
Social Media Is A Moderating Variables of purchasing Decisions: A Case Study on SMEs Robusta Coffee

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ABSTRACT

This study analyzes the effect of price, promotion, and social media on purchasing decisions and analyzes social media to moderate price and promotion variables. A quantitative approach using a questionnaire tested with validity and reliability by using SPSS 2.6 using regression and Moderated Regression Analysis (MRA) to determine the ability to analyze between variables. This research was conducted on coffee businesses that had just entered the coffee market and were influenced by various factors. In this study, price and promotion have a significant effect on purchasing decisions. Meanwhile, social media has no significant effect on purchasing decisions. Therefore, social media is unable to moderate prices and promotions on purchasing decisions. With the results of this study, the Cilumping Robusta Basma coffee business must take advantage of the benefits in increasing sales. It is carried out on a coffee product business that is starting to develop, and there has never been an analysis of price and promotion, so the author wants to know what factors can encourage consumers to make purchasing decisions.

Keywords: price, promotion, social media, purchasing decision

INTRODUCTION

The growth of economic enterprises in Indonesia is very much supported by Indonesian SMEs, which have contributed + - 60% to Indonesia's GDP. The government encourages Indonesian SMEs to increase their business and compete in the national and international arena. Therefore, SME players are expected to continue to communicate with various layers of society and the government in developing their business to help opportunities that will arise in the progress of their business.

Many business people already understand the steps to develop a product or service, but many business people do not understand the strategies that must be carried out in developing their business. Without the support of a good business strategy, Abundant natural resources

will experience slow growth—the need for synergy between upstream and downstream business actors to advance their business ventures in various lines. In addition, the businesses must fight in various conditions to retain their business in various situations. Covid 19 hit the people of Indonesia and the world, resulting in economic growth experienced a tremendous shock. From upstream to downstream supplies, it has a very significant impact on business people's business journey. Therefore, all business people must set the direction in issuing accurate strategies in maintaining their business in this Covid 19 season. Businesses that are proliferating, namely coffee shops, are affected more than there are n yes covid this epidemic and attack human health, so the government issued a rule impact on coffee cafes. As the days go by, Covid 19 in

Indonesia, coffee business people must have started to move the wheels of the economy again. With the decline in the coffee cafe business, it impacts coffee suppliers, namely coffee suppliers. Demand will be the raw material of coffee much demand by consumers but decreased when covid struck early, so the need for coffee dropped dramatically. From the results of this interview, one of the coffee farmers and members of the Cilumping Robusta coffee farmer group stated that coffee sales before Covid 19 reached 70 kg every month, and Covid 19 immediately experienced a decrease of up to 20 kg each month. In November 2020, it started to rise again, with sales of 45 kg per month. Coffee farmers offer various coffee treats, a variety of products, and strategies to the market. Coffee business people have done various ways to rise again from the decline in coffee sales.

Cilacap Regency has several coffee plantation points, one of which is in Cilumping Village, Dayeuhluhur District, Cilacap Regency. Cilumping village located at an altitude of 800 to 900 masl (meters above sea level) and about 300 hectares of coffee plantations Folk t in Cilacap West, namely the border of Central Java and West Java. The coffee produced is classified as the majority of robusta coffee. Cilumping Basma Coffee has begun to be consumed by several people who already know about it. This coffee is planted and processed in Cilumping Village, Dayeuhluhur District, Cilacap Regency. The location of this coffee cultivation is in the highlands in the West Cilacap area. Many coffee transmigrants from Lampung return to their hometowns and then open up land to grow coffee to be in great demand by residents.

The farmers are enthusiastic about developing a coffee business starting from harvesting coffee, then selling it in wet form, and finally shifting to process it first into green beans and ground coffee ready to be brewed. A very long and gradual process undertaken by coffee farmers to achieve coffee development on their own. Various elements are needed in the advancement of robusta coffee products. Various limitations in advancing Cilumping robusta Basma

coffee products were found. First, limited human resources will be knowledgeable in the processing of coffee, and the coffee market is perceived by the groups this Cilumping. Second, although the resources are available, assistance from the government in some coffee processing equipment has begun to be accepted by farmer groups; once the harvest arrives, coffee is abundant, and the limited marketing network hampers marketing. Maharani and Anah's (2019) research shows there are two channels of marketing in Cilumping Robusta Coffee, namely Farmers--Collecting Traders--Consumers and Farmers--Collecting Traders --- Wholesalers --- Industrial Consumers.

