

Analysis Of Purchasing Decisions For Indonesian Iced Tea Products Through Social Media Marketing, Quality Perceptions And Brand Preferences

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Abstract: The presence of Indonesian Iced Tea products since 2018 has continued to increase. It was recorded that until early 2023, Indonesian iced tea had around 945 outlets spread across Indonesia. This increase is inseparable from the role of consumers in deciding to buy these products. Therefore it is very relevant for us to know the various factors that influence purchasing decisions. This study aims to determine the effect of Social Media Marketing, perceived quality and brand preference on purchasing decisions. The research sample is consumers of Indonesian Ice Tea in Tangerang City as many as 100 respondents obtained by using the Lemeshow formula. The analytical method used is multiple linear regression with the t test to determine the research hypothesis. The results of the study prove that Social Media Marketing has no effect on purchasing decisions, while perceived quality and brand preference have a positive effect on purchasing decisions. The research findings are that social media owned by Indonesian Ice Tea has not been able to increase product sales

Keywords: Social Media Marketing, Quality Perception, Brand Preference, Purchase Decision

INTRODUCTION

In Indonesia, tea can be enjoyed by all circles society, fine That circles economy on nor circles economy lower (Perera & Dissanayake, 2013). This makes the opportunity for the tea beverage business has become very extraordinary normal promising, potential and will be sustainable, as well supported by a large market share. Indonesian Ice Tea is here to answer the challenge. Not only make tea archipelago became a trend, but also a pride (Kuang Chi et al., 2009).

Appetite consumer. So from it's to get a good profit, company need choose most attractive market segment as the target market (Budiansyah et al., n.d.). (To ensure that business Can develop so important once increase sales. By the way apply strategy to achieve purpose.(Cobb-Walgren et al., 1995)

According to Kotler (2015) there are two factors that influence purchasing decisions, namely external factors in the form of the social environment, technology, social media marketing, price, perceived quality, brand preference, lifestyle trends, convenience of shopping, etc. From internal factors in the form of intention to buy, needs, desires, and others. In this study, the focus on purchasing decisions is influenced by external factors in the form of social media marketing, perceived quality and brand preferences.

The first internal buying decision factor is *Social Media Marketing* . According to Kotler & Keller (2012: 568) social media is a A means for consumers to share information Good it's in shape text, image, audio and video with one each other. Meanwhile Caleb T. Carr and Rebecca A. Hayes (2015), stated that social media is an internet- based media that makes it possible user opportunity to interact and present yourself , both instantly _ or delayed , with audiences wide nor no , that drives mark from generated content _ users and ratings interaction with others.(Sudirjo et al., 2023) Research conducted by Reynaldy Rizal Giovanil and Sugeng Purwanto (2021) and Nararya Narottama and Natasha Erinda Putri Moniaga (2022) declared *Social Media Marketing* own influence simultaneously and significantly to variable decision purchase . However results research conducted by Rafiul Malik Dedi (2021) that *Social Media Marketing* doesn't influential significant to decision purchase. (Sulaiman & Novandari, n.d.)

The second factor that influences purchasing decisions is Perceived Quality. Perceived quality is the customer's perception of the quality of the product as a whole with respect to the intended purpose, which is relative to alternatives. (Jacoby et al., 1971) The perceived quality of a product is closely related to how a

brand is perceived. Research conducted by Agustin (2020) and Sopiyan (2020) states that perceived quality has a positive and significant effect on purchasing decisions. However, the results of research conducted by Amalia (2018) show that perceived quality has no significant effect on purchasing decisions. (Yiridoe et al., 2005)

The third purchasing decision factor is brand preference. Brand preference is one indicator of brand strength that arises from the customer's heart, brand preference shows how the brand is preferred compared to other brands that offer similar products. (Cable & Judge, 1994). Brand preference measurement is an attempt to determine the impact of marketing activities on the hearts and minds of current and potential customers Rahmawati (2017). The results of research conducted by Yuningsih, et al (2022) stated that the results showed that the brand preference variable had a positive effect on purchasing decisions. However, the results of research conducted by Yuliastuti (2020) prove that brand preferences do not affect purchasing decisions. (Sulaiman & Novandari, n.d.).

