

The Effect of Price, Brand Image, and Social Media Marketing on The Purchase Decision of Ciptadent Toothpaste Products

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Abstract

Examining how factors, including pricing, brand perception, and social media advertising, influence consumers' decisions to buy Ciptadent toothpaste is the primary goal of this research. This research uses both descriptive and verificatory methodologies within a quantitative framework. We used the Slovin formula to calculate our sample size after randomly selecting 100 Ciptadent product buyers to complete our surveys. A variety of statistical tests, including multiple linear regression, t-tests, F-tests, and coefficient-of-determination tests, were used to support the data analysis. Price has a negative, statistically significant influence on consumers' propensity to buy, whereas brand image and social media marketing have positive, statistically significant effects. All three of these factors, price, brand perception, and social media marketing, contribute significantly to consumers' final judgments. The three independent variables account for 98.7 percent of the variance in purchase choices, with additional, non-research-related factors explaining the remaining 1.3 percent ($R^2 = 0.987$). In order to increase customer purchase choices, these results highlight the significance of setting competitive pricing that are in accordance with the perceived value of the product, improving social media marketing methods, and boosting brand image.

Keywords: Price, Brand Image, Social Media Marketing, Purchase Decision

1. Introduction

Recently, many dental clinics have sprung up in small towns throughout Indonesia. Toothpaste products are also available in a wide variety, ranging from high-priced to economical, especially for middle-class consumers. Manufacturers compete to offer products that are easy to use, so consumers no longer need to visit dental clinics and consult dentists to obtain satisfactory care. Many consumers nowadays feel that visiting dental clinics is time-consuming. In addition to busy schedules, dental clinic fees are often considered expensive for treatments that can be done at home at a lower cost.

Ciptadent is one of PT Lion Wings' toothpaste brands with a very large market share in Indonesia. This brand was first introduced in Indonesia in 1989. PT Lion Wings offers a variety

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of personal care products, including hair care, facial care, skin care, dental and oral care, and baby products. Through several popular brands worldwide, their main goal is to make dental care accessible to everyone. Thanks to a deep understanding of people's daily lives around the world regarding the importance of maintaining dental health, and strong scientific research support, Ciptadent continues to innovate with unique, effective, and creative products.

Throughout its business journey, Ciptadent has faced competition from other brands seeking to emulate and rival its success. For example, Pepsodent products, which were quite famous in their time, have long been widely recognized by the public.

Below, I have added toothpaste sales data in Indonesia based on MarketHac and Kompas Co.Id.

Table 1. Toothpaste Sales Data Based on MarketHac

No	Product	Sales Volume
1	Pepsodent	352,122 Pcs
2	Ciptadent	76,769 pcs
3	Nasa	66,780 pcs
4	CloseUp	56,761 Pcs
5	Colgate	38,292 pcs
6	Sensodyne	36,980 pcs
7	Nature Mint	24,211 pcs
8	Darlie	16,068 pcs
9	Enzyme	14,944 units

Data source: Markethac 2023

Based on the table above, during this period Pepsodent recorded total sales of 7.10 billion rupiah, with toothpaste sales of 6.2 billion rupiah and toothbrush sales of 867 million rupiah. Meanwhile, Ciptadent achieved total sales of 1.09 billion rupiah, with toothpaste sales reaching 812 million rupiah, and the remainder from toothbrush sales.

In this study, I have included additional data from other sources to compare sales conditions in 2023 and 2024. The following is the 2024 sales data based on Kompas Co.Id.

Table 2. Toothpaste Sales Data Based on Kompas Co.Id

No	Product	Sales Percentage
1	Pepsodent	54.22
2	Sensodyne	7.48%
3	Close Up	7.12%
4	Colgate	4.57%
5	Ciptadent	4.51%
6	Polident	3.64%
7	Listerine	2.65%

Data source: Kompas Id, 2024

Based on these two data points, it is clear that Ciptadent's sales have declined dramatically, from the second-largest position in 2023 to the fifth-largest in 2024. This indicates that the Ciptadent brand has become less popular because it faces intense competition from other brands like Pepsodent, which may be more active on social media, offer more affordable prices, and have a stronger brand image among consumers. Not only do promotions influence purchasing

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decisions, but price is also a crucial factor considered by consumers when making purchases. Consumers naturally have specific considerations when choosing a product. The initial appeal that consumers pay most attention to when deciding to buy is the product's packaging design, aesthetics, or performance, as well as the price.

