



THE INFLUENCE OF INSTAGRAM PROMOTION AND SERVICE QUALITY ON THE PURCHASE DECISION OF BANANA PASIR WAIS THROUGH ONLINE OJEK

Dewi Andriany¹, Mutia Arda²

^{1,2}Faculty of Economics and Business, Universitas Muhammadiyah Sumatera Utara
Corresponding E-mail: mutiaarda@umsu.ac.id

Abstract

The purpose of this study was to find out whether promotion on Instagram and service quality simultaneously and partially had a positive and significant effect on the decision to purchase Pasir Wais bananas through online motorcycle taxis during the Covid-19 pandemic in the city of Medan. The F statistical test was carried out to test whether the independent variable (X) simultaneously has a significant relationship or not to the dependent variable (Y). Based on the statistical test results shown in the table above, the calculated F value is $45.309 > F$ table 4.08 with a significance value of 0.000 which is less than 0.05. The significance value of Promotion (X1) is $0.001 < 0.05$ and the t count is $3.595 > t$ table 3.30127 indicating that Promotion (X1) has a significant effect on Purchase Decisions. So, the hypothesis of the influence of Promotion on Purchase Decision (H1) is accepted. The significance value of Service Quality (X2) is $0.000 < 0.05$ and the t count value is $4.575 > t$ table 3.30127 indicating that Service Quality (X2) has an effect on Purchasing Decisions. Thus, the hypothesis of the effect of service quality on purchasing decisions (H2) is accepted. This indicates that partially service quality has a positive and significant effect on purchasing decisions of bananas and wais bananas through online motorcycle taxis.

Keywords: *Promotion, Service Quality, Purchase Decision*

1. INTRODUCTION

With the emergence of various transportation problems, more and more transportation service sector businesses have opportunities to do business, such as large-scale businesses such as taxis, buses to small-scale motorized pedicabs, motorcycle taxis, and public transportation. To meet the need for transportation services, it is necessary to have service providers who provide good and innovative services. Innovation is not just the process of creating something new, but it is also an actual product or outcome. For service-producing businesses, outcomes are not output results, but modifications of existing services (Tjiptono, 2014). Gojek has Go-RIDE and Go-Car in its transportation services, Go-FOOD which can pick up food from available cafes and eateries to be delivered to consumers. Go-BOX and Go-SEND instant courier services and also services that are not yet available in the city of Medan Go-GLAM, Go-CLEAN and Go MESSAGE. While Grab owns Grab Bike, Grab Car, Grab Food, Grab Express, Grab Fresh, Grab Kiosk. Likewise with Maxim and Okejack which have their own designations applied to each.

Currently ojol is no stranger to urban communities, especially the city of Medan, so this service provider wants to make its customers feel comfortable and satisfied. If consumers are satisfied and comfortable, they will use this service repeatedly until they become loyal customers, so that the company is advanced and trusted by customers, especially in the city of Medan. Loyalty is a gradual, in-depth customer commitment to re-patronize or re-purchase selected products/services consistently in the future, even though situational influence efforts and marketing efforts have the potential to cause behavior change. (Princess & Utomo, 2017). Pisang Pasir Wais is one of the pioneers of banana sand in Medan City which is located at Jl.HM. Joni No. 40, district. Medan City is trying to seize opportunities by specializing in promotions through Instagram social

THE INFLUENCE OF INSTAGRAM PROMOTION AND SERVICE QUALITY ON THE PURCHASE DECISION OF BANANA PASIR WAIS THROUGH ONLINE OJEK

Dewi Andriany, Mutia Arda

media applications and take away or online sales, which of course indirectly utilize ojol services in the city of Medan. This opportunity is based on government policy during the Covid-19 pandemic quarantine, which is a problem for some people because they cannot carry out activities outside the home environment because they are restricted by the government which ultimately forces children to study online and also work online from home. Problems bring blessings to Pisang Pasir Wais by taking advantage of the situation trying to run a ready-to-delivery food business with its flagship menu, namely Pisang Pasir, Choco Original, Choco Cheese, and Choco Nut which consumers like, while the premium flavor variants are Silverqueen and Dark Choco. Apart from that, Pisang Pasir Wais also provides non-banana processed menus, such as J. King Bomboloni and Dimsum Wais. The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks.

Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. As for the premium flavor variants, namely Silverqueen and Dark Choco. Apart from that, Pisang Pasir Wais also provides non-banana processed menus, such as J. King Bomboloni and Dimsum Wais. The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. As for the premium flavor variants, namely Silverqueen and Dark Choco. Apart from that, Pisang Pasir Wais also provides non-banana processed menus, such as J. King Bomboloni and Dimsum Wais.

The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. Pisang Pasir Wais also provides non-banana processed menus, such as J. King Bomboloni and Dimsum Wais. The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. Pisang Pasir Wais also provides non-banana processed menus, such as J. King Bomboloni and Dimsum Wais.

The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has



advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover. The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. The promotion strategy is carried out through Instagram and maximum service is carried out to increase sales turnover.

The use of Instagram as an online digital media has a distinctive strength, carrying a combination of the scope of cyberspace elements, in online service products and the strength of the community built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. in online service products and the power of communities built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. in online service products and the power of communities built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. in online service products and the power of communities built on social networks. Social media, especially Instagram, has advantages in promotional activities, such as being able to convey information to consumers does not require money and effort, even the time used to convey information to many people is very short. (Puspitarini & Nuraeni, 2019).

Social networks are the result of the use of online digital media. Various social networking accounts are used as the displayed image of a website to build a wider network. Social networks have very good. Social networking is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users and form social bonds virtually. (Puspitarini & Nuraeni, 2019). The spread of social media sites that have appeared has many advantages for people from various parts of the world to interact easily, quickly and efficiently without having to be limited by space and time, so that if used for marketing it can grow relationships with prospective customers, spread promotional messages and reach a wider audience. wider (Kosasih, 2016).

The use of online digital media as a marketing communication channel can be studied through the perspective of symbolic interaction. The development of online shops in Indonesia is very developed by offering convenience and various types of products/services, which makes online shops a new "place to shop". (Jufrizen et al., 2020). The basis for choosing symbolic interaction is that it has unified the study of how groups coordinate their actions, how emotions are understood and controlled, how reality is built, how the self is created, how social structures are formed, and how public policies can be influenced which is a basic idea of its development and expansion of scientific theory. Communication (Ahmadis, 2016). Based on the perspective of symbolic interaction, an entrepreneur interacts with potential customers through the meanings and symbols that underlie the actions between them. Associated with the subject of this research, entrepreneurs are expected to be able to inform, persuade, and remind potential customers and consumers through Instagram as a business marketing communication channel.

Regarding sales promotion, the informants were asked about the quality of the products offered to potential customers in terms of quality, characteristics, benefits, models and product

packaging. Based on research findings in implementing sales promotions in the form of products, entrepreneurs pay attention to the products that consumers want to get when they buy products. Providing satisfaction to consumers in meeting their needs, desires and expectations is the most important thing for companies to face competition. One way to win market share is to get as many consumers as possible. Convenience and safety are also factors in reaching consumers. The company will succeed in obtaining a large number of customers if it is considered to be able to provide satisfaction for consumers. Consumers who are satisfied and become loyal consumers will recommend word of mouth.

2. IMPLEMENTATION METHOD

Types of Research

This type of research is survey research, because the sample is taken from one population. This study uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the testing hypothesis (MI Nasution et al., 2020). The type of research conducted in this study is associative research, namely a research approach that aims to determine the relationship or influence between one variable and another using quantitative data entitled numbers that can be counted. According to (Sugiyono, 2015) states that "a quantitative research method is a research method based on the philosophy of positivism, used to research and test hypotheses that have been set on a certain population or sample".

