The influence of social media marketing, product quality, and price on purchase decisions in mid covid-19 on Ilsproject

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ABSTRACT

The COVID-19 pandemic that has occurred in Indonesia has changed all the orders of people's lives, one of which is the change from offline to online. Various industries have adopted online marketing in the midst of uncertainty due to the pandemic and intense competition, one of which is Ilsproject. This study aims to analyze and determine the effect of social media marketing, product quality, and price on consumer purchasing decisions in the midst of a pandemic. This research is quantitative, so the data collection method is done by questionnaire and analyzed using a multiple linear regression analysis approach. The findings in this study reveal that the variables of social media marketing, product quality, and price have a positive and significant effect on purchasing decisions, either partially or simultaneously. Thus, this research is able to contribute theoretically to the marketing literature and practically to Ilsproject as input for decision-making related to strategic planning in the future.

Keywords: Social media marketing, product quality, price, consumer purchase decision

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INTRODUCTION

Last March when the COVID-19 pandemic officially entered Indonesia, or more precisely on March 3, 2020, when Indonesian President, Joko Widodo, officially announced that COVID-19 had entered Indonesia. Since then, almost all aspects of life have changed, including in the business sector, in this area the changes are most likely to be the biggest. Now, social media marketing is considered the most effective way to inform products. Through social media marketing, the producer can convey the advantages or disadvantages of the product. Social media marketing tends to attract consumers to make purchases of a product. Therefore, many companies use social media marketing as a way of communication to convey information and persuasion to consumers. Basically, the purpose of social media marketing is to introduce a product to consumers, so that consumer awareness arises and to influence or change consumer attitudes so that consumers are affected and there is a change in behavior as a company wants. Social media marketing can change people's knowledge and perceptions about the characteristics of the product that is trying to communicate.

As time goes by, technological advances are very fast, and more than half of Indonesia's population is now connected to the internet. Based on the research by We Are Social, Indonesian spends 3 hours and 23 minutes per day accessing social media. The number of active social media users in Indonesia reached 150.0 million. with 56% penetration.

FIGURE 1. Total Indonesian Population Using Social Media

The existence of this technology certainly opens our eyes to the fact that distance is not a barrier anymore, it is different from the conventional method which was very complicated and cost more to market. Likewise, marketing techniques with the help of technological media create no geographic boundaries. Since the entry of this technology, there have been various new ways to market and promote a product or service, such as by using social media. In more detail, the usage of social media in Indonesia is shown in the following figure.

FIGURE 2. Most Popular Social Media in Indonesia, 2018

Traditionally, the price has been the most dominant factor in purchasing decisions. However, along with the improvement in the economic conditions of consumers, non-price factors also became an important factor in purchasing decisions. Mulyono et al., (2007) states that quality is also the most basic thing in customer satisfaction and success in competing. The increasingly diverse tastes and needs of consumers are a demand for producers to continue to innovate. Based on the above phenomena, therefore a study titled "The Influence of Social Media Marketing, Product Quality, and Price on Purchase Decisions in Mid covid-19 on Ilsproject" is conducted.

LITERATURE REVIEW

Social Media Marketing

Marketing is basically something that is done in order to meet every consumer's needs in a way that benefits all parties (Kotler and Keller, 2016). According to (Kotler, 2012), social media is one of the consumer facilities to share both information, images, and audio to videos with others or companies as well as vice versa. At this time, social media plays an important role in boosting business progress. Social media marketing is one of the forms of marketing that utilizes social media with the aim of promoting products and services, where this technique is more focused on developing and using social media scope as a place to build target markets, especially for online businesses. Research conducted by (Adhawiyah et al., 2019) suggests that social media marketing significantly influences the purchase decision of Bangjo's clothing line products. The results of research conducted by (Putri, 2016) also found that social media had a significant effect on buying interest in Cherie products.

Social media, which is a platform for gathering people who want to share information, has increasingly attracted the attention of companies to make it an opportunity and use it as a promotional tool for selling products and services. Social media marketing is recognized as more effective in promoting goods because it allows for building social relationships that are more personal and dynamic than traditional marketing strategies. Social media marketing activities focus on efforts to create content that can attract attention and encourage buyers to interact and share it in their social networking environment (Dabbous & Barakat, 2020). Information that comes from social media is able to influence the purchasing decisions that consumers will take.