To feel confident in their purchase, customers should consider the nature of the items and the advantages they offer. This research aims to analyze the impact of pricing, brand image, and social media marketing on increasing product purchase volume, among other aspects that affect a person's buying choice. Manufacturers strive to provide high-quality products at affordable prices, as consumers' purchasing decisions are also influenced by product quality.

2. Literature Review

2.1 *Purchase decision*

When a person or family decides to acquire goods and services for their own use, it is called a purchase choice, Kotler and Keller in [Aprilia et al., 2021](#). Based on this concept, purchasing goods and services for personal consumption is the last step in the purchasing process. Furthermore, purchase decisions consist of seven main components, according to [Abdjal et al., 2022](#). The seven components include: decisions regarding product type, product form, brand selection, distribution or place of purchase, quantity of products to be purchased, time of purchase, and payment methods. This structure illustrates the complexity of the purchasing decision-making process, encompassing key factors consumers must consider before making a purchase. Purchase decisions result from both objective and emotional evaluations. The decision to act results from a series of activities and mental and emotional stimuli experienced by consumers. Purchase decisions are processes consumers go through, using all their knowledge to choose one of several available product alternatives. Thus, consumers ultimately decide which product to buy based on this evaluation ([Salsabila et al., 2025](#)). The purchasing process begins long before the purchase and continues after it is complete. However, in the case of purchases that have become habitual or routine for consumers, several stages in this decision-making process are often skipped or even reversed. In addition, this decision-making process is greatly influenced by the characteristics or mindset of the individual making the purchase, so that each person may approach decision-making differently. ([Alfiyanti & Karamang, 2025](#))

2.2 *Price*

The term "price" may refer to either the monetary cost of acquiring a good or service or the perceived value that buyers place on it. Products that are both reasonably priced and high-quality will appeal to a wider range of customers. On the other hand, people are wary of purchasing a product if they feel that the price does not reflect its quality. Research by [Turmono, T. & Fairuz, 2019](#). Furthermore, according to [Rahardi et al., 2024](#) product price significantly influences consumer purchasing decisions. In addition, high prices can prompt consumers to switch to other products, while low prices can raise doubts about product quality, thereby delaying purchasing decisions. Furthermore, according to Kotler and Keller (2016) in [Aprilia et al., 2021](#), among the marketing mix components, pricing is one that generates revenue, while others cost money. Another important function of price is to communicate the status and value of the business in relation to its goods or brands, which has several advantages. According to this view, a product's price is both a reflection of its worth and a source of income for the business. Price, on the other hand, is determined as the total of all the costs that buyers are ready to bear in order to acquire a good or service, say Grewal and Levy in Fandy Tjiptono (2019) in

[Aprilia et al., 2021](#). A price is the amount that buyers are willing to pay for a good or service, according to this explanation.

2.3 Brand Image

Kotler and Keller (2016) in [Aprilia et al., 2021](#) explain that brand image is the impression that sticks in consumers' minds, formed through messages based on their experiences. In the perspective of customers, this image represents the brand. Building a brand's reputation isn't simple, and once established, it's tough to change consumers' perceptions of the company. Furthermore ([Karamang, 2018](#)), when comparing the brand to its rivals, especially in terms of its unique selling points, this comparison may significantly impact the public's perception of the brand. A brand is a combination of a name and an identifying sign (logo, stamp, packaging, etc.) used to identify goods and services sold by one or more vendors. Thus, brands can differentiate their products or services from competitors' offerings. Brands are an important part of products or services, including names, terms, symbols, images/logos, packaging, or a combination of these elements, that serve as product identities, making them easily recognizable and distinct from other products, while also providing a guarantee of quality from the manufacturer. Furthermore, according to ([Sena et al., 2025](#)) brand image is the perception that consumers have of a brand. The goal of strategic efforts to manage brand image is to ensure that consumers form strong, positive associations with the brand. This definition explains that brand image is consumers' perception of the brand, and strategic brand image management aims to ensure the brand remains in consumers' minds.

