



## The Role of Social Media, the Attractiveness of Advertising, Prices and its Implications on Purchasing Decisions at Café Business in Polewali Mandar, Western Sulawesi

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### ABSTRACT

This study aims to determine how prices, the allure of advertising, and the role of social media influence decisions about what to buy at a café in Polewali Mandar, Western Sulawesi. This study will employ a survey and quantitative method with a descriptive research approach and verification analysis because the goal is to provide an organized, factual account of the facts regarding the relationships between the variables under investigation. Survey research is the use of questionnaires as a tool for research in both small and large populations. SPSS 23 was used to analyze the data. According to the findings of this study, 86% of the Purchase Decision factors can be explained significantly by fluctuations in three independent variables: Social Media, Advertising Attractiveness, and Price. In contrast, 14% of the explanations came from sources other than the study's variables.

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## **INTRODUCTION**

We can now obtain technological advances very easily with current developments increasing day by day. Everyone will try to follow and be part of developments in an increasingly modern era. The use or utilization of smartphone technology must be connected to a wide internet network. The existence of an internet network makes it very easy for people to search for or obtain information through various existing social media platforms. In essence, Social media is an online community where people can share or communicate various kinds of content. Social media is currently very effectively used to market a place or product. In the current era, many businesses use utilizing social media to spread knowledge about the business they are running.

The café business is currently a business that is growing very rapidly and has quite large growth potential. There are so many business actors who are making profits from the businesses they currently have. Good relationships between consumers will be created if they are able to provide satisfaction to consumer needs, desires and tastes. Apart from that, customer satisfaction is also a decision whether consumers will return to the café and buy the product again. Cafés are currently the main destination for people because they can be a place to do assignments, gather with friends, and also to unwind from carrying out various activities. Café business people themselves also have to think about how their café can attract the attention of consumers so that consumers can come to the café.

In Polewali Mandar itself, there are many cafes with various cafe designs. One of them is the corner café, where the café prepares many menus, such as various kinds of drinks with boba toppings which are currently very popular with many people, cookies and other menus. One of the interesting things about the corner cafe is the view of the fish pond which is filled with various kinds of ornamental fish. According to (Maulidi, 2017), the definition of a café itself is a spot where guests can order food and beverages while unwinding and chatting. The term café comes from French which means coffee. However, currently it is used as the name of a place where people choose to gather at that place. With today's developments, cafés not only serve coffee, but also other drinks and snacks. Usually cafés do not provide menus for main meals but only provide food and soft drinks as menu items, and some cafés nowadays also provide various entertainment for visitors who come, so that when they gather at the café, people don't feel bored.

This term appeared in England in the 18th century, and first entered Europe in 1699. The spread of cafés in Europe occurred through trade to Italy. Then in 1839 a cafeteria appeared in American which was known to the public, namely a coffee shop. In the beginning, cafés only functioned as coffee shops, but over time, cafés have had many concepts. Among them is as a place to enjoy a meal or dinner. As time went by the cafe business in West Sulawesi was able to have its own place, and spread to various regions. For example, in the Polewali Mandar, Wonomulyo and Majene areas of West Sulawesi. The cafe sells various flavors of drinks, ranging from tea, coffee and milk with toppings and boba. Apart from selling drinks, the corner also sells various snacks such as

French fries, grilled sausages, croffles and others to accompany people when they gather or do assignments in cafes.

## LITERATURE REVIEW

### Definition of Social Media

Online content that encourages social interaction is known as social media. The most widely used social media sites nowadays are Twitter, Facebook, Instagram, and others. (Fitria, 2013) defines social media as internet-based content that enables users to interact and express themselves to a large audience, either directly or indirectly, but does not stimulate value from user-generated material and views of interactions with others. According to (Fitria, 2013) The term "social media" describes the channels through which consumers interact with brands and other people by sharing text, images, audio, and video content. The terms "media" and "social" make up the phrase "social media," according to Mulawarman & Nurfitri (2017). The definition of "media" is a channel of communication. Conversely, "social" refers to a social reality in which each individual acts in a way that can contribute to many people.

