



# THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION THROUGH FACEBOOK SOCIAL MEDIA ON PURCHASING DECISIONS AT DYAH FASHION HIJAB SHOP (Case Study on Residents of Kampung Merdeka Barat 2)

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## Abstract

*This research was conducted to measure purchasing decisions through the independent variables Product Quality and Social Media Promotion using quantitative research methods. Researchers created and distributed questionnaires to 84 customer respondents who bought hijabs at the Dyah Fashion Hijab Shop . The analysis techniques used are Validity Test, Reliability Test, Normality Test, Histogram Normality Test, Heterocedasticity Test, Multiple Linear Regression Test, Partial Test (t Test), Simultaneous Test (F Test), and Determination Test (R Test), PP Test Plots. The results of descriptive analysis which categorizes all independent variables as good, namely that there is a positive and significant influence of Product Quality and Social Media Promotion on Purchasing Decisions using calculated  $F_{91.518} > F_{table 3.109}$  at the 5% significance level.*

**Keywords :** *Product Quality, Social Media Promotion and Purchasing Decisions.*

## 1. INTRODUCTION

Technological developments in Indonesia include the rise of *gadget* or *smartphone users* . People tend to carry out their activities in cyberspace, including shopping via social media or what is usually called *online shopping* . The increasing number of internet users every year can be a good opportunity for business people to introduce their products through social media (Kara, 2016). Many people use this internet-based technology, one of which is in the field of trade. Trading using internet media as a means for doing business is called *E-commerce*. *E-commerce* is the purchase, distribution, sale, marketing of products in the form of goods or services via electronic systems such as the internet or television, *blogs* or other computer networks (Andini, 2017). *fashion hijab shop* was founded in 2021. When he first opened the shop, the owner only made sales *offline* . To expand the market, the owner took the initiative to increase sales through internet social media or what is often called online promotion. After that, the *hijab fashion shop* experienced progress, there were potential buyers coming to the shop. Every consumer has their own way of buying a particular product.

Therefore, shop owners are required to understand every side of consumer behavior in order to make purchasing decisions. Each owner must implement various strategies so that consumers decide to buy their products. According to (Kotler & Armstrong, 2014) states that the purchasing decision is the stage of the decision process where consumers actually purchase a product. understand the purchasing decisions of consumers so that their products sell well, business people must pay attention to the factors that support purchasing decisions, including product quality and promotions via social media. One of the hijab businesses that is developing and has very good prospects is in North Sumatra Province, where there are many small and medium businesses that produce and sell various types of hijab such as *syar'i hijab*, *pashmina hijab*, and so on. Firmansyah (2019) believes that product quality is an understanding of the goods being sold and has superior selling value which competitors do not have. Product quality is clearly a consideration for customers before making a decision to purchase goods and services.

So it is necessary to produce a positive impression on the goods offered. This results in every

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consumer wanting to get product quality that meets their expectations. So the quality of the product will determine the satisfaction of consumers who buy the item. Promotions carried out through social media allow consumers to access and search for information about the products sold by the owner of the Dyah *fashion hijab shop*, both in terms of product quality and product variety. The quality of the products in the Dyah *fashion hijab shop* is quite competitive when compared to the product quality in *fashion hijab shops* elsewhere. Apart from holding promotions, the Dyah *fashion hijab shop* also offers discounts or discounts on every purchase. This phenomenon can be seen from the current conditions in market competition that occur in the *hijab fashion trend* of this era. The development of the *hijab fashion trend* in this era, encourages customers to make identification in decision making when customers are making choices in terms of the quality of the products they want and promotions which are most often identified when customers make decisions in meeting the needs of the *hijab fashion trend* in this era. Based on the background outlined above, this research is entitled "**The Influence of Product Quality and Promotion via Facebook Social Media on Purchasing Decisions at the Dyah Fashion Hijab Store ( Case Study of Residents of Kampung Merdeka Barat 2)**"

### Identification of problems

Based on the background above, several problems can be identified as follows:

1. Sellers must update various products in order to maintain sales to customers.
2. Customers are less satisfied with the product being restocked when sellers hold promotions on their social media.
- 3.