The motivation for this research is that the first study of purchasing decisions is very interesting to examine, because purchasing decisions will greatly affect the sustainability of the company, when purchasing decisions decrease, income will get worse, this of course will have an impact on sustainability in the future. Second, there are previous research results that are still contradictory regarding the factors that influence purchasing decisions, such as research conducted by (Boon-Long & Wongsurawat, 2015; Davidaviciene et al., 2019; Hasan & Sohail, 2020; Perera & Dissanayake, 2013 ; Prasath & Yoganathen, 2018; Sudirjo et al., 2023; Supiyandi et al., 2022) based on this information, researchers are interested in knowing whether Social Media Marketing, Quality Perceptions and Brand Preferences can influence purchasing decisions for Indonesian Iced Tea products in Jurumudi Tangerang City.

LITERATURE REVIEW

Literature review

Theory behavior Consumer

According to Wahyuningih (2019) Eentrepreneurs who want success must pay attention to and understand the needs of consumers. Consumers have differences in terms of wants, needs, education, occupation and level of income, so behavior they also vary. Behavior consumers are reactions to needs and wants instinctively good or because influence environment surrounding. Behavior appear because various affecting conditions consumer. This result consumer looking for the best alternative according to him, then consumer start consider taking decision purchase.

Based on behavior consumer above can be concluded that behavior consumer is something actions taken by individuals, groups, or organizations relating to the determination process decision to acquire, use goods or services economy that can be affected by the environment. From this definition an important element from behavior consumers can be taken, namely the process of taking decisions and activities that all involve individuals in assessing, obtaining goods and services economy

Purchase Decision

According to Amron (2018) Purchase decisions is choice of two or more options to do which one in entering stages decision purchase previously consumer already confronted with several alternative choices so that at this stage the consumer will do action to decide buy products based on the specific and preferred options.

decision purchase is one action from attitude consumer Good individual, group nor organization in doing assessment and selection from various alternatives and determine the most profitable option for consumer.

Social Media Marketing

Kotler and Keillor (2016: 642) explain that social media has uses for forms share videos up to information to others. Adhawiyah, et al (2019) argue social media is a working change as container for consumers get as well as convey a information. Wheiras Seimuieil and Seitiawan (2018) in Adhawiyah, et al (2019) via corporate social media can build connection good with consumers this matter caused because of social media is effective platform in the world of marketing.

It can be concluded that *Social Media Marketing* is a place that has a function for consumers get as well as convey a video up information. In addition to getting and delivering information, *Social Media Marketing* is also considered to be constructive connection both with consumers effectively. Another thing *Social Media Marketing* can create awareness a good brand directly nor no direct.

Perception Product Quality

Perception quality can be defined as customer perception of whole quality or excellence of a product or service relating to what is expected by customers (Duirianto, 2004:96). Aaker (1991) in Suidarsono and Kuirniawati (2013:20) states that perception quality (*perceived quality*) will influence decision direct purchase and brand loyalty. Perception quality must followed by an increase in real quality _ from the product.

Brand Preferences

According to Kotler & Armstrong (2013) brand preference is level where consumer want the product provided by the company now this as comparison on products provided by other companies with the range consideration. According to Ardhanari (2008) brand preference is circumstances where consumer will choose one from many brands offered. According to Fongana (2009) strong brand preference push consumers to have a strong liking to a brand. Strong brand preference have degree strong customer preference to a brand. Capable company develop brand preference will be able maintain consumer. The best brand preference can provide guarantee quality for consumer.

