

***THE INFLUENCE OF MARKETING MIX AND SOCIAL FACTORS ON THE
DECISION TO PURCHASE ROTIBOY IN THE CITY OF SURABAYA WITH THE
PURCHASE EXPERIENCE MEDIATION VARIABLE***

**PENGARUH BAURAN PEMASARAN DAN FAKTOR SOSIAL TERHADAP
KEPUTUSAN PEMBELIAN ROTIBOY DI KOTA SURABAYA DENGAN
VARIABEL MEDIASI PENGALAMAN PEMBELIAN**

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ABSTRACT

This research aims to examine the influence of marketing mix and social factors on purchasing decisions for Rotiboy in the city of Surabaya, mediated by purchase experience. Quantitative research method using non-probability sampling and purposive sampling technique. Data analysis techniques using Smart PLS software with hypothesis testing using PLS-based SEM. The research findings indicate that the marketing mix purchase experience, and social factors each have a direct impact on purchasing decisions. However, social factors do not affect purchasing decisions when mediated by purchase experience. Additionally, the marketing mix influences purchasing decisions indirectly through purchase experience.

Keywords: Marketing Mix, Social Factors, Purchase Experience, Purchase Decision

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh bauran pemasaran dan faktor sosial terhadap keputusan pembelian Rotiboy di kota Surabaya yang dimediasi oleh pengalaman pembelian. Metode penelitian kuantitatif dengan menggunakan teknik non-probability sampling dan purposive sampling. Teknik analisis data menggunakan software Smart PLS dengan pengujian hipotesis menggunakan SEM berbasis PLS. Temuan penelitian menunjukkan bahwa bauran pemasaran pengalaman pembelian, dan faktor sosial masing-masing memiliki dampak langsung terhadap keputusan pembelian. Namun, faktor sosial tidak mempengaruhi keputusan pembelian ketika dimediasi oleh pengalaman pembelian. Selain itu, bauran pemasaran mempengaruhi keputusan pembelian secara tidak langsung melalui pengalaman pembelian.

Kata Kunci : Bauran Pemasaran, Faktor Sosial, Pengalaman Pembelian, Keputusan Pembelian.

INTRODUCTION

The bakery industry has experienced significant developments in recent years, both in terms of products and consumer preferences (Karam, Assad, & Saydam, 2015). Emerging health trends and nutritional awareness have influenced consumer preferences for certain types of bread, while factors such as availability, price and practicality remain important considerations (Kotler & Keller, 2019). The demand for bread consumption in Indonesia is influenced by modern lifestyles which encourage preferences for availability and efficient use (Alma, 2019). Bread has become a ready-to-eat

food option that people prioritize as an alternative to rice and a stomach-filling snack. Apart from the practicality it offers, bread has a relatively long shelf life, high carbohydrate content, and is available at an affordable price for various groups of people (Bell & Marshall, 2003). The significant increase in demand for bread consumption in Indonesia is supported by a statement from Petrus Gandamana, Chief Editor of Bakery Magazine, and Senior Food Consultant at the Baking and Chef Center (BCC), who refers to a study which shows that Indonesian people's purchases are mostly allocated for food consumption. and drinks, with

a percentage reaching 41.7%, followed by spending on housing and education. With the increase in the bread market, there have also been changes in marketing patterns which include improving product quality and satisfying service for consumers.

