

Influence Product Quality, Prices and Social Media Marketing On Purchasing Decisions Product Gurita Bouquet (Flower Bouquet)

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Abstract

This investigation aims to evaluate the impact of product quality, price, and social media marketing on the purchasing decisions of Gurita Bouquet products in Bandung City. Companies must develop effective marketing strategies to pique consumer interest in the florist industry, characterized by intense competition. A quantitative methodology is implemented in this investigation, which includes 95 participants. This investigation employed A Purposive Sampling approach in conjunction with Non-Probability Sampling. A total of 95 questionnaires were distributed to respondents who are 19 years of age or older and have purchased Gurita Bouquet products to investigate the impact of product quality, price, and social media marketing on their purchasing decisions for Gurita Bouquet products. The questionnaires were successfully collected. The findings indicated that purchasing decisions were significantly influenced by product quality, price, and social media marketing. The r count and Cronbach Alpha values are above the standard, indicating that the validity and reliability tests yield satisfactory results. The t-test, which was employed to test the hypothesis, demonstrates that the three independent variables substantially impact purchasing decisions. The sig value is less than 0.05, and the t count exceeds the t table. The F test demonstrates that the three variables substantially impact purchasing decisions simultaneously. In general, the findings of this investigation indicate that the quality of the product, the pricing, and the use of social media marketing are significant factors in the decision-making process for Gurita Bouquet products.

Keywords: Quality Product, Price, Social Media Marketing, Purchasing Decision, Octopus Bouquet

JEL Code:

1. Introduction

Horticulture is one of the subsectors of agriculture that has the potential For develop Because its economy is sufficiently tall (Guampe et al., 2022). Indonesia is rich in it various product horticulture, supported by the diversity of plasma nutfah and varieties that make it possible

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development fruits, vegetables, and plant decoration. One of the commodity Featured in horticulture is plant decoration. Flowers as part from plant decorate Lots in demand Because mark its high economy, attractive colors, and capabilities produce flower in amount big. Some type flower popular in Indonesia include Orchids, Chrysanthemums, Roses, Carnations, Gladiolus, Gerbera and others (Vinet & Zhedanov, 2011).

Floriculture is part from horticulture which has potential big For developed (Hasibuan et al., 2022) . Indonesia, which is known with riches flora, has diverse plant unique and beautiful decoration. Potential This can utilized as commodity commercially valuable high, contributing to the increase income farmer plant decorate at a time support foreign exchange. Plants floriculture, especially flower bouquets, is unique and demanding products attention special. Its management need skills art, mastery technology cultivation, as well as ability market results production. Actors flower bouquet business must also capable guard freshness the product while serve artistic design, shape and color For interesting interest consumers.

View public to flower the more develop positive, so that its use now No Again limited as decor only. Flowers are also often given as saying congratulations, expression sympathy, in activity religious, wedding events, and various chance others. Along with with expansion use interest, competition in development commodity this is getting more and more strict. Innovation technology Keep going developed For create a flower bouquet with various colors, attractive designs, power stand high, and higher prices affordable (Pratiwi et al., 2024). Flower bouquet often utilized For decoration, ornament, or as a medium for convey saying congratulations and various expression others. In general, its function is add beauty and value aesthetics. Although the flower bouquet No long lasting, business This remains very promising. Along with development of the times and patterns think, beauty the more considered important. Changes view This make flower as symbol expressions, for example For celebrate moment happy, conveying feelings of love, or as form condolences.

One of The flower bouquet seller in Bandung City is " Gurita Bouquet ". Gurita Bouquet is a flower bouquet seller who provides various current designs and models hitz with luxurious and elegant concept. Not just a bouquet of flowers only for sale but various kinds of bouquets like food /snacks, chocolate, money and others in accordance customer orders. In addition That Gurita Bouquetat the moment This open a workshop for customers who want to Study stringing together flowers and held every weekend in various place, not only That only customers who attend this workshop No only from city Bandung but from share there is also a city. So online orders too from share city (Nugroho & Sarah, 2021) .

