

## EXAMINING THE IMPACT OF SOCIAL MEDIA MARKETING AND PROMOTION ON CONSUMER BUYING INTENTIONS: A CASE STUDY OF ONOY BAKERY, JAMBI

Mira Gustiana Pangestu <sup>1)</sup>, Hanan Laras Sabrina <sup>2)</sup>, Yossinomita<sup>3)</sup>, Raihan Fajri Ramadhan <sup>4)</sup>

<sup>1,2,3)</sup> Faculty of Management and Business Sciences, Universitas Dinamika Bangsa, Jambi, Indonesia

<sup>4)</sup> Faculty of Economics and Business, Universitas Jambi, Jambi, Indonesia

Corresponding author: miragustianapangestu@unama.ac.id

### *Abstract*

*This study explores the influence of social media marketing and promotional strategies on consumer purchase intention at Onoy Bakery in Arizona, Jambi. In today's highly competitive bakery industry, digital marketing plays a crucial role in attracting consumer interest. The research was conducted by gathering insights from consumers through questionnaires. The findings reveal that social media marketing has a strong impact on consumers' willingness to make a purchase, particularly through the use of engaging visual content, interactive communication, and platforms such as Instagram and TikTok. On the other hand, traditional promotional methods did not appear to significantly affect consumer interest. These results highlight that while social media marketing is an effective tool for increasing purchase intention, conventional promotional strategies may require further innovation to remain relevant. This study underscores the importance for businesses to adapt to digital trends in order to maintain consumer engagement and drive purchasing decisions.*

**Keywords:** Social Media Marketing, Promotion, Purchase Intention

### **Introduction**

In today's era, life has become increasingly practical and efficient, including in the fulfillment of food needs. This shift is driven by economic growth, technological advancement, and increased activity across various sectors. These developments have influenced consumer preferences toward instant and ready-to-eat food. Bread has become a popular alternative, particularly among busy individuals. It is rich in carbohydrates, protein, fat, vitamins, and minerals. Bread is also easily accessible, whether in supermarkets, local shops, small vendors, or street stalls. The growing pace of daily activities, especially in urban areas, has contributed to the rising demand for bread (Latifah Kamilah Hafsa, 2022). Understanding this shift in behavior is essential in the context of evolving technology and consumer lifestyles.

**Table 1.** Bakery Outlet Data in Jambi City

No	Bakery Shop	Address
1.	Shinta Bakery	Jl. H.O.S Cokroaminoto No 69, Jambi
2.	Snova Senja	Jl. Ir. H. Juanda, Simpang III Sipin, Kec. Kota Baru, Kota Jambi
3.	Boule Bakery	Jl. H.O.S Cokroaminoto No 65, Jambi
4.	Koni Lestari	Jl. Orang Kayo Hitam, Sulanjana, Kec. Jambi Tim., Kota Jambi
5.	Oey Bakery	Jl. Kol Pol M Thaher, Pakuan Baru, Kec. Jambi Sel., Kota Jambi

Source: Direct data 2024

This study investigates how social media and promotional efforts contribute to consumer purchase intention. It aims to explore the relationship between social media usage, the promotional strategies implemented, and their impact on consumers' buying interest. A deeper understanding of these dynamics is expected to help companies design more effective marketing campaigns that align with current consumer needs (Abbas, 2020).

Many companies believe that implementing social media marketing alone can simplify their marketing efforts while adding value to their products, making the process more cost-effective and efficient. The impact on sales can be substantial when a large number of consumers and customers visit the company's platform and become aware of the brand being offered. One of the key objectives of effective marketing is to establish product awareness, positioning the product as top-of-mind and ultimately as the preferred choice for consumers (Kurniasari & Budianto, 2018).

Although many business actors have utilized social media in their marketing strategies, not all fully understand how the interaction between social media marketing and promotional strategies can significantly influence consumer purchase intention. Therefore, this study aims to examine more deeply the impact of these two factors in driving consumers' purchasing decisions.

Onoy Bakery, located in Arizona, Jambi, is one of the businesses that utilizes social media to promote its products. Offering a wide variety of breads and cakes, the bakery seeks to reach a broader consumer base through marketing campaigns on platforms such as Instagram, Facebook, and TikTok. The social media

promotions include not only the introduction of new products but also special offers, discounts, and direct engagement with customers.