### Formulation of the problem

Based on the background of the problem that has been described previously, the problem formulation in this research is as follows:

1. Does product quality influence purchasing decisions at Hijab *Fashion Stores*? Dyah?
2. Does Promotion via Facebook Social Media influence Purchasing Decisions at Hijab *Fashion Stores*? Dyah?
3. Does Product Quality and Promotion via Facebook Social Media influence Purchasing Decisions at Hijab *Fashion Stores*? Dyah?

## 2. LITERATURE REVIEW

### 2.1 Buying decision

According to Tjiptono (2014) purchasing decisions are a process of consumers recognizing their problem, looking for information about a particular product or brand and evaluating how well each alternative can solve the problem which then leads to a purchasing decision. In general, a decision occurs when there is a choice of two or more alternatives. In making decisions, not all consumers require the same level of information search. When consumers are expected to make a decision depends on the decision making process. According to Kotler (2008) in research (Pane, 2018) explains that there are five stages that consumers go through in the purchasing decision process: problem recognition, information search, alternative evaluation, purchase decision, post-purchase behavior. It is clear that the buying process takes place long before the actual purchase and continues long after the purchase. Kotler (2015) explains that there are four indicators in determining purchasing decisions including:

- a) Steadiness in a product
- b) Habits of buying products
- c) Provide recommendations to other people



d) Make repeat purchases

## 2.2 Product quality

From Lupiyoadi (2015), Quality means the condition of a particular product according to an assessment of its conformity with the exclusive measuring standards that have been determined. Product quality is a statement of the level of ability of the origin of the brand and goods to carry out their functions as they should (Assauri, 2015). Meanwhile, according to Kotler and Armstrong (2015), the quality of goods refers to its quality. It's in the object, the quality has a value that can satisfy the buyer physically and psychologically or not. Assauri in a quote (Afifah and Syariefful: 2021) describes that product quality means the ability of a product to provide the expected benefits. There are several indicators included in product quality according to Lupiyoadi (2015), namely:

1. Performance (*performances*)
2. Features .
3. Reliability (*reliability*).
4. Durability .

## 2.3 Facebook Social Media Promotion

According to Kotler and Armstrong (2012) in research (Yudi and Kevin, 2020) Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product. Promotional activities are carried out to disseminate information, get attention, create and grow desires, and develop consumers' desire to visit, buy and use the products offered. Many promotional strategies attempt to build primary demand. At the same time, most promotional strategies seek to stimulate selective demand; namely the desire to obtain a certain brand. Promotional objectives create a desire for consumers to buy the products or services produced.