In Bandung City, at the moment This in words very much many businessmen are moving in florist services, opportunities efforts that make the amount competitor new that appears in industry assembly flower until competition the more strict on florist competitors for fighting for market share. The more Lots choice make the candidates consumer must deciding which florist is right for you with need they (Oktavianti et al., 2024) . Because of the competition between florists increasingly strict so that business people an effective marketing strategy is needed to be able to stand out in a competitive market This is felt by Gurita Bouquet who has Lots competitor especially in Bandung City, with the number of florists makes Gurita Bouquetmust Can compete with a florist who is considered has been developing for a long time and has more famous. Competition in business assembly flower or florist more and more tight, marketing strategy become an important strategy for florists, including Gurita Bouquetbecause of marketing strategy allow company reach candidate consumer more spacious and efficient

(Fahrulroji Rahman & Siti Sarah, 2024).

Octopus started experience desire - focused person For change hobby become A business. Official founded on March 20, 2020, Octopus has face various challenges, including competition strict with competitors. Challenges This succeed overcome through innovation products that have characteristics typical unique, making it difficult imitated by the party others. As part from its marketing strategy, Gurita utilise opportunity big in flower bouquet business that prioritizes workshops and sales flowers. In the cities big such as Jakarta, Bandung, Surabaya, and Bali, the prospects business this is very promising. Request will fresh flowers remain high, especially For various events such as wedding, birthday year, celebration company, as well as days special such as Mother's Day and Valentine's Day.

Along with growth industry marriage, needs will bouquet and flowers decor Keep going increase (Wardani et al., 2024). DIY (Do It Yourself) trends and experiences interactive which is loved by the generation Millennials and Gen Z create opportunity big for creative workshops like stringing together interest. The community does not only want to buy a bouquet, but also want to Study skills new that gives mark add. This workshop offer experience unique and interesting interest various circles, starting from lovers hobby, mother House stairs, up to professional young people looking for activity stress reliever.

Following is achievement Gurita Bouquet after held a DIY flower workshop which turned out to be Lots enthusiastic among them teenagers and adults. Gurita Bouquet utilizes social media Instagram as a tool marketing, Gurita Bouquet is trying to weave good relationship with consumers and potential consumer use create relation mutually positive profitable. This is done through effective communication, good in a way direct and also No directly, with utilise various channel For convey information (Rahmi et al., 2023) . Marketing through social media, which is often called as social media marketing, is form marketing that can used For increase awareness brand with utilise tool from social platforms that can accessed Where have you been.

Social media marketing is a series of marketing strategies, both of a physical nature direct and also No direct, which aims For increase awareness, recognition, and encouragement interaction related brand, business, product, individual, or entity other (Sahati et al., 2024) . With Thus, the factors This can give contribution significant to decision purchase somebody when they choose For buy product certain. Activities interaction via social media own ability For influence perception and belief consumer to product or brand the.

2. Literature Review

2.1 Purchasing Decision

Buying decision is a process in which a person choose For own a goods from two or more choice alternative. Every individual Certain Once consider various factor before take decision purchase. Purchasing decisions are a stage in which the consumer has the ability to make their own choice and is prepared to make a purchase or exchange money for the right to use or own a product or service (Kotler & Keller, 2016).