Onoy Bakery is a cake shop established in 2012, originating as a home-based business that marketed its products through the social media platform BBM (BlackBerry Messenger). The products quickly gained popularity among consumers, leading to the business's continued growth. In 2015, the owner opened a small physical store to facilitate customer purchases. By 2017, the business relocated to a larger space on Jalan Sunan Giri, Arizona, and began employing staff. Currently, Onoy Bakery has two branches in the city of Jambi—the first located on Jalan Jend. Sudirman, Thehok, and the second in Simpang Rimbo.

Social media marketing is a component of the promotional mix that utilizes social media as a medium for promoting and marketing a company's products. According to Gunelius (as cited in Mileva & Dh, 2018), social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and attitudes toward a brand, individual, or other entity, and is carried out through various social web platforms such as social bookmarking, blogging, microblogging, social networking, and content sharing.

The growing number of bakery businesses has intensified competition in attracting consumers. Several bakeries in the city of Jambi have adopted social media as a promotional tool. Onoy Bakery specifically targets younger consumers, such as members of Generation Z and teenagers.

**Table 2.** Sales Target Development of Onoy Bread and Cake in Jambi City 2016-2022

Year	Target pcs	Realization pcs	Achievement
2016	20.000	17.132	85%
2017	20.000	16.325	81%
2018	20.000	15.250	76%
2019	20.000	17.550	87%
2020	20.000	8.750	43%
2021	20.000	18.470	92,35%
2022	20.000	19.650	98,25%

Source: Direct Data From Onoy Bread and Cake Team, 2023

The table above presents the sales data of Onoy Bakery, Arizona Jambi, which shows fluctuations due to the increasing number of similar competitors in the city. In 2016, the sales achievement reached 85%, but it declined to 76% in 2018, possibly due to inconsistent product quality. In 2020, a significant drop in sales occurred as a result of the COVID-19 pandemic, during which sales were conducted exclusively through online platforms.

Promotion is one of the key factors that can influence consumer purchase intention. Promotional activities conducted through social media are often more engaging and interactive compared to traditional marketing methods. By utilizing images, videos, and appealing content, companies can capture consumer attention in more creative ways. Research indicates that visually attractive content on social media can enhance consumer interest in the products being offered, thereby potentially increasing their purchase intention. Therefore, well-executed social media promotion plays a crucial role in attracting consumer buying interest (Smith, 2021).

The discussion above highlights a key issue: in the current era of digital marketing, the growing number of bakery businesses has intensified competition for consumer attention. Within this competitive online industry, it becomes increasingly difficult for consumers to distinguish between products. Online reviews and customer comments can quickly influence potential buyers, particularly those considering purchases from Onoy Bakery, Arizona Jambi.

Several previous studies related to the influence of social media marketing and promotion on consumer purchase intention include those by Utami (2021), Sasmita and Kurniawan (2020), Sanjaya (2020), Ariesandy and Zuliestiana (2019), and Kurniasari and Budianto (2018), all of which found that social media marketing has a significant impact on consumer buying interest. Based on the background described above, this study is titled "The Influence of Social Media Marketing and Promotion on Consumer Purchase Intention at Onoy Bakery, Arizona Jambi."

## Literature Review

### Social Media Marketing

According to Wirren Chang et al. (2023), technological advancements—particularly the internet—have significantly improved consumer access to information, facilitating a shift from traditional to fully online lifestyles. Social media marketing refers to the use of social platforms to promote goods and services, enabling businesses to interact directly with consumers, build relationships, and enhance customer satisfaction. Saddha Yohandi et al. (2022) identify several key indicators of effective social media marketing: (1) identifying engaging and relevant content based on current industry trends and consumer needs, (2) creating content aligned with brand identity and audience preferences, (3) sharing both informative and brand-generated content to indirectly promote products, and (4) fostering loyal followers through consistent engagement and relationship-building.

## Promotion

Promotion is defined as a communication activity conducted by individuals or companies to introduce products, services, brands, or organizations to the public with the intention of influencing consumer purchasing behavior (Ningrum, 2023). It serves to provide information about product offerings in a way that attracts consumer interest (Veronika, 2022). According to Lonan et al. (2023), promotion encompasses three main components: advertising, sales promotion, and public relations, all of which play a crucial role in shaping consumer perceptions and encouraging purchase decisions.