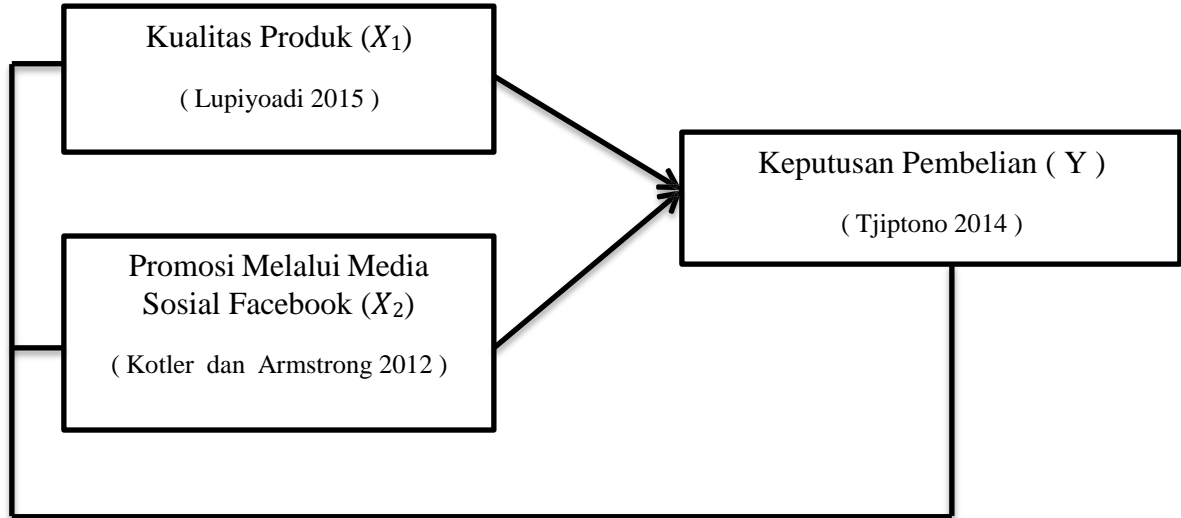
Facebook is a social media that is currently used as a tool for companies or communities to market their business. The proliferation of social networks such as Facebook opens up excellent opportunities for anyone to carry out marketing activities better and at relatively low costs (Lasmadiarta in Muttaqin, 2011) in research (Eunike Verina, *et al*, 2014). Promotion via social media according to Tuten in (Deddy Septian, 2016) is one form of advertising that uses *social media community* where advertisers or brand owners can directly interact and build dialogue with their consumers. According to Hauer in (M. Fariz Syahbani and Arry Widodo, 2017) the indicators are:

1. Context (*context*)
2. Communication
3. Collaboration
4. Connection

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**2.4 conceptual framework**



**Figure 2.1: Conceptual Framework**  
 Source: Author 2023

**2.5 Hypothesis**

H<sub>1</sub>= Suspected Product Quality variable (X<sub>1</sub>) has a positive effect on purchasing decisions at the Dyah Fashion Hijab Store .

H<sub>2</sub>= It is suspected that the Promotion variable via Facebook Social Media ( ) has a positive influence on purchasing decisions at the Dyah X<sub>2</sub>Fashion Hijab Store .

H<sub>3</sub> = It is suspected that product quality ( X<sub>1</sub>) and promotion via Facebook social media ( ) have a positive and significant effect on purchasing decisions at the Dyah X<sub>2</sub>Fashion Hijab Store .

**3. METHODOLOGY**

**3.1 Types of Research and Research Locations**

This research uses a quantitative approach. Sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses (Sugiono, 2016). The research was conducted to determine the problems that exist in the research location, there is a possibility that there is an influence of product quality and promotions via Facebook social media on purchasing decisions at the Dyah fashion hijab shop . After that, the research instrument was tested through validity testing and reliability testing. To test the hypothesis, researchers used Multiple Linear Regression analysis to measure the influence between variables. This research was conducted at the Hijab

Fashion Dyah shop which is located at Jl. Sei Gelugur Rimbun Kampung Merdeka Barat 2.



### 3.2 Population

According to Agussalim Mangguluang (2018) population is a whole or set of objects using the same characteristics . The population in this study was 504 customers of the Dyah *Fashion Hijab Shop* in *Kampung Merdeka Barat 2*.

**Table 3.1. Data on Consumer Visits to the Dyah *Fashion Hijab Store***

Month	Amount
September	84
October	155
November	265
<b>Total</b>	<b>504</b>

### 3.3 Sample

According to (Sugiyono, 2013) The sample is part of the number and characteristics of the population. The sampling technique in this research is *non-probability sampling* . According to Sugiyono (2017) *Non Probability Sampling* is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sample in this research were customers and buyers of the Dyah *Fashion Hijab Shop* in *Kampung Merdeka Barat 2*. Using the Slovin formula was used in this investigation to determine the appropriate sample size (Sugiyono , 2014).

$$\begin{aligned}
 n &= \frac{N}{1+N(e)^2} \\
 &= \frac{504}{1+504(0,1)^2} \\
 &= \frac{504}{1+504(0,01)} \\
 &= \frac{504}{1+5,04} = \frac{504}{6,04} \\
 &= 83.44 \text{ then rounded up to } 84 \text{ respondents}
 \end{aligned}$$

### 3.4 Data source

The type of data used in this research uses primary data sources and secondary data. Primary data is a source of research data obtained directly. Secondary data used in this research is in the form of library studies, journals, literature related to problems and other information that can be retrieved via the Internet. Data collection techniques use questionnaires.

