



The Influence of Social Media, Price, and Servicescape on Purchasing Decisions at Warkop Mie Aceh Hijrah Jaya in Medan Amplas

Syafrin Ananda Harahap^{1*}, Rukmini², Muhammad Hilman Fikri³, Wan Dian Safina⁴, Toni Hidayat⁵, Muhammad Rizaldy Wibowo⁶

¹UMN Al-Washliyah; Email: syafrinanandaharahap@umnaw.ac.id.

²UMN Al-Washliyah; Email: rukmini@umnaw.ac.id.

³UMN Al-Washliyah; Email: muhhammadhilmanfikri@umnaw.ac.id.

⁴UMN Al-Washliyah; Email: wandiansafina@umnaw.ac.id.

⁵UMN Al-Washliyah; Email: tonihidayat@umnaw.ac.id.

⁶UMN Al-Washliyah; Email: muhhammadrizaldywibowo@umnaw.ac.id.

Correspondensi Author: Syafrin Ananda Harahap

Abstract: This research aims to determine the influence of Social Media, Price, and Servicescape on Purchase Decisions at Warkop Mie Aceh Hijrah Jaya Medan Amplas. In this research, data collection was conducted using purposive sampling, with a sample of 84 respondents. All analyses in this research were assisted by the SPSS 25.0 software. The data analysis techniques used included classical assumption tests, multiple linear regression analysis, and hypothesis testing. Based on the t-test results, it was found that the significance value (Sig.) of Social Media was $0.000 < 0.05$ and the t-count value ($3.783 > t\text{-table } (1.664)$). Therefore, it can be concluded that the Social Media variable has a positive and significant influence on the Purchase Decision variable. Furthermore, the significance value for the Price variable was $0.000 < 0.05$, and the t-count value ($5.435 > t\text{-table } (1.664)$). Thus, it can be concluded that the Price variable significantly influences the Purchase Decision variable. Next, the significance value for the Servicescape variable was $0.000 < 0.05$, indicating a significant influence on the Purchase Decision variable. Based on the data, the t-count value was ($9.892 > t\text{-table } (1.664)$). Therefore, it can be stated that the Servicescape variable has a positive and significant influence on the Purchase Decision variable.

Keywords: Social Media, Price, Servicescape, Purchase Decisions.

1. INTRODUCTION

As the business world continues to grow rapidly, entrepreneurs are increasingly challenged to manage their businesses effectively in order to compete with rivals. This includes strengthening their business in various aspects, one of which is mastering matters related to social media. Many factors can influence purchasing decisions, including social media, price, and servicescape. These three factors not only affect individual purchasing decisions but also contribute to other overall variables.

Based on this, servicescape must facilitate consumers in receiving services so they feel satisfied with those services. It is important for sellers to understand how service delivery influences purchasing decisions. A purchase decision refers to the activity of an individual directly involved in the decision-making process to buy a product offered by a seller. From this definition, it is clear that servicescape must have a deep understanding of the purchasing decision process to ensure customer satisfaction.

Mie Aceh is a spicy noodle dish native to Aceh, Indonesia. It consists of thick yellow noodles served with sliced beef, goat meat, or seafood (such as shrimp and squid) in a rich and spicy curry-like soup. Mie Aceh comes in two variants: fried (mie aceh goreng) and soupy (mie aceh kuah). It is typically garnished with fried shallots and served with crackers (emping), slices of shallots, cucumber, and lime. Mie Aceh is not only loved by the Acehnese, but also by people of various ethnic backgrounds across regions. However, its development and popularity are not yet as widespread as other regional dishes in Indonesia, such as Padang cuisine. This situation poses a challenge for Acehnese culinary enthusiasts.

Driven by increasing consumer demand, instant food products are more favored

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due to their time-saving convenience, especially for workers in the Greater Jakarta (Jabodetabek) area who live busy lives. Instant food products are essential for them and can also serve as a side dish to rice. Various types of noodles and noodle-based food products are highly appealing to the Indonesian palate. In today's global era, consumers tend to prefer instant products. Noodles are a highly potential food commodity—not only are they relatively cheap and easy to prepare, but they also offer adequate nutritional value.

