

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND IMAGE ON CONSUMER PURCHASING DECISIONS AT TYPICAL BAKMIE KHAS JAKSEL MAYESTIK

Renaldi Syahputra

Faculty of Economics and Business, Muhammadiyah University of Tangerang

E-mail: renaldi.syahputraaaa@gmail.com

Copyright © 2025 The Author



This is an open access article

Under the Creative Commons Attribution Share Alike 4.0 International License

Abstract

This study aims to analyze the influence of social media marketing and brand image on consumer purchase decisions in Bakmie Khas Jakarta, Mayestik. The main problem identified in this study is the decline in sales due to less than optimal digital marketing strategies and brand images that have not been firmly formed in the minds of consumers. This study uses a quantitative method, with a purposive sampling technique to collect data from respondents who are consumers of Bakmie Khas Jakarta Mayestik. The main instrument in this study is a questionnaire distributed to the respondents, then analyzed using multiple linear regression analysis to test the relationship between variables. The results of the study show that social media marketing has a positive and significant effect on purchasing decisions, which means that a more effective digital marketing strategy can increase consumer buying interest. In addition, brand image also has a significant influence on purchasing decisions, showing that a strong brand image can increase customer loyalty. Simultaneously, social media marketing and brand image have a significant influence on consumer purchasing decisions, which emphasizes the importance of digital marketing strategies and brand management in improving the competitiveness of culinary businesses.

Keywords: Social Media Marketing, Brand Image, Purchase Decisions, Digital Marketing, Culinary Business.

INTRODUCTION

In today's digital era, marketing through social media is an increasingly dominant strategy in influencing consumer purchase decisions. Social media marketing allows businesses to build more interactive communication with consumers, increase brand awareness, and strengthen brand image through various digital platforms such as Instagram and TikTok (Kotler & Keller, 2016). In the culinary industry, especially ready-to-eat food businesses such as noodles, the use of social media marketing is very important to attract attention and maintain customer loyalty.

Bakmie Khas Jakarta Mayestik is one of the culinary businesses engaged in the field of bakmie specialties with authentic flavors that are different from its competitors. However, in recent months, this business has experienced a significant decline in sales, which is allegedly caused by a less than optimal digital marketing strategy and brand image that has not been firmly formed in the minds of consumers. Several previous studies have shown that a positive brand image can increase consumer trust and encourage purchase decisions (Keller, 2013). In addition, effective social media marketing can also increase interaction with consumers and speed up the purchase decision process (Bianchi & Andrews, 2018).

Based on this background, this study aims to analyze the influence of social media marketing and brand image on consumer purchase decisions in Bakmie Khas Jakarta Mayestik. By using a quantitative approach, this study is expected to provide insight into how much these two variables contribute to improving purchasing decisions and provide strategic recommendations for culinary businesses that want to utilize social media more effectively.

LITERATURE REVIEW

Goal Setting Theory

Consumer behavior is the process and activity associated with people searching, choosing, purchasing, using and evaluating products and services to satisfy their needs and desires (Lati et al., 2023:1). Meanwhile, according to Sutisna and Susan (2022:5), consumer behavior is defined as an activity carried out by consumers in obtaining goods and services.

From the definition above, it can be concluded that consumer behavior is a series of activities carried out by individuals or groups in searching, choosing, buying, using and evaluating products or services. These activities are driven by needs and desires, and are influenced by various internal (personal) and external (environmental and marketing) factors.

Purchase Decision

Kotler (2020) also emphasized that the purchase decision-making process includes five stages. Namely, problem recognition, information search, alternative evaluation, purchase decisions and post-purchase behavior. Demonstrate that this approach has consistency in the marketing literature.

Marketing Management

Kotler and Keller in Marketing Management (2020) define marketing management as the art and science of choosing the right market and creating superior customer value. Effective marketing is able to attract, retain and grow customers in a way that focuses on value creation and delivery. The conclusion of the definition of marketing management by experts shows that marketing management is not just about selling, but rather about understanding customer needs and creating value.