Social electronic word-of-mouth among consumers through social media platforms has become the most frequently used and become the most important source of product-related information and opinions. Social media nowadays have changed the way consumers make purchase decisions as they can easily and quickly exchange product-related information and opinions (Moslehpour et al., 2020). Through social media platforms, consumers obtain a large amount of information in addition to a variety of marketing messages and information posted by online businesses.

Product Quality

According to Kotler (1997), product quality is a feature and characteristic of goods or services that are able to satisfy stated or implied needs. Product quality describes the product's ability to meet consumer needs and wants. Product quality becomes the focus for companies or online businesses to win the competition in the market by providing uniqueness to the product and differentiating the company's products from those of its competitors. Research conducted by (Oktavenia & Ardani, 2018) found that product quality was able to give a positive significant influence on consumer purchasing decisions. Revita Ela et al., (2018) also found product quality gives a strong influence on consumer purchasing decisions. Research (Gain et al., 2017) shows that the results of their analysis indicate that any increase in consumer assessment of product quality will increase purchasing decisions for Vodkasoda Shirt products.

Price

In a product, there is an economic value which is generally called the price. According to Tjiptono (1997) price is a part of the marketing mix, and prices need to be conducted and support other marketing mixtures. The price set by the company will be accepted by consumers and will succeed in getting customers if the price pays attention to consumer desires. Therefore, price is an important variable used by consumers for various reasons, both based on the economy that shows competitive prices and is relatively low into an essential factor in improving marketing and psychological performance where prices are usually assessed as quality gauges, the price is designed as a signal instrument and the determinant of competition instruments. (Peter and Olson, 2000). Research conducted by Nugroho (2005) on the influence of Prices and discounts on consumer purchasing decisions at Ramayana Department Store shows that prices have a positive effect on consumer purchasing decisions.

The price set by the company will be accepted by consumers and will succeed in getting customers if the price pays attention to consumer desires. Price has several meanings that are essentially the same. "Price is the amount of money (plus a few items if possible) needed to get a combination of goods and services" (Swastha & Handoko, 2000).

Purchase Decision

The definition of a decision in purchasing in research (Abbas, 2015) is to define a decision as a choice of action from two or more alternative choices. If a person is faced with two choices, namely, to buy or not to buy and then he chooses to buy, he is in a position to make a decision. When viewed from the alternatives that must be sought, in fact, in the decision-making process, consumers must solve problems. Problems arise from a perceived need and desire to fulfill that need by consuming the appropriate product or service. According to Kotler & Armstrong (2016), the purchase decision process consists of recognition of needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

Post-purchase behavior is the stage in the buyer's decision-making process where consumers take further action after purchasing based on their perceived satisfaction. The consumer purchasing process mentioned above is very influential on current and future marketing prospects. This is because marketing does not stop with the sale of a product. Marketing includes the consumption process. Marketers want their customers satisfied after consuming the product so the buyer likely will buy back. In fact, because consumers don't want to undergo a complicated decision process for every purchase, the buyer often buys back products that they have used and liked. Purchasing behavior usually occurs when consumers are satisfied with the product that has been consumed. However, sometimes consumers are not all satisfied with the purchase made. According to Husein (2000), "Satisfaction is divided into two types, namely functional satisfaction and satisfaction psychology".

Functional satisfaction is the satisfaction obtained from the function of a product is utilized while psychological satisfaction is the satisfaction obtained from attributes that are intangible to the product. A dissatisfied consumer can file a complaint with the salesperson, criticizes a product to the general public, or even proposes demands. Needless to say, consumers will definitely buy products the same one. In addition, there are likely more dissatisfied consumers who spit out the experience rather than satisfied consumers. However Thus, even though this situation has a negative impact, consumers are not satisfied is a potentially useful source of information on improvement and improving services to consumers.

Previous research that is considered relevant to this research and can be used as the basis for this research is research conducted by:

1. Research conducted by Agung Nugroho (2005) on the influence of Prices and discounts on consumer purchasing decisions in Ramayana Department Store which is located at Jalan A. Yani No. 66-68 Yogyakarta with a sample of 100 people. That research resulted in the conclusion that prices and discounts have a positive effect on consumer purchasing decisions at the Ramayana Department Store.