In his research (Rahardi et al., 2024) Explain purchasing decisions is the process of choosing between two or more choice alternative. In other words, a person must own a number of available options moment will take decision. There are five stages in the process of taking decision, namely introduction problem, search information, evaluation alternative, decision purchases, and behavior after purchase (Kotler & Keller, 2016)

There is four method applied measurements For evaluate decision purchase, according to (Kotler & Keller, 2016) , namely: 1. Choice Product : The consumer has the autonomy to determine whether they will purchase a product or allocate the funds to other purposes. In this context, the firm must concentrate on the individuals who are interested in purchasing the product, as well as the alternatives they have considered. 2. Brand Choice : Consumers must determine which brand will purchased, where each brand own unique characteristics. Therefore that, company must understand method consumer choose brand 3. Distributor Choice : Consumers need decide which distributor will they visit. Every consumer own different preferences in choose distributor, which can influenced by factors like location, price, availability goods, comfort shopping, and spacious Place. 4. Purchase Time : Consumer decisions about time purchase can varies ; some are shopping every daily, weekly, or two weekly, and so on. 5. Quantity Purchase : Consumers must also decide How many Lots the product you want bought at a time. Purchase Can more from one item, so that company need prepare stock product in accordance with various need consumers. 6. Methods Payment : Consumer determine method payment to be made used moment buy product or services. When this, decision purchase No only influenced by factors environment and family, but also by the technology used in the transaction process.

2.2 Quality Product

Quality product become factor important, because consumer will evaluate whether products offered in accordance with hope they. According to (Kotler & Keller, 2016) Quality product is the ability possessed a goods For give results or appropriate performance even exceed what to expect a Consumers. Good or the bad quality from a product will become factor determinant for consumer in do decision purchase. This means that product covers all things provided in the market for noticed, obtained, used, or consumed use fulfil desire or needs. Quality product covers all over combination characteristics from marketing, engineering, production, and maintenance that make product the fulfil hope customers. Therefore that, consumers pay close attention quality product before make decision purchase.

According to (Fandy Tjiptono, 2016) there is a number of dimensions perception quality product as following : Performance: related with characteristics base operational from a product, Durability: shows how long is a product can used before must replaced, where the power stand product tend more tall If frequency use increased, Conformance to specifications: to what extent the characteristics main a product in accordance with expected specifications consumer and free from defective. This reflect whether purchased products consumer in accordance with hope they, Features: refers to the characteristics additional designed For increase function product or interesting interest consumer, Reliability: refers to the possibility product can functioning with satisfying in term time certain. The more small risk damage, increasingly can reliable product the.

2.3 Price

The price is the sum of money that is paid to acquire a product or service, while also reflecting the value that consumers receive from using the product or service. Perception is the process by which an individual selects, organizes, and translates incoming information stimulus into a comprehensive picture, as per Rahardi et al. (2024). The price is. The manner in which consumers perceive price, as it is either high, low, or fair. In his research (Mubarak, 2016) price is amount of money spent For to obtain goods certain. Buyer consider price after consider various factors.

According to (Kotler & Keller, 2016) , price usually formed through the negotiation process between seller and buyer until achieved agreement. Based on definition said, the price can concluded as accumulation the value given For to obtain goods or service with objective get profit. Price has diverse form and function, such as For pay rent, dues, fees, wages, or commission. Prices can also be interpreted as one of the component in mix marketing that works produce income. Compared with element others, price is part of the easiest marketing programs For adjusted, while feature products, channels distribution, and communication need time longer for changed (Kotler & Keller, 2016) . Perception to price can rated through four indicators, namely accessibility price, suitability price with quality product, alignment price with benefits received, and level of Power competition price. Therefore that, the more affordable the price offered, the more tall possibility buyer For decide buy. On the other hand, if price No appropriate, potential purchase tend decreased. So that price become influencing factors in a way real and strong on decisions consumer For do purchase (Mubarok et al., 2023)

Indicators used For evaluate price, according to (Kotler & Keller, 2016) , consisting of as following : Price Affordability : Ability consumer For access set price. Suitability price with quality product or services : Assessment consumer to the right price with quality offered. Conformity price with Benefits : Considerations consumer about whether benefits obtained comparable with costs incurred. Researchers will use indicators described by (Kotler & Keller, 2016) as tool measuring For variable price, because indicator the relevant with theory the price that has been discussed previously by researchers.

