



UDC 332

THE INFLUENCE OF SOCIAL MEDIA, PRICE, AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR PRINGGASELA SESEK WOVEN FABRIC

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ABSTRACT

Purchasing decisions are the stage of decision making involved in buying a product. Everyone has their way of making decisions. This research attempts to ascertain the extent to which social media, price, and product quality influence purchasing decisions for Pringgasela SeseK woven fabrics. The population in this study was 150 people, with a sample size of 60 people selected by random sampling. This study used primary data from the Customer Kelompok Nine Penenun (KNP). The results showed that price and social media have a significant positive effect on the decisions of purchasing, while product quality has a significant negative effect on the decisions of purchasing. This research implies that craftsmen must pay attention to quality by considering other factors in assessing product feasibility.

KEY WORDS

Price, Social Media, Product Quality, Purchasing Decisions

The development of social media has created an interactive platform where users can share and record information. Businesses that stand out in creativity, innovation, and high-tech utilization emerge as a result of the advancement of knowledge and communication technology, which drives the progression of the contemporary business world. The government has made efforts to improve people's understanding of technology utilization by promoting awareness of current technological developments (Immawati et al., 2019). Especially in the business world, such as the woven fabric industry, advances in information and communication technology, especially through social media platforms, have had a significant impact.

Marketing strategies that aim to increase knowledge, recognition, memory, and action for a company, product, person, or brand are known as social media marketing strategies (Kurniasari& Budiarmo, 2018). This strategy involves the use of advertisements broadcasted through social media platforms.

When viewing content about selling products or services on social media, it is common to focus on price and other considerations. Price is always linked to the benefits and quality of the product and is often considered a value judgment. The price should reflect the value desired by the consumer, and the payment made should only cover the cost of producing the goods or providing the service. In other words, the price should be a fair amount of money to obtain or own goods that provide advantages and uses for consumers.

Kotler, P., & Armstrong, (2018), mention that price is one part of the marketing mix. According to Kotler, P., & Keller, (2016), prices are not only based on label numbers, prices take various forms and have many functions, such as rent, dues, tariffs, fees, wages, and commissions paid to obtain goods and services. According to Imanulah et al., (2022), buyers usually compare the price of expensive goods with good quality. If the product price is very cheap, the buyer will doubt the quality of the product.

Apart from price, product quality also has a significant role in improving the smooth running of business processes and influencing purchasing decisions. Organizations or companies that produce high-quality products use them as tools to gain an advantage over competitors in market dominance. This is important because not all companies can achieve popularity. It means that a company can survive this business competition if it continues to evaluate and improve the quality of its products. Also, improving product quality is crucial. If



the quality of the product is good and meets expectations and needs in line with the desires of the buyer, the buyer is unlikely to be concerned about the price. Therefore, maintaining product quality plays an important role in shaping consumers' purchasing decisions and becomes an advantage for businesses. The higher the quality of a company's products, the more satisfaction consumers will derive from the product. Product quality can be defined as a combination of attributes and features that determine the extent to which the product is able to meet or exceed customer needs.

One of the woven fabric businesses in East Lombok that attracts the attention of the community is Pringgasela Sesek woven fabrics. Pringgasela Sesek woven fabrics feature unique and attractive patterns and motifs, reflecting cultural heritage and local wisdom. In the midst of technological advances and the rapid evolution of the fashion industry, the Pringgasela Sesek woven fabric company must pay attention to various aspects that influence what consumers decide to buy. This decision reflects the selection process and preference for the most desirable brand from the various choices available. According to Ariefah Sundari, (2021), purchasing decisions are based on interactions that involve combining information to evaluate at least two alternatives and then choosing one of them. In short, the process of making a purchase decision is known as a purchase decision.



