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## The Influence Of Social Media Marketing And Brand Image On The Decision To Use Products At Asiah Florist Manna Bengkulu Selatan

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**Abstract.** This research uses quantitative research. The analytical method in this study uses Validity Test, Reliability Test, Multiple Linear Regression Analysis, Coefficient of Determination, and hypothesis testing using the t-test. The number of samples studied was 85 customers who came with various orders during the past month at the Asiah Florist Shop, South Bengkulu. The results of the multiple linear regression analysis are the equation:  $Y = 8.009 + 0.441 X1 + 0.388 X2 + e$ . This illustrates a positive regression direction, meaning that the social media marketing variables (X1) and brand image (X2) have a positive influence on customer satisfaction (Y) at the Asiah Florist Manna Shop, South Bengkulu Regency. The value of the coefficient of determination from the calculation results using SPSS can be seen as the coefficient of determination value of the R square of 0.733. This means that the value of social media marketing (X1), the value of brand image (X2), influences the purchasing decision (Y) by 73.3%, while the remaining 26.7% is influenced by other variables that were not examined in this study.

**Keywords:** *Social Media Marketing, Brand Image And Consumer Satisfaction.*

### INTRODUCTION

The ever-advancing development of technology has transformed human life into a more practical and connected environment, providing access to a wide range of information and relationships. Within this technological landscape, the internet is the most networked, fastest, and most accurate medium for providing information and connecting people worldwide (Tanady and Fuad, 2020). One example of technological progress over time is digitalization, which makes it easier for people to obtain and disseminate information. The convenience and efficiency provided make people increasingly comfortable using digital technology.

According to Narottama and Moniaga (2022), the development of technology (especially the internet) can assist consumers and facilitate quick and easy access to information. This also applies to the transformation of traditional lifestyles into fully online ones. Social media marketing is the use of social media as a promotional tool for products or services. The skill of creating engaging content can engage website visitors in learning about and becoming interested in the products or services displayed and offered online (Novila, 2018).

The florist business is one of the most common small-to-medium industries today. Florist is a term commonly used to describe the professional flower trade. This includes flower care and handling, floral design or flower arranging, ordering, display, merchandising, and flower delivery. Currently, many types of flower arrangements are available at florist shops. Florists' products extend beyond flowers. Florists also provide services (Novianthi, 2011 in Putri 2022).

According to data from the South Bengkulu Regency Cooperatives and SMEs Office (Diskopukm), in 2025, there were 15 registered florist businesses across the Regency. Small businesses, such as florists in South Bengkulu Regency, have not yet maximized their marketing and service offerings. The lack of information regarding the location and ordering services at each florist business makes it difficult for consumers to order flower arrangements. Florist business managers can assist consumers by providing the latest data on product availability, pricing, and product ordering promotions, as well as facilitating reporting, making it more precise and accurate.

Information technology is currently developing rapidly, making the need for fast information a basic need for the community. One of these is the need for geographic information in an area, known as a Geographic Information System (GIS). The technology used to manage spatial needs, such as collecting, managing, manipulating, and visualizing spatial data, is called GIS. GIS relates positions on the Earth's surface to actual locations based on longitude and latitude coordinates (Lesmana, Purnawan, & Sukarsa, 2014). GIS technology can be used to address problems in all fields. In industry, GIS can be used to identify the distribution of industries. The lack of a GIS (Geographic Information System) for florists in South Bengkulu Regency makes it quite difficult for residents of South Bengkulu Regency to find and use the products they offer.

The decision to use a product is to purchase the most preferred brand, but two factors can stand between purchase intention and the decision to use the product. Therefore, according to experts, "The decision to use the product is the stage in the buyer decision-making process where consumers actually purchase" (Kotler & Armstrong, 2018: 181). Social media marketing influences product purchase decisions because it is a marketing strategy used to create exchanges to achieve company goals, namely profit and increased sales volume (Nurul Asfia; 2019).

