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## Analysis of purchasing decisions through advertising on social media, product completeness and brand image on the Tokopedia application

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Sumadi Saputra <sup>1</sup>, Muinah Fadhila <sup>2</sup>, Agus Dwi Cahya <sup>3</sup>

**Abstract:**

*This research aims to determine the influence of "Advertising on Social Media, Product Completeness and Brand Image on Purchasing Decisions on the Tokopedia Application". The type of research used is quantitative research. The population of this research is Tokopedia application users in Yogyakarta who make a minimum purchase once and have a minimum age of 17 years. The research sample consisted of 100 respondents. This research uses a purposive sampling technique. This research analysis model uses the SPSS 23 application. Data was collected using a questionnaire. The analysis techniques used are Multiple Linear Regression Analysis, Classical Assumption Test, Hypothesis Testing, and Coefficient of Determination. The results of this research show that the variable advertising on social media, brand image has a significant influence and the product completeness variable has no influence on purchasing decisions. Advertising variables on social media, product completeness, and brand image simultaneously influence purchasing decisions.*

**Keywords:** *Purchasing decisions, Advertising on social media, Product completeness, Brand image*

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### 1. Introduction

Technology and information are developing very rapidly, especially the internet. This is an advantage for companies that are developing their business and creating new business opportunities in the business world. As time goes by, internet users are increasing, this is a big opportunity for e-businesses in Indonesia. In this case, the internet is a very significant contributor to the electronic commerce (e-commerce) industry which provides benefits for companies or organizations to expand their market reach.

According to Andriani (2021) E-commerce itself is the activity of buying and selling goods or services carried out via the internet. E-commerce business

<sup>1</sup>Universitas Sarjanawiyata Tamansiswa, Indonesia. [Sumadisaputra00@gmail.com](mailto:Sumadisaputra00@gmail.com)

<sup>2</sup>Universitas Sarjanawiyata Tamansiswa, Indonesia. [Muinahfadhilah@ust.ac.id](mailto:Muinahfadhilah@ust.ac.id)

<sup>3</sup>Universitas Sarjanawiyata Tamansiswa, Indonesia. [Agusdc@ustjogja.ac.id](mailto:Agusdc@ustjogja.ac.id)

platforms that are currently developing in Indonesia are Tokopedia, Shopee, Lazada, Bukalapak, Blibli, Elevenia and many others.

Tokopedia is an electronic commerce company that allows every business owner to develop and manage their business online easily, for free, comfortably and safely. PT Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edition on August 17 2009 with the vision of building a better Indonesia through the internet. Tokopedia is a means for marketers to promote or sell their products in online media.

According to Imamah et, al ( 2022) states that advertising on social media influences sales traffic by increasing or decreasing and advertisements that appear on social media with visual content can encourage consumers to press the click or share button so that marketing spreads automatically. According to Kristen (2017) stated that advertising via social media, which is currently trending, is a very effective way for business people to promote a product in an easy and cheap way. In his writing, the target of advertising via social media is teenagers to early adults or referred to as young people. Andriani (2021) revealed that good advertising can convey the content of the advertising's objectives and is required to be able to inform and attract public attention. In general, companies advertise their products well so that they can attract consumers to purchase a product that has been offered. Based on research results Andriani (2021) that Social Media Advertising has a significant effect on purchasing decisions. According to Imamah et, al ( 2022) Social Media Advertising has a significant influence on purchasing decisions. Based on research Ficky Amalia & Yulianthini (2022) state that advertising has a negative and insignificant influence on consumer purchasing decisions, which means that advertising has an opposite relationship and does not contribute to purchasing decisions.