Social Media Marketing

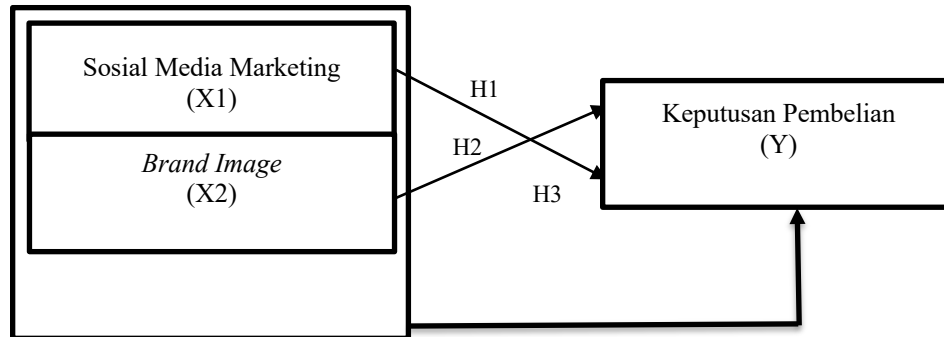
Social media marketing is a very important approach in the modern marketing world. According to Heinze, at all in Digital and Social Media Marketing: A Results-Driven Approach (2020), marketing through social media involves using social platforms to interact with customers and build brands. A planned strategy is indispensable to take advantage of the potential for interaction that exists on the platform, with the goal of increasing brand visibility and consumer engagement. From the definition outlined by experts, it can be concluded that social media marketing is a marketing strategy that focuses on using social media platforms to build strong interactions between brands and consumers.

Brand Image

According to Juan and Indrawati (2023), brand image can be interpreted as a collection of perceptions formed from information and experiences that consumers or customers have about the brand in the past. This imagery is a reinterpretation of all the elements associated with the brand and plays an important role in shaping the relationship between the brand and the consumer. From the explanation given by experts, it can be concluded that brand image is an important element related to consumer attitudes and preferences towards a product. Brand Image not only includes a name or symbol, but is also formed from the experience and information received by customers, which further influences their purchase decisions.

THEORETICAL FRAMEWORK

Theoretical Framework, the study in this study is about the influence of social media marketing and brand image on purchase decisions. Where, purchase decisions as variables are influenced with social media marketing and brand image. The following are An overview of the reasons for this study:



The Influence of Social Media Marketing Influence Consumer Purchase Decisions

Based on the author's speculation, social media marketing is strongly suspected to have a significant influence on consumer purchasing decisions, especially in the context of culinary businesses such as Bakmie, typical of South Jakarta. Social media marketing is designed to create more interactive and personalized consumer engagement compared to traditional marketing methods. Through social platforms, businesses can build an authentic and engaging impression that reflects the brand identity, thereby capturing consumers' attention and directing them to the decision to buy. This is in line with previous research. For example, according to Kapoor et al. (2021) and Ismagilova et al. (2020) who show that the effective use of social media marketing does have the potential to increase purchase decisions, especially if the content produced is relevant, interesting, and able to build an emotional connection with consumers.

Based on this description, the following hypothesis can be formulated:

H1: Social media marketing has a positive influence on consumer purchasing decisions at Bakmie Typical of South Jakarta Mayestik.

The Influence of Brand Image on Purchase Decisions

Based on the author's speculation, brand image is strongly suspected to play an important role in consumer purchasing decisions, especially in the food business such as Bakmie, typical of South Jakarta. Brand image refers to the perception and impression formed in the minds of consumers about the brand, which includes attributes such as product quality, reputation, and uniqueness or differentiation offered by the product. If a brand has a good image, consumers tend to trust more and feel compelled to make a purchase. This is in line with previous research. As revealed by Kusuma and Riyanto (2021) and a study by Hapsari and Yulianto (2022) which shows that a good brand image is able to create trust and attract consumers to make purchases. So, in the context of typical South Jakarta noodles, the author suspects that a positive brand image will have a significant effect on consumer purchase decisions in these locations.

Based on this description, the following hypothesis can be formulated:

H2: Brand image has a positive influence on consumer purchase decisions at Bakmie Khas Jakarta Mayestik.