Motif Sundalwal & Motif RalgiBalyaln Motif Simbutijo & Motif RalgiMontor Motif Endek & Motif PucukRebong

Figure 1 – Pringgasela Sesek Weaving Motifs

Bale Tenun Community, also known as Kelompok Nine Penenun (KNP), was established on March 15, 2017, located in South Pringgasela Village, Pringgasela District, East Lombok Regency. This village is one of the few villages in Pringgasela that still maintains the weaving tradition (Habibuddin et al., 2023). The products they offer have affordable prices, depending on their quality. The Kelompok Nine Penenun (KNP) provides a variety of weaving motifs with their own uniqueness. The use of TenunSesek products have been widespread, covering various groups such as office workers, medical personnel, and even students from elementary to high school levels in East Lombok, especially in Pringgasela. This happened as a result of the Regent's Decree regarding Daily Office Clothing for Civil Servants in the East Lombok Regency Government Area No. 188.45/529/ORG/2019, which requires the use of traditional clothing once a week.

In an effort to promote its products, the Kelompok Nine Penenun (KNP) has utilized social media. However, the lack of member involvement in managing social media to promote products has had a negative impact on the sales of the Kelompok Nine Penenun (KNP), which still does not reach the optimal sales target each year. The level of public understanding of the Kelompok Nine Penenun (KNP) marketing platform is also limited, resulting in low consumer confidence in making purchasing decisions. Although there are limitations in purchasing decisions due to the increase in raw material costs for making Pringgasela Sesek woven fabrics, people still look for these products according to their needs.

Researchers conducted literature research to find out the variables that influence the decisions of purchasing. According to Rio Haribowo et al., (2022), buyer decisions about certain products can be influenced by elements such as product quality awareness, social media usage, and brand. Perwithasari & Kurniawan, (2022), showed that factors such as



word-of-mouth have a favorable and substantial influence on purchase choices, both when viewed individually and when analyzed together. According to Abdul Haris Ramdhoni, (2019), price factors also influence consumer decisions to buy a house. Additional research is needed because this study provides something new in terms of variables, theories, methods, objects, and research locations.

This study's objective is to determine and assess how pricing, product quality, and social media influence consumers' decisions to buy. Furthermore, it is expected that this study result can offer different contributions from previous studies and serve as a source of reference for future research that may add related variables. Because of this, it motivates researchers to conduct deeper research into price, social media, and product quality impact on the decision to buy a product.

METHODS OF RESEARCH

The impact of pricing, social media, and product quality on customer purchasing decisions will be investigated using a quantitative methodology and survey techniques. Fabrics woven by Pringgasela Sesek. The object of this research is the Kelompok Nine Penenun (KNP) in South Pringgasela Village. Primary data is collected directly from respondents, involving 150 consumers who buy Sesek Woven Fabric Pringgasela products from the Kelompok Nine Penenun (KNP). A sample of 60 people will be taken using the sample method from the Slovin formula by applying the simple random sampling technique for respondent identification. The research will use a questionnaire with 26 statements, and the data will be analyzed with the SPSS 29 program. Instruments for reliability and validity, multiple linear regression, t test, and F test, two-sided hypothesis testing, coefficient of determination, and traditional assumption tests (heteroscedasticity, multicollinearity, and normality tests), will be used in the data analysis (Jogiyanto, 2016).

RESULTS AND DISCUSSION

Bale Tenun Community, Kelompok Nine Penenun (KNP), is located in South Pringgasela Village, East Lombok Regency. Kelompok Nine Penenun (KNP) provides Pringgasela Sesek woven fabrics with various motifs. Based on gender and age, 60 customers shopping at Kelompok Nine Penenun (KNP) were randomly selected. Based on the data, there were 42 female respondents and 18 male respondents, with the majority aged 25–30 years (27 people) and or >30 years (33 people).

Sugiyono (2018), if there is a similarity between the data gathered and the real data about, the research subject is used to confirm that the research results are genuine. Because of the degree of freedom ($df = n-2$) and the 5% significance threshold ($\alpha = 0.05$), the validity test was conducted with 60 respondents and processed using the SPSS 29 for Windows program.

The validity test results show that each statement item related to each variable has a calculated r count > r table value (0.2542). Therefore, all statement items related to these variables are declared valid.

To evaluate the reliability of each statement, this study used Cronbach's alpha test. For social media, price, and product quality variables, the Cronbach's alpha coefficient exceeds the Cronbach's alpha minimum (0.60). The attached table provides additional information about the reliability test results of social media (X1), price (X2), and product quality (X3).