According to Kadek Riyan Putra Richadinata & Astitiani (2021) advertising on social media can provide long-term value and advertising on social media must create visual content so that it can encourage consumer attraction and marketing can spread itself. In his research, it was stated that advertising on social media influences purchasing decisions. Inversely proportional to the research results from Nurhaliza, (2022) stated that advertising on social media does not have a significant effect on purchasing decisions. This means that the advertisement delivered has not been able to generate a positive response to consumers. The aim of this research is to determine the influence of social media advertising on the purchasing decisions of Tokopedia application users in Yogyakarta. To determine the influence of social media advertising attention on purchasing decisions of Tokopedia application users in Yogyakarta. To

determine the influence of receiving Tokopedia advertisements on social media on the purchasing decisions of Tokopedia application users in Yogyakarta. Apart from that, the influence on purchasing decisions on Tokopedia is the completeness of the product. The completeness of the product itself is various kinds of products or various kinds of product availability offered by the company. According to Wibowo (2020), product completeness is expressed as the ability of a company to fulfill the wants and needs of consumers. The wants and needs are a variety of products, various brands, many product variations and product availability. In his research, he stated that product completeness influences purchasing decisions. According to Rosa Lemana & Juwardi (2017), the definition of product completeness is the diversity of various products starting from brand, quality and product availability. In his research, he stated that product completeness has a significant effect on purchasing decisions.

According to Herlina (2018) states that the completeness of the products provided by a company can motivate consumers to visit, which will ultimately result in a purchase transaction. In his research, he stated that product completeness influences purchasing decisions. This is contrary to research Emor et al., (2019) product completeness does not have a significant effect on consumer decisions. The aim of this research is to determine the effect of product completeness on purchasing decisions among Tokopedia application users in Yogyakarta.

Sari et, al (2022) brand image is an idea that leads to the assessment of a product brand by consumers. Which can in the form of a good assessment of the brand or even a bad assessment of a particular brand. According to Miati (2020) states that brand image is a thought that exists in people's minds about a good or service that they are familiar with and have used or consumed. According to Fatmaningrum et al., (2020) consumers view a brand as part of the product and branding is an important strategy to add value to a product. According to Dianah & Welsa (2017) stated that brand image has an influence on purchasing decisions. Fatmaningrum et al., (2020) in their research stated that the Brand Image variable has a positive effect on purchasing decisions. Sari et al., (2022) in their research stated that the Brand Image variable has a significant or positive influence on consumer purchasing decisions. In contrast to the results of research by Azahari & Hakim (2021) which states that brand image has a negative effect on purchasing decisions.

Based on previous research findings, it can be concluded that there are still many diverse influences that occur in social media advertising, product

completeness and brand image on a company's purchasing decisions. Therefore, with this diversity, the aim of this research is to find out whether advertising variables on social media, product completeness and brand image have an influence on purchasing decisions on the Tokopedia application.

## 2. Theoretical Background

### Advertising on Social Media

According to Sari et al., ( 2022) stated that advertisements on social media influence sales traffic by increasing or decreasing and advertisements appearing on social media with visual content can encourage consumers to press the click or share button so that marketing spreads automatically. Andriani ( 2021) revealed that good advertising can convey the content of the advertising's objectives and is required to be able to inform and attract public attention. According to Christian ( 2017) stated that advertising via social media, which is currently trending, is a very effective way for business people to promote a product in an easy and cheap way. In his writing, the target of advertising via social media is teenagers to early adults or referred to as young people. According to Kadek Riyan Putra Richadinata & Astitiani ( 2021) advertising on social media can provide long-term value and advertising on social media must create visual content so that it can encourage consumer attraction and marketing can spread itself. Research result Fadhilah et al., (2023) that Social Media Advertising has a significant effect on purchasing decisions. According to Imamah et al., ( 2022) Social Media Advertising has a significant influence on purchasing decisions. Based on research by Ficky Amalia & Yulianthini ( 2022) , advertising has a negative and insignificant influence on consumer purchasing decisions.