(Aprilia, et al., 2020) assert that social media has a big influence on teenagers' lives, both positively and negatively. According to one perspective, social media refers to online content that encourages interpersonal communication and utilizes web-based technology to transform communication into interactive discourse. Then, according to Nasrullah (2020), social media is a fusion of one-to-one sharing on a personal level and public sharing between people via platforms like Facebook and Instagram. Online social media, according to Watie (2011), is online social networking as opposed to online mass media since the former has the social capacity to influence the public opinion that arises in the community at large. From the explanation of each expert opinion above, In summary, social media refers to an online platform that enables people to interact, communicate, share, collaborate, and represent themselves. It also helps users build social bonds virtually.

According to (Fitria, 2013), the most prevalent reasons for utilizing social media are:

1. Building a Relationship The ability to actively build a relationship with consumers.
2. Building a Brand Through social media by providing brand awareness, increasing recognition and memory of a brand, and increasing brand loyalty.
3. Social media offers a platform for organizations to disseminate critical information and address unfavorable impressions.
4. Promotion.  
Through social media, you may provide unique offers and give your audience the opportunity to feel valued while also meeting short-term goals.
5. Conduct market research utilizing social media platforms to identify customer demographics, preferences, and requirements.

### **Definition of Advertising**

(Kotler & Armstrong, 2018) define advertising as any paid promotion of concepts, products, or services presented in an impersonal manner. As per Andry (2016), advertising is a type of covert communication that relies on details regarding the merits or features of a product and is aimed to evoke a pleasant experience that impacts a person's choice to buy. According to (Andrews & Shimp, 2018) advertising is a type of compensated, mediated communication with a clearly identifiable source that aims to influence recipients to act now or in the future. Drawing from the views of various experts, it can be said that advertising is a type of impersonal communication used to market a good or service in an effort to draw in customers consumers' interest in making a purchase. According to (Moriarty, et al., 2009) the attractiveness of advertising can be interpreted as something that piques people's curiosity, speaks to their needs or wants, and moves them.

### **Definition of Price**

You must be careful when setting prices because they are the only factor that brings in money; other factors only reflect expenses. Pricing, according to Kotler & Armstrong (2018), is the sum of money clients spend on an item or service, or the total amount of value they get in exchange for the advantages of having it or using it. The amount of money that consumers pay for a good or service, or the value they offer in exchange for benefits, ownership, or use of the good or service, is known as the price. Price can be defined as follows: in a narrow sense, it is the cost of an item or service; in a wider sense, however, price is the total of all the values that consumers are prepared to forfeit in order to benefit from the good or service (Kotler & Armstrong, 2018). The definition above suggests that pricing is the amount of money paid in exchange for a good or service. Furthermore, pricing is the total of the values that consumers trade in exchange for a range of advantages when making a purchase or using a service. Since establishing the right price is essential to creating and capturing consumer value, marketing within a company must accurately ascertain the appropriate and acceptable pricing for the given good or service.

### **Definition of Purchasing Decision**

Decision making is critical in management and is a person's primary responsibility when making decisions. A decision is the choice between two or more alternative purchase decision possibilities. The option to purchase has the potential to influence the decision-making process (Samuel, 2007). According to Sangadji and Sopiah (2013), consumer decision-making is an information-integration process that evaluates two or more alternative behaviors before selecting one. A decision that is cognitively presented as a behavioral desire is the result of this integration process. As a result, among the available options, customers will select the greatest alternative choice that meets their demands. Consumers make purchasing decisions to differentiate a product, which begin with a knowledge of the fulfillment of wants and desires. Making purchasing decisions include both the purchase and use of items and services (Subianto, 2007). According to Kotler and Keller, during the assessment stage, customers

acquire preferences for brands among a set of options. Consumers may also develop intents to buy the most popular brands (Kotler & Armstrong, 2018).