2.4 Social Media Marketing

Social media marketing is a direct or indirect marketing strategy that utilizes social media tools, including blogging, microblogging, social media, social bookmarking, and content sharing, to increase awareness, recognition, recall, and retrieval of a brand, business, product, person, or other entity (Mubarok et al., 2023).

Kaur & Solomon, (2023) explain that with existence social media presence, marketing via social media has experience rapid development Because its efficiency in costs required For development, management connection with consumer, promotion brand, product idea development new, management Then cross user products, and most importantly, change customer become consumers.

According to (Kotler et al., 2021) state that social media marketing has three indicator main For measure effectiveness, namely : Quality writing : attractive captions/words on the product. Attractive photos : marketing product with design Photo quality. Frequency activity Posts : active promote products on social media.

3. Research Method

3.1 Research Methods

Study This use method quantitative with approach descriptive and verification methods. study quantitative is type research that has characteristics typical systematic, planned and structured in a way clear since beginning until stage design research. According to (Sugiyono, 2019) , method quantitative is also known as as study traditional Because has been used for a long time. Temporary that, Brion & Ampah-Mensah, (2021) explain that method quantitative used For test theory certain with analyze connection between variable.

Approach descriptive, as explained by (Sugiyono, 2019) , is the method used For analyze data or sample as existence, without do analysis deep or interesting the applicable conclusion general. As for the method verification, according to (Sugiyono, 2019) , aims For identify connection between variable independent and dependent, which then tested through analysis hypothesis.

3.2 Data Collection Techniques

Researchers employ data collection techniques to acquire the data and information required for their research. Data collection techniques used in study This includes : 1. Literature Study: This technique aiming For obtain theoretical data from the experts, which are relevant with variables studied. Data collected covers information related Quality Product, Price and Social Media Marketing. 2. Questionnaire : This technique involving data collection through a list of related questions with problem research. Questionnaire given to Respondent For get data. Method This used For know influence Quality Product, Price and Social Media Marketing on Purchasing Decisions, where respondents requested For answer based on condition the actual product.

Measurement in study This using a Likert Scale, which works For evaluate attitudes, opinions and perceptions individual or group to phenomenon social (Sugiyono, 2017). Through the Likert Scale, the variables measured detailed as base For designing instrument items, both in form statement and also question.

3.3 Sampling Techniques

Utilizing the technique sample employed in the investigation With the Purposive Sampling approach, this is Non-Probability Sampling. Methodology: This was accomplished by distributing a questionnaire online through Google Forms. Non-Probability Sampling is a sampling technique that does not provide equal opportunity to all members of the population, as per Sugiyono (2019). For the sample that was chosen. While that, Purposive Sampling, as explained by (Sugiyono, 2019) is method election sample based on consideration certain appropriate with criteria that have been set.

Election sample in study This done with consider size sample that can determined in a way statistics and also through estimate research, with still ensure characteristic representative. This means that the sample selected must capable describe characteristics population in a way overall. In determine sample in study This writer use Hair et al's formula is amount indicator variable times with size minimum sample 5-10. Based on Hair et al. formula, the author 's sample thorough amount to as following :

Amount Minimum Sample = Number Indicator Variables X 5

$$= 19 \times 5$$

$$= 95$$

Can concluded that amount required sample as many as 95 respondents.