RESEARCH HYPOTHESIS

The influence of social media marketing on purchasing decisions

There are many media that companies can use to promote their products, both offline and online. One of which is online, namely by utilizing social media. Social Media Marketing is a promotional media that uses electronic media in the form of social media applications such as Instagram, Twitter, TikTok, and others. With unlimited promotional media, you can reach many consumers to find out about the products being marketed. The more intense the level of promotion using Social Media Marketing, the more consumers will know about the product. This will have an impact on increasing purchasing decisions that will be made by consumers. The results of research conducted by Giovanil (2021) found that social media influences purchasing decisions. Based on the explanation above, the first hypothesis is:

H1: Social Media Marketing has a positive effect on purchasing decisions

The influence of perceived quality on purchasing decisions

Companies will introduce the products or services they sell to be valued well by consumers, with the perception of quality customers can judge the overall quality or superiority of a product or service that consumers expect. Usually consumers lack the buyer's knowledge of the attributes or features of the product to be purchased, so the buyer perceives its quality from the aspects of price, brand name, advertising and company reputation. With the perception that quality is considered good by consumers, consumers want to buy the product or service. This will have an impact on increasing purchasing decisions that will be made by consumers. The results of research conducted by Agustin (2020) found that perceived quality influences purchasing decisions. Based on the explanation above, the second hypothesis is:

H2: Perceived quality has a positive effect on purchasing decisions

The influence of brand preferences on purchasing decisions

Companies must have a strong brand to encourage consumers to like the brand. Companies that are able to develop brand preferences will be able to survive the competition. Brand preference is seen as everything where consumers prefer a brand based on their first experience in using the brand and consumers will compare the brand with other similar brands. Brand preference is the tendency of a consumer to like a brand compared to other brands so that it will shape his desire to buy that brand. This will have an impact on increasing purchasing decisions that will be made by consumers. The results of research conducted by Yuningsih, et al (2022) found that brand preferences influence purchasing decisions. Based on the explanation above, the third hypothesis:

H3: Brand preference has a positive effect on purchasing decisions

METHOD

In this research, method associative causality used to explain about influence of social media marketing, perception quality and brand preference _ decision purchase. The population in this study were consumers at Juirumudi Indonesian Ice Tea in Tangerang City who had buy products. As for the amount population used cannot be known, so taking sample used formula leimeishow. The sampling technique in this study used Accidental Sampling _ that is technique determination sample

based on coincidence, that is Who just incidental respondents meet with researchers can be used as sample, if seen as a coincidence found That suitable as data sources (Suigiyono , 2016).

The type of data used is primary data, namely data obtained directly, to the object research (Consumers of Indonesian Ice Tea The helmsman of Tangeirang City). Method data collection carried out in this study is a survey method that is by way of spread questionnaire (foundation instrument to respondent).

Results and Discussion

1. Respondent demographics

In this study, the number of respondents who obtained as many as 100 people by looking at the characteristics in the following table:

Table 1
Respondent Characteristics

No	Characteristics	Information
1.	Age	12-18 years 3 respondents 19-24 years 83 respondents 25-28 years 9 respondents 29-44 years 5 respondents >45 years 0 respondents
2.	Gender	Male 22 respondents dan female 78 respondents
3	Residence	Live in jurumudi 75 respondents dan live outside jurumudi 25 respondents
4.	Last education	SMA/SMK 87 respondents DIPLOMA 4 respondents Undergraduate degree 9 respondents
5.	Work	Student 41 respondents Enterpriser 10 respondents Private employees 27 respondents Teachers/lecturers 8 respondents Government employees 2 respondents Housewife 5 respondents Other 7 respondents
6.	Buy products online	Buying products online 89 respondents bought online and 11 respondents did not buy online

2. Statistical Test Descriptive

Descriptive statistical tests are used to explain research variables based on minimum, maximum, average and standard deviation values. Through this test variable data can be described clearly which in the end is able to give meaning. The results of the descriptive statistical test can be seen in the following table:

Table 2
Statistical Test Results Descriptive (n=100)

	Minimum	Maximum	Means	std. Deviation
Social Media Marketing	12	20	16.76	2080
Perception Quality	11	25	21.04	2,978
Preference Brand	15	25	21.02	2,535
Purchase Decision	17	30	25.47	3,093
Valid N (listwise)				

Based on table 2 above, it can be seen that variable *Social Media Marketing* own mark Lowest by 12 and value highest 20 as well the total average value of 16.76. The average value is 16.76 if shared the number of indicators as much four, then will obtained mark of 4.19 indicates that majority answer

respondent agreei For all indicators of the variable *social media marketing* which means the average respondent state that advertising on social media for application *online shopping* interesting Indonesian Iceid Tea attention . Besides that is , social media provide required information about variety existing products applied *online shopping* . Default value deviation on *Social Media Marketing* of 2.080 which means answer respondent.