It can be concluded that advertising on social media is a very effective, easy and cheap way to introduce a company's product. Advertising on social media is also a promotional medium on many platforms such as Instagram, YouTube, Facebook and so on. Nowadays, many young people or students like to use social media to look for information when they want to make a purchase. Therefore, advertising on social media is very effective for marketers to promote a product

Based on this research, the following is the first hypothesis:

*H1: Advertising on social media has a positive and significant effect on purchasing decisions.*

**Product completeness**

According to Wibowo ( 2020) Product completeness is expressed as a company's ability to fulfill the wants and needs of consumers. The wants and needs are a variety of products, various brands, many product variations and product availability. In his research, he stated that product completeness influences purchasing decisions. According to Rosa Lemana & Juwardi ( 2017) put forward the definition of product completeness as the diversity of various products starting from brand, quality and product availability. In his research, he stated that product completeness has a significant effect on purchasing decisions.

According to Herlina (2018) states that the completeness of the products provided by a company can motivate consumers to visit, which will ultimately result in a purchase transaction. In his research, he stated that product completeness influences purchasing decisions. This is in contrast to research by Emor et al., ( 2019) Product completeness does not have a significant effect on consumer decisions. The aim of this research is to determine the effect of product completeness on purchasing decisions among Tokopedia application users in Yogyakarta.

It can be concluded that product completeness is the many variations and diversity of products that have certain benefits that are consumed by consumers and produced by producers. By providing good product completeness, it can attract consumer interest and can influence consumer purchasing decisions.

Based on this research, the following is the second hypothesis:

*H2: product completeness has a positive and significant effect on purchasing decisions.*

**Brand image**

Sari et al., ( 2022) Brand image is an idea that leads to the assessment of a product brand by consumers. Which can be in the form of a good assessment of the brand or even a bad assessment of a particular brand. According to Miati ( 2020) , brand image is a thought that exists in people's minds about goods or services that they are familiar with and have used or consumed.

According to Fatmaningrum et al., (2020) Consumers view a brand as part of a product and branding is an important strategy to add value to a product. According to Dianah & Welsa ( 2017) states that brand image has an influence on purchasing decisions. Fatmaningrum et al., (2020) in their research stated

that the Brand Image variable has a positive effect on purchasing decisions. Sari et al., ( 2022 in his research it was stated that the Brand Image variable had a significant or positive influence on consumer purchasing decisions. In contrast to the results of Azahari & Hakim's research ( 2021) which states that Brand Image has a negative effect on purchasing decisions.

It can be concluded that a good brand image can influence the sustainability of the company because a good brand image can create a sense of consumer trust so that it influences consumer purchasing decisions and can also influence people in their environment to make purchasing decisions based on a good brand image.

Based on this research, the following is the third hypothesis:

*H3: brand image has a positive and significant effect on purchasing decisions.*

### **3. Methodology**

#### **Population and sample**

The population used in this research is Tokopedia application users in Yogyakarta. In this study, the sample used was Tokopedia application users who had made a minimum purchase once and had a minimum age of 17 years. According to Hair et al., (2014) the sample size should be 100 or larger. So this research used a sample of 100 respondents.

#### **Data analysis method**

This research uses the multiple regression method to determine the magnitude of the influence of changes in one variable on other variables through a descriptive statistical process. Data analysis carried out in this research used the SPSS 23 application. Apart from that, this research also carried out instrument quality test analysis methods (validity test and reliability test). Next, the final process includes carrying out hypothesis tests, especially the t test, f test and coefficient of determination (R<sup>2</sup>) test.

### **4. Empirical Findings/Results**

This research uses independent variables, namely advertising on social media, product completeness, brand image and 1 dependent variable, namely purchasing decisions. This descriptive statistical test uses the SPSS 23 program. The results of the descriptive statistical test can be seen in the table.

