusan Pembelian Pada Produk Aldo Shoes. *Jurnal Ekonomi Bisnis Dan Manajemen*, 10 (September), 1–15.
- Chandra, S., Tianto, A., Veronica, V., Ng, M., & David, D. (2023). The Influence of Products, Prices, Promotions, and Places on Purchase Decisions at PT. Arta Agrindo Subur Pratama Pekanbaru. *Proceeding of International Conference on Business Management and Accounting (ICOBIMA)*, 2(1), 257–270. <https://doi.org/https://doi.org/10.35145/icobima.v2i1.4084>
- Chandra, T., Wijaya, E., Suryadiningrat, A., Chandra, S., Chandra, J., Indonesia, P., Dumai, P., & Office, T. (2023). Corporate Taxpayer Satisfaction and Compliance Analysis at Pratama Dumai Tax Office: Review of the Service System. *International Conference on Business Management and Accounting (ICOBIMA)*, 1(2), 429–442. <https://doi.org/https://doi.org/10.35145/icobima.v1i2.3071>
- Charli, C. O., Putri, D. A. (2021). Pengaruh Social Media Marketing, Fasilitas Wisata Dan Citra Destinasi Wisata Terhadap Minat Wisatawan Berkunjung. *Jurnal Ekobistek*, 9(2), 40–48.
- Ghoni, M. A., Soliha, E. (2022). Pengaruh Brand Image, Online Customer Review dan Promotion Terhadap Keputusan Pembelian Pada Marketplace Shopee. *Jurnal Mirai Management*, 7(2), 14–22.
- Goh, M., Wijaya, E., Junaedi, A. T., & Hocky, A. (2022). Customer Interest in Using Mandiri M-Banking: Can Ease of Use, Trust, Information Technology Readiness, and Social Factors Affect It? *International Conference on Business Management and Accounting (ICOBIMA)*, 1(1), 143–153.
- Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal. (2022). Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. *Management Studies and Entrepreneurship Journal*, 3(6), 4024–4032.
- Hidayat, A., Chandra, T., & Putra, R. (2022). Service Quality on Consumer Satisfaction and Non-Wage Consumer Loyalty in BPJS Ketenagakerjaan Pekanbaru Panam Branch. *Journal of Applied Business and Technology*, 3(2), 166–176.
- Hocky, A., Lidyana, & Purwati, A. A. (2020). The Role of Service Quality and Trust on Consumer Loyalty at PT. Henson Alfa Gros Pekanbaru. *Journal of Applied Business and Technology*, 1(1), 51–59.
- Irawanti, G. (2024). Pengaruh Brand Image, Brand Experience dan Influencer Marketing Terhadap Keputusan Pembelian Konsumen Melalui Minat Beli Sebagai Variabel Intervening Pada Produk Kecantikan Scarlet Whitening. *E-Jurnal Profit (Jurnal Penerapan Ilmu Manajemen Dan Kewirausahaan)*, 9(2), 182–192.
- Jackson, Chandra, T., & Putra, R. (2021). Service Quality and Brand Image on Customer Satisfaction and Customer Loyalty at Pesonna Hotel Pekanbaru. *Journal of Applied Business and Technology*, 2(2), 142–153.
- Junaedi, A. T., Suhardjo, S., Renaldo, N., Purnama, I., Jessen, J., & Suranto, A. (2024). Analysis of Factors Affecting Customer Loyalty on CV Riau Building Pekanbaru. *Proceeding of International Conference on*

- Kenneth, E dan Donald, B. (2018). *Integrated Advertising, Promotion dan Marketing Communications*.
- Kotler, P., Keller., K. (2016). *Marketing Management (15th Edition ed.)*.
- Lystia, C., Winasis, R., Widiyanti, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Umum Manajemen Terapan*, 3(4), 392–403.
- Maoyan, Zhujunxuan., Sangyang. (2014). Consumer Purchase Intention Research Based on Social Media Marketing. *International Journal of Business and Social Science*, 5(10), 92–97.
- Nadiya, F. H., Wahyuningsih, S. (2020). Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian Fashion 3second Di Marketplace (Studi Pada Mahasiswa Pengguna Fashion 3second Di Kota Semarang). *Jurnal Ilmu Dan Riset Manajemen*, 5(2), 1–20.
- Narayana, K. G. S., Rahanatha, G. B. (2020). Peran Brand Image Memediasi Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, 9(5), 1962.
- Nugroho, M. I., Damara, R. D., Sanjaya, V. F. (2023). Pengaruh Harga dan Kualitas Produk terhadap Minat Beli Iphone: Studi Kasus Mahasiswa UIN Raden Intan Bandar Lampung. *Srikandi: Journal of Islamic Economics and Banking*, 2(1), 35–44.
- Oktriyanto, B., Budiarto, G. L., Siahaan, S. O., dan Sanny, L. (2021). Effects of Social Media Marketing Activities Toward Purchase Intention Healthy Food in Indonesia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(10), 6815–6822.
- Panjaitan, H. P., Vinson, V., Yani, F., Sitompul, S. S., Sari, O., & Lubis, W. M. C. (2024). Influence of Product Quality, Price, Brand Image and Promotion on Customer Satisfaction on Lazada (Case Study in Pekanbaru City Communities). *Proceeding of International Conference on Business Management and Accounting (ICOBIMA)*, 2(2), 373–390. <https://doi.org/https://doi.org/10.35145/icobima.v2i2.4391>
- Piñeiro, B., López-Durán, A., del Río, E. F., Martínez, Ú., Brandon, T. H., Becoña, E. (2016). Motivation to quit as a predictor of smoking cessation and abstinence maintenance among treated Spanish smokers. *Addictive Behaviors*, 53, 40–45.
