


The Effect of Social Media and Price on Purchasing Decisions on Solo Tea Drinks in Jakarta City

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Article Info	ABSTRACT
Keywords: Social Media, Price, Purchasing Decisions, Solo Tea	There has been a significant increase in tea production in West Java Province, where data from the Central Bureau of Statistics shows that West Java has become the largest tea producing province, with a production volume of 82,100 tons, equivalent to 66.92% of total tea production in Indonesia. In addition to being the largest tea producer, West Java also has the largest tea plantation, covering an area of 78,500 hectares. Seeing this phenomenon, this study aims to determine the effect of social media and price on purchasing decisions for “Solo Tea” tea drinks in Jakarta City. The method used in this research is a quantitative approach, where questionnaires will be distributed to residents of Jakarta City. Based on this, the data used in this study is primary data, which will be processed using SPSS Version 26 and analyzed using multiple linear regression tests to determine the effect of each variable. The results of this study indicate that social media variables have a significant influence on purchasing decisions, and price variables also have a significant effect on purchasing decisions. Furthermore, when viewed simultaneously, social media and price variables have a significant effect on purchasing decisions for “Solo Tea” tea drinks in Jakarta City.
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INTRODUCTION

Tea is a very common beverage in our lives, the habit of drinking tea is not only known in Indonesia, but also throughout the world. Tea is made from the *Camellia Sinensis* plant, according to several studies, tea contains compounds that are able to treat and prevent various serious diseases, besides that because tea is a natural drink, it is relatively safe from adverse side effects on health. (Leonardo et al., 2019). Tea products today can be found in a wide variety of forms and flavors. (Meirina, 2020) can be grouped into 2 groups, namely herbal and non-herbal teas. Non-herbal tea itself is divided into 3 namely black tea, green tea and Oolong tea. Indonesia is famous for black tea is the most popular and most widely produced type of tea in Indonesia.

West Java is the largest tea producing province with a volume of 82,100 tons, equivalent to 66.92% of the total national tea production with the most extensive tea plantation of 78,500 hectares. (Mutia Annur, 2024). Currently, the culture of ngeteh has become one of the characteristics in the society, therefore many teas are sold in various

packages in Indonesia, in addition to packaged tea which is commonly found in mini markets, there are currently many traders who sell tea on the side of the road or known as Gerobak tea. This phenomenon indicates a change in people's consumption patterns of soft drinks. Citing Nielsen data as processed by the Soft Drink Association (ASRIM), the sales volume of beverage products outside bottled drinking water (AMDK) in 2023 was 3 million liters, this figure decreased by 2.59 percent compared to 2022 of 3.08 million liters.

Based on the phenomenon of the increasing number of people drinking tea, which takes up as much as 15% as well as the increasing public demand for tea drinks and the open opportunities to improve the population's economy through domestic production, the research took the object of tea carts, and one that is currently viral is tea carts with the Solo Tea brand. (Yogatama, 2024). The owner of the Solo Tea business is Arum Kusumo, the Solo iced tea business is located at Taman Krakatau Housing Block G22/7, Waringinkurung sub-district, Serang Regency, Banten. Solo iced tea has been around since 1968, this business carries a unique theme, namely: "Starting from tradition, continuing to strengthen existence, Fragrant, sepet, legi, kentel 'Wasgitel" is its distinctive taste. For the authentic freshness of iced tea, From then, now, and later. The number of Solo tea franchise partners is 300 outlets spread across the Jabodetabek area.

Based on Indonesia's digital survey as of January 2024, it was recorded that out of a total population of 278.7 million, 185.3 million people or around 66.5% have used the internet. Of this number, around 139 million people are active users of social media, which accounts for almost half of Indonesia's total population, namely 49.9%. This finding shows that social media has great potential to reach consumers widely and effectively. In the context of marketing, social media now plays a strategic role, including for local products such as Es Teh Solo. Es Teh Solo business owners utilize the Instagram platform with the account @estehsolo_, which currently has 68.1 thousand followers, as the main means of promotion. The marketing strategy implemented includes various creative approaches such as organizing sales competitions between followers, conveying the health benefits of consuming Es Teh Solo, and promoting the variety of product variants available at the outlet. This approach actively engages consumers and encourages two-way interaction that increases loyalty and purchase intention. Promotion through social media is proven to increase brand visibility and significantly influence purchasing decisions. Therefore, social media not only serves as a communication channel, but also a key element in expanding markets and increasing business profits in the digital era.