Place and Time of Research

Place This research was conducted in the city of Medan and its surroundings. Time The research was carried out from March 2023 to April 2023.

Sampling Techniques

According to (Sugiyono, 2013) The population is a generalization area consisting of objects/subjects that have qualities and then conclusions are drawn. The population in this study were 100 consumers who consumed Pisang Pasir Wais through an online motorcycle taxi application intermediary based on sales results in the city of Medan.

Data Collection Techniques

The data collection method used in this study was a questionnaire (questionnaire). Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to patients/respondents to be answered (Sugiyono, 2016). Furthermore, the questionnaire that has been received is tested using validation and reliability, namely: Validity or validity is showing the extent to which a measuring instrument is able to measure what it wants to measure (Siregar, 2016). Reliability has another name that is trustworthiness, reliability, stability. Reliability testing is a test that aims to see whether the research instrument uses reliable instruments and has high reliability (Juliandikk, 2014).

Data analysis Technique

The data analysis technique used in this study is quantitative, namely testing and analyzing data by calculating numbers and then drawing conclusions from the test, using the formula below. In an effort to answer the problems in this study, multiple linear regression analysis was used. Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (free).



Classic Assumption Test

Classical assumption test is used to provide certainty that the regression equation obtained has accuracy in estimation, cannot, and is consistent. This test is used to see whether there are deviations from the assumptions of the classical model, namely by testing normality, multicollinearity, heteroscedasticity, and autocorrelation.

3. RESULTS AND DISCUSSION

Normality Test

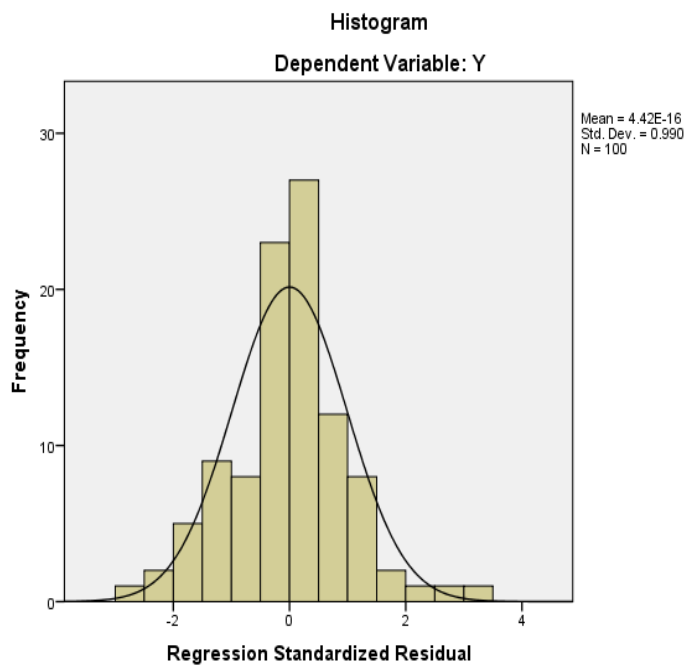


Image 1. Histogram

The picture above shows a graph showing that the data is normally distributed. This can be seen from the histogram graph which shows symmetrical data that does not deviate to the right, left, and forms an inverted bell.

Multicollinearity Test

Table 1. Multicollinearity Test
Coefficients^a

Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
1 X1	.705	1,419
X2	.705	1,419

a. Dependent Variable: Y

In the table above, it can be seen that the price variable has a VIF value of 1,013, the promotion variable has a VIF of 1,056, the service quality variable has a VIF of 1,066. This shows that there is no multicollinearity in the three variables because the VIF value is <10.