Surabaya, as one of the metropolitan cities in Indonesia, has a dynamic and competitive market. Rotiboy, one of the well-known bread brands in Indonesia, also operates in this city, according to data obtained from the Top Brand Award (2023) bakery category. Rotiboy is ranked 3rd below Mako and Holland Bakery. Therefore, considering the intense competition, marketer of Rotiboy must have a deep understanding of the components that influence their purchasing decisions for the continuity of the Rotiboy business in the city of Surabaya (Bell & Marshall, 2003). Rotiboy itself has 8 bakeshops / outlets spread across several shopping centers in the city of Surabaya with an average monthly turnover: Tunjungan Plaza 900 million, Delta Plaza 600 million, BG Junction 400 million, Rozal Plaza 500 million, Galaxy Mall 500 million, Pakuwon Indah 400 million, City of Tomorrow 200 million and Juanda Airport 500 million. The bread market is a very competitive market, intense competition forces bread companies like Rotiboy to continue to improve their marketing strategies in order to maintain and increase market share. Rotiboy is known as a bread brand that has a strong image and distinctive branding. However, in the face of increasingly fierce competition, it is important to understand consumer perceptions of Rotiboy influencing purchasing decisions.

A positive purchasing experience or Purchase Experience can be an important factor in influencing

consumer loyalty to a particular brand (Bell & Marshall, 2003). Therefore, understanding how Rotiboy's purchasing experience is in various outlets and different environmental conditions can provide valuable insight for the company to increase Rotiboy sales in all its outlet branches.

1. Does marketing mix influence on purchase decision Rotiboy in Surabaya City?
2. Does social factors influence on purchase decision Rotiboy in Surabaya City?
3. Does purchase experience mediating influence the relationship between marketing mix and purchasing decisions of Rotiboy in Surabaya City?
4. Does purchase experience mediating influence the relationship between social factors and purchasing decisions of Rotiboy in Surabaya City?
5. Does purchase experience influence on purchase decision Rotiboy in Surabaya City?

RESEARCH METHODS

This study is operational research aimed at developing a model to obtain the necessary information to address the problem formulation. It provides an explanatory approach by elucidating the causal relationships between variables within the study. As such, this research is classified as causal research (Sugiyono, 2019).

This research utilizes quantitative data collected through a questionnaire distributed to respondents. The data collection method employs an agree-disagree scale, and the analysis technique is based on Structural Equation Modeling (SEM). The process includes editing the questionnaire, coding, assigning weights to each

question, and tabulating the collected data (Ghozali, 2019).

RESULTS AND DISCUSSIONS

Outer Model

The following is an illustration of the SEM diagram used in this research:

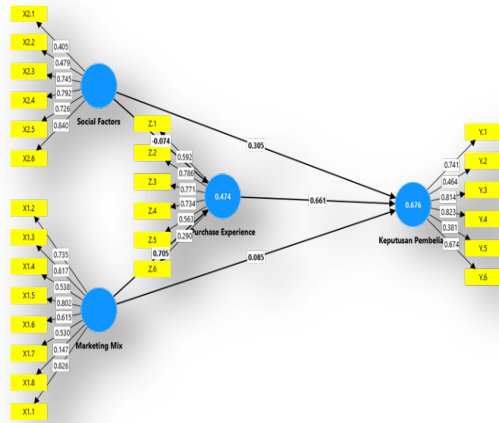


Figure 1. Loading Factor

The loading factor of each indicator on the variable with a minimum value of 0.7 and also the Average Variance Extract (AVE) analysis with a minimum value of 0.5 but there are those that do not meet the requirements and need to be eliminated, including X1.8, X2.1, X2.2, Z.6, Y.2, and Y.6

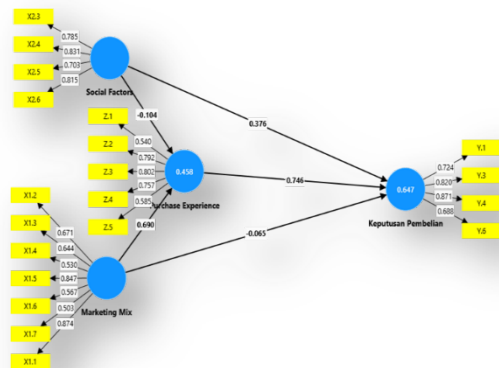


Figure 2. Results of Loading Factor Elimination

Based on the table below, it can be seen that the results of convergent

validity testing show that all variables have indicators with loading factor values of more than 0.7 or 0.5, meaning that all indicators have met the convergent validity criteria.