In every 100 grams of dried noodles, there are 338 calories, 7.6g protein, 11.8g fat, 50.0g carbohydrates, 1.7mg minerals, and 49mg calcium. From its nutritional content, noodles are considered low in calories, making them suitable for those on a low-calorie diet. The development of instant Mie Aceh is also driven by the goal of boosting the popularity of traditional cuisine and making it easier for culinary fans to access these products.

Social media is an internet-based medium that allows users to represent themselves, interact, collaborate, share, communicate, and build virtual social connections with other social media users. In today's era, social media has become a widely known and commonly used platform. In Indonesia, social media users total around 170 million people, or 61.8% of the country's total population. Social media has become a space, a tool, and a service that allows people to connect and share with others. It is highly popular due to the ease and opportunities it offers for users to connect and network via the internet. One of the most popular platforms is Instagram.

Price, in general, refers to the amount of money a consumer must pay to the seller to obtain a desired product or service. Therefore, price is typically set by the seller or service provider. However, in transactions, buyers or consumers can negotiate the price. Once an agreement is reached between the buyer and the seller, the transaction takes place. In marketing, price is one of the most important elements because it represents the exchange value of a product or service in monetary terms. Moreover, price is a crucial determinant of a company's success. A successful company is measured by how well it can generate profits from the prices it sets for its products or services.

Servicescape is a concept in service marketing that refers to the physical environment where services are delivered. It includes all physical elements that affect the customer experience, such as layout, interior design, lighting, sound, aroma, and other atmosphere-forming features. Servicescape plays a vital role in shaping customer perceptions of service quality and can influence satisfaction, loyalty, and customer behavior. In industries like restaurants, hotels, hospitals, and retail, a well-managed servicescape can enhance appeal, comfort, and the overall customer experience.

Purchase decisions are part of consumer behavior that determines the intent to buy a product. Consumers make purchasing decisions to select the best product that meets their needs and desires, aiming for satisfaction. Quality service is essential in earning consumer trust, which in turn affects purchasing decisions.

2. LITERATURE REVIEW

Social Media

Social media is an online platform or application that allows its users to create, share, and exchange content—such as text, images, videos, and other information—with others in a network or virtual community. According to Nurpratama & Anwar (2020), social media is the easiest digital marketing tool to utilize.

Price

Price is the value set or agreed upon for a good or service offered by the seller to the buyer. According to Zulkarnaen (2023), price is the monetary value that must be paid by the customer to the seller for the goods they purchase. In other words, price is the value of a product determined by the seller.