Heteroscedasticity Test

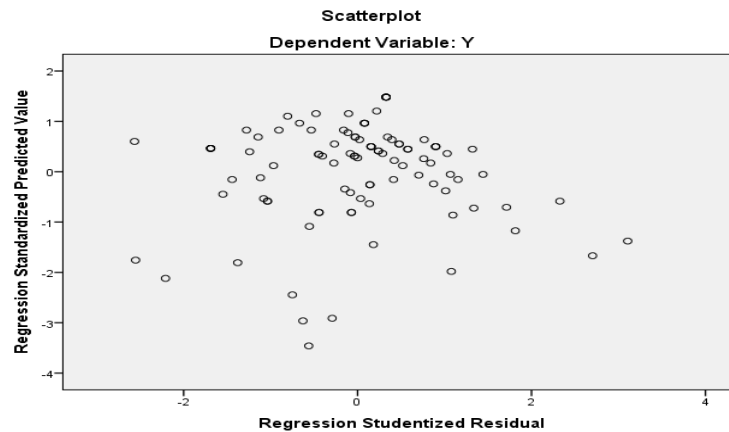


Figure 2. Multicollinearity Test

In Figure 2 the scatter plot graph can be seen that the results of the scatter plot graph show that the data is randomly distributed and does not form a certain pattern. The data is spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regressions

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	4,444	2,845		1,562	.122
X1	.358	.104	.300	3,447	.001
X2	.490	.088	.485	5,576	.000

a. Dependent Variable: Y

From the table above, the following equation is obtained:

$$Y = 4.444 + 0.358X1 + 0.490X2 + e$$

From these equations it can be explained that:

1. Promotion and service quality variables have a positive direction of the coefficient on purchasing decisions.
2. The promotion coefficient gives a value of 0.358 which means that the better the promotion, the higher the purchase decision.
3. The service quality coefficient gives a value of 0.492, which means that the better the service quality, the higher the purchase decision.



Partial Test (t Test)

The t test used in this study is used to determine the ability of each independent variable. Another reason for the t test is to test whether the independent variable (X) partially or individually has a significant relationship or not to the dependent variable (Y).

Table 3. Partial Tests
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	4,444	2,845		1,562	.122
1 X1	.358	.104	.300	3,447	.001
X2	.490	.088	.485	5,576	.000

a. Dependent Variable: Y

From the table above it can be concluded as follows:

1. The significance value of Promotion (X1) is 0.001 < 0.05 and the t count is 3.595 > t table 3.30127 indicating that Promotion (X1) has a significant effect on Purchase Decisions. So, the hypothesis of the influence of Promotion on Purchase Decision (H1) is accepted.
2. The significance value of Service Quality (X2) is 0.000 < 0.05 and the t count value is 4.575 > t table 3.30127 indicating that Service Quality (X2) has an effect on Purchasing Decisions. So, the hypothesis of the effect of Service Quality on Purchase Decision (H2) is accepted.

Simultaneous Test (F Test)

The F statistical test was carried out to test whether the independent variable (X) simultaneously has a significant relationship or not to the dependent variable (Y).

Table 4. F test results
ANOVA^a

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	664,884	2	332,442	45,309	.000b
residual	711,706	97	7,337		
Total	1376590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the statistical test results shown in the table above, the calculated F value is 45.309 > F table 4.08 with a significance value of 0.000 which is less than 0.05. This indicates that the promotion and service quality regression models in this study are appropriate to use to predict purchasing decisions. So it can be concluded that the Purchase Decision is simultaneously (together) influenced by Promotion and Service Quality.

Coefficient of Determination (R²)

The coefficient of determination is carried out to determine the ability of the independent variables to explain the dependent variable. The following presents the results of the coefficient of determination as follows:

Table 5. Result Coefficient of Determination (R²)

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.695a	.483	.472	2.70872

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

In the table above, it is obtained that the coefficient of determination Adjusted R² = 0.728 means that motivation and compensation variables have an influence on employee performance. The value of adjusted R² = 0.472 means that the purchase decision can be explained by the promotion and service quality variables of 47.2%, while the remaining 63.82% can be explained by other variables outside the scope of the study.