Table 1. Results of Loading Factor

Variabel	Item	Loading Factor	Info
Social Factors	X2.3	0,785	Valid
	X2.4	0,831	Valid
	X2.5	0,703	Valid
	X2.6	0,815	Valid
Mix Marketing	X1.1	0,874	Valid
	X1.2	0,671	Valid
	X1.3	0,644	Valid
	X1.4	0,530	Valid
	X1.5	0,847	Valid
	X1.6	0,567	Valid
	X1.7	0,503	Valid
Purchase Experience	Z1	0,540	Valid
	Z2	0,792	Valid
	Z3	0,802	Valid
	Z4	0,757	Valid
	Z5	0,585	Valid
Keputusan Pembelian	Y1	0,724	Valid
	Y3	0,820	Valid
	Y4	0,871	Valid
	Y6	0,688	Valid

Data Source: Processed by Researchers, 2024

Next, the AVE Method is used to assess the convergent validity of each construct and latent variable. The minimum value that is considered to be met is at least 0.5. The average variance extracted by AVE based on these SEM results is as follows:

Table 2. Average Variance Extracted Value

Variabel	AVE	Info
Mix Marketing	0,558	Valid
Social Factors	0,616	Valid
Purchase Experience	0,595	Valid
Keputusan Pembelian	0,607	Valid

Data Source: Processed by Researchers, 2024

In the table above, the AVE value for the latent variable purchasing decision (0.607), marketing mix

(0.558), purchase experience (0.595), social factors (0.616). Thus, it can be said that the measurement model is valid and meets the validity test requirements.

The cross loading values based on the results in this SEM are as follows:

Table3. Cross Loading Value

	Purchase Decision	Marketing Mix	Purchase Experience	Social Factors
X1.2	0.278	0.671	0.201	0.449
X1.3	0.096	0.644	0.335	-0.065
X1.4	0.137	0.530	0.379	0.021
X1.5	0.440	0.847	0.646	-0.138
X1.6	0.343	0.567	0.261	0.235
X1.7	0.438	0.503	0.353	0.488
X2.3	0.347	0.284	0.132	0.785
X2.4	0.227	-0.065	0.003	0.831
X2.5	0.336	0.407	0.033	0.703
X2.6	0.255	-0.171	-0.112	0.815
Y.1	0.724	0.648	0.704	0.192
Y.3	0.820	0.464	0.586	0.284
Y.4	0.871	0.150	0.535	0.271
Y.6	0.688	0.274	0.356	0.498
Z.1	0.473	0.498	0.540	0.453
Z.2	0.645	0.492	0.792	0.019
Z.3	0.407	0.427	0.802	-0.421
Z.4	0.608	0.432	0.757	-0.011
Z.5	0.274	0.368	0.585	-0.095

Data Source: Processed by Researchers, 2024

In the cross-loading table, it is evident that the value for each latent variable is greater than the values of other latent variables.

This reliability test also examines the composite reliability value as an indicator of reliability, where both values should exceed 0.70. The Cronbach's alpha and composite reliability values obtained in this SEM are as follows:

Table 4. Construct Reliability

	Cronbac h's alpha	Composite reliability (rho c)
Purchase decision	0.781	0.860

decision		
Marketing Mix		
Mix	0.797	0.850
Purchase Experience		
Experience	0.737	0.827
Social Factors		
Factors	0.795	0.865

Data Source: Processed by Researchers, 2024

Based on the table above, the results of the reliability test analysis show that the composite reliability score is greater than 0.7, which means that all variables are reliable and have passed the test requirements.