Research Model

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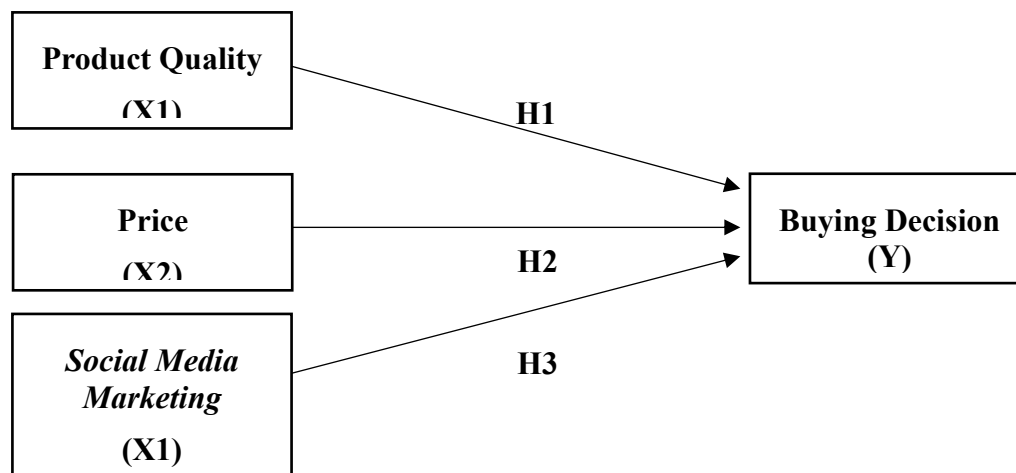


Figure 1. Framework Thinking

Operasional Variabel

Table 1. Operasional Variabel

VARIABEL & DEFINISI	DIMENSI	INDIKATOR	ITEM	SKALA
Product Quality (X1): Product quality is the capacity of an item to deliver results or performance that meet or surpass the expectations of a consumer. Consumers will base their purchasing decisions on the excellence of a product. Kotler and Keller (2016)	Kinerja (<i>Performance</i>)	Whether Gurita Bouquet products according to with desire customer	1	Likert
	Compliance with specification	The materials used for Gurita Bouquet are appropriate specification	2	
	Durability	Gurita Bouquet Long lasting product	3	
	Aesthetics Product	Attractive design on Gurita Bouquet	4	
	Perceived quality	Quality Good Gurita Bouquet product	5	
Price (X2): Price perception is the manner in which consumers perceive prices as high, low, or fair. Perception is the process by which an individual selects, organizes, and translates the information stimulus that contributes to a comprehensive picture. Muhatan and Soliha (2017).	Price Affordability	Affordable price product For Gurita Bouquet Customers	6	Likert
		Comparison price Gurita Bouquet products with others	7	
	Price Match With Quality Product Or Services	Price offered in accordance with Gurita Bouquet quality	8	
		Price offered make satisfied	9	
	Price Match With Benefit	Product price in accordance with benefit	10	
Social Media Marketing (X3): Social	Tulisan yang	Attractive captions on	11	Likert

media marketing encompasses any form of direct or indirect marketing that enhances awareness, recognition, recall, and action in favor of a brand, business, product, individual, or other entity. Blogging, microblogging, social media, social bookmarking, and content sharing are employed to structure this marketing. Gunelius in Mileva and DH (2018)	berkualitas	<i>products</i> Gurita Bouquet		
	Foto yang menarik	Market product with design Photo quality	12	
	Frequency activity Posts	Flower Bouquet's active promotion products on <i>Social Media</i>	13	
Purchase Decision (Y): Purchase decision is a stage in which the consumer has the autonomy to make a decision and is prepared to make a purchase or exchange money for the right to use or own products or services for 2016.	Choice Product	Decide which product will purchased	14	Likert
	Choice Brand Consumer	Determine which brand will purchased	15	
	Choice Distributor Consumer	Choose place Where will buy product	16	
	Purchase Time	When is the right time do purchase	17	
	Consumer Decisions	Decide buy because of the procedure easy payment	18	
	Amount Purchase Consumer	Decide How many Lots the product that will be purchased	19	

