



Research Article

# The Influence of Social Media and Product Quality on Purchase Intention on MSME Mitra Mandiri Brebes

Dumadi<sup>1\*</sup>, Slamet Bambang Riono<sup>2</sup>

<sup>1</sup>Muhadi Setiabudi University, Indonesia; e-mail: [dumadi\\_adi@yahoo.co.id](mailto:dumadi_adi@yahoo.co.id)

<sup>2</sup>Muhadi Setiabudi University, Indonesia; e-mail: [sbriono@gmail.com](mailto:sbriono@gmail.com)

\*Corresponding Author: Dumadi

**Abstract:** The impact of the Covid-19 pandemic was experienced by business actors, especially MSME business actors and had a huge impact on business actors who had just started a business. The Covid-19 pandemic that hit the world has made many changes, including the changing behavior of consumers. MSME actors must be able to adapt to existing conditions. Consumers prefer to make purchases online according to their circumstances and needs during a pandemic, but this right is also inseparable with regard to the quality of the product to be purchased, whether it meets their needs or not. The research objectives were to find out and analyze the influence of: social media on buying interest, product quality on buying interest, and social media and product quality on buying interest in UMKM Mitra Mandiri Brebes. The research population referred to Friends of the Umkm Mitra Mandiri account as of October 15, 2021 totaling 201 friends. Sampling using the Slovin formula with techniques incidental as many as 67 respondents. The data uses primary data from the answers to the questionnaire. Hypothesis testing uses SPSS. The theoretical basis used is social media, product quality, and buying interest. The results showed social media partially has a significant effect on purchase intention, product quality partially has a significant effect on purchase intention, and social media and product quality simultaneously influence purchase intention.

**Keywords:** Social Media, Product Quality, And Buying Interest

## 1. Introduction

The outbreak of the covid-19 pandemic has shaken all sectors of the world's economy causing anxiety and concern for people around the world. This anxiety occurs not only because of the transmission of the virus, but also anxiety about meeting the basic needs of the community. This virus came from Wuhan, China at the end of December 2019. The transmission was very fast and has spread to other regions in China and several countries including Indonesia. Indonesia is one of the countries infected with the Covid-19 pandemic, which is increasing rapidly after it was announced that two Indonesian citizens were infected with covid-19.

The government made various policies to reduce the increasing spread of the corona virus. Starting from the policy, the prohibition of entering and leaving the country of Indonesia, the ban on gatherings, stay at home, social distancing, to regional quarantine. Several cities and regencies have implemented Large-Scale Social Restrictions (PSBB), also known as efforts lock down (regional quarantine) to prevent the spread of the covid-19 virus. The existence of this epidemic also ultimately changed the behavior of consumers who were initially free to carry out business transactions and trade freely offline transformed into online. Many consumers or customers who eventually change their buying behavior to online to avoid this outbreak and make it easier to obtain the items it needs.

The existence of covid-19 has various impacts that can be felt, both positive and negative impacts. The negative impact has been felt by Indonesian citizens, especially many workers who have experienced termination of their rights to work (PHK), because many companies are threatened with bankruptcy due to the pandemic, this has also had an impact on the Indonesian economy, such as parachuting has decreased. But apart from having a

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negative impact, the covid-19 pandemic also has a positive impact, that is, we can understand how important it is to maintain cleanliness by washing hands and wearing masks where so far many people have ignored how important it is to maintain health by living clean.

The impact of the covid-19 pandemic has also been experienced by business actors, especially MSME business actors and has had a huge impact on business actors who are just starting a business. According to Zulaikha (2020)<sup>[1]</sup>, MSME actors must be able to adapt to existing conditions. The covid-19 pandemic that hit the world has made many changes, including the changing behavior of consumers. Kotler & Susanto in Sudaryono (2016)<sup>[2]</sup>, states that marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering and exchanging something of value with one another. The problem that underlies this research is the change in lifestyle during the covid-19 pandemic in Indonesia, where all activities turned online which made community activities carried out online. This causes a decrease in consumer buying interest offline in the community.