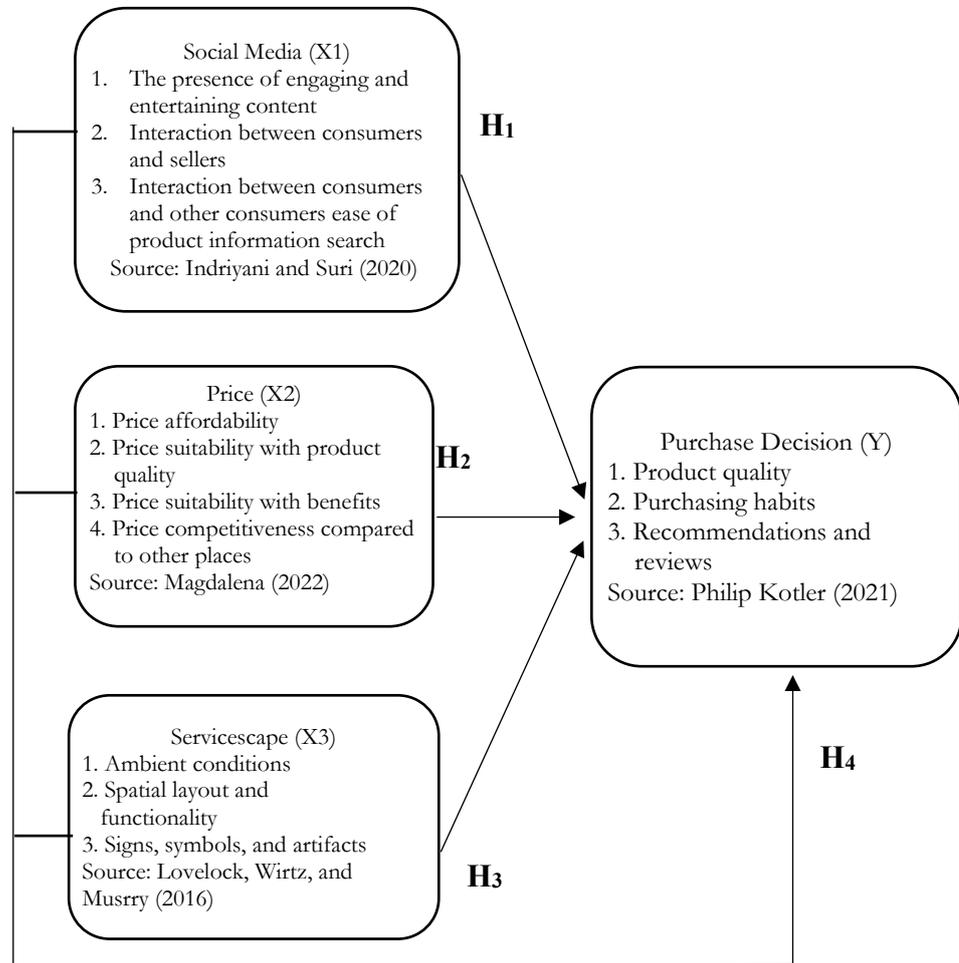
Servicescape

Servicescape is a term used to describe the physical environment surrounding the service provider, which can influence the customer's perception and experience. According to Djunaidi & Subagyo (2020), servicescape essentially encompasses the service provided and gives a detailed impression to customers.

Purchase Decision

Purchase decision refers to the process undertaken by consumers in selecting and deciding to buy a particular product or service after careful consideration. According to Firmansyah (2019), decision-making can be considered the result or output of a mental or cognitive process that leads to choosing a course of action among several available alternatives.

Conceptual Framework



3. METHODS

This research uses a quantitative method. The population in this study consists of all customers of Warkop Mie Aceh Hijrah Jaya Medan Amplas, totaling 532 individuals. The sample was determined using the Slovin formula, resulting in 84 respondents. The data collection techniques used in this research are questionnaires, interviews, and observations. The data analysis techniques include validity tests, reliability tests, and classical assumption tests. The data analysis method employed is multiple linear regression with the assistance of the SPSS 25 program.

4. RESULTS

Validity Test

According to Sugiyono (2020), "A validity test is the degree of accuracy between the data that occurs on the object of research and the data that can be reported by the researcher. Thus, valid data is data that does not differ between what is reported by the researcher and what actually occurs on the research object."

Table 1
Result Validity Test

Variable	Indicator	Pearson Correlation (R count)	R table	description
Social Media (X1)	The presence of engaging and entertaining content	0,929	0,214	Valid
	Interaction between consumers and sellers	0,943		Valid
	Interaction between consumers and other consumers ease of product information search	0,945		Valid
Price (X2)	Price affordability	0,913	0,214	Valid
	Price suitability with product quality	0,959		Valid
	Price suitability with benefits	0,968		Valid
	Price competitiveness compared to other places	0,951		Valid
Servicescape (X3)	Ambient conditions	0,925	0,214	Valid
	Spatial layout and functionality	0,949		Valid
	Signs, symbols, and artifacts	0,954		Valid
Purchase Decision (Y)	Product quality	0,951	0,214	Valid
	Purchasing habits	0,946		Valid
	Recommendations and reviews	0,846		Valid

Source: Research Results, 2025

Based on Table 1 above, it is shown that the variables Social Media (X1), Price (X2), Servicescape (X3), and Purchase Decision (Y) were analyzed using SPSS version 26.0. If the t-count value is greater than the t-table value, it indicates that the Purchase Decision (Y) is significantly correlated (considered valid) with the overall score. Based on the correlation results conducted on the questionnaire indicators, it is accepted if the alpha coefficient $>$ r-table value with degrees of freedom $df = n - 2$, $84 - 2 = 82$, resulting in a value of 0.214. Since the r-count value $>$ r-table value, the questionnaire items are considered valid.