Variable perception quality own mark lowest 11 and value highest 25 with an average of 21.04. The average value is 21.04 if shared the number of indicators is five. So will obtained mark of 4.208 indicates that majority answer respondent agreei For all indicators of perception variables quality which means the average respondent state that evaluation very good and quality product . Default value deviation on Perception Quality of 2.978 which means answer respondent varied .

Variable preference brand own mark lowest 15 and value highest 25 with an average of 21.02. The average value is 21.02 if shared the number of indicators is five. So will obtained mark of 4.204 indicates that majority answer respondent agreei For all indicators of preference variables brand which means the average respondent state that Indonesian Iceid Tea brand already known lots of people and brands This have characteristic typical alone . Default value deviation on Preference Brand of 2.535 which means answer respondent varied .

Whereas variable decision purchase own mark lowest 17 and value highest is 30 with an average of 25.47 as well standard deviation of 3.093. The average value is 25.47 if shared the number of indicators as much six . So will obtained mark of 4.245 indicates that majority answer respondent agreei For all indicators of decision variables purchase which means the average respondent state that decision purchase Indonesian Iceid Tea product Because Lots variant it tastes and has the desired taste consume . Default value deviation on decision Purchase of 3.093 which means answer respondent varied .

3. Instrument Test Study

In addition to testing the validity, in this study also tested the reliability of the data. This aims to see whether the data is running consistently or reliably to proceed to the next calculation. The results obtained are as follows.

Table 3
Reliability Test Results

Variablei	Alpha Cronbach	Critical Limit	Information
<i>Social Media Marketing</i>	0.817	0.7	Reliablei
Perception Quality	0.931	0.7	Reliablei
Brand Preferencei	0.869	0.7	Reliablei
Purchase Decision	0.882	0.7	Reliablei

From the results data table 3 can see mark reliability social media marketing variable of 0.817, value reliability from perception quality is 0.931, value reliability from preference brand 0.869, as well mark reliability decision purchase 0.882.

4. Assumption Test Classic

a. Normality Test

The Normality Test was carried out to see whether a regression model and all variables have normal or abnormal influences. It is said to be normal if the significant value is more than 0.05.

Table 4
Normality Test Results

N		100
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	1.36923651
Most Extreme Differences	absolutei	.112
	Positivei	.104
	Negativei	-.112
Test Statistics		.112
Asymp . Sig. (2-tailed)		.004 ^c
Exact Sig. (2-tailed)		.153
Point Probability		.000

From Figure 4 above, you can see that the significant mark for the normality test is 0.153, which is smaller than 0.05. So we can conclude that the data is normally distributed and feasible.

b. Multicollinearity Test

This test was carried out to see whether there is a high or low correlation between independent variables. If there is a high correlation, then the relationship between the independent variables towards the dependent variable is disturbed. Intuitively, through the multicollinearity test, the tolerance value must be > 0.10 and the Variant Inflation Factor (VIF) value must be <10.00.

**Table 5
 Multicollinearity Test**

Constant	Tolerance	VIF
Social Media Marketing	.318	3.148
Perception Quality	.231	4.327
Brand Preference	.224	4.469

From Figure 5 we can see that variable X1 has a tolerance value of > 0.10, which is 0.318 as well as X2 tolerance value of 0.231 and also X3 has 0.224. And the value of VIF X1 <10.00 is 3.148 and the value of X2 is 4.327 as well as the value of X3 is 4.469. So we conclude that the data is distributed normally and does not have multicollinearity symptoms.

c. Heteroscedasticity Test

In the heteroscedasticity test, the most frequently used way to determine whether a model is free from heteroscedasticity problems or not is simply by looking at the Scatter Plot. Apart from looking at the scatter plot, there are several statistical methods that can be used to test heteroscedasticity, such as the Glejser test. In this study, researchers in testing whether there is heteroscedasticity or not is to use the Glejser test. In the heteroscedasticity test with the Glejser test, if the sig (significance) value and all explanatory variables are not statistically significant (p > 0.05), then it can be said that the regression equation model does not experience heteroscedasticity.