2. Research conducted by Agus Fitriadi (2003) examines the Analysis of Several Factors Affecting the Decision to Purchase at UD MIkrocom in Banjarmasin. FromTheearch results note that the independent variables such as price, system reliability, VGA card, screen display, multimedia equipment, and sales service influence simultaneously consumer decisions in purchasing a computer at UD Mikrocom.

3. Research conducted by Ryan Kusuma Perdana (2010) examines the influence of brand image, perceived quality, and advertising 29 Towards Purchasing Decision of Lifebuoy Shampoo in the City of Surakarta. From the research results it is known that the brand image factor, perceived quality and advertisements affect consumer decisions in the purchase of Lifebuoy brand shampoo.

METHOD

Research Location

The research location is the place where the study was conducted. This research Will be carried out in Bali province, especially at the Ilsproject Store. Ilsproject is an online and offline store that sells fashion products, where one of the most recognized products is women's footwear. Ilsproject has three shops spread across several areas in Bali, which are located at Jalan Hayam Wuruk No. 211 Denpasar, Jalan Pengubugan Gang Kayu Nagasari No.6 Kerobokan, and Jalan By Pass Ir. Soekarno No. 77 Tabanan. The researcher chose Ilsproject as the research object because the marketing strategy used by Ilsproject was to maximize the use of social media in offering its products.

Population and Sample

According to Sugiyono (2013) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions. The population in this study were all Ilsproject store consumers. Given that the population used in this study is unlimited, sampling will be carried out.

The sample is part of the number and characteristics of the population. Thus, the sample consists of only a part or representative of the population to be studied. Sampling in this study is based on the Non-Probability Sampling method (Sugiyono, 2013: 119), which is a sampling technique that does not provide the same opportunity or opportunity for the population to be selected as a sample. Purposive sampling is one of the techniques of non-probability sampling, where the researcher will select a sample based on certain criteria (Abdillah & Jogiyanto, 2015).

The sample criteria in this study are consumers who know the Ilsproject Brand and have bought Ilsproject products. Determination of the number of samples in this study using the formula from (Hair, 2009), where the sample size is calculated by (5-10) x number of indicators. Based on this formula, the minimum sample calculation in this study is 5 x 20 = 100 samples.

Type of Research Data

The type of data in this study is quantitative data, where the research data is in the form of numbers (Sugiyono, 2017). Quantitative methods were used to identify the influence of social media marketing, product quality, and price on purchase decisions.

Data Sources

Sources of data used are primary data sources, namely data that the researcher collects and processes directly from respondents (Sugiyono, 2017). The primary data was obtained from the answers given by the respondents through the questionnaire related to the research.

Data Collection Technique

To obtain clear and complete data in a study, researchers are required to be able to choose the right technique, on that basis, to obtain complete and objective data for compilation using the questionnaire. The data collection technique used by the researcher was by compiling a list of questions, where each question was provided with an answer choice. According to (Ferdinand, 2006) a questionnaire is a data collection technique by asking a number of questions in writing which are given to respondents with the intention of obtaining accurate and valid data.

Data Analysis Technique

Data analysis was carried out with a series of first stages namely descriptive statistics. Next, research instruments are tested by analysis of validity and reliability. Then the analysis was carried out with a classic assumption test, the normality test, the multicollinearity test, and the heteroscedasticity tests. After fulfilling all the classical assumptions, multiple linear regression analysis and the Goodness of Fit test were carried out through the SPSS program.
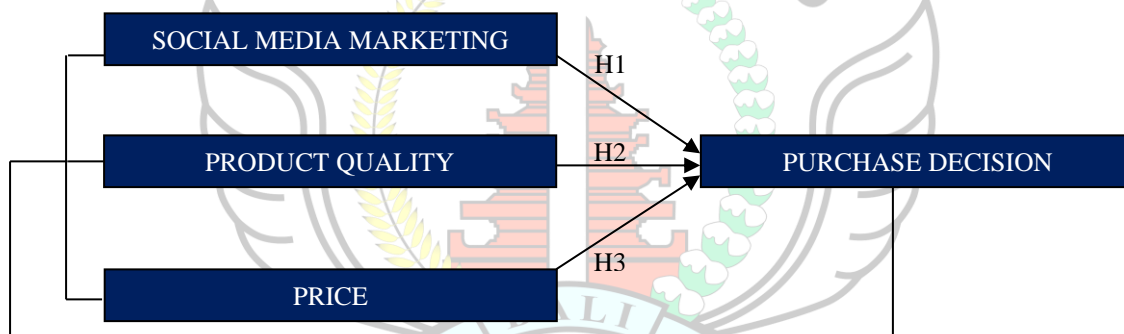

FIGURE 3. Research Framework

Research Hypothesis:

H1: Social media marketing has a significant influence on the purchase decision of Ilsproject.