**Table 1. Test Statistics Descriptive**

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	1	5	3.86	,853
X1.2	100	2	5	4,11	,815
X1.3	100	1	5	3.88	,891
X1.4	100	2	5	4.08	,774
X1.5	100	3	5	4,21	,715
X1.6	100	1	5	4,15	,809
X1.7	100	1	5	3,84	,992
X2.1	100	1	5	3,59	,889
X2.2	100	2	5	4,00	,778
X2.3	100	2	5	4,02	,765
X2.4	100	2	5	3,95	,833
X2.5	100	2	5	4,04	,790
X2.6	100	1	5	3,69	,873
X2.7	100	2	5	3,99	,810
X2.8	100	2	5	3,91	,830
X3.1	100	3	5	4,40	,752
X3.2	100	3	5	4,38	,678
X3.3	100	1	5	3,93	,856
X3.4	100	2	5	3,99	,870
X3.5	100	1	5	3,77	1,014
X3.6	100	1	5	3,72	1,016
X3.7	100	1	5	3,68	1,127
X3.8	100	1	5	2,91	1,349
Y.1	100	2	5	3,93	,769
Y.2	100	1	5	3,80	,853
Y.3	100	1	5	3,86	,943
Y.4	100	1	5	3,76	,944
Y.5	100	1	5	3,96	1,014
Y.6	100	1	5	4,17	,853
Valid N (listwise)	100				

Source: Data Primary processed, 202 4

## **Instrument Quality Test**

**Validity test**

The questionnaire was distributed to 100 respondents via *Google Form*. Questionnaire data was carried out using Microsoft Excel 2007 and data processing using the SPSS 23 program.

**Table 2. Validity Test Results**

No	Variable	r count	Sig	Results
1	Advertisement in media social			
	Items X1IMS.1	0.817	0,000	Valid
	Items X1IMS.2	0.757	0,000	Valid
	Items X1IMS.3	0.792	0,000	Valid
	Items X1IMS.4	0.647	0,000	Valid
	Item X1IMS.5	0,717	0,000	Valid
	Item X1IMS.6	0,765	0,000	Valid
	Item X1IMS.7	0,830	0,000	Valid
2	Kelengkapan Produk			
	Item X2KP.1	0,795	0,000	Valid
	Item X2KP.2	0,862	0,000	Valid
	Item X2KP.3	0,802	0,000	Valid
	Item X2KP.4	0,794	0,000	Valid
	Item X2KP.5	0,838	0,000	Valid
	Item X2KP.6	0,790	0,000	Valid
	Item X2KP.7	0,794	0,000	Valid
	Item X2KP.8	0,876	0,000	Valid
3	Citra Merek			
	Item X3CM.1	0,618	0,000	Valid
	Item X3CM.2	0,640	0,000	Valid
	Item X3CM.3	0,763	0,000	Valid
	Item X3CM.4	0,797	0,000	Valid



	Item X3CM.5	0,824	0,000	Valid
	Items X3CM.6	0.798	0,000	Valid
	Items X3CM.7	0.652	0,000	Valid
	Items X3CM.8	0.614	0,000	Valid
4	Decision Purchase			
	Items YKP.1	0.763	0,000	Valid
	Items YKP.2	0.840	0.012	Valid
	Items YKP.3	0.824	0.030	Valid
	Items YKP.4	0.823	0,000	Valid
	Items YKP.5	0.826	0,000	Valid
	Items YKP.6	0.800	0,000	Valid

Source: Data Primary processed, 202 4

In this study, the  $r$  table value was used with a significance of 5% with a value of 0.159. It can be concluded from the results of table 2 that all statement items are declared valid. This can be seen as a significant value which shows that all statement items have a significant value of  $<0.5$  and all statement items above have a calculated  $r$  value that is greater than the  $r$  table, namely 0.195.

### Reliability Test

Following are the results of the reliability test using the SPSS 23 program which can be seen in table 3.

**Table 3. Reliability Test Results**

No	Variable	Cronbach's Alpha	Information
1	Advertisement in Social media	0.879	Reliable
2	Completeness Product	0.929	Reliable
3	Image Brand	0.848	Reliable
4	Decision Purchase	0.896	Reliable

Source: Data Primary processed, 2023

According to Wiyono et al., (2022) the method used in this reliability is the alpha technique. Cronbach's Alpha value  $> 0.6$ , then the instrument can be

said to be reliable. It can be concluded from the table above which shows that all variables have a Cronbach's Alpha value greater than 0.6, so it can be concluded that all variables are declared reliable.

