

The Influence of Social Media Marketing, Service Quality and Store Atmosphere on Consumer Purchase Decision Using Brand Image as Intervening Variable at PT. Berjaya Sally Ceria, Sour Sally - Cemara Asri

Genesis Sembiring Depari^{1*}, Jocellyn²
Universitas Pelita Harapan, Medan

Corresponding Author: Genesis Sembiring Depari
genesissembiring@gmail.com

ARTICLE INFO

Keywords: Social Media, Service Quality, Store Atmosphere, Purchase Decision, Brand Image

Received : 26, May
Revised : 17, June
Accepted: 20, July

©2024 Depari, Jocellyn: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study is to determine the influence of social media marketing, service quality and store atmosphere on consumer purchase decisions by using Brand Image as an intervening variable. In this study, the author uses a quantitative research design and SPSS. The author uses descriptive and causal research. The sampling technique used is convenience sampling. The sample size is 110 customers. The results of the hypothesis test show that Social Media Marketing has an effect on Brand Image and Service Quality has an effect on Consumer Purchase Decisions. Service Quality and Store Atmosphere have no effect on Brand Image, Store Atmosphere has no effect on Consumer Purchase Decisions and Brand Image does not mediate the influence of social media marketing, service quality and store atmosphere on Consumer Purchase Decisions.

INTRODUCTION

A purchase decision is an action taken by consumers to choose one of several alternative options in buying a product in the form of goods or services. In making purchase decisions, every consumer has a strategy to get superior products that suit their satisfaction and desires. Customers begin the process of obtaining information as soon as they become aware of a requirement. They seek information from a variety of sources, such as marketing materials, advice, personal experiences, and internet reviews.

The importance of social media extends to the realm of business. Companies can leverage social media platforms to promote their brands, engage with customers, and foster stronger relationships. Additionally, social media offers opportunities for professionals and entrepreneurs to network, explore job prospects, and strengthen their online presence.

Service quality is the style and shape of the physical environment and sensory components that customers encounter when receiving services (Kusuma & Hermawan, 2020). Good service quality is able to attract new consumers and make public trust in the brand and make purchases offered because the business has been known to have a positive reputation. The efficiency of this series of marketing services will provide maximum results for businesses or companies and even increase the productivity of a business venture, which is reflected in high purchasing decisions. Service quality is very important for business interests, because service quality is the core of running a business. If the quality of service is good, customers who come will be happy, become loyal customers, and make repeat purchases.

Service quality is the design of the environment such as visual communication, lighting, color, music, and aroma to simulate the customer's perceptual and emotional response and ultimately influence their purchasing behavior (Soenawan & Malonda, 2020).

Store atmosphere contributes greatly to the image projected to customers. Store atmosphere through the psychological feelings of customers when visiting a store (Khusnawati, 2023). Similarly, atmosphere refers to the design of the environment through visual communication, lighting, color, music, and smell to stimulate the customer's perceptual and emotional responses and ultimately influence purchasing behavior. This can also affect people's enjoyment in shopping and spending time.

Brand image is a manifestation of customer experience and expectations for a good or service. Customer experience in using a number of products or services will be stored in term memory length. This long-term memory is related to a certain amount of information about a product or service. Creating a positive brand image is very important for every company to maintain its existence in the business world. The value of a business is directly related to the strength of the brand it has. Products and services that have a positive brand image will increase customer confidence in using these products and services.

The purpose of this study is to determine the influence of social media marketing, service quality and store atmosphere on consumer purchase decisions by using Brand Image as an intervening variable.

LITERATURE REVIEW

Social media marketing is one of the important strategies in today's modern business that can encourage brand image. This is because this strategy allows them to build, strengthen, and maintain relationships with their audience on a platform that has a global reach (Damayanti et al., 2021).

H1: Social media marketing affects brand image.

The impact of good service and can exceed consumer expectations will create consumer satisfaction which can encourage a level of consumer trust and loyalty to a product indirectly to the company (image enhancement) (Rosyada, 2018).

H2: Service quality affects brand image.