The Influence of Social Media Marketing and Brand Image on Purchase Decisions

This conjecture is based on the understanding that social media marketing and brand image are two important elements in shaping purchasing decisions. Social media marketing allows brands to interact with consumers directly and build more personal relationships, while brand image creates consumer perceptions of brands that can affect their level of trust and loyalty. In line with previous studies by Rahayu and Rachmawati (2020), this hypothesis proposes that the combination of effective social media marketing and a strong brand image can improve consumer purchase decisions. Thus, it is important for Bakmie Khas Jakarta Mayestik to

optimize its social media marketing strategy and strengthen its brand image to attract more consumers and increase sales.

Based on this description, the following hypothesis can be formulated:

H3: Social media marketing and brand image simultaneously affect consumer purchase decisions

METHODOLOGY

Research Approach

Research methods are scientific procedures, steps or procedures in obtaining data for research purposes that have scientific in obtaining data for research purposes that have certain purposes and uses. According to Sugiyono (2020), research methods are a scientific way of obtaining data for certain purposes and uses. Scientific means research activities that are based on scientific characteristics, namely rational, empirical and systematic as explored in the philosophy of science.

Data Analysis Method

The research method used by the author in this study is quantitative research, because the data obtained is then processed and analyzed. The data used in this study used primary data. According to Khoiron et al (2020:2) said that the quantitative research method is a method to test certain theories by examining the relationship between variables.

RESULT AND DISCUSSIONS

Table 1
purchase decision questionnaire results (Y)

| Item Pertanyaan | STS | TS | RR | S | SS | Jumlah |
|--------------------|------|------|------|-------|-------|--------|
| 1 | 0 | 1 | 5 | 44 | 46 | 96 |
| 2 | 0 | 4 | 5 | 49 | 38 | 96 |
| 3 | 0 | 3 | 12 | 43 | 38 | 96 |
| 4 | 1 | 1 | 5 | 50 | 39 | 96 |
| 5 | 0 | 4 | 16 | 42 | 34 | 96 |
| 6 | 2 | 4 | 10 | 39 | 41 | 96 |
| 7 | 1 | 6 | 11 | 46 | 32 | 96 |
| 8 | 1 | 3 | 12 | 40 | 40 | 96 |
| 9 | 1 | 3 | 10 | 41 | 41 | 96 |
| 10 | 1 | 2 | 2 | 43 | 48 | 96 |
| Jumlah | 7 | 31 | 88 | 437 | 397 | 960 |
| Presentase | 0,7% | 3,2% | 9,2% | 45,5% | 41,4% | 100% |

Based on table 1 above, it shows that the results of the score of the purchase decision (Y) can be seen through 96 respondents with a total of 10 statements obtained as many as 397 (41.4%) who answered strongly agree, as many as 437 (45.5%) answered yes, as many as 88 (9.2%) hesitated, as many as 31 (3.2%) answered disagree and as many as 7 (0.7%) answered strongly disagree.

Table 2
Social Media Marketing Questionnaire Results (X1)

| Item Pertanyaan | STS | TS | RR | S | SS | Jumlah |
|--------------------|------|------|-------|-------|-------|--------|
| 1 | 2 | 8 | 21 | 43 | 22 | 96 |
| 2 | 0 | 8 | 17 | 44 | 27 | 96 |
| 3 | 0 | 4 | 13 | 48 | 31 | 96 |
| 4 | 1 | 2 | 10 | 46 | 37 | 96 |
| 5 | 0 | 1 | 11 | 42 | 42 | 96 |
| 6 | 1 | 1 | 6 | 40 | 48 | 96 |
| 7 | 0 | 5 | 13 | 43 | 35 | 96 |
| 8 | 1 | 2 | 6 | 45 | 42 | 96 |
| 9 | 2 | 1 | 8 | 46 | 39 | 96 |
| 10 | 0 | 1 | 9 | 41 | 45 | 96 |
| 11 | 0 | 3 | 10 | 37 | 46 | 96 |
| Jumlah | 7 | 36 | 124 | 475 | 414 | 1056 |
| Presentase | 0,7% | 3,8% | 12,9% | 49,5% | 43,1% | 100% |

Based on table 2 above, it shows that the results of the score from social media marketing (X1) can be seen through 96 respondents with a total of 11 statements obtained as many as 414 (43.1%) who answered strongly agree, as many as 475 (49.5%) answered in agreement, as many as 124 (12.9%) hesitated, as many as 36 (3.8%) answered disagree and as many as 7 (0.7%) answered strongly disagree.