## Purchase Intention

Purchase intention is a psychological construct within consumer behavior, representing an individual's conscious plan to make a purchase decision in the near future. It reflects a consumer's evaluation of a product or service and their likelihood of taking action to acquire it (Ajzen, 1991; Schiffman & Wisenblit, 2019). This intention is influenced by various internal and external stimuli, including marketing efforts, product attributes, brand perception, and social influence. Scholars such as Kotler and Keller (2016) emphasize that understanding purchase intention is essential for marketers, as it directly relates to the effectiveness of promotional strategies and consumer response. According to research by Morinez and Pelsmacker (2018), purchase intention can be observed through four behavioral indicators: transactional (willingness to buy), referential (recommending to others), preferential (choosing over competitors), and exploratory (seeking additional information).

Based on the explanation above, the framework of thinking can be described as follows:

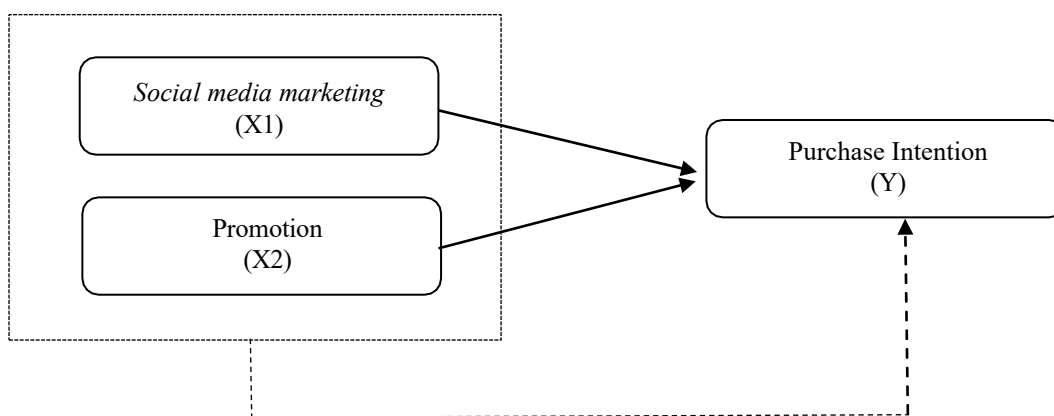


Figure 1. Research Model

The hypotheses formulated in this study are:

- H1: Social media marketing has a significant effect on buying interest in Onoy Bakery Arizona Jambi.
- H2: Promotion has a significant effect on buying interest in Onoy Bakery Arizona Jambi.
- H3: Social media marketing and promotion simultaneously have a significant effect on buying interest in Onoy Bakery Arizona Jambi.

## Methods

This study employs a quantitative research methodology, which is appropriate for examining relationships between variables and testing hypotheses based on numerical data. The primary objective is to analyze the effect of social media marketing and promotion on consumer purchase intention using statistical techniques.

## Population and Sample

The population in this study consists of all individuals who have purchased products from Onoy Bakery, located in Arizona, Jambi. Since the exact population size is unknown, the Lemeshow formula was used to determine an appropriate sample size, which is commonly recommended in social science research when dealing with an indeterminate population. A 95% confidence level and a 10% margin of error were applied, resulting in a sample of 96 respondents.

The sampling technique employed was simple random sampling, in which every individual in the population had an equal opportunity to be selected. This method is considered effective for reducing sampling bias and increasing the generalizability of the findings (Tjiptono, 2014).

## Data Analysis Method

Data were collected through a structured questionnaire using a five-point Likert scale, distributed via Google Forms to consumers of Onoy Bakery. The collected data were then tested for validity and reliability and analyzed using SPSS version 20 to assess relationships between variables.

## Results and Discussion

### Respondent Data

The gender distribution shows a dominant female representation, with 72% of respondents identifying as female and 28% as male. In terms of age, the largest proportion of participants were 21 years old (31%), followed by 20 years old (20%), and other age groups ranging from under 20 to over 23 years. Regarding occupation, the majority were university students (62%), followed by working professionals (31%), and school students (7%).

This distribution suggests that the study predominantly reflects the perspectives of young, digitally literate consumers—particularly female university students—who are active on social media and represent the target demographic of Onoy Bakery's marketing efforts.