### Conceptual Framework

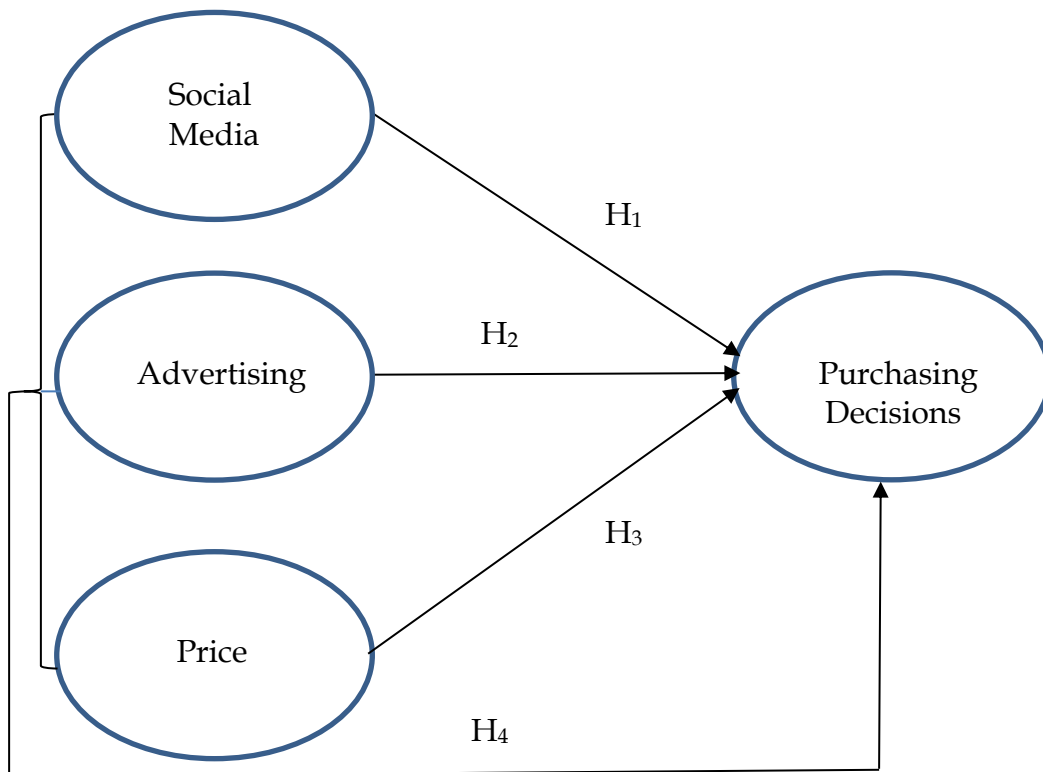


Figure 1. Conceptual Framework

### Hypothesis

The framework analysis's conclusions led to the development of the following hypothesis:

- Hypothesis 1
  - ❖ H<sub>0</sub>: Social media has no positive or substantial impact on purchase decisions.
  - ❖ H<sub>a</sub>: Social media may have a good and big impact on shopping decisions.
- Hypothesis 2
  - ❖ H<sub>0</sub>: Advertising attractiveness does not have a substantial impact on purchase decisions.
  - ❖ H<sub>a</sub>: Advertising attractiveness is believed to have a favorable and considerable impact on purchase decisions.
- Hypothesis 3
  - ❖ H<sub>0</sub>: Price has no substantial impact on purchase decisions.
  - ❖ H<sub>a</sub>: It is believed that price has a positive and substantial influence on purchasing decisions.
- Hypothesis 4
  - ❖ H<sub>0</sub>: Social media, advertising attractiveness, and pricing have no positive or substantial impact on purchase decisions.

- ❖ Ha: Social media, advertising, and pricing have a favorable and substantial impact on purchase decisions.

## **METHODOLOGY**

This study used a survey-based research methodology. Surveys are investigations that employ questionnaires in sample sizes, both big and small, as a research tool. As per Sugiyono (2017), the survey approach uses questionnaires as a research tool to conduct studies on both small and large populations. To determine the relative incidence, distribution, and relationships between the sociological and psychological variables, samples from that population provided the data for analysis. Survey research aims to give a detailed account of the conditions, characteristics, and typical features of a case or occurrence of broad interest.