- Priyadi, A., Widayati, C. C., Perkasa, D. H., Abdullah, M. A. F., dan Ekhsan, M. (2024). Kualitas Produk, Kualitas Pelayanan dan Lokasi terhadap Keputusan Pembelian di Gramedia Mall Central Park. *Journal of Management and Bussines (JOMB)*, 6(3), 781–791.
- Reinaldo, I., & Chandra, S. (2020). The Influence of Product Quality, Brand Image, and Price on Purchase Decision at CV Sarana Berkat Pekanbaru. *Journal of Applied Business and Technology*, 1(2), 137–150.
- Rimbahari, A., Widjayanti, R. E., Thahira, A. (2023). Pengaruh Viral Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian Di Platform Tiktok. *CAPITAL: Jurnal Ekonomi Dan Manajemen*, 6(2), 457.
- Roosandianto, L., Purwanto, S. (2021). Analisis Pengaruh Kualitas Produk Kopi Dan Experiential Marketing Terhadap Brand Image 45 Graha Coffee Shop Sidoarjo. *DIALEKTIKA: Jurnal Ekonomi Dan Ilmu Sosial*, 6(2), 1–10.
- Rosyidi, M. R., Izzah, N., Najahi, T. K. (2020). Seven Tools untuk Menurunkan Kecacatan pada Produk Kopi. *Jurnal Optimalisasi*, 6(2), 142–155.
- Santoso, J. B. (2019). Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Harga Terhadap Kepuasan dan Loyalitas Konsumen (Studi pada Konsumen Geprek Benu Rawamangun). *Jurnal Akuntansi Dan Manajemen*, 16(01), 127–146.
- Saputro, P. A., Irman, M., & Panjaitan, H. P. (2022). Quality of Socialization, Services, and Electronic Services on Taxpayer Satisfaction and Taxpayer Compliance at Kantor Pelayanan Pajak Madya Pekanbaru. *Journal of Applied Business and Technology*, 3(3), 287–301.
- Sharma, K., Kumar, P. (2018). Book review: Tracy L. Tuten and Michael R. Solomon, *Social Media Marketing. Vision: The Journal of Business Perspective*, 22(2), 241–242.
- Shofiyah, K., Budiayanti, H., Haeruddin, M. I. W. (2022). Pengaruh Sosial Media Marketing Instagram, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Ms Glow (Studi Kasus Pada Konsumen

- Distributor Ms Glow Panakukkang Di Kota Makassar). CEMERLANG: Jurnal Manajemen Dan Ekonomi Bisnis, 2(4), 110–126.
- Susilawati, A. D., Hanfan, A., Anugrah, F. H. (2021). Pengaruh Brand Image, Brand Ambassador, Word Of Mouth dan Testimony In Social Media terhadap Keputusan Pembelian Hijab Sulthanah di Kota Tegal. DIALEKTIKA: Jurnal Ekonomi Dan Ilmu Sosial, 6(1), 35–43.
- Sutiyono, R., Hadibrata, B. (2020). Building a Purchase and Prchase Decision: Analysis of Brand Awareness and Brand Loyalty (Case Study of Private Label Products at Alfamidi Stores In Tangerang City). Dijemss, 1(2), 235–248.
- Suyono, Firmando, F., Yuliendi, R. R., Sudarno, & Putri, N. Y. (2022). The Effect of Quality Service on Client Satisfaction and Loyalty in Tax and Management Consultant Office. International Conference on Business Management and Accounting (ICOBIMA), 1(1), 213–228.
- Suyono, S., Ayu, D., Rusilawati, E., Kudri, W. M., & Renaldo, N. (2023). Marketing Mix on Customer Satisfaction at the Tax Consulting Office Dr. Sudarno, S. Pd., M. M., BKP and Colleagues Pekanbaru. Journal of Applied Business and Technology, 4(2), 198–213. <https://doi.org/https://doi.org/10.35145/jabt.v4i3.135>
- Tuti, M., Dwiyanti, M. (2022). Pengaruh social media marketing terhadap keputusan menginap melalui citra merek. Jurnal Inspirasi Bisnis Dan Manajemen, 5(2), 149.
- Utami, H. M., Sugiat, M. A. (2023). Pengaruh Social Media Marketing Activities terhadap Purchase Intention Dengan Brand Image, Brand Awareness, Brand Equity Sebagai Variabel Intervening Pada Produk Skincare Avoskin. SEIKO: Journal of Management & Business, 6(1), 6–11.
- Wijaya, E., & Purba, A. W. (2021). The Influence of Price, Promotion, Location, and Servicescape on Customer Satisfaction in Pekanbaru Holiday Hotel. Journal of Applied Business and Technology, 2(1), 44–58.
- Wijaya, E., Suyono, & Santoso, P. H. (2020). Relationship of Marketing Tactics on Consumer Trust and Consumer Loyalty: The Case of Mega Sanel Lestari Pekanbaru. Journal of Applied Business and Technology, 1(1), 8–13.
- Wijaya, T. (2011). Manajemen Kualitas Jasa (Edisi 1.In).
- Wirawan, I. P. G. A. A., Seminari, N. K. (2021). Pengaruh Harga, Citra Merek Dan Kualitas Produk Pada Keputusan Pembelian Produk Smartphone Xiaomi. E-Jurnal Manajemen, 10(5), 416–435.
- Yusuf, A. (2021). The Influence of Product Innovation and Brand Image on Customer Purchase Decision on Oppo Smartphone Products in South Tangerang City. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(1), 472–481.