**Table 6
 Heteroscedasticity Test Results**

Constant	Sig.
Social Media Marketing	.110
Perception Quality	.178
Brand Preference	.574

Based on the results of the heteroscedasticity test in table 6, it can be seen that the sig value of each variable is 0.178 for the social media marketing variable, and 0.574 for the quality perception variable, then 0.664 for the brand preference variable. From these results, it can be concluded that the regression equation model does not experience heteroscedasticity. This is because the value of each variable is not significant, or the sig value is more than 0.05.

5. Multiple Linear Regression Test

Multiple linear regression is an equation that describes the relationship between two or more independent variables and one dependent variable. The following are the results of multiple linear regression tests.

**Table 7
 Multiple Linear Analysis Test Results**

	Results
(Constant)	3,824
Social Media Marketing	.114
Perception Quality	.625
Brand Preference	.314

$$\text{Purchase Decision} = 3,824 + 0,114 \text{ SMM} + 0,625 \text{ PQ} + 0,314 \text{ BP} + e$$

6. Coefficient Determination (R2)

The coefficient of determination is used to see the magnitude of the influence of all independent variables on the dependent variable. The greater the value of the coefficient of determination indicates that the greater the strength of the influence of the independent variables simultaneously on the dependent variable. The results of testing the coefficient of determination can be seen in the table below:

Table 8
Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.798	1.39047

Based on Figure 8 can see the results coefficient determination (R2) is 0.804. So can conclude the population Social Media Marketing, Perception Quality and Preference Brand very big influence on Purchasing Decisions by 80.4%. The remaining 39.0% is influenced by other factors that are not investigated in research this.

7. Hypothesis Test

a. Partial Test (T Test)

The t test is applied in order to involve whether there is a significant effect between the two variables, namely the independent population (X) and the dependent population (Y) which apply to the population. The confidence level used is 95% or a significant level of 5% if:

1. Probability t count > or greater than 0.05 then Ho is accepted H1 is rejected.
2. The probability that f counts is < or less than 0.05, then Ho is rejected, H1 is accepted. T-table value = $t(\alpha/2; n-k-1) = t(0.05/2; 100-3-1) = t(0.025; 96) = 1.98498$ with a significant value of 0.05 so that the value of T table of 1.984.

Table 9
Partial Test Results (T Test)

	Results
(Constant)	3.131
Social Media Marketing	.953
Perception Quality	6,400
Brand Preference	2,692

Based on the table above, you can see:

1. Influence of *Social Media Marketing* on Purchasing Decisions
 Based on the results of testing hypothesis *Social Media Marketing* (X1) Ho is accepted H1 is rejected. So can conclude that *Social Media Marketing* for damn No influential positive and no significant on Purchasing Decisions on Indonesian Icai Teia in Juiruimuidi, Tangerang City.
2. T test for variable Perception Quality (X2)
 Based on the results of testing hypothesis Perception Quality (X2) Ho is rejected H1 is accepted. So can conclude that Perception Quality in a manner damn influential positive and significant on Purchasing Decisions on Indonesian Icai Teia in Juiruimuidi, Tangerang City.
3. T test for variable Preference Brand (X3)
 Based on the results of testing hypothesis Perception Quality (X2) Ho is rejected H1 is accepted. So can conclude that Preference Brand in a manner damn influential positive and significant on Purchasing Decisions on Indonesian Icai Teia in Juiruimuidi, Tangerang City.

Discussion

1. Influence of Social Media Marketing Against Purchasing Decisions

Research results showing that *social media marketing* variable is not influential positively and not significant to purchasing decisions of Indonesian iced tea consumers at the helmsman of Tangerang City. In this study, respondents tend to know variant product and location proven from answer respondents who choose neutral for social media (Instagram, Twitter, TikTok, etc.) that Indonesian Es Tea has helped for know variant product and location. And questions presented content always up to date respondents answer neutral, as well as easy access to Indonesian Iced Tea social media (Instagram, TikTok, Twitter, etc.) the respondent also answered neutral. Because of this, Indonesian Es Tea must improve the quality and quantity as well as increase promotions for its branches and always be up to date on product variants and post tutorials for how to access Indonesian iced tea social media so that consumers find it easy to access, in this way so that consumers always remember and always choose in the future.