Conducting research on an issue necessitates the use of a technique to determine the actions taken in the study to address the problem of the item under investigation in order to achieve the objective. Research methods are a scientific approach to gather data for particular uses and purposes, claims Sugiyono (2017). Using a quantitative approach, descriptive research methodology, and verification analysis, this study aims to provide an organized and factual account of the relationships between the variables under investigation. In order to test prepared hypotheses, researchers can utilize the positivist-based quantitative method in (Sugiyono, 2017) to examine a specific sample population, gather data using research tools, and analyze quantitative or statistical data. The study employed a quantitative research methodology which means that the data required from the object in this study is stated numerically, as the result of calculating and measuring the value of each variable. As per Sugiyono (2017), the descriptive research approach involves conducting research to ascertain the presence of independent variables, which can be one or more (stand-alone variables), without examining any correlations between the variables or comparing the variables themselves.

This research employed a purposive sample strategy, which is a sampling strategy with many factors or criteria. According to (Sugiyono, 2017), this sampling approach relies on a non-probability sampling mechanism, which means that not all sample components or members have equal opportunities. This research uses primary data, which is a data source that delivers data directly to data collectors. We collected primary data by giving questionnaires to customers of the café. The research instrument serves as a data gathering tool. The instrument test is performed to determine whether or not the instrument test was completed correctly. The test equipment included in this study are:

### **Validity Test**

This validity test determines if the questionnaire is valid or not. According to (Sugiyono, 2017), an instrument or questionnaire is considered legitimate if the questions on it may reveal anything that will be as determined by the survey. By contrasting the table  $r$  value with the significance test result, you can estimated  $r$  value. The significance of the correlation coefficient is frequently tested at a significance level of 0.05 to ascertain whether an item is appropriate or not with an item being legitimate if the computed  $r$  exceeds the  $r$  table.

## **Reliability Test**

Reliability testing measures the stability and consistency of the data or conclusions. It is not possible to process unreliable data further since doing so would yield normal results (Ghozali, 2016). The following are the factors that go into making decisions, per (Ghozali, 2016):

- ❖ A dependable instrument is one with a Cronbach Alpha value greater than 0.70.
- ❖ An unreliable instrument is one whose Cronbach Alpha value is less than 0.70.

### **1. Normality Test**

This normality test establishes whether a regression model's residual or confounding variables have a normal distribution (Sugiyono, 2017).

### **2. Multicollinearity Test**

Finding out whether there is a correlation between the independent variables and the regression model is the aim of this test. To determine whether to use the tolerance value or the variance inflation factor (VIF), multicollinearity exists. It is possible to identify multicollinearity if the tolerance is less than 10 and the VIF is higher than 10. However, if the Multicollinearity does not occur when the tolerance is more than 0.10 or the VIF is less than 10. (Sugiyono, 2017).

### **3. Heteroscedasticity Test**

Finding out if there is an imbalance in residual variance between observations in the regression model is the goal of this heteroscedasticity test. Homoscedasticity is the state in which the residual variance does not change from one observation to the next; heteroscedasticity is the state in which the variance does. Look for a particular pattern in the dependent variable to determine whether or not there is heteroscedasticity. Heteroscedasticity happens when a particular pattern, like the formation of regular pattern points. According to (Sugiyono, 2017), if there is no evident pattern, heteroscedasticity does not arise.

### **4. Hypothesis Test**

#### **a. Partial Test (t Test)**

Finding the relationship between each independent variable and the dependent variable is the aim of the partial test. If the t count exceeds the t table and the significant value is less than 0.05, there is a strong correlation between the independent and dependent variables. According to Sugiyono (2017), if the t count is less than the t table and the significant value is greater than 0.05, there is no significant relationship between the independent and dependent variables.