2.4 Social Media Marketing

Social media marketing is a marketing plan that uses various online media, such as social networking sites and blogs. According to ([Setiyadi et al., 2022](#)) social media marketing is a form of online advertising that leverages social and cultural contexts, such as online communities, news sites, and platforms for exchanging opinions, to achieve effective communication. Furthermore, ([Mikhael & Susan, 2022](#)) claims that SMM is about making the most of social media as a marketing tool by leveraging various platforms to generate, disseminate, and trade valuable information with relevant parties. User involvement rises, and the spread of user-generated material grows as a result of social media's two-way interaction and content co-creation capabilities. Therefore, social media marketing is not just advertising; it is also an effective means of real-time communication for building relationships and engaging consumers.

The study model explaining how independent variables affect dependent variables is as follows:

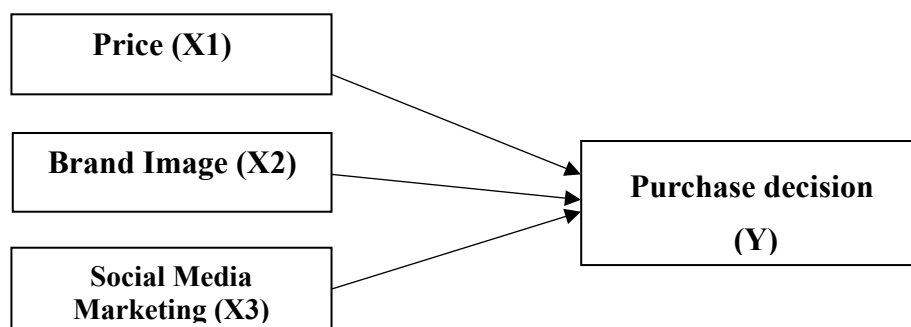


Figure 1. Research Model

2.5 Hypothesis

1. It is suspected that price has a positive and significant effect on the decision to purchase Ciptadent toothpaste.
2. it is suspected that brand image has a positive and significant influence on the decision to purchase Ciptadent toothpaste.
3. it is suspected that social media marketing has a positive and significant influence on the decision to purchase Ciptadent toothpaste.
4. it is suspected that price, brand image, and social media marketing has a positive and significant influence on the decision to purchase Ciptadent toothpaste.

2.6 Previous Research

Researchers also used previous studies that discussed research issues as references in conducting this study. Research references are very useful for understanding everything, from problem formulation to solutions.

Table 3. Findings from Earlier Research

No	Title	Author	Research Result	Difference	Equations
1	The Influence of Product Quality, Price, and Brand Image on the Decision to Purchase Converse Shoes at Senayan City.	Aprilia, N. (2021)	The conclusion of this previous study shows that the variables of Price and Brand Image simultaneously have a significant effect on Purchase Decisions, as evidenced by the F test that rejects the null hypothesis; more specifically, Price partially influences Purchase Decision as seen from the significant t-test results for this variable, as does Brand Image, which individually also significantly influences Purchase Decision based on the partial t-test, so that these two factors collectively and separately become the main predictors in a valid regression model.	This study covers social media marketing as a factor, whereas previous studies examined independent variables (product quality) in relation to purchasing decisions.	Both used variables such as price, brand image, and purchasing decisions, and applied quantitative methods using Likert scale questionnaires.