Buying interest is the stage taken by the consumer in obtaining a decision before the buying activity will be carried out (Isniawati & Jalari, 2021)<sup>[3]</sup>. Many small business actors have gone bankrupt because of this epidemic, where they are still producing but consumers' interest in buying is reduced to buy because of constraints from government policies such as the ban on gatherings, stay at home, social distancing, to regional quarantine. However, not a few MSMEs selling or promoting on social media can grow rapidly because now people are afraid to meet and go to crowds, therefore most people shop for food and other needs independently online or on social media.

Marketing via social media is called social media marketing. Based Optima Web, social media marketing is a marketing effort online by creating visibility, presence and existence of a website on social media network (social media network) like Facebook, Twitter, Digg, Web 2.0. In short social media marketing is a group of internet-based applications that build on Web 2.0 ideology and technology and that enable the creation and exchange of user generated content (Andreas & Haenlein 2010)<sup>[4]</sup>. UMKM Mitra Mandiri Brebes is one of the business actors who use social media for selling and promotion. Social media used namely facebook, with the account name "UMKM Mitra Mandiri".



**Figure 1.** The Facebook profile of UMKM Mitra Mandiri Brebes

The researcher used the variable buying interest in this study because the study of buying interest is still worth researching considering that the increasing number of products circulating through social media has resulted in the need for various considerations for the public in making purchases. Purchase intention as a process that exists between alternative evaluations and purchase decisions. However, an increase in buying interest does not just happen with social media promotions, but there are several supporting elements, one of which is product quality. Product quality is also a benchmark for consumers in choosing products, because quality products have more value in the eyes of consumers.

Technically a product is something that can be offered to the market. In order to satisfy consumer wants or needs, which include physical goods and services (Kotler & Keller, 2016)<sup>[5]</sup>. The quality of the product itself according to the American Society in Kotler & Keller (2016: 156)<sup>[6]</sup>, posited that quality is "*Quality is the totality of features and characteristics of product or service that bear on its ability to satisfy stated or implied needs*" which means quality is the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs.

**Table 1.** Total sales of Mitra Mandiri MSMEs in 2021

No	Month	Unit
1	January	350
2	February	335
3	March	320
4	April	255
5	May	400
6	June	360

Source: UMKM Mitra Mandiri

Based on table 1 above, in 2021 the number of sales decreased from January to April 2021, where the number of sales in January 2021 was 350 units, decreased in February 2021 to 335 units, then decreased again in March 2021 to 320 units until the Mitra Mandiri Brebes MSMEs experienced a drastic decline in April 2021 by 255 units due to the Covid-19 pandemic. However, in May 2021 UMKM Mitra Mandiri Brebes sales increased by 400 units in May and decreased again in June by 360 units.

Based on the background description and data on the number of sales in 2021, researchers have the idea that consumer buying interest during this pandemic has fluctuated. Consumers choose to make purchases online in accordance with their circumstances and needs during a pandemic, but this cannot be separated from paying attention to the quality of the products to be purchased, whether they meet their needs or not. Consumers will choose to buy online with affordable prices and according to their needs, product quality will also encourage buying interest. So the researcher is interested in conducting research with the title "The Influence of Social Media and Product Quality on Purchase Interest in MSMEs Mitra Mandiri Brebes".

## 2. Preliminaries or Related Work or Literature Review

### Product Quality

According to Kotler and Armstrong (2015), product quality refers to the extent to which a product delivers value that satisfies consumers both physically and psychologically, based on the attributes and characteristics it possesses. Assauri (2015:90) similarly defines product quality as the set of factors embedded in a product or result that ensure it serves its intended purpose. Quality is a crucial factor that every company must pursue if they wish to ensure their products remain competitive in the market.

In today's context, rising economic capacity and improved educational levels have made consumers more critical in their purchasing decisions. Most consumers expect to receive products that match the value of their spending. While some people equate higher prices with better quality, this is not always the case. Kotler and Keller (2014) outline nine indicators of product quality. These include form, which encompasses the size, shape, and physical structure of the product; features, or the product's additional characteristics that enhance its core functionality; and performance quality, which reflects how well the product performs its primary functions.