Purchasing decision is a stage in the purchasing decision process before the buyer makes a purchase, at this stage consumers are faced with several alternative choices so that it will make consumers take an action to make a decision to buy a product according to the choice that is determined and desired. (Arafah, 2022). So that the purchase decision will be a force that can force the buyer to take an action. There are five stages that consumers will go through during the purchasing decision process, namely; Need Recognition, Information Search and Evaluation Alternative, Purchase Decision and Post Purchase Decision. One of the factors influencing consumer purchasing decisions includes social media and the price of the goods or services.

(Surentu et al., 2020) states Social media is a means of online social interaction that enables the widespread and rapid dissemination of information via the internet. In the context of promotion, social media plays an important role in reaching consumers and introducing products more effectively. One example is the Instagram account @estehsolo_ owned by Es Teh Solo business which has 68.1 thousand followers. Through this account, the business seeks to build brand awareness and increase sales through various digital content strategies. However, despite the high number of followers, interactions in the form of likes and user responses show fluctuating and inconsistent patterns. This condition raises questions about the effectiveness of promotions carried out through social media. Researchers found an imbalance between the number of followers and the level of interaction, which may indicate that promotions have not fully attracted attention or maximally influenced purchasing decisions. Based on these findings, researchers suspect that there are other factors that influence consumer decisions, one of which is the price variable. Therefore, this study also adds aspects of price to determine whether there is a significant influence on purchasing decisions for Es Teh Solo products.

Price is the value given as a benchmark for an item so that the price is the amount of money that consumers have to pay in obtaining a product to fulfill their unmet needs and desires. (Mardhiyah & Feby Aulia Safrin, 2020). Pricing can be emphasized on the ability of the buyer to the price that has been agreed by both parties to get profit. (Dunan et al., 2020). Based on the definition of these experts, it can be said that price is the amount of money that will be spent by a consumer to obtain a good or service that the consumer wants.

According to research conducted by (Yafi Faishal Riskyady & Raya Sulistyowati, 2021) stated that social media has a significant positive effect on purchasing decisions with a P-Value of 0.036, while according to research conducted by (Gitama et al., 2023) said that social media variables did not have a significant effect on purchasing decisions. According to research conducted (Yafi Faishal Riskyady & Raya Sulistyowati, 2021) while according to research conducted by (Gitama et al., 2023) said that the price variable had no significant effect on purchasing decisions. regarding this price variable has a positive and significant influence on purchasing decisions, while according to research conducted by said that the price variable has no effect on purchasing decisions. So that with the differences from the results of research that has been conducted by previous researchers on the variables that have been described.

METHODS

Research design is a research technique used in collecting and assessing data, so as to provide results in the form of answers to questions that arise from a study. The research design used in this study is to use quantitative research methods. Which in this approach has a causality that has cause and effect. (Sugiyono, 2020). The variables used by researchers in this study are the Independent Variables, namely Social Media (X1) and Price (X2) on the Dependent Variable, namely the Purchase Decision (Y) on the solo tea drink brand in Jakarta City. In this study, researchers used a measurement technique conducted through a survey using a questionnaire as a data collection tool, which was distributed and filled out online by

respondents. Based on this method, it can be concluded that the data source used in this study is a primary data source. The variables measured in this study include social media, price, and purchasing decisions.