2	The Effect of Social Media Marketing on Word of Mouth-Mediated Purchase Decisions at Lektang Gallery Malang.	Puji, (2024)	Prior journal research found that social media marketing significantly affects purchasing decisions at Lektang Gallery Malang. This means that enhancing social media marketing strategies—including creating engaging content, fostering customer interaction, and running targeted promotions—will directly lead to an increase in consumer purchasing decisions. These results highlight the significant influence of digital platforms on art gallery patrons' purchasing habits, where an uptick in social media marketing (SMM) has a direct correlation to an increase in sales.	This study includes price and brand image as factors, whereas previous studies only examined independent variables (social media marketing) in relation to purchasing decisions.	Both used social media marketing and purchasing decision variables and applied quantitative methods with Likert scale questionnaires.
3	The Influence of Content Marketing, Search Engine Optimization, and Social Media Marketing on the Purchasing Decisions of Unsrat Faculty of Economics Students on Sociolla E-Commerce.	Abdul, (2022)	Students at Unsrat's Faculty of Economics and Business are somewhat influenced by Sociolla's social media marketing campaigns when deciding to buy the company's goods.	This study covers price and brand image as factors, whereas previous studies only examined independent variables (social media marketing) in relation to purchasing decisions and used associative data collection techniques.	Both use social media marketing and purchasing decision variables.

3. Method of Research

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3.1 Type of Research

This investigation used a quantitative strategy that combined descriptive and verification research methods. To measure and evaluate variables objectively, the quantitative technique uses numerical data. In order to guarantee the impartiality of the study findings, data was gathered by distributing questionnaires, which were then assessed for consistency and validity using reliability and validity methods. Beyond that, In descriptive analysis, the data is described objectively without making any broad assumptions or judgments, as stated by (Sugiono et al., 2020) Purchasing Accounting Information System, Purchasing Internal Control, and Raw Material Inventory Effectiveness are the independent variables and dependent ones in this study's data. In the meantime, this kind of study is described as one that employs a preset sample or population to test a hypothesis ([Sugiono, et al., 2020](#))

3.2 Sample and Population

A sample in research is defined as a small part of a population that represents the data source, with characteristics that reflect the entire population so that research findings can be generalized appropriately. ([Sugiono et al., 2020](#)) states that a sample is a part of the population with a similar number and characteristics, which is selected through a specific method for efficiency in terms of time, cost, and energy, without reducing the validity of the data. An ideal sample must be representative, measurable, and meet the research criteria, especially in quantitative research or surveys.

1. Respondents who have purchased Ciptadent products at least once
2. Aged 5- 50 years old

Determination of sample size (number of respondents from the research population using the Slovin formula method), namely:

$$n = \frac{N}{1 + Ne^2}$$

Justification:

n = Total number of samples

N = Population

e = Percentage margin of uncertainty

The following formula can be used to determine the sample size:

$$n = \frac{76.769}{1 + 76.769 (0.10)^2} = 99.88 \sim 100$$

A total of 99,88 respondents were sampled. To simplify the data collection process, the number of respondents was rounded up to 100.

3.3 Data Collection Method

Data were collected through a Google Form questionnaire, developed based on indicators for each research variable. This instrument measured respondents' level of agreement with statements using a 5-point Likert scale. The score range was 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree).

3.4 Operational Variable

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Operational variables aim to explain participants and research indicators in more detail. This study involves one dependent variable (Y) and three independent variables (X1, X2, X3). The operationalization of these variables is presented in the following table:

Table 4. Variables' operationalization

Research Variabel	Dimension	Indicator	Scale	No Statement
Purchase Decision (Y) According to Kotler and Keller (2016) in (Aprilia et al., 2021), a purchase decision is the final decision made by an individual or household when buying goods or services to meet personal consumption needs. This definition shows that a purchase decision is the end result of a transaction process for goods and services intended for personal use.	Introduction to the problem	Consumer needs	Interval	1
		Attraction	Interval	2
	Information search	Desire to purchase	Interval	3
		Commercial influence	Interval	4
		Getting to know the product	Interval	5
	Alternative evaluation	Recommendation	Interval	6
		Alternative goods	Interval	7
		Goods insurance	Interval	8
	Purchase decision	Buyer response	Interval	9
		Product selection	Interval	10
		Compatibility of desires	Interval	11
Price (X1) According to Kotler and Keller (2016) in (Aprilia et al., 2021), price is one of the elements of the marketing mix that generates revenue, while other elements tend to incur costs. Price also serves to convey the company's position regarding its products or brands, as well as being a major source of profit. This understanding emphasizes that price is not only an element of the marketing mix that generates revenue and profit, but also reflects the position of the products produced by the company.	Price list	Competitive pricing	Interval	1
	Brand identity	Price matches quality	Interval	2
		Value for money	Interval	3
		Brand name	Interval	4