A well-designed store atmosphere will encourage customers to want to enter the restaurant. Creating a comfortable, fun, trend-following, and beautiful store atmosphere will create an attractive impression so that customers can recommend it to others. This will improve a more positive brand image (Lahtinen et al., 2023).

H3: Store Atmosphere affects brand image.

Social media marketing plays a role in purchasing decisions. Then, it can be indicated that to increase the chances of consumer recovery, companies must increase social media marketing (Nurlaily et al., 2023).

H4: Store Atmosphere influences purchase decisions.

Service quality is an important factor involved in a service provider's ability to attract more customers. In addition, providing a high level of quality service has become a selling point to attract customers' attention and is the most important satisfaction factor leading to a purchase decision (Ababil & Sari, 2022).

H5: Service quality affects purchasing decisions.

The Store Atmosphere which stores various types of merchandise is seen as attractive. When customers are spoiled with choices, customers tend to experience feelings of pleasure and a sense of positivity. When these products are traded creatively and systematically, the mood and feelings of customers also tend to improve. Customers can be stimulated to change their buying behavior, with more unplanned purchases and more time spent in outlets (Budiono & Siregar, 2023).

H6: Store Atmosphere influences purchase decisions.

A positive brand image of a brand allows consumers to make purchases. A better brand is also the basis for building a positive corporate image. A strong brand can attract consumers to use it. As a decisive factor in the selection of purchase decisions (Hartanto, 2020).

H7: Brand image influences purchase decisions.

A strong and positive brand image can be enhanced through a skillful social media marketing plan, and this can influence consumer views and purchasing decisions (Fahrezi & Sukaesih, 2023).

H8: Brand image mediates the influence of social media marketing on purchase decisions.

The service quality provided by the company to every consumer is the main key to encourage buyers to open their hearts to the products offered. A high-quality product will add value to the product image and make people more interested in buying it, thereby improving the brand image (Suryantari & Respati, 2022).

H9: Brand image mediates the influence of service quality on purchasing decisions.

The creation of a brand image is considered the first step that helps consumers to be trusted and makes it easier for consumers to remember the name, logo, and value of using products related to environmentally friendly brands. An empirical study conducted by Nata (2022) shows that the role of brand image is able to provide a significant influence as a mediator (Rahmat, 2018).

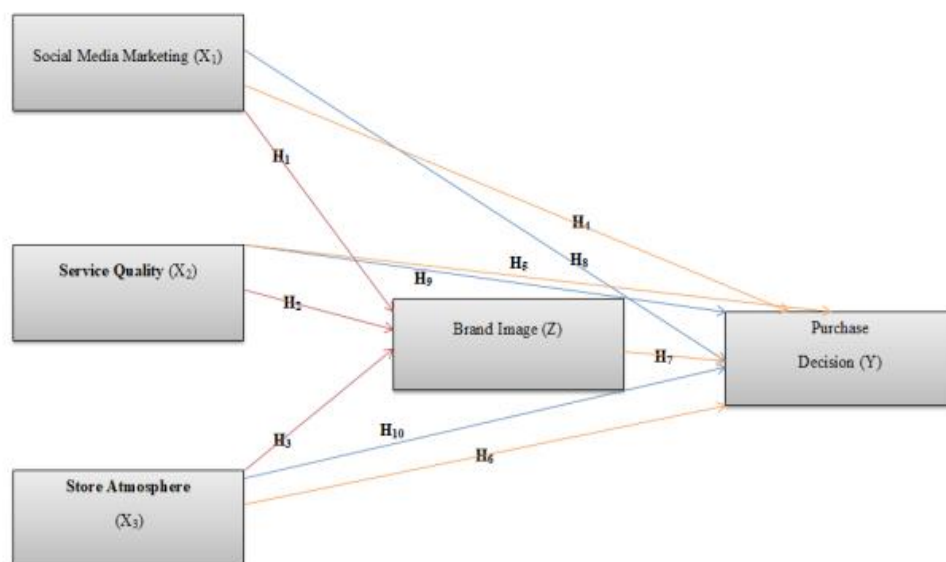


Figure 1. *Conceptual Framework*

METHODOLOGY

The method used is quantitative with a descriptive and causal approach to research. In this study, the population is all customers of PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri. According to Hair's theory, the sample size should be 100 or larger. As a general rule, the minimum sample number is at least ten times more than the number of indicators to be analyzed. In this study, there are 22 indicators, so a minimum sample size of $22 \times 5 = 110$ respondents is needed. The respondents in this study must have bought from PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri at least once in the past year. In this study, the sample size was 110 respondents. The data collection technique uses questionnaires, consumer interviews and documentation studies. The analysis technique in this study is the Structural Equation Model (SEM).