This study uses a Likert scale in its questionnaire, namely a scale of 1-5. Where if based on research (Sugiyono, 2020) It is said that this scale can be used when measuring attitudes, opinions and perceptions of a person or group of people related to a social phenomenon. In this study using the City of Jakarta as the population to be studied with the sample calculation used, namely the Slovin calculation, which is a calculation used for a clearly known population. The formula used in the Slovin calculation in determining the research sample with a total of 100 respondents with a value of 99.9990747. The technique used in determining the criteria of the research object using purposive sampling technique, namely sampling with certain considerations. (Sugiyono, 2020). So that the criteria for this research are the people of Jakarta who will or have made purchases of solo tea drinks. And later the results of data collection from this questionnaire will be processed using the SPSS Version 26 program. With the analysis that will be used by researchers is to use multiple linear regression analysis which aims to determine the effect of Social Media and Price on Purchasing Decisions by conducting a validity test and reliability test first, then conducting a t test and f test to see the effect partially and simultaneously.

Promotion

According to (Keller, 2022) said that promotion is a part and process of the marketing strategy used to be a communication that occurs in the market using the composition of the promotional mix "promotional mix". According to (Fenny Krisna Marpaung et al., 2021) said that promotions can influence consumers to make purchasing decisions because they can attract new customers, can influence customers to experiment with new products, encourage customers to buy more products and attack promotional activities from competing companies and seek to be closer to retailers. So that based on the opinions of these experts, it can be said that promotion is an action taken by a person or company that aims to direct other people with the aim of communicating in the marketing process until the products offered by the individual or the company are accepted, purchased and the public becomes loyal to their products.

According to Tjiptono in (Kojongian et al., 2022) said that the indicator of promotion is Promotion in a company can be carried out in various ways that have the aim of increasing consumer interest and purchasing decisions. Advertising is a form of promotion carried out using print media such as banners, posters, and other means to convey messages to a wide audience. In addition, personalized sales are carried out through direct interaction between sellers and buyers, allowing two-way communication to convince consumers. Sales promotion is aimed at attracting customer attention and interest through various programs or special offers. Meanwhile, public relations play a role in shaping and influencing consumer opinions, beliefs and attitudes towards the company through planned communication activities, so that a positive image of the company can be maintained.

Social Media

Social media is a medium that can easily participate and create content in the form of blogs, social networks, wikis, forums and virtual worlds. (Arafiq, 2020). According to Indriyanto in (Fitriani, 2021) states that it is an internet-based application with the possibility that each user will interact with each other by producing content in the form of current information and sharing it and also receiving information from other users. So it can be concluded that social media can be used as an internet-based platform that allows active participation of users in creating, sharing and receiving content. This media includes various forms such as blogs, social networks, wikis, forums and virtual worlds, all of which facilitate mutual interaction between users. Social media has a role as a modern means of communication that is interactive and dynamic, allowing real-time information dissemination and encouraging collaboration in the formation and exchange of knowledge in the digital space.

According to (Fitriani, 2021) a social media platform generally has a number of main characteristics that support its function as a means of communication and interaction. The platform is open, allowing anyone to access and participate in it. Each user has a profile page that contains personal information and user activity on the platform. The interaction feature with other users allows communication through comments, messages, or various other forms of response. In addition, social media is characterized by user generated content, which is content created and shared directly by users. Each post is equipped with a time stamp, making it easier for users to see the chronology or sequence of activities that occur on the platform.

Price

According to (Gunarsih et al., 2021) Price is the amount of money needed to be used as a medium of exchange in obtaining a number of combinations, products and services. Meanwhile, according to (Istanti, 2019) the price is the value of the expected product or service along with the service, which must be spent or paid by consumers to get a number of products. Based on the statements of these experts, it can be concluded that price is the value or amount of money that must be paid by consumers as a form of sacrifice in obtaining products or services along with their services. Prices not only represent a medium of exchange, but also reflect the perception of value attached to the product or service, which is influenced by the benefits received by consumers. Thus, price is an important element in the transaction process that serves as a measure of value and exchange in economic activities.