H2: Product quality has a significant influence on the purchase decision of Ilsproject.

H3: Price has a significant influence on the purchase decision of Ilsproject.

H4: Social media marketing, product quality, and price have a significant influence on the purchase decision of Ilsproject simultaneously.

RESULTS AND DISCUSSION
RESULTS
Respondent Characteristics

TABLE 1. Respondent Characteristics

No.	Category	Number of Respondents	N=178 Percentage
1	**Age**:		
	< 20 years	10	10%

20 – 25 years	84	84%
26 – 30 years	6	6%
2 **Gender:**		
Female	67	67%
Male	33	33%
3 **Education Background:**		
Senior High School	17	17%
Bachelor	79	79%
Master	4	4%
3 **Occupation:**		
Students	74	74%
Employee	26	26%
Total	**100**	**100%**

Source: Primary data processed, 2021

The results above indicate that the majority of respondents in this study are Ilsproject consumers with an age range of 20 to 25 years (84%), female (67%), having a bachelor's education background (79%), and student status (74). %)

Data Analysis Results
Descriptive Statistics
TABLE 2. Descriptive Statistics Result

	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	11.00	23.00	15.2200	2.33800
X2	100	13.00	22.00	17.2800	2.13712
X3	100	10.00	21.00	14.7500	3.10221
Y	100	11.00	23.00	15.5400	2.94536
Valid N (listwise)	100				

Source: Primary data processed, 2021

Table 2, the descriptive analysis shows the social media marketing variable (X_1) has a minimum value of 11.00 and a maximum value of 23.00. The mean value and standard deviation obtained are 15.2200 and 2.33800, respectively. Furthermore, the product quality variable (X_2) has a minimum and maximum value of 13.00 and 22.00, respectively. While the mean value and standard deviation obtained are 17,2800 and 2,13712. Then, on the price variable (X_3), it can be seen that the results of descriptive statistical analysis show the minimum and maximum values obtained are 10.00 and 21.00. The mean value and standard deviation obtained are 14,7500 and 3,10221, respectively. Then the results of descriptive statistics on the purchase decision variable (Y) show a minimum value of 11.00 and a maximum value of 23.00. While the average value and standard deviation obtained are 15,5400 and 2,94536.

Validity and Reliability Test
TABLE 3. Validity and Reliability Test Result

No.	Variable	Item	Pearson Correlation	Cronbach's Alpha
1	Social Media Marketing (X_1)	$X_{1.1}$	0,539	0,601
		$X_{1.2}$	0,487	
		$X_{1.3}$	0,587	
		$X_{1.4}$	0,758	
		$X_{1.5}$	0.756	
2	Product Quality (X_2)	$X_{2.1}$	0,675	0,742
		$X_{2.2}$	0,674	
		$X_{2.3}$	0,793	
		$X_{2.4}$	0,707	
		$X_{2.5}$	0,735	
3	Price (X_3)	$X_{3.1}$	0,629	0,758

		$X_{3.2}$	0,785	
		$X_{3.3}$	0,583	
		$X_{3.4}$	0,808	
		$X_{3.5}$	0,746	
		Y_1	0,723	
		Y_2	0,738	
4	Purchase Decision (Y)	Y_3	0,723	0,731
		Y_4	0,621	
		Y_5	0,730	

Source: Primary data processed, 2021

The validity test results listed in Table 3 show that all indicators for each variable in this study, which include social media marketing, product quality, price, and purchase decisions are valid because the value of Pearson correlation is above 0.3. The internal consistency result also shows that each of the research variables is reliable because Cronbach's Alpha value is greater than 0,60.

Classical Assumption Test
Normality Test
TABLE 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.77735822
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.052[c]

Source: Primary data processed, 2021

The normality test above indicates the value of Asymp. Sig. (2-tailed) is 0.052, which is 0.05. Thus, the research data has been normally distributed, and the research model has met the assumption of normality.