### 3.5 Data Analysis Method

The data analysis method used is multiple linear regression analysis formulated as follows:

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$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y = Purchase Decision Variable a =

Constant

b1, b2 = Regression Coefficients X1 =

Product Quality Variable

X2 = Promotion Variable via Facebook Social Media e =

Error

**3.6 Validity test**

The validity test technique uses the Pearson correlation method, then the test criteria are if the value is positive and the calculated  $r \geq r$  item table is declared valid (Azwar, 2016: 10).

**3.7 Reliability Test**

Instrument reliability refers to the consistency of measurement results, or is related to using the level of accuracy of a measuring instrument (Azwar, 2016: 111). The reliability test uses Cronbach's Alpha with the condition that the measuring instrument is considered reliable if Cronbach Alpha  $\geq 0.6$ .

**3.8 Persial Test (t Test)**

The t test assessment is carried out in the form of testing hypotheses for research that uses multiple linear regression analysis. The t test is carried out as a partial test of each variable.

**3.9 Simultaneous Test (f Test)**

The F test aims to find out whether any independent variable is carried out simultaneously and has an influence on the dependent variable.

**4. RESULTS AND DISCUSSION**

**4.1 Validity test**

**Validity Test Results Table**

Variable	Items	Corrected Item-Total Correlation	r-table	Information
Product Quality (X <sub>1</sub> )	X1.1	,678	0.215	Valid
	X1.2	,813	0.215	Valid
	X1.3	,752	0.215	Valid
	X1.4	,840	0.215	Valid
	X1.5	,867	0.215	Valid
	X1.6	,844	0.215	Valid
	X1.7	,826	0.215	Valid
	X1.8	,775	0.215	Valid
Social Media Promotion (X <sub>2</sub> )	X2.1	,735	0.215	Valid
	X2.2	,792	0.215	Valid
	X2.3	,785	0.215	Valid



	X2.4	,809	0.215	Valid
	X2.5	,733	0.215	Valid
	X2.6	,666	0.215	Valid
	X2.7	,751	0.215	Valid
	X2.8	,689	0.215	Valid
Purchase Decision (Y)	Y1	,822	0.215	Valid
	Y2	,832	0.215	Valid
	Y3	,833	0.215	Valid
	Y4	,843	0.215	Valid
	Y5	,784	0.215	Valid
	Y6	,882	0.215	Valid
	Y7	,808	0.215	Valid
	Y8	,826	0.215	Valid

Source : SPSS 20 Data Processing

The table above shows that the validity test and questionnaire were carried out using  $N=84$ ,  $df=N-1=83$  and a significance level of 5% ( $\alpha=0.05$ ) to obtain an  $r$ -table of 0.215. So it can be seen that all statements from each indicator on all variables are declared valid because the  $r$ -table value  $<$   $r$ -count.

## 4.2 Reliability Test

Table of Reliability Test Results for Variables  $X_1, X_2, Y$

No	Variable	Cronbach's Alpha	Information
1	Product Quality ( $X_1$ )	0.918	Reliable
2	Promotion ( $X_2$ )	0.886	Reliable
3	Purchase Decision (Y)	0.931	Reliable

Source : SPSS 20 Data Processing

Based on the table above, it can be seen that all statements from each variable are declared reliable. It can be said like that because the *Cronbach's alpha* value for the Product Quality variable ( $X_1$ ) is 0.918, for the Social Media Promotion variable ( $X_2$ ) is 0.886 and for the Purchase Decision (Y) variable is 0.931, where the value is  $>$  0.60. So all variables are declared to influence each other.

