

## ANALYSIS OF THE EFFECT OF SOCIAL MEDIA MARKETING AND PRICE ON CONSUMER PURCHASING DECISIONS (LITERATURE REVIEW OF MARKETING MANAGEMENT)

Adisthi May Syaputri<sup>1</sup>, Krismawati Halawa<sup>2</sup>, Meta Sekar Rahmadani<sup>3</sup>

<sup>1</sup> Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Mahaputra Riau

<sup>2</sup> Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Mahaputra Riau

<sup>3</sup> Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Mahaputra Riau

Corresponding Author Email : [Krismaw76@gmail.com](mailto:Krismaw76@gmail.com)

### ABSTRACT

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The rapid development of social media marketing in this digital era provides many alternative choices for potential customers. On the other hand, this makes the level of business competition even tighter and various efforts are made by entrepreneurs to win the hearts of their consumers. One of the strategies used is marketing through social media or social media marketing (SMM). This research aims to review articles that discuss the influence of social media marketing and price on purchasing decisions. The results of the literature review articles in this study are 1) Social media marketing affects purchasing decisions, 2) Price has an effect on purchasing decisions

## 1. INTRODUCTION

Today, the development of digital technology has fundamentally changed the way companies market their products and services to consumers. Social media has become a highly influential platform in modern marketing strategies, allowing companies to interact directly with consumers and build more personalized relationships. Along with the increasing internet penetration and social media usage in Indonesia, companies are increasingly utilizing these digital platforms to increase brand visibility and drive consumer purchasing decisions.

On the other hand, price remains a crucial factor influencing consumer purchasing behavior. According to Tjiptono in the article (Buccieri and Park, 2022) Price is a monetary unit or other measure (including goods and services) that is exchanged to obtain ownership rights or use of a good or service. This definition is in line with the concept of exchange in marketing. According to Basu Swastha in the article (Indriyani and Suri, 2020) Price is the amount of money needed to get a certain combination of goods and services.

According to Tuten (Narottama *et al.*, 2022), Social media marketing can be defined as a form of online advertising that utilizes the cultural context of social communities. This includes various aspects such as social networks, virtual worlds, social news sites, and platforms for sharing social opinions, with the aim of achieving various communication goals. According to Sufian in the article (Pertiwi and Sulistyowati, 2021) social media marketing includes a series of activities that include marketing, sales, customer service, and public relations, utilizing social networks, online

communities, and various online collaborative media to achieve broader goals.

According to Kosasih in the journal (Pertiwi and Sulistyowati, 2021) purchasing decisions are a problem-solving process and can be resolved through a process of problem recognition, information seeking, alternative assessment, purchase decisions and post-purchase evaluation. According to Machfoedz in the journal (Keren and Sulistiono, 2019) purchasing decisions are a process of assessing and choosing from various alternatives (products) available according to consumer interests, to make a choice that is considered the most profitable.

This study aims to analyze how social media marketing and pricing strategies simultaneously influence consumer purchasing decisions in the digital era. By understanding the relationship between these two variables on purchasing decisions, it is hoped that this research can provide valuable insights for businesses in optimizing their marketing strategies.

Through a quantitative approach and in-depth analysis, this research will explore the extent to which social media marketing is effective in influencing purchasing decisions, as well as how price factors interact with digital marketing strategies in shaping consumer preferences. The results of this study are expected to make a significant contribution to the development of more effective marketing strategies in the digital era.

## LITERATURE REVIEW

### Definition of Social Media Marketing

According to Jashari in the journal (Butarbutar and Auditya, 2022) Social Media Marketing is an online media used for long-distance communication needs, the process of interaction between one user and another, and the acquisition of information through special application devices on the Internet network. All the table titles and figure captions should be centered, Times New Roman font and 10 pts in size. Just capitalize the first letter of words, phrases and sentences which are included in tables and figures.

According to Gunelius in the journal (Haris, Pahriani and Irsyad, 2022) Social Media Marketing or commonly referred to as social media marketing is one type of marketing that can be done to increase brand awareness by using social web tools that can be done anywhere. Allow 10 pts spacing between the table title and the table (or between the figure and its caption). The equal spacing is allowed between the table or figure and the following text.

According to Richter and Koch, 2007 in the journal (Situmorang et al., 2018) in the journal (Elita Tarihoran et al., 2021) states that social media is an internet facility, online application, and media intended to facilitate interaction, cooperation and sharing of information.