Reliability Test

According to Sugiyono (2020), "A reliability test concerns the degree of consistency and stability of data or themes." A questionnaire is said to be reliable if an individual's responses to statements remain consistent or stable over time. A measurement with high reliability is one that can produce dependable data. To assess the reliability of the questionnaire used, this study applies Cronbach's Alpha coefficient analysis, which correlates the total scores of odd and even numbered items. The minimum reliability threshold is 0.6.

Table 2
Result Reliability Test

Variable	Cronbach's Alpha	Value Measurement Criteria	Description
Social Media (X1)	0.948	0,60	Reliabel
Price (X2)	0,965	0,60	Reliabel
Servicescape (X3)	0,948	0,60	Reliabel
Purchase Decision (Y)	0,889	0,60	Reliabel

Source: Research Results, 2025

From the results in Table 2, it can be concluded that the reliability test shows that the Cronbach's alpha values for the variables of work capability, innovative work behavior, internal work environment, and employee performance are all above 0.6. This indicates that the variables are reliable and appropriate to be used in the measurement of this research.

Classical Assumption Tests

Normality Test

The normality test is used to determine whether the collected data is normally distributed or derived from a normal population. The classical method for testing normality is not complicated. To determine whether the data is normally distributed or not, the researcher used the Kolmogorov-Smirnov analysis with the criteria that the significance value must be greater than 0.05 in order for the data to be considered normally distributed. The results of the test are as follows:

Table 3
Result Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	84	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.86066937
Most Extreme Differences	Absolute	.175
	Positive	.158
	Negative	-.175
Test Statistic		.175
Asymp. Sig. (2-tailed)		.200 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Results, 2025

Based on the results of the normality test above, with the overall test result for all variables being 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the normality test in this research indicates that the data is normally distributed..

Multicollinearity Test

The multicollinearity test aims to determine whether there is a high or perfect correlation among the independent variables in the regression model. One way to detect multicollinearity is by examining the Tolerance and Variance Inflation Factor (VIF) values. If the Tolerance value is greater than 0.1 and the VIF is less than 10, then multicollinearity is not indicated. The following are the multicollinearity test results obtained using SPSS 25 for Windows:

Table 4
Result Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social Media	.867	1.153
	Price	.561	1.782
	Servicecape	.629	1.591
a. Dependent Variable: Purchase Decision			

Source: Research Results, 2025

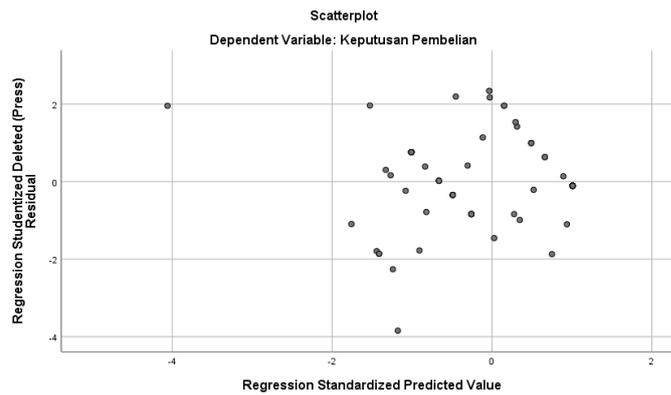
Based on the table 4 above, it can be observed that:

1. The Tolerance and VIF values for the work capability variable are (0.867 > 0.10), (1,153 < 10)
2. The Tolerance and VIF values for the innovative work behavior variable are (0.561 > 0.10), (1,782 < 10)
3. The Tolerance and VIF values for the internal work environment variable are (0.629 > 0.10), (1,591 < 10)
4. Therefore, it can be concluded that there are no symptoms of multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is an unequal variance of residuals in the regression model from one observation to another. The results of the heteroscedasticity test in this study can be seen in the following figure:

Figure 1
Scatterplot Heteroscedasticity Test



Multiple Linear Regression

To test the hypothesis, the researcher used multiple linear regression analysis to determine the relationship between the independent variables and the dependent variable, namely the influence of work capability, innovative work behavior, and internal work environment on employee performance at PTPN IV Regional II Kebun Limau Mungkur.