Discussion

a. The Effect of Promotion on Purchasing Decisions

Based on the results of statistical research partially obtained t count of 3.595 > t table 3.30127 with a significance value of 0.000 < 0.05 this indicates that the Promotion variable has a significant effect on the Purchase Decision of Wais Sand Bananas through online motorcycle taxis. These results are in line with the research conducted (Fahrudin & Yulianti, 2015a), (Sanjaya, 2015), (Muis & Fahmi, 2017), (AE Nasution et al., 2019) and (Arianty, 2016) which states that promotion has a positive and significant effect on purchasing decisions.

This means that the number of promotions given to consumers has an effect on purchasing decisions. Promotion is very important to do in an effort to seize an increasingly competitive market share. By carrying out promotions through attractive print/electronic media, this will influence consumers in making purchase decisions. The clarity of promotional media and Instagram used by Pisang Pasir Wais in carrying out promotions is very decisive for someone to make a purchase. Especially if the promotions carried out by Pisang Pasir Wais are very attractive, by giving discounts, this will increase purchasing decisions. Promotional activities carried out by Pisang Pasir Wais play an important role in increasing the number of sales because, on the contrary, the quality of a product that is produced will not be able to find its own market without being promoted first to the buyer. Thus promotions must be carried out more intensively so as to influence consumers to buy at a time to come.

b. Effect of Service Quality on Purchasing Decisions

Based on the results of statistical research partially obtained t count of 4.575 > t table of 3.30127 with a significance value of 0.001 < 0.05 this indicates that the Service Quality variable has a significant effect on Purchase Decisions on Banana Pasir Wais through online motorcycle taxis. These results are in line with the research conducted (Fahrudin & Yulianti, 2015a), (Hanifah & Sriwahyuni, 2016), (Andriany, 2016), (Jufrizen et al., 2020) and (Wahab, 2017) which states that service quality has a positive and significant effect on purchasing decisions.

This means whether or not the quality of service provided to consumers has an influence on purchasing decisions for Pisang Pasir Wais through online motorcycle taxis. Service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality. As a party that buys and consumes products/services, it is the customer who evaluates the level of service quality provided.



c. The Effect of Promotion and Service Quality on Purchasing Decisions

Based on the simultaneous test results, the calculated F value was $45.309 > F$ table 4.08 with a significance value of $0.000 < 0.05$. This means that the purchasing decision variable for Pisang Pasir Wais through online motorcycle taxis is equally influenced by promotion and service quality. The results of this study are in line with the research that has been done (Fahrudin & Yulianti, 2015b), which states that purchasing decisions are influenced by promotion and service quality. The two independent variables influence the dependent variable on purchasing decisions, either partially or simultaneously. This means that it is a new step for Pisang Pasir Wais to further develop its promotion and service quality for customers. So that it can increase purchasing decisions both in terms of consumer stability towards Wais Pasir Pisang products, consumer habits in buying Wais Pasir Pisang products, Consumer willingness to recommend Wais Pasir Pisang, as well as consumer interest in repurchasing Wais Pasir Wais Bananas.

4. CONCLUSION

Based on the results of research that has been conducted on consumers of Banana Pasir Wais to determine the effect of Promotion and Service Quality on Purchasing Decisions, the following conclusions can be drawn:

1. Promotion has a significant effect on purchasing decisions on Pasir Wais Bananas.
2. Service Quality has a significant effect on Purchase Decisions on Pisang Pasir Wais.
3. Promotion and Service Quality together have a significant effect on Purchase Decisions on Pisang Pasir Wais.