Florist greeting boards are a flower arrangement business used to convey messages at various events such as weddings, funerals, grand openings, and graduations. In today's world, greeting boards are a trend for participating in activities or disasters. The person delivering the greeting doesn't need to be present at the scene; they can simply offer their greetings remotely. With the increasingly competitive business world offering its services in South Bengkulu Regency, Toko Asiah Florist is continuously expanding its business internationally through the internet. The greeting boards offered by Toko Asiah Florist are currently frequently visited by customers online.

## **LITERATURE REVIEW**

### **Understanding Social Media Marketing**

Social media is the latest development in internet-based web technology that makes it easier for everyone to communicate, participate, share, and form online networks to disseminate their own content. Indonesians are very fond of and use social media, including Facebook, Twitter, Instagram, TikTok, YouTube, and the web. Social media allows users to communicate with millions of other users. This presents significant potential for use as a marketing communications tool (Moriandyah; 2015). Currently, many companies employ social media marketing as a marketing strategy, hoping to reach a wider audience and promote their products.

According to Gunelius, social media marketing is a form of direct or indirect marketing used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity. This is done using social web tools such as blogging, microblogging, social networking, social bookmarking, and content sharing (Nur'aini; 2020). Simply put, social media

marketing is a form of direct or indirect marketing used to market a product to build awareness and retention among consumers.

In its context as a marketing strategy, social media marketing also aims to build and maintain engagement with followers and online community members who share similar interests and passions. Appropriate social media marketing implementation can increase product or service awareness, increase target market interest in product use and consumption decisions, and strengthen consumer loyalty (Narottama et al., 2022).

### **Brand Image**

Brand creation is a company's effort to ensure its products are recognized and used by consumers. The brand created by a company must have elements that easily attract consumers' attention and convince them to make a decision to use the product. A company's brand and its information can be obtained not only from the company that markets the brand; there are various other sources that consumers can obtain, such as other customers, close friends, the mass media, and online media (Adhitya; 2021). Every consumer makes a product decision by purchasing a preferred brand. If consumers have no experience with a product, they will tend to trust products that are well-known to the wider community. This drives a company to create and strengthen its brand to create a brand image that allows consumers to recognize a product, evaluate its quality, reduce purchasing risk, and gain experience and satisfaction from specific product differentiation (Indiani et al.; 2022).

### **Product Purchase Decision**

The product purchase decision is a series of processes that begin with consumers recognizing a problem, seeking information about a particular product or brand, and evaluating each alternative to determine how well each alternative solves the problem. This process then leads to the product purchase decision (Tjiptono, 2014:21). Furthermore, Kotler and Keller (2012:227) add that the product purchase decision process is a five-stage process consumers go through, starting with problem recognition, information search, evaluation of alternatives that can solve the problem, the product purchase decision, and post-purchase behavior. This process begins long before the actual purchase and has a lasting impact.

### **Product Confidence**

When making a purchase, consumers choose one of several alternatives. This choice is based on quality, quality, and other factors that provide consumers with confidence in purchasing the desired product. Good product quality will build consumer enthusiasm and thus support customer satisfaction.

## **METHODS**

### **Validity Testing**

According to Sugiyono (2019:455), validity is the degree of accuracy between the data actually occurring on the research object and the data reported by the researcher. Therefore, valid data is data that does not differ between what the researcher reports and what actually occurs on the research object. To conduct validity testing, the researcher used SPSS 23.00 (Statistical Product and Service Solutions). Validity testing can be conducted by examining the correlation between the scores of each item in the questionnaire and the total score being measured, using the Pearson Correlation Coefficient. The basis for making decisions for validity testing is as follows: If the calculated  $r$  is positive and the calculated  $r$  is greater than the  $r$  table,

then the variable is valid. If the calculated  $r$  is not positive and the calculated  $r$  is less than the  $r$  table, then the variable is invalid.