Table 3
Brand Image Questionnaire Results (X2)

| Item Pertanyaan | STS | TS | RR | S | SS | Jumlah |
|--------------------|------|------|------|-------|-------|--------|
| 1 | 4 | 9 | 13 | 41 | 29 | 96 |
| 2 | 1 | 6 | 14 | 40 | 34 | 96 |
| 3 | 1 | 2 | 9 | 43 | 40 | 96 |
| 4 | 0 | 2 | 4 | 35 | 54 | 96 |
| 5 | 0 | 0 | 7 | 38 | 51 | 96 |
| 6 | 0 | 2 | 7 | 44 | 43 | 96 |
| 7 | 1 | 3 | 7 | 43 | 41 | 96 |
| 8 | 0 | 2 | 11 | 38 | 44 | 96 |
| 9 | 1 | 4 | 11 | 39 | 41 | 96 |
| Jumlah | 8 | 30 | 83 | 361 | 377 | 859 |
| Presentase | 0,8% | 3,1% | 8,6% | 37,6% | 39,3% | 100% |

Based on table 3 above, it shows that the results of the score of the brand image (X2) can be seen through 96 respondents with a total of 9 statements obtained as many as 377 (39.3%) who answered strongly agree, as many as 361 (37.6%) answered in agreement, as many as 83 (8.6%) hesitated, as many as 30 (3.1%)

answered disagree and as many as 8 (0.8%) answered strongly disagree.

Descriptive Statistics Test

Table 4
Descriptive Statistics Test Result

| Descriptive Statistics | | | | | |
|------------------------|----|---------|---------|---------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| SMM | 96 | 26.00 | 55.00 | 46.0521 | 5.08945 |
| BI | 96 | 23.00 | 45.00 | 38.1875 | 4.28783 |
| KP | 96 | 30.00 | 50.00 | 42.3542 | 4.33342 |
| Valid N (listwise) | 96 | | | | |

Based on table 4.7 above, it can be seen that the social media marketing variable has the lowest value of 26 and the highest value of 55 with an average value of 46.05 and a standard deviation of 5.089, the brand image variable has the lowest value of 23 and the highest value of 45 with an average value of 38.18 and a standard deviation of 4.287.

The purchase decision variable had the lowest value of 30 and the highest value of 50 with an average value of 42.35 and a standard deviation of 5.333.

Validity and Reliability Test

Table 5
Social Media Marketing Validity Test Results (X1)

| No. Pernyataan | Uji Validitas | | |
|----------------|---------------|---------|-------|
| | r Hitung | r Tabel | Hasil |
| 1 | 0,514 | 0,374 | Valid |
| 2 | 0,562 | 0,374 | Valid |
| 3 | 0,685 | 0,374 | Valid |
| 4 | 0,372 | 0,374 | Valid |
| 5 | 0,429 | 0,374 | Valid |
| 6 | 0,611 | 0,374 | Valid |
| 7 | 0,647 | 0,374 | Valid |
| 8 | 0,427 | 0,374 | Valid |
| 9 | 0,624 | 0,374 | Valid |
| 10 | 0,365 | 0,374 | Valid |
| 11 | 0,615 | 0,374 | Valid |

Table 6
Brand Image Validity Test Result (X2)

| No. Pernyataan | Uji Validitas | | |
|----------------|---------------|---------|-------|
| | r Hitung | r Tabel | Hasil |
| 1 | 0,746 | 0,374 | Valid |

| | | | |
|---|-------|-------|-------|
| 2 | 0,716 | 0,374 | Valid |
| 3 | 0,552 | 0,374 | Valid |
| 4 | 0,490 | 0,374 | Valid |
| 5 | 0,434 | 0,374 | Valid |
| 6 | 0,677 | 0,374 | Valid |
| 7 | 0,606 | 0,374 | Valid |
| 8 | 0,728 | 0,374 | Valid |
| 9 | 0,580 | 0,374 | Valid |