Table 5
Result Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.299	.696		4.738	.000
	Social Media	.133	.035	.192	3.783	.000
	Price	.216	.040	.343	5.435	.000
	Servicecape	.322	.033	.590	9.892	.000
a. Dependent Variable: Purchase Decisions						

Source: Research Results, 2025

Based on Table 5, the multiple linear regression equation in this study is as follows:
 $Y = 3,299 + 0,133 X_1 + 0,216 X_2 + 0,322 X_3 + e$

Table 4.30 shows that the calculation yields a constant value (a) of 3,299, b_1 of 0,133, b_2 of 0,216, and b_3 of 0,322, resulting in the following multiple linear regression equation:
 $Y = 3,299 + 0,133 X_1 + 0,216 X_2 + 0,322 X_3 + e$

From this regression equation, the following conclusions can be drawn:

1. The constant value (a) is 3.299. This means that if the values of the variables Social Media (X1), Price (X2), and Servicescape (X3) are 0, the Purchase Decision value remains positive, at 3.299.
2. The regression coefficient for the Social Media variable (X1) is positive, at 0.133. This indicates that if Social Media (X1) increases by 1%, the Purchase Decision will increase by 0.133, assuming the other variables remain constant.
3. The regression coefficient for the Price variable (X2) is positive, at 0.216. This means that if Price (X2) increases by 1%, the Purchase Decision will increase by 0.216, assuming the other variables remain constant.
4. The regression coefficient for the Servicescape variable (X3) is positive, at 0.322. This indicates that if Servicescape (X3) increases by 1%, the Purchase Decision will increase by 0.322, assuming the other variables remain constant.

t-Test (Partial Test)

The partial test (t-test) aims to observe the effect of work motivation on employee performance, with the following criteria:

1. If the t-count \leq t-table, then H_0 is accepted, H_1 is rejected, meaning that partially this study has no effect.
2. If the t-count \geq t-table, then H_0 is rejected, H_1 is accepted, meaning that partially this study has an effect.. Based on the SPSS test results, the t-test values are as follows:

Table 6
Result t-Test (Partial Test) Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.299	.696		4.738	.000
	Social Media	.133	.035	.192	3.783	.000
	Price	.216	.040	.343	5.435	.000
	Servicecape	.322	.033	.590	9.892	.000

a. Dependent Variable : Purchase Decisions

Source: Research Results, 2025

The Influence of Social Media (X1) on Purchase Decision

The analysis results show that the t-count value for the Social Media variable (X1) is 3.783. Therefore, the t-count is greater than the t-table value, or $3.783 > 1.664$. It is also evident that the significance value is smaller than the probability value of 0.05, or $0.00 < 0.05$, thus H_0 is rejected and H_1 is accepted, indicating that variable X1 contributes to Y. The positive t-value shows that X1 has a direct (positive) relationship with Y. Therefore, it can be concluded that the Social Media variable has a positive and significant effect on Purchase Decision.

The Influence of Price (X2) on Purchase Decision

The analysis results show that the t-count value for the Price variable (X2) is 5.435. Therefore, the t-count is greater than the t-table value, or $5.435 > 1.664$. It is also evident that the significance value is smaller than the probability value of 0.05, or $0.00 < 0.05$, thus H_0 is rejected and H_1 is accepted, indicating that variable X2 contributes to Y. The positive t-value shows that X2 has a direct (positive) relationship with Y. Therefore, it can be concluded that the Price variable has a positive and significant effect on Purchase Decision.