According to (Solis, 2011) in the journal (Aryani et al., 2023), there are four indicators of social media marketing. First, the context is packaged and provides information using appropriate language and information. Second, communication in creating content, which is not just providing information but also engaging in other processes, such as responding to content by providing likes and comments. Third, collaboration, which is an effort made by the creator with other parties to get satisfactory results or achieve sales targets. Finally, connection is the creator maintaining a good relationship with consumers, such as maintaining communication with the audience through interaction in content comments.

Customer loyalty has been widely studied by previous researchers including: (Florensia and Utami, 2023), (Mohamad Musa Abdullah, Dede R Oktini and Dedy Ansari Harahap, 2022), (Mohamad Musa Abdullah, Dede R Oktini and Dedy Ansari Harahap, 2022)(Hanief and Oktini, 2024), (Paryanti, 2022), (M. Amir, 2019), (Budi, 2018), (Nurhayati, 2017).

### Definition of Price

According to Kotler and Keller in the journal (Haris, Pahriani and Irsyad, 2022) Price is the amount of money given by consumers to sellers to get the benefits of the products they buy.

According to Fandy Tjiptono in the journal (Novitasari, 2021) argues that price plays a dual role in marketing, namely sales and information. The distribution role helps provide the optimal solution for allocating purchasing power between various types of services or goods, depending on the consumer's ability, while the information role helps make buyers aware of quality, this is useful when buyers have difficulty in objectively assessing the elements and benefits of a product.

Indicators of price perception according to (Muharam & Soliha, 2017), in the journal (Pertiwi, Ali and Sumantyo, 2022) price perception can be measured through several indicators consisting of: 1. Price Competitiveness, 2. Price Compatibility with Price Benefits, 3. Price Matches Product Quality.

Price Perception has been widely researched by previous researchers including: (Mutiarra, Hamid and Suardi, 2020), (Putra, 2021), (Pardede et al., 2017), (Juniantara and Sukawati, 2018), (Darmansah and Yosepha, 2020), (Savitri and Wardana, 2018), (Pertiwi, Ali and Sumantyo, 2022), (Palelu, Tumbuan and Jorie, 2022).

### Definition of Purchase Decision

According to Kotler in the journal (Utami, 2019) purchasing decisions are consumer behavior, namely the purchasing behavior of end consumers, individuals and households who buy goods and services for personal consumption. Therefore, purchasing decisions can be understood as decisions made by final consumers, namely individuals and households whose products and services they buy are used for personal consumption.

According to Lamb in the journal (Agatha, 2018) Purchasing decisions are one of the key elements of consumer behavior. Consumer purchasing decisions are steps that consumers take when buying a product or service.

The indicators used to measure purchasing decisions according to Kotler & Armstrong (2010) in the book (Arfah, 2022) are: 1. Experience of needs problems, 2. Information Search, 3. Evaluation, 4. Purchase Decision, 5. Post-purchase behavior.

Purchasing decisions have been widely researched by previous researchers including: (Marbun, Ali and Dwikoco, 2022), (Fauzi, 2021), (Nurfauzi et al., 2023), (Sya'idah, 2020), (Sri Wdyanti Hastuti and Anasrulloh, 2020), (Putri and Marlien, 2022), (Jamaludin, Arifin and Hidayat, 2015), (Pratiwi, Junaedi and Prasetyo, 2021).

**Table 1.** Relevant previous research

No	Author	Previous Research Results	Similarities with this article	Difference with this article
1	(Dewi, Imbayani and Ribek, 2021)	The results of this study indicate that social media marketing has a positive effect on purchasing decisions at Givanda Store Denpasar.	The influence of social media marketing on purchasing decisions.	Does not have a price variable.
2	(Ramadhan and Nasir, 2023)	Social media marketing variables and price discount variables have a positive and significant effect on online purchasing decisions on the Tiktokshop application in Solo Raya.	The influence of social media marketing on purchasing decisions.	Has an Intervening Variable in the Tiktokshop Application in Soloraya.
3	(Qalbi, Idris and Haerudin, 2024)	The results show that Social Media Marketing significantly influences Purchasing Decisions, with a p value of 0.01 < 0.05, a correlation coefficient of 0.741, and an R Square of 0.496, indicating an influence of 49.6%.	The influence of social media marketing on purchasing decisions.	With a quantitative approach, descriptive method, assumption test, validity, reliability, and simple linear regression.
4	(Haris, Pahriani and Irsyad, 2022)	The results prove that there is a positive and significant influence	The influence of social	Has a product quality variable.