Inner Model

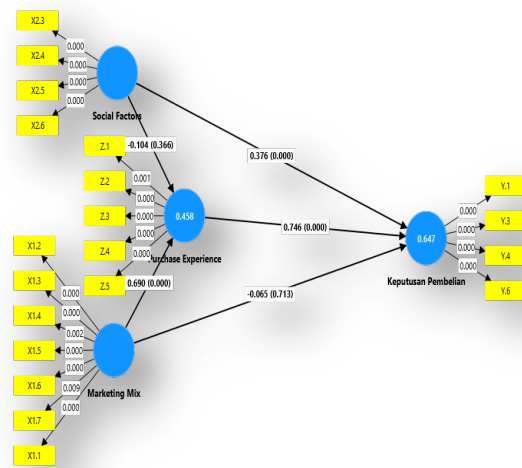


Figure 3. Inner Model

The model's feasibility test examines the R-square value, which ranges from 0 to 1. An R-square value of 0.75 is considered good, 0.50 is moderate, and 0.25 is considered poor. The following R-square values are based on the SEM results, as shown in the table and figure:

Table 5. Nilai R-Square

Variabel	R-Square	Info
Purchase decision	0,647	Moderate

Data Source: Processed by Researchers, 2024

From the table above, the model's suitability can be assessed by the R-

square result for purchasing decisions, which is 0.647 (64.7%). This indicates that 64.7% of the variation in purchasing decisions can be explained by the marketing mix, social factors, and purchase experience variables. To determine whether a relationship is significant, the p-value should be compared to the 5% error rate, as outlined in the research hypothesis testing:

Table 6. Path Coefficient SEM-PLS

	Original sample (O)	T statistics (O/STDEV)	P values
Marketing Mix -> Purchase Decision	0.450	3.997	0.000
Purchase Experience -> Purchase Decision	0.746	5.438	0.000
Social Factors -> Purchase Decision	0.298	3.031	0.002
Social Factors -> Purchase Experience -> Purchase Decision	-0.078	0.868	0.385
Marketing Mix -> Purchase Experience -> Purchase Decision	0.515	3.853	0.000

Data Source: Processed by Researchers, 2024

Based on the table above, the results of the hypothesis test show the following results and conclusions:

1. Marketing Mix has a positive effect of 0.450 on purchasing decisions with a t-statistic value of 3.997 and a p-value of $0.000 < 0.05$. Therefore, the hypothesis "The marketing mix has a positive and significant effect on purchasing decisions for Rotiboy in Surabaya City" (H1) is accepted.
2. Social Factors have a positive effect of 0.298 on purchasing decisions with a t-statistic value of 3.031 and a

p-value of $0.002 < 0.05$. Therefore, the hypothesis "Social factors have a positive and significant influence on the decision to purchase Rotiboy in Surabaya City" (H2) is accepted.

3. Purchase Experience mediates the relationship between the Marketing Mix and purchasing decisions, with an effect of 0.515, a t-statistic value of 3.853, and a p-value of 0.000, which is less than 0.05. Therefore, the hypothesis "The marketing mix has a positive and significant effect through purchase experience on purchasing decisions for Rotiboy in Surabaya City" (H3) is accepted.
4. Purchase Experience does not mediate the relationship between Social Factors and purchasing decisions, as indicated by an original sample value of -0.078, a t-statistic value of 0.868, and a p-value of 0.385, which is greater than 0.05. Therefore, the hypothesis "Social factors do not have a significant influence through purchase experience on purchasing decisions for Rotiboy in Surabaya City" (H4) is rejected.
5. Purchase experience has a positive effect of 0.746 on purchasing decisions with a t-statistic value of 5.438 and a p-value of $0.000 < 0.05$. Therefore, the hypothesis "Purchase experience has a positive and significant effect on purchasing decisions for Rotiboy in Surabaya City" (H5) is accepted.