The Influence of Servicescape (X3) on Purchase Decision

The analysis results show that the t-count value for the Servicescape variable (X3) is 9.892. Therefore, the t-count is greater than the t-table value, or $9.892 > 1.664$. It is also evident that the significance value is smaller than the probability value of 0.05, or $0.00 < 0.05$, thus H_0 is rejected and H_1 is accepted, indicating that variable X3 contributes to Y. The positive t-value shows that X3 has a direct (positive) relationship with Y. Therefore, it can be concluded that the Servicescape variable has a positive and significant effect on Purchase Decision.

F-Test (Simultaneous Test)

The F-test is used to determine whether all independent variables simultaneously influence the dependent variable. Based on the SPSS 25 for Windows test results, the ANOVA value in the F-test is as follows:

Table 7
Result F-Test (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287.426	3	95.809	122.211	.000 ^b
	Residual	62.717	80	.784		
	Total	350.143	83			

a. Dependent Variable: Purchase Decisions
b. Predictors: (Constant), Servicecape , Social Media, Price

Source: Research Results, 2025

Based on the table above, it can be seen that the F-count is 122.211 with a significance level of 0.000. Since the significance value of $0.000 < 0.05$ and the F-count ($122.211 > F\text{-table } (2.486)$), this indicates that H_0 is rejected. Therefore, it can be concluded that the independent variables X1, X2, and X3 simultaneously have a positive and significant effect on the dependent variable Y.

Coefficient of Determination Test

The coefficient of determination is found in the Model Summary table and is labeled R Square. For multiple linear regression, it is recommended to use the Adjusted R Square, as it accounts for the number of variables used in the study. The R Square/Adjusted R Square value is considered good if it is above 0.5, since R Square values range from 0 to 1. The result of the coefficient of determination analysis in this study is:

Tabel 8
Hasil Uji Koefisien Determinasi

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.814	.542
a. Predictors: (Constant), Servicecape , Social Media, Price				
b. Dependent Variable: Purchase Decisions				

Source: Research Results, 2025

Based on the table above, R indicates a simple correlation, meaning that Social Media (X1), Price (X2), and Servicescape (X3) influence Consumer Purchase Decisions by 0.906 or 90.6%. This implies a strong relationship — the greater the R value, the stronger the correlation. R Square (R^2), or the square of R, shows the coefficient of determination, which is 0.821. This means that 82.1% of the variation in Purchase Decision (Y) is explained by Social Media (X1), Price (X2), and Servicescape (X3), while the remaining 17.9% is influenced by other variables not examined in this study.

5. DISCUSSION

The Influence of Social Media on Purchase Decisions

Social media is an online platform or application that enables its users to create, share, and exchange content such as text, images, videos, and other information with others in a network or virtual community. According to Nurpratama & Anwar (2020), social media is the easiest form of digital marketing to utilize. Seeing the widespread use of social media by the public presents a great opportunity for MSMEs to enhance their marketing strategies.

Overall, social media has a positive and significant influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya. Through appropriate social media strategies, this coffee shop has been able to increase its appeal, build relationships with customers, and consistently boost sales. Therefore, active and creative management of social media should continue to be improved as part of the business marketing strategy.

The results of this research show that the t-count value $>$ t-table ($3.783 > 1.664$) and the significance level is 0.00, which is less than 0.05. This means that social media has a positive and significant effect on purchase decisions at Warkop Mie Aceh Hijrah Jaya, Jl. Garu I, Medan Amplas. This research aligns with the study by Kiagus Yudi Kurniawan and Albari Albari (2023), which also discusses the same variable and states that social media influences purchase decisions.

The Influence of Price on Purchase Decisions

Price is the value set or agreed upon for a good or service offered by the seller to the buyer. According to Zulkarnaen (2023), price is the monetary value that must be paid by the customer to the seller for the goods purchased. In other words, price is the value of an item determined by the seller. According to Marpaung and Mekaniwati (2020), price is the only element in the marketing mix that generates sales revenue, while the other elements only incur costs.