The reliability test results show that each statement related to all variables has a Cronbach's alpha coefficient that exceeds minimum value, which is 0.60. Therefore, the conclusion is each statement related to each variable has a reliable level of reliability.

Sig 2-tailed value is 0.075, and greater than 0.05. This means that this research data has a normal distribution.

The tolerance value of social media $0.999 > 0.1$ and VIF $1.001 < 10.0$; tolerance value of price $0.989 > 0.1$ and VIF $1.011 < 10.0$; and tolerance value of product quality $0.989 > 0.1$ and VIF $1.011 < 10.0$. That is to say, it can be said that multicollinearity does not manifest



itself; in addition, all variables used in this study are considered not to show multicollinearity problems.

Table 1 – Validity Test Result

Variable	Question Items	R count	R critical (5%)
Social media	X1.1	.448	.2542
	X1.2	.761	.2542
	X1.3	.604	.2542
	X1.4	.843	.2542
	X1.5	.861	.2542
Price	X1.6	.829	.2542
	X2.1	.867	.2542
	X2.2	.907	.2542
	X2.3	.844	.2542
	X2.4	.937	.2542
	X2.5	.937	.2542
Product Quality	X2.6	.851	.2542
	X3.1	.540	.2542
	X3.2	.834	.2542
	X3.3	.882	.2542
	X3.4	.811	.2542
Purchasing Decisions	X3.5	.931	.2542
	X3.6	.874	.2542
	Y1.1	.482	.2542
	Y1.2	.599	.2542
	Y1.3	.763	.2542
	Y1.4	.849	.2542
	Y1.5	.924	.2542
	Y1.6	.898	.2542
Y1.7	.518	.2542	
Y1.8	.352	.2542	

Source: Result of SPSS Calculation 29 Version, 2024.

Table 2 – Reliability Test Result

Variable	Cronbach's Alpha	Description
X1	.823	Reliable
X2	.948	Reliable
X3	.901	Reliable

Source: Result of SPSS Calculation 29 Version, 2024.

The heteroscedasticity test determines whether the regression model experiences non-uniformity of residual variances from one observation to another. The pattern of dots in the regression scatterplot indicates that there is no heteroscedasticity; if the point spread is below 0 on the Y-axis and the pattern is not clear, then the regression model is considered good and correct.

Multiple linear regression analyses were performed using the SPSS 29 program. The objective is to ascertain the impact of two independent variables on dependent variable.

The multiple linear regressions equation obtained is $Y = 22.983 + 0.367 (X1) + 0.277 (X2) + 0.332 (X3) + e$. In the multiple linear regression results table, the constant coefficient for the purchasing decision variable is 22.983. This indicates that when all independent variables are 0, the predicted purchasing decision is 22.983.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492 ^a	.242	.201	2.159

a. Predictors: (Constant), KUALITAS PRODUK, SOSIAL MEDIA, HARGA
 b. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 2 – Determination Coefficient Test (Source: Result of SPSS Calculation 29 Version, 2024)

The r-square value is 0.242. This is the result of the determination coefficient. According to this value, the effect of social media (X1), price (X2), and quality of product (X3) on decisions of purchasing (Y) is about 24.2%. In addition, other variables not studied by the researcher affect 75.8% of the total.



ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.185	3	27.728	5.949	.001 ^b
	Residual	260.998	56	4.661		
	Total	344.183	59			

a. Dependent Variable: KEPUTUSAN PEMBELIAN
 b. Predictors: (Constant), KUALITAS PRODUK, SOSIAL MEDIA, HARGA

Figure 3 – F Test (Source: Result of SPSS Calculation 29 Version, 2024)

The calculated F value is 5.949 > the tabled F value of 2.77, and the significance value is 0.001 < 0.05. Hence, H₀ is rejected, and H_a is accepted. That is, it can be concluded that the simultaneous interaction between social media, price, and product quality affects consumer decisions to buy Pringgasela Sesek Woven Fabric.