Multicollinearity Test
TABLE 5. Multicollinearity Test Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.778	1.512		-1.176	.242		
	X^1	.264	.105	.210	2.513	.014	.545	1.833
	X^2	.443	.119	.322	3.739	.000	.512	1.952
	X^3	.382	.074	.403	5.510	.000	.621	1.611

a. Dependent Variable: y

Source: Primary data processed, 2021

Table 5 above shows social media marketing, product quality, and price each having a tolerance value > 0.10. Meanwhile, based on the results of the calculation of the VIF value, it can be seen that the overall VIF value < 10. This result indicates that the regression model does not have symptoms of multicollinearity.

Heteroscedasticity Test
TABLE 6. Heteroscedasticity Test Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.385	.992		1.396	.166
	X1	-.081	.069	-.158	-1.174	.243
	X2	.127	.078	.228	1.636	.105

X3	-.071	.049	-.184	-1.454	.149

a. Dependent Variable: ABS_RES

Source: primary data processed, 2021

The results above indicate all independent variables have no significant effect on the absolute residual. This showed through the significance value of each independent variable, namely social media marketing, product quality, and price which have a significant value above 0.05. Thus, there is no heteroscedasticity.

Multiple Linear Regression Analysis

TABLE 7. Multiple Linear Regression Analysis Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.778	1.512		-1.176	.242
	X1	.264	.105	.210	2.513	.014
	X2	.443	.119	.322	3.739	.000
	X3	.382	.074	.403	5.150	.000

a. Dependent Variable: y

Source: Primary data processed, 2021

The multiple regression equation is as follows:

$$Y = -1{,}778 + 0{,}264X_1 + 0{,}443X_2 + 0{,}382X_3 + e$$

The interpretation of the multiple linear regression analysis equations above is as follows:

1. The constant value (α) of negative 1.778 states that if the independent variables consisting of social media marketing, product quality, and price are declared constant at zero, the purchase decision value will decrease by 1.778.
2. The coefficient value (b_1) of 0.264 explains that if the social media marketing variable increases, the purchase decision will also increase. This indicates that the better the promotional activities carried out on social media platforms, the greater the possibility of an increase in consumer purchasing decisions.
3. The coefficient value (b_2) of 0.443 explains that if the product quality variable increases, the purchase decision will also increase. These results indicate that better quality of Ilsproject's product will be able to improve consumer purchasing decisions.
4. The coefficient value (b_3) of 0.382 explains that if the price variable increases, the purchasing decision will also increase. These results indicate that the better the pricing strategy implemented by Ilsproject, the better consumers' purchasing decisions.

Coefficient Determination Test (Adjusted R^2)

TABLE 8. Coefficient Determination Test Result

No.	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797a	.636		.624	1.80492

a. Predictors: (Constant), x3, x1. x2

Source: Primary data processed, 2021

The results of the Adjusted R^2 analysis in Table 8 show the value of Adjusted R^2 is 0.624, this means that 62.4% of the variation in the purchase decision variable can be explained by the variables of social media marketing, product quality, and price. While the remaining 37.6% (100% - 62.4%) can be explained by other factors outside the research model.

Simultaneous Test (F-Test)

TABLE 9. F-Test Result

No.	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	546.099	3	182.033	55.877	.000b
	Residual	312.741	96	3.258		

	Total	858.840	99				

a. Dependent Variable: y

b. Predictors: (Constant), x3, x1. x2

Source: Primary data processed, 2021

The results of the simultaneous test in Table 9 show that the F-count obtained is 55,877 with a significance value of 0.000. This result means that statistically at (confidence level) = 5%, social media marketing, product quality, and price have a significant effect on purchase decisions simultaneously.

Partial Test (t-Test)

TABLE 10. t-Test Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.778	1.512		-1.176	.242
	X1	.264	.105	.210	2.513	.014
	X2	.443	.119	.322	3.739	.000
	X3	.382	.074	.403	5.150	.000

a. Dependent Variable: y

Source: Primary data processed, 2021

The partial regression test (t-test) indicates:

1. The results of testing the influence of the Social Media Marketing (X_1) variable indicate that the significance obtained below 0.05, which is 0.014.

2. The results of testing the influence of the Product Quality variable (X_2) indicate that the significance is lower than 0.05, which is 0.000.

3. The results of testing the influence of the Price (X_3) variable indicate that the significance is below 0.05, which is 0.000.