According to Tjiptono in (Rozi & Khuzaini, 2021) price is an important strategy in marketing that can be carried out with various approaches according to company objectives. Demand-based pricing prioritizes aspects of consumer demand over other factors, and includes methods such as skimming pricing, penetration pricing, prestige pricing, and price lining. Meanwhile, cost-based pricing focuses on calculating all production, operational, and marketing costs by considering the desired profit level, thus prioritizing the supply side. Competition-based pricing is based on price conditions in the market and can use methods such as customary pricing, market pricing, and loss leader pricing. Profit-based pricing is

carried out by considering an increase in demand or a decrease in total costs so that the company can expand profitable operating levels and increase profits optimally.

Purchase Decision

According to (Keller, 2022) decision making is a systematic approach to the nature of alternatives and taking the right action. Meanwhile, according to (Panji Ragatirta & Tiningrum, 2020) purchasing decisions are an important component of consumer behavior that will cause these consumers to take action to purchase goods or services, consumers make decisions regardless of the various factors that influence and motivate them to buy these goods or services. So it can be said that purchasing decisions are a systematic process that will involve choosing the most appropriate alternative action, this process will reflect the internal and external factors that motivate individuals to take purchasing actions. Thus, purchasing decisions are the result of interactions between structured cognitive processes and environmental and psychological influences that encourage consumers to choose a product or service. According to Kotler & Armstrong in (Kojongian et al., 2022) states that there are four indicators of purchasing decisions, 1) The stability of buying after knowing product information is from consumers after making a purchase on a product after knowing good information about a product. 2) Deciding to buy because the most preferred brand from other alternatives 3) Buying according to wants and needs 4) Buying because of recommendations from others.

Conceptual Framework

The conceptual framework that will be put forward in this study is to conduct a test of the influence of the Social Media Variable and the Price Variable both partially and simultaneously on the Purchasing Decision Variable. An overview of the conceptual framework in this study is as follows:

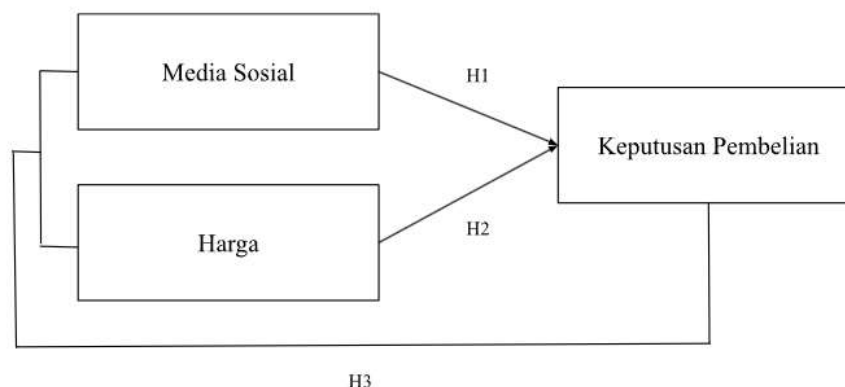


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

This section presents the research results obtained based on the data analysis that has been carried out. The research results are organized systematically to answer the problem

formulation and test the hypothesis that has been previously set. In addition, a discussion is included to interpret the research findings.

Validity Test

This validity test will see whether a questionnaire or questionnaire presented can be said to be valid (valid) if the statements or questions in a questionnaire or questionnaire are able to reveal something that will be measured by the researcher. This validity test is seen from 2 sides, namely the calculation of R count compared to R table and the calculation using a significant value.