### Validity Test

To ensure the validity of the data, a detailed assessment of each indicator was conducted. An item is considered valid if the calculated correlation coefficient (r-value) exceeds the critical value from the correlation table, indicating that the instrument accurately measures the intended construct (Fahmi et al., 2022).

**Table 3.** Validity Test Results for Social Media Marketing (X1)

Indicator	Rcount	R Table 5%(96)	Criteria
1	0,862	0.1966	Valid
2	0,885	0.1966	Valid
3	0,725	0.1966	Valid
4	0,626	0.1966	Valid

Source: Data Processed 2025

**Table 4.** Validity Test Results for Promotion (X2)

Indicator	Rcount	R Table 5%(96)	Criteria
1	0,736	0.1966	Valid
2	0,771	0.1966	Valid
3	0,727	0.1966	Valid
4	0,729	0.1966	Valid

Source: Data Processed 2025

**Table 5.** Validity Test Results for Purchase Intention (Y)

Indicator	Rcount	R Table 5%(96)	Criteria
1	0,820	0.1966	Valid
2	0,782	0.1966	Valid
3	0,782	0.1966	Valid
4	0,865	0.1966	Valid

Source: Data Processed 2025

### Reliability Test

Reliability testing is used to evaluate the consistency of a questionnaire in measuring a variable. A questionnaire is considered reliable if an individual's responses remain consistent over time. A variable is deemed reliable when it yields a Cronbach's alpha value greater than 0.60, indicating acceptable internal consistency (Fahmi et al., 2022).

**Table 6.** Reliability Test

Variables	N of item	Cronbach'S Alpha	Criteria	Decision
Social media marketing	4	0,777	0,6	Reliabel
Promotion	4	0,725	0,6	Reliabel
Purchase Intention	4	0,818	0,6	Reliabel

Source: Data Processed 2025

Based on Table 6, all statement items for the variables of social media marketing, promotion, and consumer purchase intention are deemed reliable. The reliability test produced Cronbach's alpha values of 0.777 for social media marketing, 0.725 for promotion, and 0.818 for purchase intention. Since all values exceed the threshold of 0.60, it can be concluded that the measurement instruments for all variables demonstrate acceptable reliability.

### Multiple Linear Regression Test

According to Hafni Sahir (2021), multiple regression is an analytical method involving two or more independent variables and one dependent variable. Its primary purpose is to assess the extent to which the dependent variable is influenced by the independent variables. Additionally, regression analysis can be used to estimate or predict the average value of the dependent variable based on known values of the independent variables.

According to Hafni Sahir (2021), multiple linear regression is an analytical method involving two or more independent variables and one dependent variable. It is used to assess how the dependent variable is influenced by one or more independent variables, as well as to estimate or predict the average value of the dependent variable based on known values of the independent variables. The multiple linear regression equation used in this study is as follows:

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

Where Y represents consumer purchase intention, a is the constant, b<sub>1</sub> and b<sub>2</sub> are the regression coefficients for social media marketing (X<sub>1</sub>) and promotion (X<sub>2</sub>), respectively, and e denotes the error term.

**Table 7.** Multiple Linear Regression Test Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	9,421	1,308		7,200	,000		
1	X1	,450	,077	,516	5,872	,000	,981	1,019
	X2	,015	,056	,024	,267	,790	,981	1,019

a. Dependent Variable: Y

Source: Data Processed 2025

$$Y = 9,421 + 0,450 X_1 + 0,015 X_2$$

The regression results indicate a positive constant value of 9.421, suggesting that when all independent variables are held at zero, consumer purchase intention remains at a baseline level of 9.421 units. The coefficient for social media marketing is 0.450, indicating a positive relationship with purchase intention; this implies that increases in social media marketing efforts are associated with higher consumer interest in purchasing. In contrast, the promotion variable has a coefficient of 0.015, suggesting a negligible and non-significant effect on purchase intention, indicating that promotion does not substantially influence consumers' buying decisions in this context.

**Hypothesis Testing**

**T test (Partial)**

According to Syafriani et al. (2023), the t-test is used to assess the partial significance of each regression coefficient, indicating the individual effect of each independent variable on the dependent variable. An independent variable is considered to have a significant effect if the significance level is ≤ 0.05.