### **Reliability Testing**

According to Sugiyono (2019:87), instrument reliability testing can be conducted externally or internally. External testing can be conducted using pretests, equivalent tests, or a combination of the two. Internally, instrument reliability can be tested by analyzing the consistency of the instrument's items using specific techniques. To test the reliability of the questionnaire, a reliability analysis was conducted based on the Cronbach's Alpha coefficient. This was done using SPSS 23.00. The Cronbach's Alpha coefficient interprets the correlation between the developed scale and all existing indicator scales, with confidence in the level of constraint. An acceptable indicator is considered reliable if the alpha coefficient is above 0.60, and unreliable if it is below 0.60 (Ghozali, 2015:66).

### **Multiple Linear Regression**

Multiple linear regression analysis is used to determine the accuracy of predictions and whether there is a strong relationship between the independent variables ( $X_1$  and  $X_2$ ) and the dependent variable ( $Y$ ). The general form of a multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

(Sugiyono, 2019:192)

Where:

$Y$  = Decision to Use Product

$X_1$  = Social Media Marketing

$X_2$  = Brand Image

$a$  = Constant Value

$e$  = Error

This multiple regression analysis is intended to quantitatively determine the level of influence of each independent variable on the dependent variable. The magnitude of the influence of each independent variable can be estimated by interpreting the partial regression coefficient  $b$ .

### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) essentially measures the model's ability to explain the variation in the dependent variable. The coefficient of determination value is between zero and one ( $0 < R^2 < 1$ ). A small  $R^2$  value means the independent variables' ability to explain the variation in the dependent variable is very limited. A value close to one means the independent variables provide almost all the information needed to predict the variation in the dependent variable.

### **t-Test**

The t-test is a statistical test method that compares the means of two samples to test the validity of a hypothesis (assumption testing) in a population. The t-test essentially shows the extent to which an independent variable individually explains the variation of the dependent variable (Ghozali, 2015:48). If the calculation results show that  $\text{Sig} < \alpha 0.05$ , then  $H_a$  is accepted and  $H_o$  is rejected. Thus, the independent variable can partially explain the dependent variable.

## F-Test

The F-test measures the magnitude of the difference in variance between two or more groups. The F-test is conducted to determine the effect of the independent variables collectively on the dependent variable. The basis for decision-making (Ghozali, 2015:98) is using the significance probability figures, namely:

- If the significance probability is  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected.
- If the significance probability is  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted.

## RESULTS

### Validity Test

Test validity is something tool For measure What is will measured . Validity test in study This with method compare between r- count ( *product moment* ) and r- table . A instrument said to be valid, if :

- If  $r \text{ count} > r \text{ table}$  (on level  $\alpha = 10\%$ ), so can it is said statement is valid.
- If  $r \text{ count} \leq r \text{ table}$  (on level  $\alpha = 10\%$ ), then can it is said statement the invalid

**Table 1 Test validity Indicator Study**

No	Item Question	R-Table	R-count	Description
<b>Social Media Marketing ( X1)</b>				
1	X1.1	0.213	0.702	Valid
2	X1.2	0.213	0.696	Valid
3	X1.3	0.213	0.616	Valid
4	X1.4	0.213	0.673	Valid
5	X1.5	0.213	0.648	Valid
6	X1.6	0.213	0.584	Valid
7	X1.7	0.213	0.593	Valid
8	X1.8	0.213	0.603	Valid
9	X1.9	0.213	0.620	Valid
10	X1.10	0.213	0.670	Valid
<b>Brand image ( X2)</b>				
1	X2.1	0.213	0.702	Valid
2	X2.2	0.213	0.580	Valid
3	X2.3	0.213	0.806	Valid
4	X2.4	0.213	0.684	Valid
5	X2.5	0.213	0.579	Valid
6	X2.6	0.213	0.609	Valid
7	X2.7	0.213	0.310	Valid
8	X2.8	0.213	0.642	Valid
9	X2.9	0.213	0.714	Valid
10	X2.10	0.213	0.662	Valid

### Test Reliability

No	Variables	Mark Alpha Cronbach	Information
1	Social media marketing	0.758	Reliable
2	Brand image	0.755	Reliable
5	Decision purchase	0.746	Reliable