4. Findings and Discussions

4.1 Findings

Study This done on business bouquet flower namely "Gurita Bouquet" which is located in Bandung City, West Java. The technique of taking sample used is purposive sampling, with criteria Respondent that is consumer 19 years old to on as well as consumers who have buy and use product Octopus Bouquet. Research This aiming For analyze influence quality products, prices, and social media marketing towards decision purchase Product Octopus Bouquet. A total of 95 questionnaires has shared to respondents, and all succeed collected for the data tabulation process that will be used in stage study next. Instrument study consists of from two part, namely part identity respondents who meet the requirements criteria and parts statement about variables used in study

Validity Test

Table 2. Validity Test Results

Variables		r count	r table	Caption
Purchase Decision (Y)	Decide which product will purchased	0.865	0.202	VALID
	Determine which brand will purchased	0.909		
	Choose place Where will buy product	0.869		
	When is the right time do purchase	0.889		

	Decide buy because of the procedure easy payment	0.870		
	Decide How many Lots the product that will be purchased	0.861		
Quality Product (X1)	Whether Gurita Bouquet products according to with desire customer	0.904	0.202	VALID
	The materials used for Gurita Bouquet are appropriate specification	0.899		
	Gurita Bouquet Long lasting product	0.838		
	Attractive design on Gurita Bouquet	0.894		
	Quality Good Gurita Bouquet product	0.888		
Price (X2)	Affordable price product For Gurita Bouquet Customers	0.838	0.202	VALID
	Comparison price Gurita Bouquet products with others	0.724		
	Price offered in accordance with Gurita Bouquet quality	0.889		
	The price offered makes satisfied	0.920		
	Product price in accordance with benefit	0.914		
Social Media Marketing (X3)	Attractive captions on products Gurita Bouquet	0.898	0.202	VALID
	Market product with design Photo quality	0.883		
	Market product with design Photo quality	0.878		

Source: Data Processed by Researchers (2024)

Based on table on can known that all statements / questions on the questionnaire to Purchase Decision Variable, Quality Products, Prices and Social Media Marketing have r value count more big from r table. So that can stated that statements and indicators from variable the declared valid.

Reliability Test

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	N of Item	Information
Purchase Decision (Y)	0.939	6	Valid
Quality Product (X1)	0.930	5	Valid
Price (X2)	0.907	5	Valid
<i>Social Media Marketing (X3)</i>	0.863	3	Valid

Source: Data Processed by Researchers (2024)

Based on table on Purchase Decision Variable, Quality Products, Prices and Social Media Marketing have Cronbach Alpha value > 0.6. So can concluded every variables used stated reliable or valid and can trusted.

Classical Assumption Test Results

Normality Test

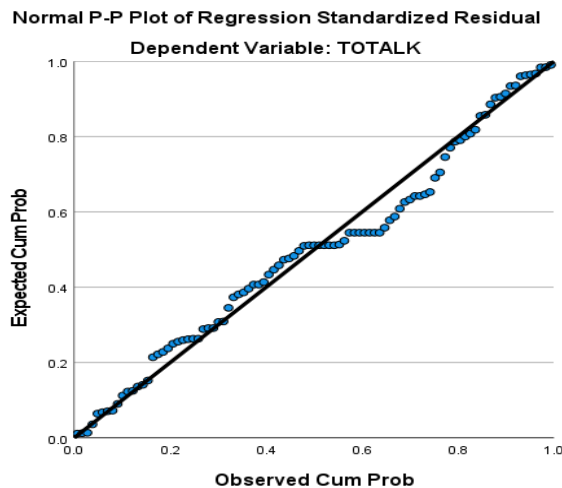


Figure 2. Normality Test Results

Source: Data Processed by Researchers (2024)

The picture shows that the overall point does Not follow the diagonal line, so this is results-proof if the data is distributed normally.

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Coefficients	
	Tolerance	VIF
(Constant)		
Quality Product (X1)	.251	3,991
Price (X2)	.242	4.133
<i>Social Media Marketing</i> (X3)	.283	3,536

Source: Data Processed by Researchers (2024)

Based on processing values in table 4.3, then results correlation between independent variable Quality Product (X1), Price (X2), and Social Media Marketing (X3), against dependent variable is the Purchase Decision (Y). Quality Value Product of $0.251 > 0.10$, Price $0.242 > 0.10$, and Social Media Marketing $0.283 > 0.10$ indicates that the data is not show existence multicollinearity.