Table 7
results of the validity test of the purchase decision (Y)

| No. Pernyataan | Uji Validitas | | |
|----------------|---------------|---------|-------|
| | r Hitung | r Tabel | Hasil |
| 1 | 0,606 | 0,374 | Valid |
| 2 | 0,695 | 0,374 | Valid |
| 3 | 0,363 | 0,374 | Valid |
| 4 | 0,763 | 0,374 | Valid |
| 5 | 0,486 | 0,374 | Valid |
| 6 | 0,708 | 0,374 | Valid |
| 7 | 0,415 | 0,374 | Valid |
| 8 | 0,678 | 0,374 | Valid |
| 9 | 0,517 | 0,374 | Valid |
| 10 | 0,582 | 0,374 | Valid |

Based on tables 5.6 and 7 above, it can be compared between Pearson Correlation with R Moment Product Table which can be seen in the statistical table (at 2-sided significance) with N = 28, then the value obtained is 0.374. It can be concluded that, all questionnaire items are valid because the Pearson Correlation value is all above the r table value of 0.374.

Table 8
Social Media Marketing Reliability Test Results (X1)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.747 | 11 |

Based on table 8, the results of the reliability test, it can be seen that each variable has a Cronbac's Alpha of 0.747, the value > 0.60. So it can be concluded that the social media marketing variable (X1) is declared reliable.

Table 9
Brand Image Reliability Test Result (X2)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.798 | 9 |

Based on table 9, the results of the reliability test, it can be seen that each variable has a Cronbach's Alpha of 0.798, the value > 0.60. So it can be concluded that the brand image variable (X2) is declared reliable.

Table 10
Results of the Reliability Rest of the Rurchase Recision (Y)

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0.781 | 10 |

Based on table 11, the results of the reliability test can be seen that each variable has a Cronbac's Alpha of 0.781, the value > 0.60. Therefore, it can be concluded that the purchase decision variable (Y) is declared reliable.

Table 11
Results of Social Media Marketing (X1) and Brand Image (X2) Multiple Regression Test on Purchase Decisions (Y)

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.031 | 2.960 | | 3.727 | 0.000 |
| | SMM | 0.549 | 0.075 | 0.645 | 7.358 | 0.000 |
| | BI | 0.158 | 0.089 | 0.157 | 1.790 | 0.077 |

a. Dependent Variable: keputusan pembelian

From table 11 above, the constant value is 11.031 and the regression coefficient of variable X1 is 0.549 and variable X2 is 0.158. So it can be concluded that:

- 1) The constant value obtained is 11.031, it can be interpreted that if the variables of social media marketing and brand image are valued at zero (constant), then the purchase decision is worth 11.031.
- 2) The value of $b = 0.549$ which indicates the value of regression coefficient, meaning that there is a positive influence of the social media marketing variable (X1). If social media marketing increases, the purchase decision (Y) will increase by 0.549 assuming the other independent variables remain.
- 3) The value of $b = 0.158$ which indicates the value of regression coefficient, meaning that there is a positive influence of the brand image variable (X2). If the brand image increases then the purchase decision (Y) will increase by 0.158 assuming the other independent variables remain.

Table 12
Determination Coefficient Test Results X1 and X2 against Y

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .753 ^a | 0.567 | 0.557 | 2.883 |
| a. Predictors: (Constant), brand image, sosial media marketing | | | | |

Based on table 12 above, the determination coefficient or Adjusted R square is 0.567. Which means that the influence of social media marketing and brand image together on purchase decisions is 56.7%.