Table 2. Validity Test of Social Media Variables, Prices and Purchasing Decisions

No	R table	Social Media Variable		Price Variable		Purchase Decision Variable	
		R count	Description	R count	Description	R count	Description
1	0,1966	0,865	Valid	0,839	Valid	0,866	Valid
2	0,1966	0,869	Valid	0,787	Valid	0,842	Valid
3	0,1966	0,845	Valid	0,52	Valid	0,824	Valid
4	0,1966	0,886	Valid	0,801	Valid	0,854	Valid
5	0,1966	0,841	Valid	0,86	Valid	0,875	Valid
6	0,1966	0,916	Valid	0,831	Valid	0,803	Valid
7	0,1966	0,888	Valid	0,796	Valid	0,729	Valid
8	0,1966	0,774	Valid	0,827	Valid	0,88	Valid
9	0,1966	0,862	Valid	0,808	Valid	0,841	Valid
10	0,1966	0,781	Valid	0,668	Valid	0,771	Valid

Based on table 2, it can be seen that the calculated R value generated from the questions on the social media variable is greater than the R table value and the resulting significance value is <0.05 so it can be said that the questions on the social media variable are valid. The calculated R value resulting from the question on the price variable is greater than the R table value and the resulting significance value is <0.05 so it can be said that the question on the price variable is valid. And the calculated R value resulting from the question on the purchasing decision variable is greater than the R table value and the resulting significance value <0.05 so it can be said that the question on the purchasing decision variable is valid.

Reliability Test

This reliability test will see a questionnaire can be said to be reliable (reliable) if the answers generated from someone to questions are consistent or stable over time. A questionnaire can be said to be reliable if the resulting Cronbach's Alpha value is > 0.600 .

Table 3. Reliability Test of Social Media Variables, Prices and Purchasing Decisions

No	Comparison	Social Media Variable		Price Variable		Purchase Decision Variable	
		Cronbach's Alpha	Description	Cronbach's Alpha	Description	Cronbach's Alpha	Description
1	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable

No	Comparison	Social Media Variable		Price Variable		Purchase Decision Variable	
		Cronbach's Alpha	Description	Cronbach's Alpha	Description	Cronbach's Alpha	Description
2	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
3	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
4	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
5	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
6	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
7	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
8	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
9	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable
10	0,600	0,958	Reliable	0,923	Reliable	0,949	Reliable

In table 3, it can be seen that the Cronbach's Alpha value generated on social media variables is > 0.6 so that the questions asked by researchers on social media variables can be said to be reliable. The resulting Cronbach's Alpha value on the price variable is > 0.6 so that the questions asked by the researcher on the price variable can be said to be reliable. The Cronbach's Alpha value generated in the purchasing decision variable is > 0.6 so that the questions asked by the researcher on the purchasing decision variable can be said to be reliable.

Classical Assumption Test

The normality test is a test that can be used to test whether the independent and dependent variables are normally distributed or not. In this normality test, it can be seen from certain criteria, namely (Ghozali, 2021) Data normality testing is carried out to determine whether the data used in the study is normally distributed or not. The interpretation of the normality test results is seen from the resulting significance (probability) value. If the significance value > 0.05 , then the hypothesis that the data is normally distributed can be accepted, so the data is considered to fulfill the assumption of normality. Conversely, if the significance value is < 0.05 , then the hypothesis is rejected, which means that the data is not normally distributed and does not meet the assumption of normality.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0
	Std. Deviation	4,29259211
	Absolute	0,057
Most Extreme Differences	Positive	0,054
	Negative	-0,057
Test Statistic		0,057

Asymp. Sig. (2-tailed)	,200 ^{c,d}
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Based on the significance value generated in table 4.7, it can be seen that the resulting value is 0.200. So that this value > 0.05, it can be said that the value used by the researcher is normally distributed so that the residual data in the regression model carried out can be said to be good and suitable for further statistical tests. The multicollinearity test is intended to test whether there is a perfect or definite linear relationship between some or all of the variables to be explained in the processed regression model. If the variables described are correlated with each other, it will be difficult for researchers to separate their effects. When viewed from the resulting VIF value, the resulting X1 variable is $2.531 < 10$ and the resulting X2 variable is $2.531 < 10$. When viewed from the resulting Tolerance value, the resulting X1 variable is $0.395 > 0.10$ and the resulting X2 variable is $0.295 > 0.10$. So it can be said that social media and price variables do not occur symptoms of multicollinearity. The significance value of the heteroscedasticity test, for variable X1 is 0.415 and for variable X2 is 0.105 so it can be concluded that the two variables produce a significance value > 0.05 and it can be said that the two variables do not have symptoms of heteroscedasticity.