The study's findings show that the cost and caliber of the products on social media influence each other in shaping consumer preferences. Promotions or advertisements carried out on social media help consumers recognize and distinguish products from comparables, while products with high quality foster trust. In addition, these findings are consistent with the research of Wulandari et al., (2022), who found that when these variables are used together, they have a significant impact on the decisions made by members of the Kelompok Nine Penenun (KNP) to purchase Sesek woven fabrics.

The t-test results indicate that social media (X₁) has a significant positive impact partly on the purchase decision (Y). There is a possibility that social media (X₁) has a significant positive influence on the purchase decision (Y), where the estimated t-value of 2.418 exceeds the tabled T value of 2.00324, and the significance value of 0.019 is less than 0.05. Price (X₂) significantly influences the purchase decision (Y) as the t value of 2.583 > the tabled t value (2.00324). Product quality (X₃) sometimes has a sig. negative impact on purchasing decisions (Y), with an estimated t-value of -2.646 < the tabled t value of 2.00324 and a sig. 0.011 < 0.05.

The initial hypothesis test (H₁) results reveal that social media significantly impacts the decision to purchase Pringgasela Sesek woven fabrics within the Kelompok Nine Penenun (KNP). This is evidenced by the t-value of 2.418 > 2.00324, and sig 0.019, < 0.05. Thus, H_a is accepted, H₀ is rejected. This means that social media factors help consumers make decisions about whether to buy Pringgasela Sesek woven fabrics. Artisans or businesses use social media to establish direct relationships with consumers and give them more opportunities to make purchases.

The verification results of the second hypothesis (H₂) revealed that price exerts a significant positive impact on the purchase decision of Pringgasela Sesek woven fabrics within the Kelompok Nine Penenun (KNP). The calculated value of t is 2.583 > t in Table 2.00324 and the significance value (sig) is 0.012 < 0.05, indicating that H_a is approved and H₀ is not. Therefore, it can be concluded that the price variable has a significant effect on purchasing woven fabrics. An increase in the price of a product or service can actually increase the desire of consumers to buy the product. The results showed that consumers' perception of prices is not always negative; prices that are reasonable and comparable to the services provided can have an impact on consumers' purchasing decisions.

The findings from the third hypothesis test (H₃) indicated that product quality significantly influences customers' decisions to purchase Pringgasela Sesek Woven Fabrics within the Kelompok Nine Penenun (KNP). Assuming that the value of T table 2.00324 > t calculate -2.646 and the sig. 0.011 < 0.05 indicating that H₀ is approved and H_a is not. That is, the factors affecting the quality of the product affect the customer's decision to buy Pringgasela Sesek Woven Fabric, but the impact is in the opposite direction. In addition, these findings indicate that customers are more likely to choose sesek woven fabrics of lower quality. Better quality can increase the cost of fabric production, thus causing consumers to tend to buy in fewer quantities. In other words, improving product quality does not necessarily lead to customers choosing better products; rather, it may lead to customers choosing fewer products.



CONCLUSION

The results of a study conducted using SPSS 29 software showed that price and social media had a positive impact on consumer decisions in purchasing overcrowded woven fabrics at Kelompok Nine Penenun (KNP), but the quality of the products had a negative impact. Social media, cost, and product quality all have an impact on consumers' decisions to buy two items at once. Price according to quality greatly influences consumer decisions, although currently people are more likely to prioritize price over quality, especially because the rules for using traditional clothing are in accordance with the Regent's decision on casual formal clothing for civil servants in the East Lombok government No. 188.45/529/ORG/2019 per annum. Therefore, consumers tend to make purchase decisions based on price considerations, pay less attention to product quality, and rely more on information from social media, such as photos, videos, and reviews, before making a purchase. Based on the above conclusions, it is assumed that companies or weavers should implement creative strategies for promoting products through social networks in order to increase consumer interest and encourage consumers to make purchasing decisions. In addition, keep abreast of local, regional, or national cultural exhibitions and events; plan to provide up-to-date information to consumers about Sesek weaving products; improve the ability to maintain and improve consumer relations through good service; and create customer loyalty. In the course of further studies, we are expected to add or develop additional relevant factors to improve our understanding of how consumers choose Pringgasela Sesek woven fabrics products.

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