Another indicator is perceived quality, which refers to the consumer's impression of the product—often based on indirect measures due to limited product knowledge. Durability is the product's expected operational lifespan under normal or challenging conditions, while reliability measures the likelihood that a product will function without failure within a given period. Repairability refers to the ease with which a product can be fixed in the event of malfunction. The indicators also include style, which relates to the product's visual appeal and sensory impression, and design, which integrates all features influencing the product's appearance, feel, and functionality based on customer needs.

### Purchase Intention

According to Priansa (2017), purchase intention is a form of consumer attention directed toward a product, accompanied by curiosity, which eventually leads to a desire to own the product. In line with this, Priansa, as cited in Kotler and Keller (2017), explains that purchase intention represents consumer behavior arising from an individual's response to a product, indicating their willingness to proceed with a purchase.

Ferdinand, as referenced in Sari and Aprileny (2020), identifies four indicators of purchase intention. The first is transactional intention, which is the individual's tendency to buy the product. The second is referential intention, or the tendency to recommend the product to others. The third is preferential intention, referring to a consumer's tendency to favor a particular product as their primary choice—although this preference may shift under

certain conditions. The fourth is exploratory intention, which involves a consumer's proactive behavior in seeking information about a product of interest or gathering supporting information that reinforces a positive view of the product.

### 3. Proposed Method

This research is a causal associative research using a quantitative approach. Location research is done through accounts facebook UMKM Mitra Mandiri from September to October 2023. The research variable is an attribute/value/characteristic of an object or activity that has certain variations determined by the researcher to study and draw conclusions.<sup>[18]</sup> This study uses three variables, namely two independent variables and one dependent variable. The independent variable (free) in this research is social media ( $X_1$ ) and product quality ( $X_2$ ), is a variable that influences or causes a change or emergence of the dependent variable (dependent). While variable dependent (bound) in this study is buying interest ( $Y$ ), which is the variable that is affected or which is the result because of the independent variable.

The population taken from this study is all friends in the account facebook UMKM Mitra Mandiri. Due to the number of account friendships facebook cannot be determined with certainty, the researcher took the research population, namely the friendship of the Umkm Mitra Mandiri account as of October 15, 2023, totaling 201 friends. As for determining the number of samples using the Slovin formula because in sampling the number must be representative so that the research results can be generalized and the calculation does not require a table of the number of samples. Based on calculations using this formula, the results of a sample of 67 accounts were obtained using a sampling technique using a technique sampling aksidental namely the technique of determining the sample based on the factor of spontaneity, meaning that any account is active and responds to the researcher at the time the questionnaire is distributed and meets the specified criteria.

The type of data used is primary data which is data obtained by survey through distributing questionnaires to the research sample. Data collection techniques used are questionnaires or questionnaires and interviews. The data analysis techniques used include data processing techniques, data analysis prerequisite tests, classical assumption tests (normality test, heteroscedasticity test, and multicollinearity test), and hypothesis testing using multiple regression analysis.

### 4. Results and Discussion

#### Brief Profile of Mitra Mandiri MSMEs

UMKM Mitra Mandiri is one of the micro, small and medium enterprises in Brebes Regency with a secretariat Jl. Kyai Cholid Timur No. 20 Pasar Batang Village, Brebes District, Brebes Regency. UMKM Mitra Mandiri Brebes has a vision of "Making Micro, Small and Medium Enterprises Active, Healthy, Qualified, Based on Local Potential". The vision is as follows:

- a. Empowering MSMEs to increase quality and sustainable economic growth.
- b. Expanding employment opportunities and reducing poverty through empowering and developing MSMEs.
- c. Develop the potential of local resources to improve the community's economy.
- d. Strengthening human resources to survive in all conditions.

Management The Mitra Mandiri MSMEs Group of Brebes Regency was inaugurated by the Head of the Cooperatives, Micro Enterprises and Trade Office of Brebes Regency Drs. Zaenudin, Msi at the Ciming Pasarbatang Shop Brebes, Thursday 26 November 2023. The management of the Mitra Mandiri MSME group was confirmed for the 2020-2025 service period on the basis of formation through the Decree of the Head of the Brebes Regency Micro and Trade Cooperative Office No: 518/1045/Th 2020 Elected as Chair of Dumadi, S.Mn, MM and this Forum is in charge of several fields including the SME Development Sector, Member Development Section, Promotion Section and Public Relations Section.