This study obtained the same results as previous research Dedi (2020) that social media marketing has no positive and insignificant effect on purchasing decisions.

However, it is different from research (Narottama & Moniaga, 2022) that social media marketing has a positive and significant effect on purchasing decisions.

2. Influence of Perception Quality Against Purchasing Decisions

That the study shown that variable Perception Quality influential positively and significant to purchasing decisions. This means perception to quality is one of the driving factors consumer for do purchasing Indonesian Iced Tea. Consumers of Indonesian Iced Tea, Jurumudi, Tangerang City, said that they choose to buy Iced Tea product Indonesia because according to their product has a good taste and characteristics special specialty _ as well as Good quality.

This research is supported by the theory put forward by Aaker (In Alinegoro, 2014) that when consumers have a high perception of the quality of a product, it will be easier to make purchasing decisions. In order to create a good perception of the quality of a product in the minds of consumers, it must be followed by a real increase in the quality of the product so that it can make purchasing decisions easier.

This research is in accordance with previous research conducted by (Sopiyan, 2020) which states that perceived quality has a positive effect on purchasing decisions.

3. Influence of Brand Preference Brand To purchasing Decisions

The results showed that the Brand Preference variable had a positive and significant effect on the purchasing decisions of Indonesian Iced Tea consumers at the helmsman of Tangerang City, meaning that partially the Brand Preference variable had a significant effect on the Indonesian Ice Tea Product Purchasing Decision variable at Jurumudi Tangerang City.

This means that consumers choose to buy the Indonesian Ice Tea brand and consumers believe that the Indonesian Ice Tea brand is well known to many people, even the brand is easy to remember. Consumers state that their first experience will form an attitude of wanting to re-purchase Indonesian Es Tea products.

This research is in accordance with previous research conducted by (Yuningsih et al., 2022) which states that brand preference has a positive effect on purchasing decisions.

CONCLUSION

Based on the research results, it can be concluded that social media marketing has no effect on purchasing decisions. Meanwhile, perceived quality and brand preference influence purchasing decisions for Indonesian iced tea products.

SCOPE OF PROBLEM

This study shows that social media marketing has no effect on purchasing decisions by proving that marketing Indonesian iced tea products through social media has not been able to attract consumers to buy products. Meanwhile, perceived quality and brand preference have an effect on the purchasing decision of the Indonesian ice product, Jurumudi, Tangerang City. Because consumers are more concerned about the quality of these products, so that consumers feel like buying continuously from these brands.

SUGGESTION

From the research, discussion, and conclusions obtained, suggestions can be given as following:

For Indonesian Iced Tea, Jember City, the social media marketing variable is not influential significant to decision purchase consumers of Indonesian Iced Tea, Jember City, however need to be material attention because social media marketing has not can prove. because that improve and update wider social media again start from promotion, location, how to order should be improved back, so consumers easy access social media of Indonesian Iced Tea and consumers no switch to another social media anyway choosing Indonesian Iced Tea products for the future. And variables perception quality show positive influence to decision purchase consumers of Indonesian Iced Tea, Jember City. Enhancement perception quality will influence decision purchase consumer. Indonesian Iced Tea Jember City must able to improve further perception quality like more attractive design, good quality and wider range of products kind. As well as variables brand preference shows positive influence to decision purchase consumers of Indonesian Iced Tea, Jember City. In order for consumers still choose towards the brand, Indonesian Iced Tea Jember City must capable increase keep going good quality and service for the future, so that consumers always remember the brand and like it, no switch to another brand anyway choosing Indonesian Iced Tea products for the future.

On research future should use object different research so can use clear picture about decision purchase consumer. To get better results, recommend research next for not only use sample based on segment from object under study. Add or fix other potential independent variables that provide contribution to decision purchase. these results are underlying researches to provide recommendation to research next to research variable like quality service, because a number of respondent state employee not yet done mentoring or coaching.

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