Brand Image (X2) According to Fandy Tjiptono and Anastasia Diana (2020) in (Aprilia et al., 2021), brand image is the consumer's perception of a brand, with the main objective of brand image management strategies being to ensure that consumers have strong and positive associations in their minds regarding the company's brand. This definition explains that brand image is consumers' view of the brand, where the management strategy aims to ensure that consumers continue to remember and associate the brand positively in their minds.	Perception	Purchase motive	Interval	1
	Cognition	Brand trust	Interval	2
		Product knowledge	Interval	3
	Attitude	Product received	Interval	4
		Make a repeat purchase	Interval	5
Social Media Marketing (X3) According to Bilgin (2018) in (Mikhael & Susan, 2022), social media marketing is an activity companies use to conduct direct marketing by framing, defining, and implementing marketing strategies effectively through social media platforms.	Intercation	The information shared is interesting.	Interval	1
	Customization	Up to date information	Interval	2
		Liking advertisements	interval	3
		Advertisements that positively influence attention.	Interval	4
		Ease of access to information	Interval	5
		Instructions for obtaining information	Interval	6

Source: 2025 processed primary data

3.5 Technical Evaluation

3.5.1. Examining Linear Regression

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Multiple linear regression analysis was used in this study to determine the association between independent and dependent variables. The following is the general multiple linear regression equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description;

Y = Dependent Variable (Consumer Confidence)

a = Constant (value of Y when $X_1 X_2 X_3 = 0$)x

$b_1 b_2 b_3$ = Each independent variable's regression coefficient

X_1 = Quality of the Product

X_2 = Brand Image

X_3 = Perception of Overclaim

e = Error

3.5.2. Testing Hypotheses

1. The t-test, or partial hypothesis test

The t-test is a parametric statistical test used to test the difference in means between one or two sample groups in hypothesis testing. This method is often applied in quantitative research, such as consumer behavior analysis or comparison of marketing strategy effectiveness.

The t-test formula is as follows:

$$t = \frac{b_1}{S_{b_1}}$$

Explanation:

t = t-test result

b_1 = Regression coefficient for independent variables

S_{b_1} = The regression coefficient's standard error

2. Simultaneous Hypothesis Test (F-test)

The F-test is a parametric statistical test used to test the simultaneous (joint) effect of one or more independent variables on a dependent variable in regression analysis or ANOVA. This method is often applied in quantitative research such as multiple linear regression to assess the overall significance of the model. The formula is:

$$F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Explanation:

F = Calculated F test value

R^2 = Coefficient of determination (result of multiple regression)

K = Number of independent variables

N = The quantity of samples

4. Findings and Conversation

4.1 Test of Reliability

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Reliability testing is a statistical test used to assess the consistency or clarity of research instruments, such as questionnaires, in producing stable data across repeated measurements. This test is crucial in quantitative research, including consumer behavior analysis or social marketing media, to ensure that the items in the questionnaire consistently measure the same variables.

Table 5. Reliability Test Result

Variable	Cronbach' Alpha	Critical Value	Result
Purchase Decision (Y)	.896	0,60	Realible
Price (X1)	.727	0,60	Realible
Brand Image (X2)	.809	0,60	Realible
Social Media Marketing (X3)	.879	0,60	Realible

Source: researcher data processing, 2025

Based on the test results, all research variables had Cronbach's Alpha values above 0,60. Thus, it can be concluded that all instruments in this study had excellent reliability and were suitable for further analysis.

4.2 Test of Normality

Normality testing is a statistical procedure for determining whether research data follow a normal distribution (a symmetrical bell curve), a key assumption of parametric tests such as t-tests, F-tests, and regression. This test is essential in quantitative research, including consumer behavior or marketing analysis, to validate subsequent analysis methods.