## Hypothesis testing

### Partial Test (t)

The t test is needed to determine the extent of influence of each independent variable on the dependent variable. Partial test results (t) can be seen in table 4.

**Table 4. Partial Test Results (t)**

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	Tolerance	VIF
Model		B	Std. Error	Beta					
1	(Constant)	-,476	1,534		-,311	,757			
	Iklan di Media Sosial	,255	,085	,261	2,999	,003	,369	2,712	
	Kelengkapan Produk	,153	,078	,188	1,962	,053	,303	3,306	
	Brand Image	,390	,068	,486	5,743	,000	,390	2,565	

a. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2024

Based on the results of the t test on advertising variables on social media on purchasing decision variables for Tokopedia application users in Yogyakarta. Based on the calculation results in the table above, it shows that the calculated t value  $> t_{table}$  is  $2.999 > 1.98397$  and the significant value is  $0.003 < 0.05$ . It can be concluded that advertising variables on social media influence purchasing decisions.

Based on the results of the t test on the product completeness variable on purchasing decisions for Tokopedia application users in Yogyakarta. Based on the calculation results in the table above, it shows that the calculated t value  $> t_{table}$  is  $1.962 < 1.98397$  and the significant value is  $0.053 > 0.05$ . It was concluded that the product completeness variable had no effect on purchasing decisions.

Based on the results of the t test on the brand image variable, it shows that the calculated t value  $> t_{table}$  is  $5.743 > 1.98397$  and the significant value is  $0.000 <$

0.05. It is concluded that the brand image variable influences purchasing decisions.

### Simultaneous Test (F)

The F test is used to determine whether the independent variable (X) simultaneously has an influence on the dependent variable (Y). The following F test results are presented in table 5.

**Table 5. Simultaneous test results ( F )**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1389,276	3	463,092	87,568	,000 <sup>b</sup>
	Residual	507,684	96	5,288		
Total		1896,960	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Advertising on Social Media, Product Completeness

Source: Processed Primary Data, 2024

Based on the results of this research, the calculated F value  $> F_{table}$  is  $87.568 > 2.70$  and the significance is  $< 0.05$ , namely  $0.000 < 0.05$ . It can be concluded that F count and significance means that the hypothesis is accepted because there is a simultaneous influence of advertising on social media, product completeness, and brand image on purchasing decisions .

### Coefficient of determination test (R<sup>2</sup>)

The coefficient of determination measures the level of model accuracy of the independent variable (X) which consists of advertising on social media, product completeness and brand image in explaining variations in the dependent variable (Y), namely purchasing decisions.

**Table 6. Coefficient of Determination Test Results (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,856 <sup>a</sup>	,732	,724	2,300

a. Predictors: (Constant), Brand Image, Advertising on Social Media, Product Completeness

b. Dependent Variable: Purchase Decision

Source: Processed Primary Data, 2024

In this study the R square coefficient value was 0.724 or 72.4%. It was concluded that variable

## 5. Discussion

### **The Influence of Advertising on Social Media on Purchasing Decisions**

Based on table 4 , the  $t_{\text{calculated}}$  value is 2.999 and the significance value is 0.003, indicating the  $t_{\text{calculated}}$  value (2.999) >  $t_{\text{table}}$  ( 1.98397 ) and the significance value (0.003) < 0.05. This means that advertising on social media has a positive and significant effect on purchasing decisions. And it can be concluded that the tester's hypothesis I was accepted. With good advertising on social media, it can attract people's attention to make purchasing decisions.