Impact of the Marketing Mix on Rotiboy Purchase Decisions

This is closely related to the products offered, the location of the outlets, the pricing strategy, and the promotional methods employed by Rotiboy in Surabaya City. The analysis results align with the behavior of most respondents (Rotiboy consumers), who

purchase the product primarily because of its delicious taste. This indicates that consumers choose Rotiboy for its unique and appealing flavors, including Original, Buttermilk, and Chocolate Boy, each complemented by a delightful coffee aroma. Consumers can select the flavor that best suits their preferences.

Further analysis also reveals that many respondents purchase Rotiboy because of the perceived alignment between price and product quality. This suggests that consumers believe the price reflects the quality offered. Field observations confirm that Rotiboy management consistently strives to maintain high product quality, evident in their "fresh from the oven" concept implemented at every outlet. This ensures that consumers can enjoy warm, freshly baked Rotiboy, enhancing the taste experience. Therefore, consumers feel that the price they pay is justified by the quality of the Rotiboy products.

These findings are consistent with several previous studies, such as those by Kanetro et al. (2023), Kurniawan (2022), Asepta (2022), and Dewi (2022). These studies also indicate a significant positive influence of the Marketing Mix on purchasing decisions. In the context of Rotiboy in Surabaya City, an improved marketing mix strategy directly enhances consumer purchasing decisions

Social Factors on the decision to purchase Rotiboy in Surabaya City

This pertains to the influence of family members, the surrounding environment, and culture on purchase decisions. The findings of the aforementioned investigation align with the purchase behavior of the majority of respondents, who are consumers of Rotiboy and choose to buy it as a snack. A significant number of consumers

derive pleasure from consuming Rotiboy in a serene and tranquil environment while strolling through the mall or engaging in conversations with friends or family. Based on empirical research, Rotiboy's management consistently strives to offer high-quality items that are delivered hot and designs packaging that facilitates immediate consumption or convenient transportation for consumers.

These findings align with previous studies, such as those by Monica et al. (2020) and Putri & Nilawardono (2021), which similarly highlight a significant positive effect of social factors on purchasing decisions for Rotiboy in Surabaya City. These studies suggest that as social factors such as peer influence, social media presence, and community trends become more prominent among consumers in Surabaya, there is a corresponding increase in their likelihood to purchase Rotiboy products. This implies that strengthening social connections and leveraging social dynamics within the community can effectively boost consumer interest and purchasing behavior toward Rotiboy in Surabaya

Purchase Experience mediation influences the relationship between Marketing Mix and Rotiboy purchasing decisions in the city of Surabaya

These findings are consistent with other prior research, including Monica et al. (2020). This pertains to the marketing mix, which comprises of product, price, place, and promotion, and plays a crucial role in establishing a positive shopping experience. Rotiboy utilizes premium ingredients (product), establishes competitive pricing (price), strategically locates its stores (place), and implements enticing promotional

campaigns (promotion); all of these factors collectively enhance the overall customer buying experience. This positive experience enhances the correlation between marketing mix strategy and purchasing decisions. Having a positive experience will establish a strong emotional connection with customers. These variables all contribute to the rise in purchasing decisions for Rotiboy in the city of Surabaya. In a study conducted by Putri & Nilawardono (2021), it was found that social factors have a significant positive impact on the purchasing decisions of consumers in Surabaya when it comes to buying rotiboy. Therefore, an increase in social factors among consumers in Surabaya will lead to an increase in their purchasing decisions for rotiboy.

These findings are also in line with several previous studies such as Setiawati et al (2023), Rahmianti et al (2023), Irawan et al (2023) in the results of this research explaining that the mediation of purchasing experience strengthens the relationship between the marketing mix and purchasing decisions because a good experience will increase satisfaction, loyalty, and positive word-of-mouth, as well as building emotional bonds with customers.

Purchase Experience mediation does not influence the relationship between Social Factors and Rotiboy purchasing decisions in the city of Surabaya

Social factors, such as recommendations from friends and family, adherence to social norms, and the influence of reference groups, play a crucial role in shaping purchasing decisions, often overriding the impact of previous shopping experiences. Whether the previous purchase experience is positive or negative, social

groups maintain a powerful influence on consumer choices. This phenomenon is particularly evident among Rotiboy customers in Surabaya, who tend to make purchasing decisions based more on recommendations from friends or family rather than their own past shopping experiences.