## 4.3 Classic assumption test

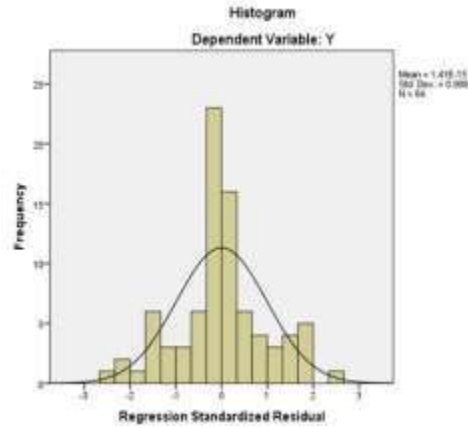
### 4.3.1 Data Normality Test

The data normality test is carried out to see whether the data that has been analyzed is normally distributed or not.

- 1) Histogram Normality Test

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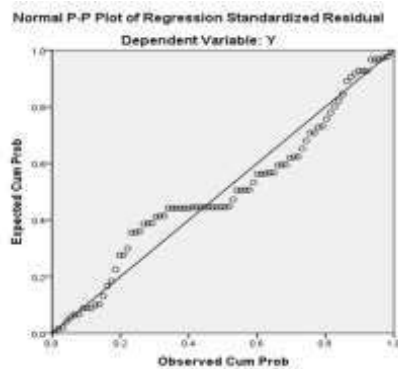


Test **Image** Histograms

Source : SPSS 20 Data Processing

The results of the normality test can be seen in the histogram image or a curve that forms a bell. Based on the line curve in the histogram image above, it can be concluded that this model meets the normal data requirements. However, in more detail, the data actually has a normal distribution.

2) PP Plot Test



Test **Image** Normal PP Plot

Source : SPSS 20 Data Processing

Based on the image above, it can be concluded that the PP Plot shows a normal distribution pattern because you can see in the image that the points are spread around the diagonal line and follow the direction of the diagonal line. So it can be concluded that the data is normally distributed.





### 3) Kolmogorov-Smirnov test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		84
Normal Parameters <sup>a, b</sup>	Mean	0E-7
	Std. Deviation	2.60570374
	Absolute	.128
Most Extreme Differences	Positive	.102
	Negative	-.128
Kolmogorov-Smirnov Z Asymp. Sig. (2-tailed)		1,172 .128

a. Test distribution is Normal.

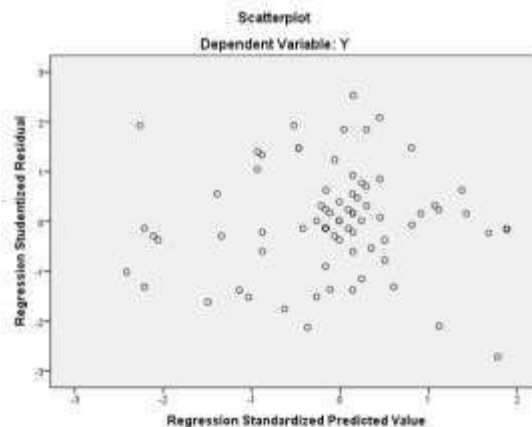
b. Calculated from data.

**Source** : SPSS 20 Data Processing

The table above can be seen to show that the results of normality test data processing, which were managed by researchers using SPSS 20, can be seen at the significance value of Asymp. Sig. (2-tailed)  $0.128 > 0.05$ . Thus, it can be concluded that the data observation values are normally distributed and can be continued with other classical assumption tests.

#### 4.3.2 Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another.



Scatterplot **Image**

**Source** : SPSS 20 Data Processing

Based on the Scatterplot graph in the table above, it shows that there is an unclear pattern, and there are scattered points above and below the number 0 on the Y axis. So, it can be concluded that

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heteroscedasticity does not occur.