RESEARCH RESULT

Table 1. Data Quality Testing Results

Social Media Marketing (X1)	Service Quality (X2)	Store Atmosphere (X3)	Brand Image (Z)	Purchase Decision (Y)
,899 ≥ 0,50	,742 ≥ 0,50	,806 ≥ 0,50	,869 ≥ 0,50	,869 ≥ 0,50
,836 ≥ 0,50	,783 ≥ 0,50	,860 ≥ 0,50	,703 ≥ 0,50	,703 ≥ 0,50
,763 ≥ 0,50	,849 ≥ 0,50	,880 ≥ 0,50	,888 ≥ 0,50	,888 ≥ 0,50
,908 ≥ 0,50	,823 ≥ 0,50	,842 ≥ 0,50	,923 ≥ 0,50	,923 ≥ 0,50
,878 ≥ 0,50	,844 ≥ 0,50	,849 ≥ 0,50	,902 ≥ 0,50	,902 ≥ 0,50
,838 ≥ 0,50	,809 ≥ 0,50	,745 ≥ 0,50	,739 ≥ 0,50	,739 ≥ 0,50
,917 ≥ 0,50	,819 ≥ 0,50	,811 ≥ 0,50		,801 ≥ 0,50
,899 ≥ 0,50	,865 ≥ 0,50	,703 ≥ 0,50		,714 ≥ 0,50
AVE: 0,952	AVE: 0,942	AVE: 0,940	AVE: 0,935	AVE: 0,939
CR : 0,715	CR : 0,668	CR : 0,663	CR : 0,708	CR : 0,660

The lambda value for each loading factor variable > 0.50. Therefore, the indicator makes a significant contribution in the formation of constructs and can be used to build models. The construct reliability test for all variables had a value exceeding 0.7. The result of the extracted variance exceeded 0.50, so it can be concluded that the data successfully passed the extracted variance test.

Table 2. Goodness of Fit Index

Goodness of Fit Index	Cut Off Valu	Results	valuation Model
X2-Chi Square	Expected to be small	1008.606	Marginal
Significantly Probability	> 0.05	0.084	Marginal
RMSEA	> 0.09	0.986	Marginal
GFI	> 0.09	0.927	Marginal
AGFI	> 0.09	0.937	Marginal
CMIN/DF	< 2.00	0.653	Marginal
TLI	> 0.95	0.987	Marginal
CFI	0-1	0.920	Marginal

The results of the goodness-of-fit criterion test of this model include seven main criteria (RMSEA, CMIN/DF, TLI, CFI), two additional criteria (GFI and AGFI), and a sample size that reaches n>110 or more from 38 questionnaires. The probability value is less than 0.05, the model is still considered a good fit or gets a "good fit" value.

Table 3. Hypothesis Testing

Hypothesis	Estimate	S.E	C.R	P	Kesimpulan
H1	0,499	0,113	4,430	0,000	Diterima
H2	0,023	0,155	0,148	0,882	Ditolak
H3	-0,171	0,122	-1,395	0,163	Ditolak
H4	0,068	0,095	0,718	0,473	Ditolak
H5	0,745	0,145	5,152	0,000	Diterima
H6	-0,190	0,099	-1,915	0,056	Ditolak
H7	0,008	0,082	0,092	0,927	Ditolak