	Irsyad, 2022)	both partially and simultaneously between the variables of Social Media Marketing, Price, and Product Quality on Purchasing Decisions on Uniqlo products in the DKI Jakarta Region.	media marketing on purchasing decisions.	
5	(Calvin, 2021)	The results of data analysis, it can be concluded that the price and promotion variables on social media have a positive effect.	The influence of social media marketing on purchasing decisions.	Using Quantitative methods.
6	(Hasan and Agus Satria Pramudana, 2024)	Based on the results of the analysis, it was found that the social media marketing variable had a positive and significant effect	The influence of social media marketing on purchasing decisions.	This research is a quantitative research with non probability sampling technique method.
7	(Butarbutar and Auditya, 2022)	The results showed that social media marketing affects product purchasing decisions.	The influence of social media marketing on purchasing decisions.	Data collection methods were interviews, questionnaires, and documentation studies.
8	(Ratnaningih and Nurlinda, 2024)	Product quality and social media marketing have a direct positive influence on brand trust and purchasing decisions.	The influence of social media marketing on purchasing decisions.	Has a product quality variable.
9	(Indriyani and Suri, 2020)	Social media has an effect on purchasing decisions, and consumer motivation.	The influence of social media marketing on purchasing decisions.	This research uses quantitative methods.
10	(Batee, 2019)	The results of this study indicate that there is an influence of social media on purchasing decisions.	The influence of social media marketing on purchasing decisions.	This research uses quantitative methods.
11	(Simorangkir <i>et al.</i> , 2022)	The result of this study is that there is a partial influence of social media marketing on buying interest.	The influence of social media marketing on purchasing decisions.	The research method used in this study is quantitative.
12	(Fendiansyah, 2022)	The results of this study indicate that social media marketing has a significant positive effect on purchasing decisions, social media marketing has a significant positive effect.	The influence of social media marketing on purchasing decisions.	This research begins by developing a research model between social media marketing, brand awareness, and purchasing decisions.

13	(Susilowati and Utari, 2022)	The results showed that the price variable and purchasing decisions have a very strong positive relationship.	The effect of price on purchasing decisions.	This research uses quantitative methods with distributed questionnaires.
14	(Narottama and Moniaga, 2023)	The results of this study have a simultaneous and significant influence on the variable purchasing decisions of visitors to culinary tourism destinations in Denpasar City.	The influence of social media marketing on purchasing decisions.	The technique used by the journal is data analysis technique using logistic regression analysis.
15	(Japlani, 2020)	The results of the study using the T test obtained that the price has a significant effect on purchasing decisions has a significant effect on purchasing decisions.	The influence of social media marketing on purchasing decisions.	The data analysis techniques used are validity test, reliability test, normality test, linearity test and homogeneity test.

## 2. METHODS

The method of writing this scientific article is with qualitative methods and library research. Examine theories and relationships or influences between variables from books and journals both off line in the library and online sourced from Mendeley, Scholar Google and other online media. In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory.

## 3. RESULTS AND DISCUSSION

### The Effect of Social Media Marketing on Purchasing Decisions

In today's digital age, social media has become a major force in the marketing world. Social media such as Instagram, Facebook, TikTok, and Twitter are now not just places to interact, but have become an important component in influencing consumer purchasing decisions.

The process of social media marketing's influence on purchasing decisions is complex and multi-faceted. Today's consumers do not rely solely on traditional advertising, but instead seek information, reviews and recommendations on digital platforms. When prospective buyers see engaging product content, testimonials and With positive user feedback, or endorsements from influencers, they start to become psychologically interested and consider the product.

Credibility and content quality now play an important role in the success of social media marketing. Companies that can present original, useful and interesting content will find it easier to get consumers' attention. Showcasing visually appealing products, providing detailed explanations, and responding to interactions can increase trust and reduce the sense of risk when shopping.

Social interactions through likes, comments and shares play a significant role in shaping purchasing decisions. When it. This relates to the natural human desire to conform to trends and general views.

Success in social media marketing is not only determined by how often, but also how well the interactions are.

Companies need to plan the right strategy, understand the uniqueness of each platform, and be able to present content that matches the interests and needs of their specific audience. Targeting appropriately, using innovative promotional features, and being able to come up with compelling stories will provide a competitive advantage.

Advances in technology and changes in consumer behavior continue to drive the development of social media marketing. Digital platforms not only serve as a promotional medium, but also as a place to build relationships, create communities, and provide personalized experiences to consumers. The ability to connect directly, get real-time feedback, and present customized solutions are key factors in influencing purchasing decisions.