Multiple Regression Analysis Test

Multiple linear regression analysis test is a linear relationship between two or more independent variables and the dependent variable. To determine the direction of the relationship between the variables used, whether it has a positive relationship or has a negative relationship. The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Description:

Y = Dependent Variable

X1 = Independent Variable

X2 = Independent variable

a = Constant (the value of Y' if X1, X2...Xn = 0)

b = Regression coefficient (increase or decrease value)

Table 5 Multiple Linear Regression Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta		
1 (Constant)	4,995	1,936		2,580	0,110
Trans_X1	0,325	0,070	0,373	4,645	0,000
Trans_X2	0,557	0,082	0,545	6,784	0,000

a. Dependent Variable: Purchase Decision

Based on table 6, the multiple linear regression analysis model is obtained as follows:

$$Y = 4,995 + 0,325 X_1 + 0,557 X_2 + E$$

So it can be obtained as follows:

1. The constant value is 4.995 which indicates that if the variables Social Media (X1) and Price (X2) are equal to 0, then the dependent variable Purchasing Decision (Y) will remain at 4.995.
2. The regression coefficient value of the Social Media variable (X1) has a positive value which indicates that there is an equal relationship between Social Media and purchasing decisions, which means that if Social Media increases by 1%, it will cause an increase in the value of Purchasing Decisions by 0.325 assuming other independent variables are constant.
3. The regression coefficient value of the Price variable (X2) has a positive value which indicates that there is a parallel relationship between Price and purchasing decisions, which means that if the Price has increased by 1%, it will cause an increase in the Purchasing Decision value by 0.557 assuming other independent variables are constant.

Partial Test

This partial test will see the effect of each independent variable on the dependent variable. This partial test measurement can be seen in 2 ways, namely:

1. Comparing the P-Value (Sig.) with alpha (α).
2. Comparing the t value of each variable with the t table value.

Table 6. The t-test

Coefficients			
	Model	t	Sig.
1	(Constant)	2,580	0,110
	Trans_X1	4,645	0,000
	Trans_X2	6,784	0,000

a. Dependent Variable: Purchase Decision

Source: Processed by Researchers, 2025

1. The Influence of Social Media on Purchasing Decisions

Based on the test results above, Social Media with Purchasing Decisions shows the t value of 4.645. The test results using a significance value with a probability of 5% or 0.05, the t table value is 1.98472. So that when viewed from the t value, it is found that $t_{count} > t_{table}$, namely $4.645 > 1.98472$ and is supported by a significance value of $0.000 < 0.05$. It can be concluded that H_0 is rejected and H_a is accepted, which shows that Social Media has a significant positive effect on Purchasing Decisions.

2. The Effect of Price on Purchasing Decisions

Based on the test results above, the price with the purchase decision shows the t value of 6.784. The test results using a significance value with a probability of 5% or 0.05, the t table value is 1.98472. So that when viewed from the t value, it is found that t

count > t table, namely $6.784 > 1.98472$ and is supported by a significance value of $0.000 < 0.05$. It can be concluded that H_{01} is rejected and H_{a1} is accepted, which shows that Price has a significant positive effect on Purchasing Decisions.

Simultaneous Test

In this simultaneous test, we will see the effect of the independent variables simultaneously on the dependent variable as seen from the ANOVA output results. This test can be seen from the p-value (sig.) if the resulting value < alpha 0.05. Then it can be said that the independent variables when measured simultaneously have a significant effect on the dependent variable.

Table 7. Test f

Coefficients		
Model	F	Sig.
1 Regresi	147,695	0,000
Residual		
Total		
a. Dependent Variable: Purchase Decision		
b. Predictors: (Constant), Trans_X1, Trans_X2		

Based on the table produced, it is shown that the results of the test simultaneously obtained an Fcount value of 147.595 which in the Ftable value with a significance or probability of 5% / 0.05 is obtained at 2.70. Which shows that the value of $F_{hitung} > F_{tabel}$, namely $147.595 > 2.70$ and with the resulting significance value of $0.000 < 0.05$, it can be concluded that H_{03} is rejected and H_{a3} is accepted, which means that if the Social Media and Price variables are measured simultaneously, it will have a significant effect on Purchasing Decisions.