The hypotheses proposed in the framework model conceptually, the two hypotheses have a significant influence, while the five hypotheses do not have a significant influence. This can be seen based on the CR value of > 2 or a probability value of < 0.05 explaining that the influence between the two variables is significant. It can be seen from the results of the hypothesis test that the accepted hypothesis is H1 and H5 while the rest are rejected. The Sobel test value is $0.09753717 < 1.96$ or the p value is $0.92229982 > 0.05$, so Brand image cannot mediate the influence of Social Media Marketing on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H8 rejected). The Sobel test value of $0.08151977 < 1.96$ or the p value of $0.9350286 > 0.05$, the Brand image cannot mediate the influence of Service Quality on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H9 rejected). The Sobel test value of $-0.0973255 < 1.96$ or the p value of $0.92246791 > 0.05$, then Brand image cannot mediate the influence of Store Atmosphere on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (rejected H10).

DISCUSSION

Of the ten hypotheses studied, there are 10 accepted hypotheses or all of the proposed hypotheses are significantly related. Accepted hypothesis See also: Hypothesis 1, the results of parameter estimation show that social media marketing has a significant effect on brand image. With a Critical Ratio (CR) of 4,430 (greater than 1.96) and a p-value of 0.000 (lower than 5%), the resulting influence coefficient is 0.499, which indicates that better social media marketing will increase the level of brand image. Therefore, the first hypothesis can be accepted, namely that social media marketing has a partial influence on the Brand Image in PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri. (H1 accepted). Currently, half of the world's population uses various social media platforms, so social media is a source of commercial activity. Social media platforms are usually used to strengthen a brand's identity, this activity can also increase consumer trust in the brand. Social media is one of the important strategies in today's modern business that can boost brand image. This is because this strategy allows them to build, strengthen, and maintain relationships with their audience on a platform that has a global reach (Damayanti et al., 2021).

Hypothesis 2, The results of parameter estimation show that service quality has a significant effect on brand image. With a Critical Ratio (CR) of 0.148 (less than 1.96) and a p-value of 0.882 (more than 5%), the resulting influence coefficient is 0.023, which indicates that better service quality will increase the level of brand image. Therefore, the second hypothesis is acceptable, namely that service quality has no effect on the Brand Image at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri. (H2 was rejected). These results support previous research conducted by (Suryantari & Respati, 2022) which found that the quality of service had no effect on the purchase decision. According to Tjiptono (2019), high purchasing decisions are not only triggered by good service quality, but various factors such as product quality, promotion, price, location, and other factors.

Hypothesis 3, The results of the parameter estimation show that the store atmosphere has a significant effect on the brand image. With a Critical Ratio (CR) of -1.395 (less than 1.96) and a p-value of 0.163 (more than 5%), the resulting coefficient of influence is 0.171, which indicates that a better storage atmosphere will improve the brand image level. Therefore, the third hypothesis is acceptable, namely that the store atmosphere does not have a partial influence on the Brand Image at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H3 rejected). These results support previous research conducted by (Fikri & Mulazid, 2018) who found that the atmosphere of the store had no effect on the purchase decision. According to Utami (2019), atmosphere is a combination of physical characteristics such as architecture, layout (appearance), lighting, color, temperature, music, and aroma that aims to design emotional responses and customer perceptions as well as to influence customers in buying goods. However, if online consumers do not need a good or unique atmosphere.

Hypothesis 4, The results of the parameter estimation show that social media marketing has a significant effect on purchase decisions. With a Critical Ratio (CR) of 0.718 (smaller than 1.96) and a p-value of 0.473 (more than 5%), the resulting coefficient of influence is 0.068, which indicates that better social media marketing will increase the rate of consumer purchase decisions. Therefore, the fourth hypothesis is acceptable, namely that Social Media Marketing has a partial influence on Consumer Purchase Decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H4 declined). Although social media is currently considered a powerful tool in influencing people's online purchasing decisions, some people still doubt the function of social media as a means of e-commerce. Social Media is still limited to the dissemination of product information. Social Media still needs time to develop so that it can become an e-commerce based on the Information System in it. The features on social media still need various functional improvements because they already exist, even so, the opportunity to change the platform on social media is still open. Considering the addition of new features that are provided periodically which can ultimately support the e-commerce function. Basically, e-commerce and social media have different functions. Social Media has the function of receiving and distributing information and communicating with others. Meanwhile, e-commerce functions as a medium for buying and selling online, a means that brings together sellers and buyers in cyberspace. But along with the growth of social media users, there has been a shift

that eventually brings social media users to e-commerce even in small numbers. These results support previous research conducted by (Sukardi et al., 2023) which found that social media had no effect on purchase decisions. Social Media is still limited to the dissemination of product information or product promotions so it is not necessarily able to improve customer purchase decisions.