The results of this research are in line with previous research conducted by Imamah et al., ( 2022) Advertising on social media has a significant influence on purchasing decisions. Pratiwi et al., (2022) stated that promotional variables via social media have a positive and significant effect on purchasing decisions. Fadhillah et al., (2023) states that social media has a positive and significant effect on increasing purchasing decisions

### **The Influence of Product Completeness on Purchasing Decisions**

Based on the research results above, the  $t_{\text{calculated}}$  value was 1.962 and the significance value was 0.053, indicating that the  $t_{\text{calculated}}$  value (1.962) <  $t_{\text{table}}$  ( 1.98397 ) and the significance value was 0.053 > 0.05. Testing of hypothesis II was rejected. The research results showed that product completeness did not significantly influence Tokopedia purchasing decisions. Respondents assessed that the completeness of the products provided by the Tokopedia application had not attracted consumers to make purchases. Apart from that, respondents felt that each company had its own advantages and disadvantages regarding the completeness of the products available at that company

The results of this research are in line with previous research Rosa Lemana & Juwardi (2017) stated that product completeness does not influence purchasing decisions, Emor et al., ( 2019) stated that product completeness does not influence purchasing decisions. And this is contrary to the results of previous research conducted by Dianah & Welsa ( 2017) stating that product completeness has a positive and significant effect on purchasing decisions. This research also contradicts that of Alfiana et al., ( 2021) which states that product attributes influence purchasing decisions.

### **The Influence of Brand Image on Purchasing Decisions**

Based on table 4 , the  $t_{\text{calculated}}$  value is 5.743 and the significance value is 0.000, indicating the  $t_{\text{calculated}}$  value (5.743) >  $t_{\text{table}}$  ( 1.98397 ) and the significance

value is  $0.000 < 0.05$ . The test for hypothesis III is accepted. The research results show that brand image has a positive and significant influence on purchasing decisions using the Tokopedia application. So it can be concluded that Tokopedia has succeeded in building a positive brand image in the eyes of consumers. This means that by having a good brand image, consumers will be more interested in making purchasing decisions at that company.

The results of this research are in line with previous research conducted by Sari et al., (2022) in their research stating that the Brand Image variable has a significant or positive influence on consumer purchasing decisions. Fatmaningrum et al, (2020) in their research stated that the Brand Image variable has a positive effect on purchasing decisions. And the results of this research are not in line with the results of previous research by Azahari & Hakim (2021) which stated that brand image has a negative effect on purchasing decisions. Setyawati et al., (2022) stated that brand image has no effect on purchasing decisions.

### **The Influence of Advertising on Social Media, Product Completeness, and Brand Image on Purchasing Decisions**

Based on table 5 , the *calculated* F value is 87.568 and the significance value is 0.000, indicating that the *calculated* F value is  $(132.195) > F_{table} (2.70)$  and the significance value is  $0.000 < 0.05$ . This test on hypothesis IV is accepted. It can be concluded that advertising on social media, product completeness and brand image simultaneously influence purchasing decisions .

From these results it can be proven that in line with previous research conducted by Imamah et al., ( 2022) ) advertising on social media has a significant effect on purchasing decisions, Emor et al., (2019) stated that product completeness does not have a positive and significant effect on purchasing decisions, Sari et al., (2022) in their research stated that the Brand Image variable has a significant or positive influence on consumer purchasing decisions and Diana & Wesla (2017) in their research stated that the Brand Image variable has a positive influence on purchasing decisions.

## **6. Conclusions**

In this research, the focus is to examine the influence of advertising on social media, product completeness and brand image on the Tokopedia application. The variables studied include advertising on social media, product completeness and brand image as the dependent variable and purchasing decisions as the independent variable. Apart from that, simultaneously the

advertising variables on social media, product completeness and brand image have a positive and significant influence on purchasing decisions.

The findings show that social media advertising variables have a positive and significant effect on purchasing decisions. The product completeness variable has no effect on purchasing decisions. The brand image variable has an influence on purchasing decisions. Partially, advertising variables on social media have a significant influence on purchasing decisions on the Tokopedia application. Future researchers who want to investigate the same field are to add other variables, add mediating variables, in addition to expanding the scope of research and increasing the number of respondents.

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