Heteroscedasticity Test

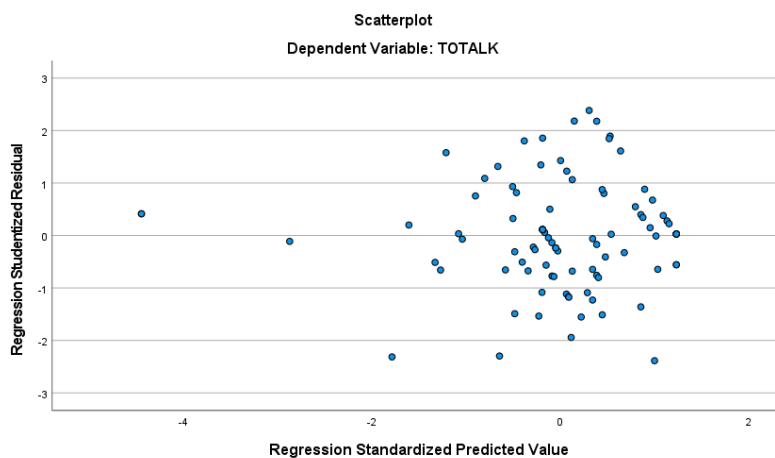


Figure 3. Heteroscedasticity Test

Source: Data Processed by Researchers (2024)

Based on the image above show that data points are not to form a clear pattern, but rather spread in a way random. Dots the spread with both above and below number zero on the Y axis. Therefore that, can concluded that No there is indication heteroscedasticity.

Hypothesis Test (T-Test)

Table 5. T-Test Results (Partial)

Model		Unstandardized Coefficients			Collinearity Statistics		
		B	Std. Error	t	Sig.	Tolerance	VIF
1	(Constant)	-.776	1.078	-.720	.473		
	Kualitas Produk (X1)	.427	.098	4.372	.000	.251	3.991
	Harga (X2)	.602	.096	6.278	.000	.242	4.133
	Social Media Marketing (X3)	.334	.151	2.208	.030	.283	3.536

Source: Data Processed by Researchers (2024)

- 1) Based on t-test findings show If Sig level is $0.001 < 0.05$ for variable Quality Products on the Purchase Decision variable. While the t - count results obtained which is 4,327 more big from the t table, namely $4.327 > 1.662$. Based on results said, then H_0 rejected, while H_1 accepted. This is signifies, variable Quality Product proven give influence significant to decision purchase.
- 2) t-test findings show If Sig level is $0.001 < 0.05$ for Price variable on the Purchase Decision variable. While the t - count results obtained which is 6,278 more big from the t table, namely $6.278 > 1.662$. Based on results said, then H_0 rejected, while H_2 accepted. This is show that variable price proven give influence significant to decision purchase.

- 3) The t-test findings show that If Sig level is $0.030 < 0.05$ for variable *Social Media Marketing* on the Purchase Decision variable. While the t - count results obtained which is 2,208 more big from the t table, namely $2.208 > 1.662$. Based on results said, then H_0 rejected, while H_3 accepted. It is prove that variable *Social Media Marketing* is proven give influence significant to decision purchase

Hypothesis Test (F Test)

Table 6. F Test Results (Partial)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1762.266	3	587,422	196,142	<.001 ^b
	Residual	272,534	91	2.995		
	Total	2034.800	94			

Source: Data Processed by Researchers (2024)

Calculation results show that Sig. value is <0.001 which means mark is < 0.05 and F count has a value of $196.142 > 0.05$. So H_0 is rejected, while H_4 is accepted. This is to signify that variable Quality Products, Prices, and Social Media Marketing in general overall hold significant influence on the variables decision purchase. So, hypothesis study This proven that these independent variables in a way overall influence dependent variable.