#### **b. Simultaneous Test (f Test)**

According to (Sugiyono, 2017), Finding out if the independent factors interact to affect The objective of this test is the dependent variable. If the f count exceeds the f table and the probability value is less than 0.05, then all independent factors have an impact on the dependent variable. The conclusion that the probability value is greater than 0.05 and that there is no significant relationship between the f count and the f table indicates that independent factors have an impact on the dependent variable.

## 5. Multiple Linear Regression Analysis

According to (Andrian, 2019), One method of doing regression analysis is multiple linear regression analysis examines the impact of multiple independent factors on a single dependent variable.

## 6. Analysis of the Coefficient of Determination

Sugiyono (2017) states that the coefficient of determination test (R<sup>2</sup>) determines how much the independent variable can explain the dependent variable. The R value has a range of 0 to 1. The closer the R value is to 1, the more the independent variable (X) can explain the dependent variable (Y).

## RESEARCH RESULT

### Validity Test

This validity test determines if the elements in a set of assertions are acceptable for defining a variable. A list of statements often supports a certain set of variables. This validity test should be applied to each statement item in the validity test. We'll compare the estimated r values to the r table for  $df = n - 2$ . If r table is smaller than r computed, it might be considered legitimate. With a two-way significance test threshold of 0.05, the The formula for calculating the value of the r table is  $df$  (degree of freedom) =  $n$  (number of respondents) - 2. The value  $97$  minus  $2 = 95$  is the value of  $df$ , resulting in a r table of 0.202. Given these conclusions, if the results of the validity test exceed the value of the r table, the questionnaire is considered valid. The results of the validity tests that were performed are shown in this table.

**Table 1. Validity Test of Social Media**

Correlation	R count	R table	Conclusion
Statement 1	0.737	0.202	Valid
Statement 2	0.714	0.202	Valid
Statement 3	0.652	0.202	Valid

*Source : Data processed by SPSS (2023)*

Table 1 shows that the calculated r value for each statement of the calculated r value variable is greater than the value of 0.202 in the r table implying that the three assertions in the social media role variable are legitimate.

**Table 2. Validity Test of Advertising**

Correlation	R count	R table	Conclusion
Statement 1	0.731	0.202	Valid
Statement 2	0.592	0.202	Valid
Statement 3	0.739	0.202	Valid
Statement 4	0.678	0.202	Valid

*Source : Data processed by SPSS (2023)*

Each statement's calculated r value from the calculated r value variable is larger than the r table's value of 0.202, as shown in Table 2, suggesting that the four statements in the advertising attractiveness variable are proclaimed to be legitimate.

**Table 3. Validity Test of Price**

Correlation	R count	R table	Conclusion
Statement 1	0.740	0.202	Valid
Statement 2	0.739	0.202	Valid
Statement 3	0.766	0.202	Valid
Statement 4	0.711	0.202	Valid

*Source : Data processed by SPSS (2023)*

Table 3 demonstrates that each variable statement's estimated r value exceeds the 0.202 r table value implying that the four statements in the price variable are deemed legitimate.

**Table 4. Validity Test of Purchasing Decision**

Correlation	R count	R table	Conclusion
Statement 1	0.745	0.202	Valid
Statement 2	0.728	0.202	Valid
Statement 3	0.735	0.202	Valid

*Source : Data processed by SPSS (2023)*

Table 4 shows that the estimated r value for each variable statement is higher than the r value in the r table, which is 0.202 implying that the three statements in the purchase choice variable are declared legitimate.

### Reliability Test

The dependability test establishes how much a measuring tool can be relied upon or trusted. All statement items can be tested for reliability at the same time. If the alpha value exceeds 0.70, it can be considered trustworthy.

**Table 5. Reliability Test**

No.	Variables	Alpha Cronbach	Criteria	Conclusion
1.	Social Media	0.769	0.70	Reliabel
2.	Advertising	0.709	0.70	Reliabel
3.	Price	0.715	0.70	Reliabel
4.	Purchasing Decision	0.775	0.70	Reliabel

*Source : Data processed by SPSS (2023)*

Cronbach's Alpha values for the variables in Table 5 are 0.769, 0.709, 0.715, and 0.775 for the advertising attractiveness, purchase decision, and social media role, respectively. Given that the Cronbach's Alpha value of the questionnaire responses is higher than 0.70, it is possible to classify them as credible.