#### Descriptive Analysis

The sample in this study amounted to 67 respondents. As for the characteristics of the respondents based on the results of descriptive statistical analysis obtained through calculations SPSS as follows:

**Table 1.** Characteristics of Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	27	40,3	40,3	40,3
	Woman	40	59,7	59,7	100,0
	Total	67	100,0	100,0	

Source: Results of data processing

Based on out put SPSS in table 1, it can be explained that the total data used is as much as 67 data. The characteristics of respondents based on gender from the results of the descriptive statistical test showed that 40.3% of male respondents were male and 40 respondents were 59.7% female. So the majority of respondents are female, namely 59.7%.

**Table 2.** Characteristics of Respondents Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	13	19,4	19,4	19,4
	21-30	46	68,7	68,7	88,1
	> 30	8	11,9	11,9	100,0
	Total	67	100,0	100,0	

Source: Results of data processing SPSS

Based on out put SPSS in table 2, it can be explained that the total data used is as much as 67 data. As for the characteristics of respondents based on age from the results of the descriptive statistical test it is known that the respondents have ages under 20 years 19.4% as many as 13 respondents, ages between 21 - 30 years 68.7% as many as 46 respondents, and ages above 30 years 11.9 % as many as 8 respondents. So the majority of respondents are aged between 20-30 years, namely 68.7%.

### Instrument Validity and Reliability Test

The research data comes from the answers to any questionnaire related to social media, product quality, and buying interest. Before the data is analyzed, its validity and reliability are first tested. Validity test is done using the formula moment *product correlation* from Pearsons. The calculation results obtained the validity index of all questionnaire items both from variable  $X_1$ ,  $X_2$ , and Y is greater than r-table at a significant level of 0.05 with  $n = 67$ , it is known that r table = 0.237 or a Sig value of less than 0.05. For more details, the following is the result of SPSS output.

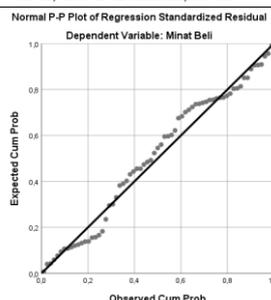
**Table 3.** Instrument Reliability Test Results  $X_1$ ,  $X_2$ , and Y

Reliability Statistics					
$X_1$		$X_2$		Y	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,737	6	,718	9	,704	4

The reliability test was carried out using the Alpha formula. An instrument can be trusted or reliable if the value Cronbach Alpha above 0.70. It can be seen that the value Cronbach's alpha from variable  $X_1$  (social media) of 0.737,  $X_2$  (product quality) equal to 0.718, and Y (buying interest) of 0.704. Mark Cronbach's Alfa these three variables  $\geq 0.70$ , which means they have a high reliability value. So the data generated from the questionnaire about social media, product quality, and buying interest is said to be reliable. So based on the results of the instrument validity and reliability tests, it can be seen that the three instruments have met the validity and reliability criteria. Thus the data is feasible to use for research.

### Classic Assumption Test

For the purposes of data analysis, classical assumption tests were carried out: normality test, multicollinearity test and heteroscedasticity test. The normality test research uses a histogram graph and a P-Plot distribution curve, which is described as follows.



**Figure 1.** Histogram and P-Plot Spread Curves

Based on the normal P-P plot graph above, it can be seen that the points spread around the diagonal line and the distribution follows the diagonal line, so it can be said that the distribution pattern is normal. The graph above shows that the regression model of the influence of social media and product quality on purchase intention in this study meets the assumption of normality. This result is supported by the Kolmogorov-Smirnov test, the significance value is greater than 0.05, so the data is normally distributed. Based on out put SPSS in table 1 the value is obtained *probability say (2tailed)* with a symp themselves of 0.200 is greater than 0.05, it is concluded that the data has been normally distributed or normally distributed.