These findings are in line with previous research by Rosalind et al. (2023), Inzaghi (2022), and Zanjabila et al. (2023), which similarly suggest that the purchase experience does not significantly enhance the relationship between social factors and purchasing decisions for Rotiboy in Surabaya. This underscores the importance of social influences in consumer decision-making processes, particularly in the context of Rotiboy's market in Surabaya.

Purchase experience influences Rotiboy purchasing decisions in the city of Surabaya

Positive purchasing experiences play a crucial role in enhancing customer satisfaction. When customers are pleased with every aspect of their purchase whether it's the delicious taste of the bread, the high-quality service, or the inviting store atmosphere they are more inclined to make repeat purchases. This satisfaction not only reinforces their decision to continue buying from Rotiboy but also strengthens their loyalty to the brand. A positive purchase experience significantly impacts Rotiboy purchasing decisions in Surabaya by fostering satisfaction, building loyalty, encouraging positive word-of-mouth recommendations, and ensuring a convenient and comfortable shopping process. These elements collectively drive increased purchasing decisions and contribute to the success of the Rotiboy brand across local, national, and international markets.

These findings are also in line with several previous studies such as Lemon, K. N., & Verhoef, P. C. (2016), and Baker (2022). Where the results of this research explain that purchase experience has a significant positive effect on purchasing decisions for Rotiboy in the city of Surabaya. A good purchasing experience therefore increases customer satisfaction, loyalty and recommendations, and creates a conducive environment for purchasing decisions. These studies also show the importance of factors such as service quality, consistency of experience, and store atmosphere in shaping a positive purchasing experience

CONCLUSION AND SUGGESTION

Here's a refined version of the conclusions:

Based on the analysis and discussion presented, the following conclusions can be drawn:

1. The Marketing Mix has a significant positive effect on purchasing decisions for Rotiboy in Surabaya. This indicates that improving the marketing mix will lead to an increase in Rotiboy purchase decisions in the city.
2. Social Factors significantly and positively influence the decision to purchase Rotiboy in Surabaya. This suggests that the stronger the social factors influencing consumers, the higher the likelihood of them deciding to purchase Rotiboy.
3. The mediation of Purchase Experience has a significant positive effect on the relationship between the Marketing Mix and Rotiboy purchasing decisions in Surabaya. This indicates that a better marketing mix, when mediated by a positive purchase experience, enhances purchasing decisions for Rotiboy in the city.

4. The mediation of Purchase Experience does not have a significant positive effect on the relationship between Social Factors and Rotiboy purchasing decisions in Surabaya. This suggests that even with the mediation of purchase experience, higher social factors do not necessarily increase the likelihood of purchasing Rotiboy in the city.

Purchase Experience has a significant positive effect on purchasing decisions for Rotiboy in Surabaya. This indicates that a better purchase experience will lead to an increase in the decision to purchase Rotiboy in the city..

This research has suggestions that can influence the research results. The suggestions of this research are:

1. Expansion of Research Area:

Further research could be carried out in other cities or regions to see whether the same results apply in different locations. This will help test the generalizability of the findings of this study.

2. Improved Sampling Methods

Using a more representative sampling method and increasing the sample size to increase the validity and reliability of research results. Random sampling techniques or stratified sampling can be used to reduce bias.

3. Addition of Other Variables

Add other variables that may influence purchasing decisions, such as psychological factors (motivation, perception), economic factors (income, relative prices), and environmental factors (government policies, economic conditions). Examining further the role of other mediating and moderating variables that can influence the relationship between marketing mix,

social factors, and purchasing decisions. This can include variables such as brand loyalty, customer satisfaction, or digital engagement.

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