So, the reality is that social media marketing has changed the traditional way of marketing. It is not just a promotional tool, but also a complex ecosystem that influences consumers' views, choices and ultimately purchasing decisions. For businesses, it is important to understand and capitalize on these dynamics to remain optimally competitive in the digital age.

### The Effect of Price on Purchasing Decisions

Price plays a crucial role in determining consumer purchasing decisions. Consumers constantly measure and compare product prices before deciding whether to buy them. They consider the value of the product and the benefits obtained in proportion to the price to be paid. The purpose of a smart pricing strategy is to be able to provide competitive economic value and reflect product quality. Consumers also think about other things such as product quality, brand image, customer service, and emotional factors before making a purchase.

Demographic factors and market segmentation also influence how price-sensitive consumers are. Technology and access to information facilitate consumers to conduct price comparisons seamlessly through digital platforms and price comparison apps. When consumers shop, they also consider the prices of products offered by competitors.

Discount strategies, rebates, and special offers can influence shoppers' decisions and give them a sense of having gotten more value for their money. Companies are strongly advised to create a comprehensive value proposition, where price is only one component of the overall experience gained by consumers. Thus, price plays a major role in the psychological experience of customers and is a crucial factor in attracting and retaining customers in a competitive market.

Social Media Marketing (X1) and Price (X2) have an effect on Purchasing Decisions. Apart from the independent variables in this study that influence purchasing decisions, there are other variables that can influence including:

1. Service Quality: (Cesariana, Juliansyah and Fitriyani, 2022), (Mahira, Hadi and Nastiti, 2021), (Maramis, Sepang and Soegoto, 2018), (Riyanto, 2018), (Ibrahim and Thawil, 2023), (Aryandi and Onsardi, 2020), (Paryanti, 2022), (Palelu, Tumbuan and Jorie, 2022).

people see many people liking or recommending a product, they are more likely to feel convinced and encouraged to buy

2. Product Quality: (Ariella, 2018), (Ernawati, 2024), (M. Amir, 2019), (Wulandari and Iskandar, 2018), (Nurfauzi *et al.*, 2023), (Asti and Ayuningtyas, 2020), (Sigit and Soliha, 2017), (Lystia *et al.*, 2022).
3. Promotion: (Septyadi, Salamah and Nujiyatillah, 2022), (Yuliyanto, 2020), (Mariansyah and Syarif, 2020), (Rojiq and Fajri, 2023), (Puspitarini and Nuraeni, 2019), (Yenianti, 2019), (Aryandi and Onsardi, 2020), (Ariella, 2018).
4. Brand Image: (Khasanah, Ariani and Argo, 2021), (Rachmawati and Andjarwati, 2020), (Putra, 2021), (Apriany and Gendalasari, 2022), (Alfiah, Suhendar and Yusuf, 2023), (Andrian and Fadillah, 2021), (Miati, 2020), (Asy'ari and Karsudjono, 2021).
5. Halal Label: (Ian Alfian, 2017), (Utami, 2019), (Umar *et al.*, 2021), (Anisya, Wijayanti and Efendi, 2020), (Aeni and Lestari, 2021), (Laili and Canggih, 2021), (Hayati and Putri, 2021), (Nanda and Ikawati, 2020).

### 4. CONCLUSION

Social media has become a major force in the modern marketing world, influencing consumer decisions through info, positive testimonials, and interactions. The importance of content credibility, social interaction and the success of marketing strategies in influencing purchase decisions. Price plays an important role when consumers make shopping decisions, as they consider product value, quality and emotional factors. Discounts and special offers also influence buyer decisions, which need to be aligned with the overall value provided to consumers.

Based on the results of research that has been conducted regarding Social Media Marketing on Purchasing Decisions, it can be concluded that Social Media Marketing partially influences Purchasing Decisions. From the results of the study, researchers suggest several things to consider in relation to purchasing decisions. Platform evaluation is recommended to improve brand content to prevent consumer boredom and increase brand-consumer interaction. Furthermore, this study encourages presenting interesting, responsive video content and more varied products to increase purchase interest (Qalbi, Idris and Haeruddin, 2024).

Social media is currently widely used to find information and even to carry out the purchasing process. By looking at this, companies should further improve their company content such as product photos and product explanations to make it more interesting and entertaining for consumers, the use of social media by consumers is very much based on existing content, because content will affect consumer interest in getting to know the product and company better. Consumer motivation in making purchases is an important thing to study, one of which is the need to find comfort in the product (Indriyani and Suri, 2020).

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