Table 12
Test Results f X1 and X2 on Y

| ANOVA ^a | | | | | | |
|------------------------------------|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1010.823 | 2 | 505.411 | 60.796 | <.001 ^b |
| | Residual | 773.136 | 93 | 8.313 | | |
| | Total | 1783.958 | 95 | | | |
| a. Dependent Variable: KP | | | | | | |
| b. Predictors: (Constant), BI, SMM | | | | | | |

From table 12 above, F is calculated at 60.796 when compared to F table of 3.09 with a significant level of $0.000 < 0.05$, then $F \text{ calculates } > F \text{ table}$. This shows that H3 is accepted, meaning that there is a simultaneous and significant influence between the influence of social media marketing and brand image on consumer purchase decisions in Bakmie Khas Jakarta.

Interpretation of Research Result

Based on the results of the analysis in this study, the interpretation is as follows:

1. The Influence of Social Media Marketing (X1) on Consumer Purchase Decisions (Y) in Bakmie Khas Jakarta Mayestik

This study results in the influence of Social Media Marketing (X1) on Purchase Decisions (Y) based on values, partial hypothesis test calculations or t-tests of $\text{sig } 0.000 < 0.05$ $\text{tcal} > \text{ttable}$ i.e. $10.755 > 1.985$, multiple regression coefficient values with b values of 0.549 and simple correlation R values of 0.743 which states that the strength of the relationship between social media marketing (X1) and purchase decisions (Y) is very strong. This shows that social media marketing (X1) has a positive and significant effect on consumers' purchase decisions (Y) in typical Bakmie of South Jakarta Mayestik.

This shows that social media marketing has an important role in shaping the purchase decision of Bakmie Khas Jakarta Mayestik consumers. This means that marketing strategies through social media such as attractive visual displays, clear information, and good interaction with consumers succeed in creating a positive experience that drives purchase decisions. One of the factors that influences these results is how content on social media can provide a sense of comfort and attract the attention of potential buyers. For example, posts that feature appetizing photos or videos of noodles, informative product descriptions, and positive customer reviews, can create emotional appeal for consumers. Additionally, active interaction through comments, direct messages, or special promotions also increases customer engagement, ultimately impacting their decision to purchase the product.

Thus, this research is in accordance with the research journal from Dovan Praditasetyo and Marheni Eka Saputri (2021), entitled The Influence of Social Media Marketing Through the Tiktok Application on Online Purchase Decisions on Shopee Indonesia. With the results of a positive and significant influence of social media marketing on purchase decisions.

2. The Influence of Brand Image (X2) on Consumer Purchase Decisions (Y) at Bakmie Khas Jakarta Mayestik

This study results in the influence of Brand Image (X2) on Purchase Decision (Y) based on value, calculation of partial hypothesis test or t-test of $\text{sig } 0.000 < 0.05$ $t_{\text{cal}} > t_{\text{table}}$ $6.564 > 1.985$, multiple regression coefficient value with b value of 0.158 and simple correlation R value of 0.561 which states that the strength of the relationship between brand image (X2) and purchase decision (Y) is very strong. This shows that the brand image (X2) has a positive and significant effect on consumers' purchase decisions (Y) in typical Bakmie of South Jakarta Mayestik.

This shows that the brand image has a positive and significant influence on consumer purchase decisions at Bakmie Khas Jakarta Mayestik. This means that the stronger the brand image you have, the more likely consumers are to choose and buy the product. A good brand image can be formed through various factors, such as consistent product quality, a positive reputation, and an impression that is instilled in the minds of consumers. For example, if Bakmie Khas Jakarta Mayestik is known as a place that serves noodles with authentic taste, quality ingredients, and good service, then consumers will be more likely to choose it compared to other brands. In addition, visual aspects such as logo design, colors, to the atmosphere of the place to eat or product presentation on social media also play a role in shaping positive consumer perceptions.

Thus, this research is in accordance with the research journal of I Kadek Arjun Sanjaya, Ni Putu Nita Anggraini² and I Wayan Gede Antok Setiawan Jodi (2024), entitled The Influence of Brand Image, Product Quality and Lifestyle on the Repurchase Intention of Apple Brand Smartphones. With the results of a positive and significant influence between brand image and purchase decisions.