Coefficient of Determination

This test will explain how far the dependent data can be explained by independent data. So that this test is an indicator related to the amount of the independent variable to be able to explain the changes that occur in the dependent variable.

Table 8. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,868	0,753	0,748	4,33662
a. Predictors: (Constant), Trans_X1, Trans_X2				
b. Dependent Variable: Purchase Decision				

Based on table 8, it is found that the Adjusted R Square number is 0.748 or 74.8%, which states that the magnitude of the influence of Social Media and Price is 74.8% on Purchasing Decisions. The rest of the calculation is influenced by other variables not examined in this study.

Discussion

The Effect of Social Media on Purchasing Decisions

According to the results of the study, Social Media has a positive significant effect when measured partially on Purchasing Decisions. In this analysis hypothesis is accepted because the resulting significance value is 0.000 which shows a value smaller than 0.05 and the t value of 4.645 which shows the t count is greater than the t table, namely $4.645 > 1.98472$, which means that the Social Media variable has a positive influence on Purchasing Decisions. This research is in line with research previously conducted by (Ratih Indriyani and Atita Suri, 2020) with the research title The Effect of Social Media on Purchasing Decisions Through Consumer Motivation on Fast Fashion Products which says that Social Media influences Purchasing Decisions.

The Effect of Price on Purchasing Decisions

According to the results of the study, price has a positive significant effect when measured partially on purchasing decisions. In this analysis hypothesis is accepted because the resulting significance value is 0.000 which shows a value smaller than 0.05 and the t value of 6.784 which shows the t count is greater than the t table, namely $6.784 > 1.98472$, which means that the Price variable has a positive influence on Purchasing Decisions. This research is in line with research previously conducted by (Pratiwi et al., 2020) with the research title The Effect of Price on Consumer Purchasing Decisions: Case Study 212 Mart Cikaret. Which says that the results of the analysis show that the price variable has a significant influence on purchasing decisions (t count 16.591 is greater than t table 1.985 at a significant level of 5%). H_0 is rejected, H_a is accepted, meaning that there is a significant price effect on consumer decisions to shop at 212 Mart supermarkets.

The Effect of Social Media and Price on Purchasing Decisions

According to the results of the study, Social Media and Price have a positive significant effect when measured simultaneously on Purchasing Decisions. In this analysis hypothesis is accepted because the resulting significance value is 0.000 which shows a value smaller than 0.05 and the calculated f value of 147.595 which shows the calculated f is greater than the f table, namely $147.595 > 2.70$, which means that the Social Media and Price variables when measured simultaneously have a positive influence on Purchasing Decisions. This research is in line with research previously conducted by (Yafi et al., 2021) with the research title The Effect of Social Media and Price on Purchasing Decisions for Persebaya Football Match Tickets at Locket.Com which states that Social Media and Price have a significant and positive influence on Purchasing Decisions with a percentage of 2.85%, while the other 97.15% is explained by other variables outside the study.

CONCLUSIONS

Based on the results of the analysis conducted, this study shows that social media and price variables have a significant influence on purchasing decisions. In detail, the effect of social media is evidenced by a significance value of 0.000 which is less than 0.05 and a t value of

4.645 which is greater than t table 1.98472. Similarly, the price variable has a significant effect with a significance value of $0.000 < 0.05$ and t count of $6.784 > t$ table 1.98472. In addition, if both variables are tested together, social media and price are proven to have a significant influence on purchasing decisions, indicated by a significance value of $0.000 < 0.05$ and f count $147.595 > f$ table 2.70. These results confirm that social media and price individually and simultaneously play an important role in influencing consumer purchasing decisions.

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