**Table 4.** Normality test *Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		67
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,94171554
Most Extreme Differences	Absolute	,096
	Positive	,092
	Negative	-,096
Test Statistic		,096
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

Source: Results of data processing

The multicollinearity test results show that social media variables and product quality are free from multicollinearity indicated by value Tolerance > 0.10 or VIF value < 10. Based on out put SPSS in table 4 multicollinearity test results in section *Collinearity Statistics* seen for both independent variables have numbers Tolerance of 0.853 greater than 0.10. While the VIF value of 1.172 is less than 10. Thus the result does not exceed the value limit Tolerance and VIF are allowed, it can be concluded that the resulting regression model has no multicollinearity problems.

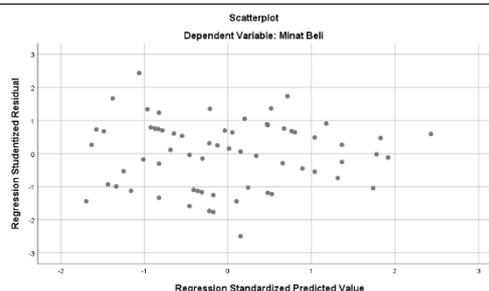
**Table 5.** Multicollinearity Test

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Social media	,853	1,172
Product quality	,853	1,172

a. Dependent Variable: Purchase Intention

Source: Results of data processing

The heteroscedasticity test aims to test whether there is inequality in the regression model variance from the residual of one observation to another observation. If variance fixed then there is homoscedasticity and if it is different then there is a heteroscedasticity problem. A good regression model is homoscedasticity or there is no heteroscedasticity. One way to find out whether there is heteroscedasticity in a multiple linear regression model is by looking at the graph scatterplot between the predicted value of the dependent variable, namely SRESID and residual error namely ZPRED. If there is no specific pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. Chart scatterplot in this study is shown in the following graph:



**Figure 2.** Heteroscedasticity Test Graph *Scatterplot*

Judging from the results of the heteroscedasticity test with graphs scatterplot it can be seen that the points spread randomly and are spread both above and below the number 0 on the Y axis. Thus it is stated that this regression model does not show symptoms of heteroscedasticity. Based on the classical assumption test, it can be seen that the data obtained from any questionnaire has fulfilled the normality test, multicollinearity test and heteroscedasticity test, so the data meets the requirements for multiple linear regression analysis.

This autocorrelation test aims to determine whether in a linear regression model there is a correlation between disturbances in period  $t$  and errors in period  $t-1$  (previously). To be able to detect the presence or absence of this autocorrelation, it can be done by using the Durbin Watson Test (DW Test). If  $du < d < 4-du$  then it can be said to be free from autocorrelation problems.

**Table 6.** Autocorrelation Test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,563 <sup>a</sup>	,317	,296	1,972	1,792

a. Predictors: (Constant), Work Discipline, Work Motivation

b. Dependent Variable: Employee Loyalty

Source: Results of data processing

Based on table 8, the dw value is 1.792. The du value for  $k$  (variables  $x = 2$  and  $n = 67$ ) is 1.666 so that it is  $4-du$  ( $4 - 1.666 = 2.334$ ). Criteria is said to be free from autocorrelation problems, if  $du < d < 4-du$ . If observed  $1.666 < 1.792 < 2.334$ , then the value of  $DW = 1.792$  is between the values of 1.666 and 2.334. So the regression equation does not occur autocorrelation.

### Hypothesis Testing

After the data meets the classical assumption test, then the final stage of testing is carried out, namely hypothesis testing. In this study, multiple linear regression analysis was used to examine the effect of the independent variables on the dependent variable. The general form of the multiple linear regression equation is as follows:

**Table 7.** Multiple Linear Regression Analysis Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,184	2,306		1,381	,172
Social media	,183	,083	,247	2,208	,031
Product quality	,248	,066	,420	3,759	,000

a. Dependent Variable: Purchase Intention

Source: Results of data processing

Based on *output SPSS* in table 7 the value is obtained constant of 3.184, the coefficient of  $X_1 = 0.183$  and the coefficient  $X_2 = 0.248$ . So the multiple linear regression equation for the effect of service quality and infrastructure on visitor interest is  $Y = 3.184 + 0.183X_1 + 0.248X_2$ . Based on the equation of the multiple linear regression model, it can be concluded that:

- The constant value is 3.184. This means that the number shows that if social media ( $X_1$ ) and product quality ( $X_2$ ) has a value of 0 or does not exist, then the value of buying interest ( $Y$ ) will be 3.184.
- Social media variables ( $X_1$ ) has a regression coefficient value of 0.183. The value of this coefficient indicates a positive relationship between social media and purchase intention.