3. The Influence of Social Media Marketing and Brand Image (X2) on Consumer Purchase Decisions (Y) in Bakmie Khas Jakarta Mayestik

This study results in the influence of Social Media Marketing (X1) and Brand Image (X2) together on Purchase Decisions (Y) based on the coefficient value of determination (R Square) of 56.7%. The calculation of the F hypothesis of $\text{sig } 0.000 < 0.05$ $F_{\text{cal}} > F_{\text{table}}$, which is $60.796 > 3.09$, shows that social media marketing (X1) and brand image (X2) together have a positive and significant effect on consumers' purchase decisions (Y) in typical Bakmie of South Jakarta Mayestik.

This shows that social media marketing and Brand Image simultaneously have a positive and significant influence on consumer purchase decisions in Bakmie Khas Jakarta Mayestik. This means that success in a marketing strategy through social media and a strong brand image together can improve consumers' decision to buy a product. Simultaneously, the combination of an effective social media marketing strategy and a strong brand image creates synergy in improving consumer purchasing decisions. Well-managed social media marketing is able to strengthen the brand image through visual communication and interaction, while a good brand image further strengthens consumer confidence in the product being promoted. Therefore, optimizing both is a strategic step in increasing competitiveness and increasing business success opportunities in the culinary market.

Thus this research is in line with the research journals of Shofiyah Khairunnisa, Hety Budiyaniti and Muh. Ilham Wardhana Haeruddin (2022) entitled The Influence of Social Media Marketing, Instagram, and Brand Image on Purchase Decisions on Ms Glow in Makassar City. The simultaneous results have a significant and positive influence on the Purchase Decision.

Conclusion

This study aims to determine the influence of social media marketing and brand image on consumer purchase decisions in typical Bakmie of South Jakarta Mayestik. The respondents in this study amounted to 96 consumers of typical noodles from South Jakarta Mayestik. Based on the data that has been collected and tests have been carried out on the problem, it can be concluded that:

- 1) The results of the study show that social media marketing variables partially have a significant effect on purchase decisions. This is shown by the t-calculation result on the social media marketing variable of $10.755 > 1.985$ with a significant value of $0.000 < 0.05$. So it can be concluded that H1 is accepted.
- 2) The results show that the brand image variable partially has a significant effect on purchase decisions. This is shown by the results of t calculation on the brand image variable of $6,564 > 1,985$ with a significant value of $0.000 < 0.05$. So it can be concluded that H2 is accepted.
- 3) The results of the study show that the variables of social media marketing and brand image simultaneously have a significant effect on purchase decisions. This is evidenced by the results of the F test, that the $F_{cal} > F_{tabel}$ is $60.796 > 3.09$ and the significance value is $0.000 < 0.05$. Based on the analysis of the adjusted determination coefficient (R Square), the purchase decision variable can be explained by the social media marketing and brand image variables of 56.7%. Meanwhile, the difference of 44.3% was influenced or explained by other variables that were not included in this study.
- 4) Among the variables of social media marketing and brand image that most dominantly affect purchasing decisions, namely the social media marketing variable with a beta of 0.645.