Overall, price has a significant influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya. Affordable prices that align with quality and are supported by appropriate promotional strategies have proven to attract consumer attention and increase purchase frequency. Therefore, maintaining a balance between price and service quality is a key factor in sustaining and enhancing customer satisfaction.

The results of this research show that the t-count value $>$ t-table ($5.435 > 1.664$) and the significance level is 0.00, which is less than 0.05. This indicates that price has a positive and significant influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya, Jl. Garu I, Medan Amplas. This research is in line with the study by Kiagus Yudi Kurniawan and Albari Albari (2023), which also discusses the same variable and concludes that price influences purchase decisions.

The Influence of Servicescape on Purchase Decisions

Servicescape is a term used to describe the physical environment surrounding a service provider, which can influence customers' perceptions and experiences. According to Djunaidi & Subagyo (2020), servicescape essentially encompasses the services provided and offers a detailed impression to customers. According to Liua, Bogicevich & Mattila (2018), servicescape has the power to influence how customers feel about their service experience.

Overall, it can be concluded that servicescape has a positive influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya. A supportive physical environment, including cleanliness, comfort, and a pleasant atmosphere, has been proven to increase customer satisfaction and encourage them to make purchases, even becoming regular customers. Therefore, consistent management and enhancement of servicescape aspects are crucial in the coffee shop's marketing and service strategy.

The results of this research show that the t-count value $>$ t-table ($9.892 > 1.664$) and the significance level is 0.00, which is less than 0.05. This means that servicescape has a positive and significant influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya, Jl. Garu I, Medan Amplas. This research is consistent with the study by Astridea Artika Arsa and Cahyaningratri (2022), which also discusses the same variable and concludes that servicescape affects purchase decisions.

The Influence of Social Media, Price, and Servicescape on Purchase Decisions

Purchase decision refers to the process undertaken by consumers in selecting and deciding to buy a particular product or service after careful consideration. Firmansyah (2019) explains that decision-making can be seen as the result or output of a mental or cognitive process that leads to the selection of a course of action among several available alternatives.

According to Wiyata et al. (2020), customer experience refers to the good or bad experiences that customers have in using and understanding a product or service.

The results of this research show that the F-count value $>$ F-table ($122.211 > 2.486$) and the significance level is 0.000, which is less than 0.05. This indicates that social media, price, and servicescape have a positive and significant influence on purchase decisions at Warkop Mie Aceh Hijrah Jaya, Jl. Garu I, Medan Amplas.

6. CONCLUSION

Based on the research findings and discussion in the previous chapter, the following conclusions can be drawn:

1. The analysis results show that the t-count value for the Social Media variable (X1) is 3.783, which is greater than the t-table value of 1.664. Therefore, the obtained t-count is greater than the t-table value, or $3.783 > 1.664$.
2. The analysis results show that the t-count value for the Price variable (X2) is 5.435, which is greater than the t-table value of 1.664. Therefore, the obtained t-count is greater than the t-table value, or $5.435 > 1.664$.
3. The analysis results show that the t-count value for the Servicescape variable (X3) is 9.892, which is greater than the t-table value of 1.664. Therefore, the obtained t-count is greater than the t-table value, or $9.892 > 1.664$.
4. The F-count value is 122.211 with a significance value of 0.000. Since the significance value of $0.000 < 0.05$ and the F-count value of $122.211 >$ F-table value of 2.486, this indicates that H_0 is rejected. Therefore, it can be concluded that the independent variables X1, X2, and X3 simultaneously have a positive and significant influence on the dependent variable Y.
5. The R value shows a simple correlation, meaning that Social Media (X1), Price (X2), and Servicescape (X3) influence Purchase Decisions (Y) by 0.906 or 90.6%. This indicates a strong relationship; the greater the R value, the stronger the relationship. The R Square (R^2), or coefficient of determination, is 0.821, which means that 82.1% of Purchase Decisions (Y) are influenced by Social Media (X1), Price (X2), and Servicescape (X3), while the remaining 17.9% is influenced by other variables not examined in this research.

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