REFERENCES

- Adhitama, B. W., & Laily, N. (2021). Pengaruh Citra Merek, Kualitas Produk, Harga, Dan Gaya Hidup Terhadap Keputusan Pembelian Sarden Bantan Dibanyuwangi. *Jurnal Ilmu Dan Riset Manajemen*, 10(5), 2–16.
- Aditi, B., & Hermansyur, H. (2018). Pengaruh Atribut Produk, Kualitas Produk Dan Promosi, Terhadap Keputusan Pembelian Mobil Merek Honda Di Kota Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 19(1), 64–72.
- Afif, M., & Aswati, N. (2022). Analisis Pengaruh Kualitas Produk, Harga, dan Promosi Terhadap Keputusan Pembelian Produk Perawatan Wajah MS Glow (Studi Kasus Pada Pengguna Produk Perawatan Wajah MS Glow di Kecamatan Prigen). *JAMIN: Jurnal Aplikasi Manajemen Dan Inovasi Bisnis*, 4(2), 147–167.
- Ali, M. T. R., & Khuzaini, K. (2017). Pengaruh Harga, Kualitas Produk, Lokasi, dan Fasilitas Terhadap Keputusan Pembelian Rumah. *Jurnal Ilmu Dan Riset Manajemen*, 6(9), 2–20.
- Amin, A. M., & Jonathan, S. (2021). Pengaruh Kualitas Produk, Citra Merek, Word Of Mouth, dan Tenaga Penjualan Terhadap Keputusan Pembelian Belting Merek Bando di UD.Jaya Bersama. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 2(2), 117–127.
- Andriany, D., & Arda, M. (2022). Pengaruh Harga, Kualitas Produk, dan Suasana Toko Terhadap Loyalitas Konsumen Starbucks. *Jurnal Seminar Nasional Multidisiplin Ilmu*, 3(1), 186–197.

THE INFLUENCE OF INSTAGRAM PROMOTION AND SERVICE QUALITY ON THE PURCHASE DECISION OF BANANA PASIR WAIS THROUGH ONLINE OJEK

Dewi Andriany, Mutia Arda

- Arda, M., & Andriany, D. (2019). Analisis Faktor Stimuli Pemasaran Dalam Keputusan Pembelian Online Produk Fashion Pada Generasi Z. *Jurnal INTEKNA : Informasi Teknik Dan Niaga*, 19(2), 115–120.
- Arda, M., & Banurea, A. M. (2022). The Effect of Price, Promotion, And Quality of Service On Go-jek Customer Satisfaction (Case Study on Students of The Faculty Of Economics And Business University Of Muhammadiyah North Sumatra). *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(4), 549–560.
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian. *Maneggio : Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50.
- Arianty, N., & Gunawan, R. (2021). Dampak Harga Terhadap Minat Beli Dengan Kualitas Produk Sebagai Variabel Intervening pada UMKM ikan lele di Desa Purwodadi Kecamatan Pagar Merbau Kabupaten Deli Serdang. *Jurnal Proceeding Seminar Nasional Kewirausahaan*, 2(1), 60–74.
- Bustani, B., Khaddafi, M. ., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(3), 459–468. <https://doi.org/10.54443/ijerlas.v2i3.277>.
- Falahuddin, F., Fuadi, . F., Munandar, M., Juanda, R. ., & Nur Ilham, R. . (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, 2(2), 65–68. <https://doi.org/10.54443/irpitage.v2i2.313>.
- Geovani, I. ., Nurkhotijah, S. ., Kurniawan, H. ., Milanie, F., & Nur Ilham, R. . (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(1), 45–52. <https://doi.org/10.54443/ijerlas.v1i1.10>.
- Ilham, Rico Nur. *et all* (2019). Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. *International Journal of Suplly Management*. Volume 8 No.5 August 2019.
- Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. *International Journal of Suplly Management*. Volume 8 No.6 December 2019.
- Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(1), 11–20. <https://doi.org/10.54443/ijset.v1i1.2>.
- Likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(8), 377–382. <https://doi.org/10.54443/ijset.v1i8.41>.
- Mahfud *et all* (2020). Developing a Problem-Based Learning Model through E-Learning for Historical Subjects to Enhance Students Learning Outcomes at SMA Negeri 1 Rogojampi. *IOP Conf. Series: Earth and Environmental Science* 485 (2020) 012014 doi:10.1088/1755-1315/485/1/012014.