Source : Output SPSS version 23.0,2026

### Analysis multiple linear regression

For make things easier calculation regression from sufficient data Lots so in study This completed with help device computer software program SPSS 23.0. Test results to the regression model multiple to Social media marketing variables (X1), Brand image (X2), and those that influence the decision to use product seen in Table 3 below :

**Table 3. Results Regression test Multiple Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,009	2,074		3,862	.000
x1	.441	.084	.470	5,240	.000
x2	.388	.079	.440	4,911	.000

a. Dependent Variable: y

### Influence *Brand image* (X<sub>2</sub>) on the decision to use product (Y)

Coefficient Value regression variables *Brand image* is of 0.388 with assumptions if *Brand image* (X<sub>2</sub>) experienced improvement as big as one by one then the decision to use product (Y) will experience improvement of 0.351

### Coefficient Determination (R<sup>2</sup>)

Coefficient determination (R<sup>2</sup>) in essence measure how much Far model capabilities in explain variables dependent . Coefficient value determination is zero and one . Low R value is ability variables independent in explain variables dependent very limited . The value is close to One means variables independent give almost all required information For predict variation variables dependent . Based on the R<sup>2</sup> test conducted can seen in table 3.

**Table 3. Results Test Determination (R<sup>2</sup>)**

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 <sup>a</sup>	.733	.726	3,201

a. Predictors: (Constant), x2, x1

### Results Test F ( simultaneous )

According to Pardede and Manurung (2014;28) F test can used For test influence in a way simultaneous variables free to variables bound (Y). if variables free own simultaneous with variables tied . This is can seen in table 10 below :

**Table 4. results simultaneous test ( F test )**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2306.756	2	1153,378	112,535	.000 <sup>b</sup>
Residual	840,421	82	10,249		
Total	3147.176	84			

From the table on can concluded that mark significant 0.000. Because the value significant F more small from 0.005 then variables *Social media marketing* ( $X_1$ ), variable *Brand image* ( $X_2$ ), has an influence significant regarding the decision to use products at Asiah Florist Manna. Based on SPSS 23 output table above . It is known that F table value is 112,535. Because F count more big from F table that is 2.71 so . As take base taking decision in F count concluded that hypothesis accepted or in other words, *social media marketing* ( $X_1$ ), *brand image* ( $X_2$ ), have an influence simultaneous with the Decision to use product (Y).

#### Testing Hypothesis in a way partial ( Test t )

Results testing hypothesis test t with use SPSS 23.0 can seen with table .

**Table 5. Results Partial test (t)**

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,009	2,074		3,862	.000
x1	.441	.084	.470	5,240	.000
x2	.388	.079	.440	4,911	.000

Dependent Variable: y

## DISCUSSION

Of several research conducted so can seen that *Social media marketing*, *brand image*, factors personal , collateral and factors psychology own very close relationship strong with the Decision to use products at Asiah Florist Manna, South Bengkulu Regency with mark Based on analysis with using SPSS 23.0. Test results analysis regression multiple , determination test and hypothesis test can concluded as following :

**Table 6. Analysis results multiple linear regression , determination test and hypothesis test**

Variables	Mark Coef	Standard Error	R Square	Sig.	Information
Equality : $Y = 8,009 + 0.441X_1 + 0.358X_2 + e$					
Social media marketing	0.441	0.084		0.005	Significant
Brand image	0.358	0.079		0,000	Significant
F test				0,000	Significant
Determination			0.733		73.3%

### **Influence *Social media marketing* on the decision to use product**

Test results in research This show that there is significant influence between *Social media marketing* on the decision to use products at Asiah Florist Manna, South Bengkulu Regency, because the test results For *Social media marketing* variables show mark significance  $0.000 < 0.05$ . Because the value significance more small from 0.05. This *Social media marketing* has influence significance regarding the decision to use products at Asiah Florist Manna, South Bengkulu Regency.