DISCUSSIONS

The Influence of Social Media Marketing on Purchase Decision

The partial test indicates social media marketing (X_1) has a t significance value of 0.014, thus social media marketing (X_1) is positively significant toward purchase decisions (Y). This indicates that the better the promotional activities carried out by Ilsproject on social media platforms, the better the consumer purchasing decisions on Ilsproject's products. The findings in this research are in line with research conducted by (Adhawiyah et al., 2019) found that social media marketing had a significant direct effect on the purchase decision of Bangjo's clothing line products, where social media marketing contributed 45.7% to the purchase decision. consumer. The results of research conducted by (Putri, 2016) also found that social media gives a significant effect on buying interest in Cherie products. If the influence of social media is getting stronger, the purchasing decisions taken by consumers will be even stronger (Indriyani & Suri, 2020). See the results obtained, it can be said that social media currently plays an important role in giving consumers full power in obtaining information and conveying information, especially related to products and services provided by online businesses. This research also indicates the impact given by social media platforms in business is very effective, especially related to marketing products and building good relationships with customers.

The Influence of Product Quality on Purchase Decision

The partial test indicates product quality (X_2) obtained a t-significance value of 0.000, which is below 0.05. Thus, product quality (X_2) has a positively significant on purchase decisions (Y). The results of this study indicate that the better the quality of the product, the higher the consumer purchasing decisions on the Ilsproject brand. This study is in line with (Oktavenia & Ardani, 2018) found that product quality has a positive significant influence on consumer purchasing decisions. Revita Ela et al., (2018) also found that product quality gives a strong influence on consumer purchasing decisions. Research (Gain et al., 2017) shows that the results of their analysis indicate that any increase in consumer assessment of product quality will increase purchasing decisions for Vodkasoda Shirt products. Product quality describes the product's ability to meet consumer needs and wants. Product quality becomes the focus for companies or online businesses to win the competition in the market by providing uniqueness to the product and differentiating the company's products from those of its competitors. Therefore, consumers give a perception that a quality product is a product that has added value expected by consumers. Product quality has an important role in generating benefits for consumers.

The Influence of Price on Purchase Decision

The partial test indicates that price (X_3) has a t-significance value of 0.000, which is lower than 0.05. Thus, price (X_3) is positively significant toward purchase decisions (Y). The results of this study indicate that the better the pricing strategy carried out by Ilsproject, such as the most affordable and competitive prices, the higher the consumer purchasing decisions regarding Ilsproject brand products. The results are in line with Nugroho (2005) indicates prices have a positive effect on consumer purchasing decisions. Price is an important decision standard for fashion purchasing behavior, where the high cost of fashion products can affect consumers' purchase decisions. Therefore, price is an important variable used by consumers for various reasons.

The Influence of Social Media Marketing, Product Quality, and Price on Purchase Decision

The results of the F test where the F-count value is 55,877 with a significance of 0.000. This indicates that social media marketing, product quality, and price, simultaneously have a significant influence on purchase decisions. The finding in this research is in line with (Devi, 2019) indicates product quality, price, and promotion by social media have a simultaneous effect on consumer purchasing decisions. The results showed that the significant value on the F test was 0.000 and the three independent variables were able to explain the purchasing decision variable by 48.5%. Research conducted by Purbarani & Santoso (2013), shows that price perceptions, product quality, and promotion through social media platforms simultaneously can have a significant effect on consumer purchasing decisions for beauty products.

CONCLUSION

Based on the result and discussion above, the conclusions consisting of:

1. Social media marketing gives positively significant toward purchase decisions, which indicates the better the promotional activities carried out by Ilsproject on social media platforms, the better the consumer purchasing decisions on Ilsproject's products.
2. Product quality is positively significant toward purchase decisions. The results indicate the better the quality of the product, the higher the consumer purchasing decisions on the Ilsproject brand.
3. Price has a positively significant on purchase decisions. The finding of this study indicates that the better the pricing strategy carried out by Ilsproject, such as the most affordable and competitive prices, the higher the consumer purchasing decisions regarding Ilsproject brand products.
4. Social media marketing, product quality, and price simultaneously have a significant influence on purchase decisions. Thus, the better the promotional activities through social media, the better product quality for consumers, and the better the pricing strategy carried out by Ilsproject, the better the level of consumer purchasing decisions.

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