4.2 Discussions

Findings From the data analysis it is confirmed that every survey conducted declared valid and reliable because correlation every variable $> r$ table which is 0.202. As for the graph stated normality that overall point the No follow the diagonal line, so that This is results proof if the data is distributed normally. And also for the multicollinearity test show that variable Quality Product (X1), Price (X2), and Social Media Marketing (X3) > 0.10 indicates that the data is not show existence multicollinearity.

In study This proven that variable quality Product, price and social media marketing have an influence to decision purchase. Can seen from data processing that Quality Product (X1) has an effect significant and H_1 is accepted. This is signifies, variable Quality Product proven give influence significant to decision purchase. Next There is Price variable (X2) has an effect significant and H_2 is accepted. This is indicates, the Price variable is proven give influence significant to decision purchases. The Social Media Marketing variable (X3) has an influence significant and H_3 is accepted. This is indicates, the Social Media Marketing variable is proven give influence significant to decision purchase.

Based on study proven that Quality Products, Prices, and Social Media Marketing have influence Good in a way partial even though simultaneous to decision purchase product Octopus Bouquet

Context Study Previously

Study previously has explore connection similar between variable marketing and behavior consumers. For example:

Ghozali (2016) emphasized the importance of multicollinearity testing in the regression model For ensure variable independent No correlated excessive One each other. This is ensure that

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every variable contribute in a way unique For explain variance variable dependent.

Analysis Correlation: Coefficient correlation is very important in determine connection between variables. Strong correlation show that change in One variable associated with changes in variables others, which are in line with findings that Quality Products and Prices in general significant influence behavior purchase.

Analysis Marketing : Research highlight How multicollinearity can to blur strength predictive variable independent in analysis marketing . With overcome problem This through technique like analysis factor or Bayesian modeling, researcher can more understand the contribution of each correlated variable.

Studies Behavior Consumers : Study previously in a way consistent show that quality product and pricing strategy price is determinant important decision purchase Consumers. Social media marketing has appear as influencing factors in to form perception consumers and encourage purchases in the contemporary market.

As conclusion , study This built based on existing literature with confirm that Quality Products , Pricing, and Social Media Marketing in a way significant influence decision purchase while overcome potential problem multicollinearity through testing strict statistics.

5. Conclusion

Product Quality

Product quality has a substantial and positive impact on purchasing decisions. The superior quality of the product, the greater the number of consumer purchasing decisions. Research has demonstrated that consumer confidence is closely correlated with product quality, which in turn influences their purchasing decisions.

Price

Price also has a substantial and positive impact on purchasing decisions. Despite the fact that price is not always the primary determining factor, it remains a significant factor in the purchasing process. Consumer trust can be enhanced and purchasing decisions can be influenced by reasonable prices, according to research.

Social Media Marketing

Significant Positive Influence: Additionally, social media marketing has a substantial and favorable impact on purchasing decisions. Brands can enhance product visibility, engage with consumers, and cultivate new interest by utilizing digital platforms. Consumer purchasing decisions may be affected by any of these factors.

Integration Conclusion

Concurrently, the purchasing decision of Octopus Bouquet products is significantly and positively influenced by all three variables: product quality, price, and social media marketing.

Product Quality: Enhancing the quality of the product will ultimately lead to more positive purchasing decisions and increase consumer trust. **Price:** Setting a reasonable price can increase consumer trust and trigger faster purchasing decisions.

Social Media Marketing: Facilitating communication and interaction with customers through digital platforms can increase product visibility and generate new interest.

Therefore, a comprehensive integration of strategies including product quality improvement, proper price management, and active social media marketing implementation can increase the effectiveness of marketing campaigns and optimally promote Octopus Bouquet products.

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