Bibliography

- Aghitsni, Wanda Intan, and Nur Busyra. 2022. "Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor." *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)* 6(3): 38–51. doi:10.31955/mea.v6i3.2271.
- Angelia Novenita M. 2023. "Faktor-Faktor Yang Memengaruhi Kepuasan Pelanggan Dan Niat Pembelian Kembali: Studi Gerai Mixue Ice Cream & Tea Di Yogyakarta." *Uajy*: 30–47.
- ANISA, Q. 2023. "Pengembangan Usaha Mikro Kecil Dan Menengah (UMKM) DENGAN Memanfaatkan Media Sosial Studi Usaha Kuliner Di Kelurahan Sukarame." : 45–66.
- Apriliani, Hanifah Nur, and Harini Abrilia Setyawati. 2023. "Pengaruh Electronic Word of Mouth, Brand Image, Dan Brand Trust Terhadap Keputusan Pembelian Produk Moisturizer Skintific." *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)* 5(3): 247–58. doi:10.32639/jimmba.v5i3.448.
- Isra, Misra, Wulandari Diah, and Rahma Ely. 2024. Paper Knowledge . Toward a Media History of Documents *Manajemen Pemasaran: Konsep Dan Teori*.
- Jodi, Setiawan, Fakultas Ekonomi, Universitas Mahasaraswati, Jalan Kamboja, and No A Denpasar. 2024. "Jurnal EMAS." *Pengaruh Brand Image, Product Quality Dan Lifestyle Terhadap Repurchase Intention Smartphone Merek Apple (Studi Pada Pengguna Iphone Di Kota Denpasar)* 5.
- Juan, Edbert, and Lilik Indrawati. 2023. "Pengaruh Kepercayaan, Persepsi Kemudahan Penggunaan, Dan Brand Image Terhadap Kepuasan Konsumen Melakukan Pembayaran Menggunakan QRIS." *Konsumen & Konsumsi : Jurnal Manajemen* 2(1): 313–25. doi:10.32524/kkjim.v2i1.757.
- Kusumawardhani, Arini, Ervina Esmeralda, Jonathan Pria Utama, and Adilla Anggraeni. 2021. "Factors Affecting Purchase Decision in Indonesian E-Commerce Industry." *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences* 4(3): 4173–86. <http://www.bircu-journal.com/index.php/birci/article/view/2191>.
- Nuraeni, Yuni Siti, and Dwi Irawati. 2021. "Pengaruh Online Customer Review, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Ubsi)." *Procuratio : Jurnal Ilmiah Manajemen* 9(4): 439–50. doi:10.35145/procuratio.v9i4.1704.
- Nurmaya Adianti, Siti, and Febrima Ayuningrum. 2023. "Pengaruh Label Halal Terhadap Keputusan Pembelian Produk Kosmetik Wardah." *Jurnal Al-fatih Global Mulia* 5(1): 45–56. doi:10.59729/alfatih.v5i1.60.
- Rojas-Lamorena, Álvaro J., Juan Miguel Alcántara-Pilar, and María Eugenia Rodríguez-López. 2022. "The Relationship between Brand Experience and Word-of-Mouth in the TV-Series Sector: The Moderating Effect of Culture and Gender." *Journal of Marketing Communications* 28(5): 506–27. doi:10.1080/13527266.2021.2011376.
- Saliin, Esen. 2023. Social Media Analyticsin Predicting Consumer Behavior *Social Media Marketing*. doi:10.1201/9781003200154-2.

- Sasongko, Gracelda Asprila, and Harini Abrilia Setyawati. 2022. "Pengaruh Brand Ambassador, Daya Tarik Iklan, Dan Product Packaging Terhadap Keputusan Pembelian Produk Kosmetik Wardah Exclusive Matte Lip Cream." *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)* 4(4): 488–501. doi:10.32639/jimmba.v4i4.135.
- Shabrina, Sekar Ayu, and Agung Budiarmo. 2020. "Pengaruh Kualitas Produk Dan Harga Terhadap Minat Beli Ulang Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Holland Bakery Pandanaran Semarang." *Jurnal Ilmu Administrasi Bisnis* 9(4): 475–81. doi:10.14710/jiab.2020.28771.
- Zha, Dongmei, Pantea Foroudi, T. C. Melewar, and Zhongqi Jin. 2024. "Examining the Impact of Sensory Brand Experience on Brand Loyalty." *Corporate Reputation Review* (2009). doi:10.1057/s41299-023-00175-x.
- Zollo, Lamberto, Raffaele Filieri, Riccardo Rialti, and Sukki Yoon. 2020. "Unpacking the Relationship between Social Media Marketing and Brand Equity: The Mediating Role of Consumers' Benefits and Experience." *Journal of Business Research* 117: 256–67. doi:10.1016/j.jbusres.2020.05.001.
- Buku *Social Media Marketing: A Practitioner's Guide* edisi keempat karya Svend Hollensen, Philip Kotler, dan Marc Oliver Opresnik (2020)
- Buku *Essentials of Global Marketing*, karya Hollensen (2020). Pearson Education International.
- Buku *Business Essentials* edisi ke 12 karya Ebert dan Griffin (2022). Pearson Education International.
- Van der Geer, J., Hanraads, J. A. J., & Lupton R. A. (2000). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51-59