**4.4 Multiple Linear Regression Test**

**Table of Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	,279	2,444	
1 X1	,604	,115	,534
X2	,398	.117	,343

Source : SPSS 20 Data Processing

Based on this table, the results of the simple linear regression equation are obtained as follows:

$$Y = 0.279 + 0.604X_1 + 0.398X_2 + e$$

1. The constant has a value of 0.279 which states that if the independent variable is Product Quality ( $X_1$ ), Social Media Promotion ( $X_2$ ) has a constant value, then the dependent variable namely Purchase Decision (Y) will experience an increase of 0.279.
2. The result of the regression coefficient for the Product Quality variable ( $X_1$ ) is 0.604, which means that for every one unit increase in the variable  $X_1$  and variable Y considered constant, it will increase Purchasing Decisions at the Dyah Fashion Hijab Store by 0.604.
3. The result of the regression coefficient for the Social Media Promotion variable ( $X_2$ ) is 0.398, which is every one unit increase in variable  $X_2$  and variable Y is called constant, it will increase Purchase Decisions at the Dyah Fashion Hijab Store by 0.398.

**4.5 Persial Test (t Test)**

**Table of Partial Test Results ( t Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,279	2,444		.114	,909
1 X1	,604	,115	,534	5,273	,000
X2	,398	.117	,343	3,392	,001

a. Dependent Variable: Y

Source : SPSS 20 Data Processing

Based on the results of the t test above, it can be seen the magnitude of the influence of each independent variable partially (individually) on the dependent variable as follows:

1. Product Quality Variables  $X_1$  has t count (5.273) > t table (1.664) and a significant value of  $0.000 < 0.05$ . This shows that  $H_1$  is accepted. It is stated that product quality has a significant influence on consumer purchasing decisions at the Dyah Fashion Hijab Store .



2. Social Media Promotion Variables  $X_2$  has t count (3.392) > t table (1.664) and a significant value of  $0.001 < 0.05$ . This shows that  $H_2$  is accepted. It is stated that Social Media Promotion has a significant influence on Consumer Purchasing Decisions at the Dyah *Fashion Hijab Store*.

#### 4.6 Simultaneous Test (f Test)

Table of Simultaneous Test Results (f Test)

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1273,444	2	636,722	91,518	,000 <sup>b</sup>
Residual	563,544	81	6,957		
Total	1836,988	83			

a. Dependent Variable: Y

b. Predictors: (Constant),  $X_2$ ,  $X_1$

Source : SPSS 20 Data Processing

From the table above it is known that the calculated F value of 91.518 is greater than the F table value of 3.109 with a significance level of  $0.000^b < 0.05(5\%)$ . With this,  $H_3$  is accepted, meaning that the variables Product Quality ( $X_1$ ) and Social Media Promotion ( $X_2$ ) simultaneously have a significant influence on consumer purchasing decisions at the Dyah *Fashion Hijab Store*.

#### 4.7 Determination Test

Table of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 <sup>a</sup>	,693	,686	2,638

a. Predictors: (Constant),  $X_2$ ,  $X_1$

b. Dependent Variable: Y

Source : SPSS 20 Data Processing

From the test results above, the *Adjusted R Square value was found to be* 0.686. This means that the influence of product quality and social media promotion on consumer purchasing decisions at the Dyah *Fashion Hijab Store* is 68.6% while the remaining 31.4% is influenced by other variables that were not studied.

## 5 CONCLUSION

*Fashion Hijab Store*, it can be concluded that Product Quality has a positive and significant influence on Purchasing Decisions. The better the quality of the product being marketed, the higher the purchasing decision. Social Media Promotion has a positive and significant influence on Purchasing Decisions. The better the Social Media Promotion, the higher the Purchase Decision for the Dyah *Fashion*

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Hijab Store .

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