**Normality Test**

The normalcy test establishes the distribution of research-useful variable data. For research purposes, data with a normal distribution are appropriate and valuable. The results of the SPSS normalcy test are as follows:

**Table 6. Normality Test**

Unstandardized Residual		
N		97
Normal	Mean	0.0000000
Parameters <sup>a,b</sup>	Std. Deviation	0.48153461
	Most Extreme Absolute Differences	0.066
	Positive	0.059
	Negative	-0.066
Test Statistic		0.066
Asymp. Sig. (2-tailed)		0.200 <sup>c,d</sup>

Source : Data processed by SPSS (2023)

If the noteworthy The variable is considered to have a regular distribution if the value is greater than 0.05. If the significant value is less than 0.05, the variable is non-normally distributed. The asymptotic significance value (two-tailed) is 0.270 > 0.05 in Table 4.9 suggesting a normal distribution of the data.

**Multicollinierity Test**

**Table 7. Multicollinierity Test**

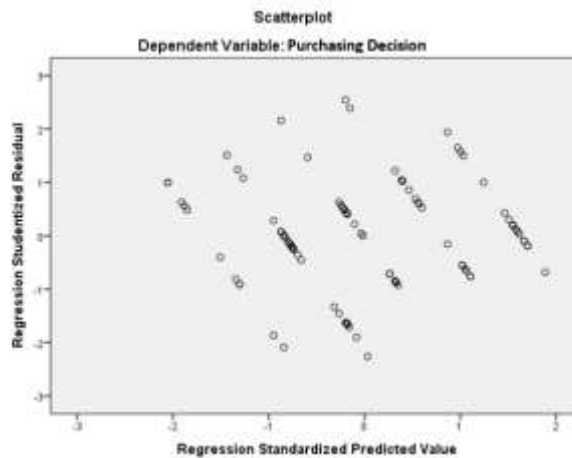
Independent Variables	Colinierity Statistics		Conclusion
	Tolerance	VIF	
Social Media	0.696	1.677	No Multicollinierity
Advertising	0.866	1.869	No Multicollinierity
Price	0.644	1.553	No Multicollinierity

Source : Data processed by SPSS (2023)

Table 7 shows each variable's tolerance values: Price is 0.664, Attractiveness of Advertising is 0.866, and Social Media Role is 0.696. The test results allow for the conclusion that the multiple regression model is not multicollinear.

### Heteroscedasticity Test

The Heteroscedasticity Test using SPSS yielded the following results:



Source : Data processed by SPSS (2023)

**Figure 2. Heteroscedasticity Test**

Figure 2 illustrates the random distribution of the dots above and below the 0 on the Y axis. Due to the random distribution of the data points and lack of formation of any particular pattern, the multiple regression model is heteroscedastic.

### Multiple Linear Regression Analysis

Finding the connection between two variables and their influence is the aim of linear regression analysis. The variable that is being affected is called the dependent variable, and the variable that is causing the impact is called the independent variable. The computation of the multiple linear regression analysis using the SPSS statistical test program is as follows:

**Table 8. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	1.314	0.756		1.737	0.001		
Media Social	0.082	0.036	0.111	2.250	0.000	0.696	1.677
Advertising	0.700	0.032	0.893	21.739	0.000	0.866	1.155
Price	0.035	0.035	0.047	0.996	0.001	0.644	1.553

Source : Data processed by SPSS (2023)

Using table 8, It yields the subsequent regression equation:

$$Y = 1.314 + 0.082X_1 + 0.700X_2 + 0.035X_3 + e$$

The equation model implies that:

**1. Constant equals 1.314**

This suggests that assuming the factors Role of Social Media, Advertising Attractiveness, and Price do not exist, The value of the Purchase Decision is 1.314.