This matter seen that social media marketing is very influence the decision to use products at Asiah Florist Manna, South Bengkulu Regency . Therefore, the head of Asiah Florist Manna, South Bengkulu Regency still maintain Decision quality using product so that quality employee For Work more active Again as well as defend the decision to use product

In line with research conducted by Purwaningsih & Susanto (2020 ) shows that there is influence positive between social media marketing and the decision to use product on product Dirga Mahar. And proven with research conducted by Kambali & Masitoh (2021) through good social media marketing activities can give positive influence to decision purchase.

### **Influence *Brand image* To Decision use product**

Based on results of the t - test and F-test variables *Brand image* has influence regarding the decision to use product Test results For variables *Brand image* in the partial test (t) shows mark significance  $0.000 < 0.05$ . Because the value the significance of brand image is greater small of 0.05 then  $H_0$  is rejected and  $H_a$  is accepted . This means variables *Brand image* has influence significant to Decision use products at Asiah Florist Manna Bengkulu Selatan. The results of the research that have been presented the known that Brand image has influence significant regarding the decision to use product However , based on mark coefficient regression as much as 0.733 can understood that variables *Brand image* has positive influence regarding the decision to use product Due to that , the more tall influence existing brand image variables , then the more the level of decision to use is also high product Although *Brand image* has positive relationship, however known that *Brand image* in general significant influence the decision to use product, thing This caused by Because a number of variables free is influential variables to *Brand image* becomes something consideration heavy for consumer For order board greetings at Asiah Florist Manna.

### **Influence *Social media marketing and brand image* on purchasing decisions**

Based on results study *Social media marketing and brand image* have an influence significant regarding the decision to use products at Asiah Florist Manna Bengkulu Selatan This seen that variables *Social media marketing and brand image* have results significant namely 0.000, and 0.000,. Furthermore mark The coefficient of *social media marketing and brand image* is 0.733 . understood that variable X has positive influence regarding the decision to use product (Y) at Asiah Florist Manna, South Bengkulu Regency is 73.3%, the remaining 26.7% is an unrelated variable . researched. This matter in line with research conducted by Kristiani & Dharmayanti (2017) shows that social media marketing has influence positive and significant towards brand image. And it is proven in Bilgin's research (2018) social media marketing activities have significant influence on brand image.

### **CONCLUSION**

Based on the results of research conducted at Asiah Florist Manna in South Bengkulu Regency, the author can conclude that: From the results of the multiple linear regression analysis, the equation:  $Y = 8.009 + 0.441X_1 + 0.358X_2 + e$ . The variables *Social media marketing* ( $X_1$ ) and *Brand image* ( $X_2$ ) significantly influence the Decision to Use Products. The linear regression test showed a significance value of  $0.000 < 0.005$  for the Decision to Use Products. The basis for this decision (Ghozali, 2015:48) is the significance probability value. If

the significance probability is  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This means that the variables Social media marketing and Brand image significantly influence the Decision to Use Products at Asiah Florist Manna in South Bengkulu. The test results for the Social media marketing variable (X1) showed a significance value of  $0.000 < 0.05$ . Because the significance value is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that social media marketing has a significant influence on the decision to use products at Asiah Florist Manna, South Bengkulu. The test results for the Brand Image variable (X2) showed a significance value of  $0.000 < 0.05$ . Because the significance value for Brand Image is less than 0.05,  $H_0$  is rejected and  $H_a$  is accepted. This means that the Brand Image variable has a significant influence on the decision to use products at Asiah Florist Manna, South Bengkulu.

## **SUGGESTION**

### 1. For Asiah Florist Manna, South Bengkulu Regency

The research findings indicate that social media marketing and brand image are the variables that influence the decision to use products at Asiah Florist, South Bengkulu Regency. Therefore, the author recommends that to improve the decision to use these products, management should reward employees for outstanding performance with travel and cash bonuses to encourage greater employee effort, thus improving customer satisfaction. Furthermore, Asiah Florist Manna should prioritize service to ensure customer satisfaction.

### 2. Further Research

Further researchers can use this study as a reference and guideline for further research using other methods to examine the decision to use products, such as social media marketing and brand image, on customer satisfaction through in-depth employee interviews.

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