Hypothesis 5, The results of parameter estimation show that service quality has a significant effect on purchasing decisions. With a Critical Ratio (CR) of 5.152 (greater than 1.96) and a p-value of 0.000 (lower than 5%), the resulting influence coefficient is 0.745, which indicates that better service quality will increase the level of brand image. Therefore, the fifth hypothesis is acceptable, namely that service quality has a partial influence on purchasing decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri. (H5 accepted). Service quality is an important factor involved in a service provider's ability to attract more customers. In addition, providing a high level of quality service has become a selling point to attract customers' attention and is the most important satisfaction factor leading to a purchase decision (Budiono & Siregar, 2023). If the service provided by employees is good and the product layout is clear and the store atmosphere is comfortable, it will be a determining factor whether they will buy the product and it is possible that consumers will be loyal to the company. After assessing what is needed by potential consumers which then has an impact on the purchase decision (Ababil & Sari, 2022).

Hypothesis 6, The results of the parameter estimation show that the store atmosphere has a significant effect on the brand image. With a Critical Ratio (CR) of 0.718 (less than 1.96) and a p-value of 0.473 (more than 5%), the resulting coefficient of influence is 0.068, which indicates that a better store atmosphere will increase the level of consumer purchase decisions. Therefore, the sixth hypothesis is acceptable, namely that Social Media Marketing has a partial influence on Consumer Purchase Decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H6 disapproved). These results support previous research conducted (Yunita & Indriyatni, 2022) which found that brand image had no effect on purchase decisions. This means that the brand image variable does not always affect the purchase decision because the brand image for each respondent is different. This means that every increase in brand image, product purchase decisions will increase. Likewise, if the brand image decreases, consumer purchasing decisions will also decrease. In addition, consumers in determining purchase decisions are not only based on brand image but also based on trust, as well as whether or not consumers are suitable in consuming yogurt, sometimes a variety of consumers who prefer the dominant sweet but their presence does not like it.

Hypothesis 7, The results of the parameter estimation show that the brand image has a significant effect on the purchase decision. With a Critical Ratio (CR) of 0.092 (less than 1.96) and a p-value of 0.927 (more than 5%), the resulting coefficient of influence is 0.080, which indicates that a better brand image will increase the level of consumer purchase decisions. Therefore, the sixth hypothesis is acceptable, namely that brand image does not have a partial effect on Consumer Purchase Decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H7 rejected). These results support previous research conducted (Yunita & Indriyatni,

2022) which found that brand image had no effect on purchase decisions. This means that the brand Image variable does not always affect the purchase decision because the brand image for each respondent is different. This means that every increase in brand image, product purchase decisions will increase. Likewise, if the brand image decreases, consumer purchase decisions will also decrease. In addition, consumers in determining purchase decisions are not only based on Brand Image but also based on trust, as well as whether or not consumers are suitable in consuming yogurt, sometimes various consumers who prefer the dominant sweet but their presence does not like it.

Hypothesis 8, Sobel test value of $0.09753717 < 1.96$ or p value of $0.92229982 > 0.05$, then brand image cannot mediate the influence of social media marketing on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H8 rejected). The results are explained by the statement of Salsabilla (2022) which explains that trust in social media has not succeeded in moderating the relationship between social media use and purchase decisions. Research explains that the failure of social media is explained because everyone's activities in accessing social media are diverse and different. Some are used only to communicate, seek information, and only for entertainment.