**2. Social Media (X1)**

The Social Media coefficient is 1.068. This suggests that for every 1 drop in the value of Social Media, there is a 0.82 rise in Purchase Decisions.

**3. Advertising (X2)**

The advertising appeal coefficient is 0.700. This suggests that every fall of one in the Ad Attractiveness rating is accompanied with a 0.700 Purchase Decision.

**4. Price (X3)**

The price coefficient value is 0.35. This suggests that for every 1 drop in price value, there will be a 0.35 Purchase Decision.

**Hypothesis Test**

**a. Partially T Test**

Essentially, the test determines how much effect an independent variable has (partially) in explaining a variance in the dependent variable. The t test was run with a 0.05 level of significance to look at each independent variable used in this study's impact in part. The following is the decision-making procedure.

1. Making decisions based on probabilities.
  - a. If the significance level is  $< 0.05$ , reject  $H_0$  and accept  $H_a$ .
  - b. If the significance level is  $> 0.05$ , accept  $H_0$  and reject  $H_a$ .
2. Making decisions based on determined t-values.
  - a. If  $t_{\text{Count}} > t_{\text{Table}}$ ,  $H_0$  is rejected.
  - b. If  $t_{\text{Count}} < t_{\text{Table}}$ ,  $H_0$  is accepted.

The SPSS application is used to process the data for this test, as demonstrated below:

**Table 9. Partially t Test**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	T		Tolerance	VIF
1 (Constant)	1.314	0.756		1.737	0.001		
Media Social	0.082	0.036	0.111	2.250	0.000	0.696	1.677
Advertising	0.700	0.032	0.893	21.739	0.000	0.866	1.155
Price	0.035	0.035	0.047	0.996	0.001	0.644	1.553

Source : Data processed by SPSS (2023)

The results of table 9 reveal that the sig value is 0.001 and the computed t value is  $1.737 > 1.661$  (t table). Price (X3), Advertising Attractiveness (X2), and Social Media (X1) all have a substantial impact on purchase choices.

**b. Simultaneous F Test**

This strategy employs a test to assess if all of the model's independent Variables influence the dependent variable cumulatively. The following is the structure for making decisions.

1. Making decisions based on likelihood.
  - a. If  $F < 0.05$ ,  $H_0$  is rejected and  $H_a$  is approved.
  - b. If  $F > 0.05$ ,  $H_0$  is approved and  $H_a$  is denied.
2. Decisions are based on predicted F values.
  - a. If the  $F_{\text{count}} > F_{\text{table}}$ , the hypothesis  $H_0$  is rejected.
  - b. If  $F_{\text{count}} < F_{\text{table}}$ , hypothesis  $H_0$  is supported.

The SPSS program was used to manipulate data for testing reasons. The findings of the F test data (simultaneous test) are shown as follows:

**Table 10. Simultaneous F Test**

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	141.699	3	47.233	197.334	0.000 <sup>b</sup>
	Residual	22.260	93	0.239		
	Total	163.959	96			

Source : Data processed by SPSS (2023)

Table 10 indicates that the value of  $\alpha$  indicates a significant value less than 0.05, with an estimated F value of 197.334 > 3.09 (F table) and a sig. 0.000 < 0.05 ( $\alpha$ ). This suggests that social media (X1), advertising appeal (X2), and cost (X3) all have a big impact on purchasing choices.

**Coefficient of Determination Test (R<sup>2</sup>)**

Determining the extent to which changes in the independent variable can account for variation in the dependent variable is another necessary step in the regression analysis process. This is why one uses the coefficient of determination (R<sup>2</sup>). The estimated F value is 197.334 > 3.09 (F table) with a value of sig. 0.000 < 0.05 ( $\alpha$ ), indicating a significant value less than 0.05, according to the coefficient of determination, which ranges from 0 to 1.10. This suggests that social media (X1), advertising appeal (X2), and cost (X3) all have a big impact on The independent variable in the study has much less power to affect the dependent variable if the coefficient value gets close to zero. The dependent variable's value will approach one if the coefficient value capacity suggests that the independent variable makes an ideal contribution to it.