**Table 8.** Test Results Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	9,421	1,308		7,200	,000		
1	X1	,450	,077	,516	5,872	,000	,981	1,019
	X2	,015	,056	,024	,267	,790	,981	1,019

a. Dependent Variable: Y

Source: Data Processed 2025

The t-test results show that social media marketing (X<sub>1</sub>) has a significant positive effect on consumer purchase intention (Y), as indicated by a significance value of 0.000, which is less than the 0.05 threshold. This confirms that social media marketing significantly influences consumer buying interest. In contrast, promotion (X<sub>2</sub>) does not have a significant effect, with a significance value of 0.790, which exceeds 0.05, indicating that promotion does not significantly influence consumer purchase intention in this study.

**F Test (Simultaneous)**

According to Amelia et al. (2021), the F-test is used to determine whether all independent variables in the model collectively have a significant effect on the dependent variable. This is assessed by comparing the calculated F-value with the critical F-table value, using a standard significance level of 0.05.

**Table 9.** Simultaneous Test (F) ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	188,721	2	94,360	17,391	,000 <sup>b</sup>
Residual	526,319	96	5,426		
Total	715,040	98			

A. Dependent Variable: (Y)

B. Predictors: (Constant), X<sub>2</sub>, X<sub>1</sub>

Source: Data Processed 2025

Based on the table, the calculated F-value is 17.391 with a significance level of 0.000, which is less than 0.05. This indicates that the independent variables have a significant simultaneous effect on the dependent variable.

### Coefficient of Determination

According to Hafni Sahir (2021), the coefficient of determination ( $R^2$ ) measures the extent to which independent variables influence the dependent variable. A value closer to zero indicates a weak influence, while a value approaching 100% suggests a strong effect of the independent variables on the dependent variable.

**Table 10.** Coefficient of Determination Test Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson		
					R Square Change	F Change	Sig. F Change			
1	,514 <sup>a</sup>	,264	,249	2,329	,264	17,391	2	97	,000	1,763

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Processed 2025

The coefficient of determination ( $R^2$ ) was found to be 0.249, indicating that the independent variables—social media marketing and promotion—collectively explain 24.9% of the variance in consumer purchase intention.

### Discussion

The findings of this study highlight the significant influence of social media marketing on consumer purchase intention at Onoy Bakery in Arizona, Jambi. The regression analysis revealed that social media marketing positively and significantly affects buying interest ( $p < 0.05$ ), indicating that engaging content, interactive features, and strategic use of platforms such as Instagram and TikTok effectively capture consumer attention and encourage purchasing behavior. These results align with previous studies, including those by Utami (2021) and Kurniasari & Budianto (2018), which affirm the strategic value of digital media in shaping consumer behavior.

In contrast, promotional activities—while present—did not demonstrate a significant influence on purchase intention ( $p > 0.05$ ). This suggests that traditional or generic promotions may not resonate with the bakery's target audience, particularly among younger consumers who prioritize dynamic and personalized engagement over standard promotional messages.

Moreover, the coefficient of determination ( $R^2 = 0.249$ ) indicates that 24.9% of the variation in consumer purchase intention can be explained by the combined influence of social media marketing and promotions. While this signifies a moderate explanatory power, it also implies that other factors—such as product quality, peer influence, or brand loyalty—may play substantial roles.

The data also point to a demographic skew toward female university students, which reflects Onoy Bakery's current market segment and offers insights into tailoring future marketing efforts. These consumers are highly active online, suggesting that ongoing investments in visually appealing, trend-aligned, and interactive social media campaigns are likely to sustain and grow purchasing interest.

In summary, while social media marketing emerges as a critical driver of purchase intention, the findings suggest a need for innovation in promotional strategies to remain competitive in an increasingly digital and consumer-driven market landscape.

### Conclusion

This study concludes that social media marketing has a significant positive effect on consumer purchase intention at Onoy Bakery, Arizona Jambi. The use of engaging, interactive, and visually appealing content on platforms such as Instagram and TikTok effectively attracts consumer interest and influences buying decisions. In contrast, promotional activities do not have a significant impact on purchase intention, indicating the need for more innovative and targeted promotional strategies.

The findings also reveal that social media marketing and promotion together account for 24.9% of the variation in consumer purchase intention, suggesting that other factors, such as product quality or peer influence, may also play a role. Given the predominantly young and digitally active respondent demographic, this study reinforces the importance of investing in well-designed social media campaigns to maintain competitiveness and drive consumer engagement in a dynamic market environment.

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