This means that if the use of social media increases by 1%, it will increase buying interest by 0.183 assuming the other independent variables, namely product quality, are considered constant or fixed.

- c. Product quality variable (X<sub>2</sub>) has a regression coefficient value of 0.248. The value of this coefficient indicates a positive relationship between product quality and purchase intention. This means that if there is an increase in product quality by 1%, it will increase buying interest by 0.248 assuming the other independent variables, namely social media, are considered constant or fixed.

Hypothesis testing in this study includes partial tests and simultaneous tests. Partial testing (t test) was carried out to determine whether service quality and infrastructure affect visitor interest partially (individually). The acceptance or rejection of the hypothesis is carried out with the criteria, if the t statistical significance value is  $> 0.05$ , then  $H_0$  is accepted, meaning that an independent variable individually does not affect the dependent variable. Conversely, if the t statistical significance value is  $< 0.05$ , then  $H_0$  is rejected, meaning that an independent variable individually affects the dependent variable. From *out put SPSS* in table 7 above shows the results of the t test are:

- a. Significant value  $t_{X_1} = 0.031$ . The results of the significant value of  $t_{X_1}$  smaller than 0.05 or  $0.002 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that social media partially or individually has a positive and significant effect on purchase intention. The conclusion is that the first hypothesis is accepted.
- b. Significant value  $t_{X_2} = 0.000$ . The results of the significant value of  $t_{X_2}$  smaller than 0.05 or  $0.000 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that product quality partially or individually has a positive and significant effect on purchase intention. The conclusion is that the second hypothesis is accepted.

To test the third hypothesis, the F test analysis is used. The F test basically shows whether all the independent variables included in the regression model have a joint impact on the dependent variable. Following are the results of the F statistical test analysis with the help of the SPSS program.

**Table 8.** Simultaneous Test Results (Test F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115,581	2	57,790	14,863	,000 <sup>b</sup>
	Residual	248,837	64	3,888		
	Total	364,418	66			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Quality, Social Media

Source: Results of data processing

Based on *out put SPSS* in table 8, shows a significance value of F of 0.000. The test criteria determine that if the probability value (Sig)  $< 0.05$ , thus because  $0.000 < 0.05$ , the research hypothesis is accepted. It can be concluded that the independent variables of social media and product quality simultaneously have a significant effect on the dependent variable of buying interest. In conclusion, the third hypothesis is accepted. Furthermore, the results of the coefficient of determination ( $R^2$ ) aims to measure how far the ability of the regression model to explain the variation of the dependent variable.  $R$  value<sup>2</sup> shows social media capabilities and product quality affect purchase intention. The following is the result of the coefficient of determination.

**Table 9.** Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,563 <sup>a</sup>	,317	,296	1,792

a. Predictors: (Constant), Product Quality, Social Media

b. Dependent Variable: Purchase Intention

Source: Results of data processing

From *out put SPSS* in table 9, the coefficient of determination shows that the value *Adjusted R Square* = 0.296 or 29.6%. This shows that the total variation in purchasing interest variables caused or influenced by social media variables and product quality is 29.6%. While the remaining 70.4% is influenced by other factors not explained in this study, atmosphere, service quality, price, environment, corporate image and so on.

## 5. Conclusion

Based on the results of the research and discussion, it can be concluded that social media has a positive and significant effect on buying interest in UMKM Mitra Mandiri Brebes. Product quality has a positive and significant effect on buying interest in UMKM Mitra Mandiri Brebes. Simultaneously, social media and product quality have a positive and significant effect on buying interest in UMKM Mitra Mandiri Brebes. The results of this study are expected to be input and evaluation for MSME managers to always maintain product quality and carry out promotions or offers through social media and not only social media *facebook*, but also other social media such as *instagram*, *youtobe*, *twitter*, and so on so that the products of UMKM Mitra Mandiri Brebes can be recognized by the wider community.

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