**Table 11. Coefficient of Determination Test (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.930 <sup>a</sup>	0.864	0.860	0.489

Source : Data processed by SPSS (2023)

Table 10 shows that the R square value is 0.860, or 86%. This suggests that 86% of the variables related to Purchase Decisions can be explained by variations in the three independent components: price, attractiveness of the advertisement, and social media. In contrast, 14% of the explanations came from sources other than the study's variables.

## DISCUSSION

Drawing from the results of research investigations on the effects of social media, advertising attractiveness, and price on purchasing decisions at cafés in Polewali Mandar, the following discussion may be provided:

### **The Role of Social Media, Advertising Attractiveness, and Price on Purchasing Decisions**

According to table 9, the partial T test produced a computed T of 1.737, which is more than 1.66105 (t table). Based on this result, it is concluded that H<sub>0</sub> is rejected whereas H<sub>a</sub> is approved. Based on this, it is clear that the factors of the role of social media, advertising attractiveness, and pricing have a positive and significant influence on customers' decisions to buy at cafés in the Polewali Mandar area.

### **The Role of Social Media, Advertising Attractiveness, and Price on Purchasing Decisions**

Table 10 of the simultaneous F test yielded a computed F of 197.334, which is larger than 3.09 (f table). Based on this result, it is concluded that H<sub>0</sub> is rejected whereas H<sub>a</sub> is approved. The test results also reveal that the significance level is 0.000, which is less than 0.05. Based on these two findings, it is clear that the factors Role of Social Media, Advertising Attractiveness, and Price all significantly and favorably affect customers' decisions to buy at cafés in the Polewali Mandar area. This illustrates the influence of price, attractiveness of the advertisement, and social media on buying decisions.

## CONCLUSIONS AND RECOMMENDATIONS

Following are some possible conclusions derived from the research analysis and discussion of the role of social media, the attractiveness of advertising, costs, and their effects on decisions about what to buy at Polewali Mandar cafés:

- 1. The role of social media, advertising attractiveness and price have a positive and significant effect on purchasing decisions**

According to table 9, the partial T test produced a computed T of 1.737, which is more than 1.661 (t table). Based on this result, it is concluded that H<sub>0</sub> is rejected whereas H<sub>a</sub> is approved. Based on this, it is clear that the variables of social media role, advertising attractiveness, and cost have a positive and significant impact on customers' decisions to buy at Polewali Mandar cafés.

- 2. The role of social media, advertising attractiveness and price have a positive and significant effect on purchasing decisions**

According to the findings of this study, social media, advertising attractiveness, and pricing all have a favorable and substantial impact on purchase decisions at cafés in Polewali Mandar. The f-count of 197.334 > 3.09 (F table) indicates a significant value less than 0.05, with a sig value of 0.000 < 0.05 ( $\alpha$ ). Thus, it can be seen that either H<sub>0</sub> is rejected or H<sub>a</sub> is accepted. social media (X<sub>1</sub>), advertising appeal (X<sub>2</sub>), and cost (X<sub>3</sub>) significantly effect purchasing decisions (Y).

The author will offer several helpful suggestions for cafes in Polewali Mandar based on the findings and conclusions of the research, specifically the following:

a. **For Writers**

It is hoped that this research can increase knowledge and its application in the world of marketing management regarding Social Media, Advertising Attractiveness, and Price on Purchasing Decisions. It is hoped that cafes in Polewali Mandar will be more active in the world of Social Media because nowadays Social Media is very influential. Besides that, the attractiveness of advertising also has a big influence on purchasing decisions, because attractive advertising makes consumers interested in buying the product. From the results, the cafes have provided prices that are in line with the products being marketed so that customers feel satisfied with the taste of products at affordable prices.

b. **For MSME Businesses**

As input for MSMEs to be active on social media, provide attractive advertising, and provide affordable prices for purchasing decisions.

### **ADVANCED RESEARCH**

Every study has its limitations, so we need suggestions to improve subsequent studies.

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