Table 6. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,57508429
Most Extreme Differences	Absolute	0,061
	Positive	0,058
	Negative	-0,061
Test Statistic		0,061
Asymp. Sig. (2-tailed) ^c		0,200 ^d
Monte Carlo Sig. (2-tailed) ^d	Sig.	0,483
	99% Confidence Interval	Lower Bound 0,470
		Upper Bound 0,496

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: researcher data processing, 2025

Based on the test results, the p-value is $0.200 > 0.05$, indicating that the data distribution is normal.

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4.3 Test of Multicollinearity

Multicollinearity testing is a statistical test in regression analysis that detects high correlation or perfect linear relationships among independent variables (X), which can make coefficient estimates unstable and difficult to interpret. This test is essential in quantitative research, such as multiple linear regression, to ensure the model is reliable before F or t tests.

Table 7. Multicollinearity Test Result

	B	Std. Error	Beta	t	sig	Tolerance	VIF
(Constant)	7,952	0,473		16,828	<,001		
1 X1_1	-0,503	0,029	-0,262	-17,409	<,001	0,603	1,658
X2	0,968	0,036	0,511	26,875	<,001	0,378	2,644
X3	1,041	0,028	0,696	36,700	<,001	0,381	2,626

a. Dependent Variable: Y1

Source: researcher data processing, 2025

Based on the test results, the tolerance values for X1 and X2 are 0.603 and 0.938, respectively, both of which exceed 0.10. Meanwhile, the VIF values for X1 and X2 are 1.658 and 1.066, respectively, both of which are well below 10. Therefore, it can be concluded that this regression model is free of multicollinearity, making all independent variables suitable for further regression analysis.

4.4 Test Of Heteroscedasticity

If the residual variance (error) is constant (homoscedasticity) or varies across observations (heteroscedasticity), then the standard assumption test in regression is the heteroscedasticity test. Heteroscedasticity leads to inefficient estimates of regression coefficients and inaccurate significance tests, making it crucial in regression studies such as those examining the effects of marketing factors on purchasing decisions.

Table 8. Heteroscedasticity Test Result

	B	Std. Error	Beta	t	sig	Tolerance	VIF
1 (Constant)	1,178	0,291		4,047	<,001		
X1_1	0,019	0,018	0,136	1,089	0,279	0,603	1,658
X2	-0,044	0,022	-0,313	-1,978	0,051	0,378	2,644
X3	-0,008	0,017	-0,072	-0,460	0,647	0,381	2,626

a. Dependent Variable: ABRES_1

Source: researcher data processing, 2025

The constant (Sig=0.904), X1 (Sig=0.279), and X2 (Sig=0.047) all have significance values (Sig) higher than 0.05, according to the heteroscedasticity test table. This shows that the regression residuals do not exhibit heteroscedasticity. Since this model does not exhibit heteroscedasticity and satisfies the classical assumptions, it is prepared for further analysis like the F or T test.

4.5 Test of Multiple Regression Analysis

By using many independent variables (X1, X2, etc.) and one dependent variable (Y) as a dependent variable, multiple linear regression provides a framework for understanding and forecasting the connection between the two.

Table 9. Multiple Regression Analysis Test Result

	B	Std. Error	Beta	t	sig
(Constant)	7,952	0,473		16.828	<,001
1 X1_1	-0,503	0,029	-0,262	-17,409	<,001
X2	0,968	0,036	0,511	26,687	<,001
X3	1,041	0,028	0,696	36,700	<,001

a. Dependent Variable: Y1

Source: researcher data processing, 2025

After examining the coefficient table, we can deduce that the regression equation $Y1 = 7.952 - 0.503X1 + 0.968X2 + 1.041X3$ was obtained. This indicates that variable X1 significantly influences Y1 negatively ($p < 0.001$), while variables X2 and X3 significantly influence Y1 positively ($p < 0.001$). This indicates that Y1 will drop as X1 grows and Y1 will increase when X2 and X3 do the same. So, it's safe to say that X1, X2, and X3 are all independent factors that significantly impact Y1.