- Mahfud *et all* (2021). PEMANFAATAN TRADISI RESIK LAWON SUKU USING SEBAGAI SUMBER BELAJAR SEJARAH LOKAL PADA SMA DI BANYUWANGI. *Media Bina Ilmiah* Vol.16 No.3 Oktober 2021. <http://ejournal.binawakya.or.id/index.php/MBI/article/view/1294/pdf>.
- Mahfud, M., Yudiana, I. K., & Sariyanto, S. (2022). HISTORY OF BANYUWANGI KALIKLATAK PLANTATION AND ITS IMPACT ON SURROUNDING COMMUNITIES. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 3(1), 91–104. <https://doi.org/10.54443/ijerlas.v3i1.492>.
- Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASIHUL. *MORFAI JOURNAL*, 1(1), 1–12. <https://doi.org/10.54443/morfai.v1i1.11>.
- Nur Ilham, R. ., Arliansyah, A., Juanda, R., Multazam, M. ., & Saifanur, A. . (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijevas.v1i1.27>.
- Nur Ilham, R., Heikal, M. ., Khaddafi, M. ., F, F., Ichsan, I., F, F., Abbas, D. ., Fauzul Hakim Hasibuan, A. ., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities Of Aceh Province As Academic Effort To Join And Build The Country. *IRPITAGE JOURNAL*, 1(1), 13–18. <https://doi.org/10.54443/irpitage.v1i1.19>.
- Nur Ilham, R., Arliansyah, A., Juanda, R. ., Sinta, I. ., Multazam, M. ., & Syahputri, L. . (2022). APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN IMPROVING BENEFITS OF STATE-OWNED ENTERPRISES (An Emperical Evidence from Indonesian Stock Exchange at Moment of Covid-19). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(5), 761–772. <https://doi.org/10.54443/ijevas.v2i5.410>.
- Nur Ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES “SOCIALIZATION AVOID STUDY INVESTMENT” TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>.
- Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(7), 337–348. <https://doi.org/10.54443/ijset.v1i7.36>.
- Rico Nur Ilham, Irada Sinta, & Mangasi Sinurat. (2022). THE EFFECT OF TECHNICAL ANALYSIS ON CRYPTOCURRENCY INVESTMENT RETURNS WITH THE 5 (FIVE) HIGHEST MARKET CAPITALIZATIONS IN INDONESIA. *Jurnal Ekonomi*, 11(02), 1022–1035. Retrieved from <http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/481>.
- Sandi, H. ., Afni Yunita, N. ., Heikal, M. ., Nur Ilham, R. ., & Sinta, I. . (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, 1(1), 36–48. <https://doi.org/10.54443/morfai.v1i1.14>.

THE INFLUENCE OF INSTAGRAM PROMOTION AND SERVICE QUALITY ON THE PURCHASE DECISION OF BANANA PASIR WAIS THROUGH ONLINE OJEK

Dewi Andriany, Mutia Arda

- Sinta, I., Nur Ilham, R. ., Authar ND, M. ., M. Subhan, & Amru Usman. (2022). UTILIZATION OF DIGITAL MEDIA IN MARKETING GAYO ARABICA COFFEE. *IRPITAGE JOURNAL*, 2(3), 103–108. <https://doi.org/10.54443/irpitage.v2i3.467>.
- Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, 1(1), 13–21. <https://doi.org/10.54443/morfai.v1i1.12>.
- Wayan Mertha, I. ., & Mahfud, M. (2022). HISTORY LEARNING BASED ON WORDWALL APPLICATIONS TO IMPROVE STUDENT LEARNING RESULTS CLASS X IPS IN MA AS'ADIYAH KETAPANG. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(5), 507–612. <https://doi.org/10.54443/ijerlas.v2i5.369>.
- Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 2(2), 227–236. <https://doi.org/10.54443/ijeabas.v2i2.191>.