Hypothesis 9, Sobel test value of $0.08151977 < 1.96$ or p value of $0.9350286 > 0.05$, then brand image cannot mediate the influence of service quality on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (H9 rejected). The results are explained by the statement (Suryani & Rosalina, 2019) which explains that brand image cannot mediate the influence of service quality on consumer purchasing decisions. Although the quality of service provided by PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri is indeed good and consumers are satisfied, but in the food and beverage business, PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri has a variety of competitors that are quite strong. Consumers who are satisfied with the services of PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri still have the freedom to determine other yogurt brands that customers like in terms of taste, texture, price and so on. This is also influenced by several advantages that competitors also have, namely the quality of yogurt and various things that can affect it.

Hypothesis 10, the Sobel test value of $-0.0973255 < 1.96$ or the p value of $0.92246791 > 0.05$, the brand image cannot mediate the influence of store atmosphere on consumer purchase decisions at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri (rejected H10). The results are explained by the statement (Febriana, 2023) which explains that brand image cannot mediate the influence of store atmosphere on consumer purchases. In this case, the store atmosphere is created and has its own characteristics so that some respondents or consumers make purchase decisions because they like the feel of the store, but many consumers do not care about the store atmosphere because when making an online purchase, what is needed is a lot of discounts given to consumers.

CONCLUSIONS AND RECOMMENDATIONS

In the Consumer Purchase Decision e study at PT. Berjaya Sally Ceria, Sour Sally-Cemara Asri. According to this research model, the formation of the relationship between the influence of social media marketing, service quality and store atmosphere on consumer purchase decisions by using brand image as an intervening variable with the final result of data processing is from ten hypotheses proposed, two of which are accepted, namely social media marketing has an effect on brand image and service quality has an effect on purchase decisions, then eight hypotheses are rejected.

Sour Sally-Cemara Asri can make good use of social media by organizing various interesting content periodically related to yogurt products, can also share healthy tips in consuming yogurt and so on. Sour Sally-Cemara Asri needs to add e-wallets such as OVO, Chris, Dana and so on to support faster payment performance.

ADVANCED RESEARCH

Further research can examine the relationship between variables that affect brand image and purchasing decisions by taking into account age level, and gender. Future research may also broaden the scope of respondents or be conducted elsewhere to gain a deeper understanding of brand image and purchasing decisions.

ACKNOWLEDGMENT

All praise and gratitude to the author for the presence of God Almighty. Because of His blessings, graces and gifts and miracles, the author was able to complete his thesis with the title "The Influence of Social Media Marketing, Service Quality, and Store Atmosphere on Consumer Purchase Decision Using Brand Image as Intervening Variable at PT Berjaya Sally Ceria, Sour Sally Cemara Asri".

With the completion of this thesis, it is not an end, but a new beginning to start a new life adventure. The author is well aware that there are people who are meritorious behind the completion of this thesis.

There is no best offering that the writer can give other than a sense of gratitude to those who have helped the writer a lot. In particular, the author would like to thank Mr. Genesis Sembiring, S.Pd, MBA, Ph. D. As a supervisor who has been patient, takes the time, volunteers his energy and thoughts and pays attention to providing assistance during the process of writing this thesis.

Thank you also to PT Berjaya Sally Ceria, Sour Sally Cemara Asri for giving me the opportunity to be able to conduct research there. All the shortcomings and imperfections of this thesis, the author really expects input, criticism, and suggestions that are constructive towards the improvement and perfection of this thesis. There are quite a lot of difficulties that the author experienced in the preparation of this thesis, but praise God can be solved well