4.6 Test Of R (Determination)

One way to quantify the degree to which independent variables in a regression analysis explain the variance in the dependent variable is the R test, also called the coefficient of determination (R^2). R^2 is a measure of the accuracy of a regression model's predictions; values closer to 1 indicate higher performance.

Table 10. Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993 ^a	.987	.986	.58400

a Predictors: (Constant), X3, X1_1, X2

Source: researcher data processing, 2025

The test results show an R value of 0.993, indicating a very strong correlation between the independent variables X1, X2, and X3 and the dependent variable Y. An R Square value of 0.987 means that 98.7% of the variation in Y can be explained simultaneously by the three independent variables, while 1.3% is influenced by other factors outside the model. The Adjusted R Square value of 0.986 confirms the validity and suitability of the regression model, even after adjusting for the number of predictors and sample size, supported by a Standard Error of 5.840, which indicates high prediction accuracy with low average error.

4.7 Test of F (Simultaneous)

The F-test, or simultaneous F-test, is a statistical test in multiple regression that determines whether all independent variables simultaneously have a significant effect on the dependent variable.

Table 11. Simultaneous Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2458,298	3	819,433	2402,626	<.001 ^b
	Residual	32,741	96	.341		
	Total	2491,039	99			

a Dependent Variable: Y1

b Predictors: (Constant), X3, X1_1, X2

Source: researcher data processing, 2025

The estimated F value is 2.462.6, and the significance value (Sig.) is $0.000 < 0.05$, according to the F test findings from the ANOVA table. This means that the null hypothesis is rejected since the independent variables X1,

4.8 Test of T (Partial)

The t-test is a statistical test in regression analysis used to test the partial or individual effect of each independent variable on the dependent variable.

Table 12. Partial Test Result

		B	Std. Error	Beta	t	sig
	(Constant)	7,952	0,473		16.828	<,001
1	X1_1	-0,503	0,029	-0,262	-17,409	<,001
	X2	0,968	0,036	0,511	26,687	<,001
	X3	1,041	0,028	0,696	36,700	<,001

a. Dependent Variable: Y1

Source: researcher data processing, 2025

Based on the t-test results, variables X1, X2, and X3 have a significant effect on Y, as each has a p-value < 0.05 . Variable X1 has a negative and significant effect on Y, as indicated by a regression coefficient value of -0.503 and a standard beta value of -0.262 . Meanwhile, X2 and X3 have positive, significant effects on Y, with regression coefficients of 0.968 and 1.041 , respectively.

Variable X3 has the most dominant effect on Y, as it has the largest standard beta value of 0.696 , compared to X1 and X2.

5. Conclusion

The following inferences may be derived from the study's results and discussion about the effect of perceived overstated claims, brand image, and product quality on consumers' faith in the original product:

1. This research finds that the price of Ciptadent toothpaste products has a negative and substantial influence on the choice to buy. It suggests that consumers may be less interested in purchasing if they regard the costs as inappropriate.
2. Consumers are more likely to buy Ciptadent when they have a strong and favorable impression of the brand in their thoughts. This is because brand image has a positive and substantial impact on purchasing choices.
3. The purchasing choices of consumers are positively and significantly impacted by social media marketing, suggesting that promotional activities, interactions, and the dissemination

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of information via social media may enhance customer interest and ultimately lead to more purchases.

4. Ciptadent's marketing plan should take into account pricing, brand image, and social media marketing since these three elements significantly impact the choice to acquire the company's goods.
5. The three research variables account for the vast majority of the variance in consumer purchase choices (98.7% R^2), with the remaining variance being impacted by factors beyond the scope of this study.
6. The effectiveness of digital marketing tactics is crucial for enhancing product competitiveness, since social media marketing variables greatly impact purchase choices.
7. This study's findings support the importance of enhancing Ciptadent's brand image via social media marketing and competitive pricing that reflects the value of the product in boosting customer purchase choices.

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