REFERENCES

- Ababil, D., & Sari, D. (2022). YUME : Journal of Management Pengaruh Service Quality, Product Quality, dan Harga Terhadap Keputusan Pembelian Di Toko H&M (Studi Kasus Pada Toko H&M Bandung). *YUME : Journal of Management*, 5(1), 378–384. <https://doi.org/10.2568/yum.v5i2.2430>
- Budiono, A., & Siregar, O. M. (2023). Pengaruh Store Atmosphere, Kualitas Pelayanan, dan Digital Marketing terhadap Keputusan Pembelian pada Konsumen Kafe Minum Kopi Medan Johor. *Mufakat: Jurnal Ekonomi, Manajemen Dan Akuntansi*, 2(4), 376–386.
- Damayanti, S., Chan, A., & Barkah, C. S. (2021). Pengaruh Social Media Marketing terhadap Brand Image My Pangandaran Tour and Travel. *Jurnal Ilmu Manajemen*, 9(3), 852–862. <https://doi.org/10.26740/jim.v9n3.p852-862>
- Fahrezi, A., & Sukaesih, U. (2023). Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Merek Aldo (Studi Kasus Di Pondok Indah Mall Jakarta). *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2, 189–199. <https://doi.org/10.36441/snpk.vol2.2023.117>
- Febriana, L. (2023). *Pengaruh Brand Image, Store Atmosphere, Dan Perceived Quality Terhadap Keputusan Pembelian Produk Miniso Solo Grand Mall*. 1–137.
- Fikri, M. Z., & Mulazid, A. S. (2018). Pengaruh Brand Image, Lokasi Dan Store Atmosphere Terhadap Proses Keputusan Pembelian Konsumen Pada Minimarket “Kedai Yatim.” *Jurnal Syarikah : Jurnal Ekonomi Islam*, 4(1), 22–32. <https://doi.org/10.30997/jsei.v4i1.1066>
- Khusnawati, N. (2023). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Moderasi (Studi Kasus Konsumen Muslim Mie Gacoan Cabang Pekalongan). *วารสารวิชาการมหาวิทยาลัยอีสเทิร์นเอเชีย*, 4(1), 88–100.
- Kusuma, T. M., & Hermawan, D. (2020). Pengaruh Kualitas Pelayanan dan Social Influence Terhadap Keputusan Pembelian Menggunakan Online Food Delivery Service. *Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, 18(2), 176–180.
- Lahtinen, N., Pulkka, K., Karjaluoto, H., & Mero, J. (2023). Digital marketing strategy. In *Digital Marketing Strategy* (Issue October). <https://doi.org/10.4337/9781035311316>
- Nurlaily, A., Maduwinarti, A., & Maduwinarti, A. (2023). Pengaruh Social Media Marketing Terhadap Keputusan Pembelian Produk Camille Pada Generasi Z Di Surabaya. *Agroterap*, 2(2), 150–159. <https://doi.org/10.30996/agro.v2i2.9957>
- Rahmat, A. A. (2018). *Pengaruh Dimensi-Dimensi Store Atmosphere Terhadap Brand Image Coffee Shop Jacob Koffie Huis*. <http://repository.bakrie.ac.id/1809/>
- Rosyada, A. (2018). Pengaruh Rebranding dan Kualitas Layanan Terhadap CitraPerusahaan Pada XL Axiata. *Jurnal Ilmu Manajemen*, 6(1), 1–7.
- Soenawan, A. D., & Malonda, E. S. (2020). Harga Terhadap Keputusan Pembelian Konsumen D ' Stupid Baker Spazio Graha Family Surabaya. *Jurnal Administrasi Bisnis (JAB)*, 6(2), 395–409.

- Sukardi, I., Fasa, M. I., & Suharto, P. (2023). Pandangan Islam Menggunakan Media Sosial sebagai Sarana Pemasaran Produk Bank Syariah. *JMB : Jurnal Manajemen Dan Bisnis*, 12(1), 34. <https://doi.org/10.31000/jmb.v12i1.7394>
- Suryani, S., & Rosalina, S. S. (2019). Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Pembelian Ulang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. *Administrasi Bisnis, Fakultas Ekonomi Dan Bisnis, Universitas 17 Agustus 1945 Jakarta*, 04(1), 41-53.
- Suryantari, N. L. P. P., & Respati, N. N. R. (2022). Peran Brand Image Dalam Memediasi Hubungan Kualitas Produk Dan Kualitas Pelayanan Dengan Keputusan Pembelian. 11(1), 127-149.
- Yunita, P., & Indriyatni, L. (2022). Pengaruh Brand Image , Daya Tarik Iklan , Dan Celebrity Endorser Terhadap Keputusan Pembelian MS Glow (Studi Kasus Pada Pelanggan MS Glow Kota Semarang). *Prosiding Seminar Nasional UNIMUS*, 5, 279-287.