Recently, many intermediaries offer wet coffee at low prices from outside the region so that the margins received by farmers are shallow and the wishes of farmers who cannot process it, and the need for money for daily living necessities. Coffee prices constantly fluctuate among coffee traders because there are outside traders bombing prices during the harvest season, so that average prices suddenly rise and make it difficult for local traders to overcome this competition and affect the price of coffee in the market. Cilumping Robusta Basma coffee is relatively new, so the price influences the competition in the market so that Cilumping Robusta coffee must be able to clean up to create a price that can compete in the market. Therefore, the farmer groups take the initiative to process coffee and sell it ready-to-brew for consumers and green coffee or coffee cafe businesses.

Evelina has conducted previous research. Et al., 2013 which shows that price has a significant effect on purchasing decisions. Other research, reports, and news about the economy provide clues that rising product prices hamper consumption and refer customers to other products (Mate 2017; Cheng 2019). Research conducted by Umashankar et al. 2017 shows that price affects purchasing decisions depending on different customer profiles. A person accustomed to knowing about coffee usually no longer sees the price but rather a litas and the aroma of coffee that suits him. The following is a list of prices for Cilumping robusta Basma coffee:

Table 1.1: Robusta Basma Cilumping Coffee Price List

No.	Type of Coffee	Price
1.	Wash flour coffee 100 gr	IDR 20,000
2.	100 gr honey flour coffee	IDR 20,000
3.	Natural flour coffee 100 gr	IDR 10,000
4.	Lanang flour coffee 100 gr	IDR 30,000
5.	Coffee roaster wash, honey, natural 1 kg	IDR 150,000
6.	Roaster coffee Lanang wash, honey, natural 1 kg	IDR 250,000

Source: Cilumping Robusta Coffee Farmers Group, 2020

The table above shows coffee after being processed to produce products that consist of coffee flour mixed with some way be classified in any type of coffee powder wash content of 100 grams for Rp 20,000, -, coffee powder honey premises n content of 100 grams of Rp 20.000, - and 100 gr natural flour coffee Rp 10,000, - and there is also a 100 gr Lanang flour type coffee Rp 30,000, -. Apart from flour coffee, there is also coffee roaster wash, honey, natural weighing 1 kg Rp 150,000, - and roaster lanang wash coffee, honey, natural 1 kg Rp 250,000, -.

Apart from price as an indicator of the marketing mix that must attract consumers to buy coffee products, products also require promotion. Promotion that is currently being carried out is still straightforward, namely word of mouth, and is assisted by visitors through social media, and a small number also carries it out. There has been no movement in promotion from the farmer groups, including promoting promotion through e-commerce and social media specifically to promote the coffee product. With digital technology develop digital marketing should be done, but the limitations will be of human resources in product promotion digital an obstacle sale Cilumping Robusta coffee. According to previous research by Irma Azzadina et al., 2012, customer personality profiles relate to their assessment of marketing mix factors and *their purchasing decisions*. The results of product analysis, price, distribution, promotion, and brand image have a positive and significant effect on purchasing decisions for Banyuatis Ground Coffee (Maysara et al., 2019). It is different from the research conducted by Marta Arce-Urriza,

2016, which shows that promotion does not affect online channels.

Arfan Shahzad conducted previous research on the use of e-commerce or social media. Et.al (2020) shows that e-commerce affects the performance of MSMEs. Research conducted by Riyad Eid et al. (2019) shows that social media use of social media affects export performance through the quality of international business contacts, understanding customer views and preferences, brand awareness, and knowledge of competition in various international markets. In contrast to research by Ilhan et al. (2018) shows that brand fans show that brand fans not only show their feelings on social media pages about the brands they like but also post on social media pages about rival brands. Hence there is an implied assumption that posting like this is damaging to rival brands, at least on the social media platforms they appear in (Fournier and Lee, 2009). Furthermore, even consumers who identify weaknesses by posting a brand using social media show their reaction to the electronic WOM (eWOM) criticized in social media (Ho-Dac et al., 2013; Ilhan et al., 2018). The higher transfer efficiency of social media has attracted many companies to increase their exposure on the Internet (Kaplan and Haenlein, 2010).

The quality of Robusta coffee products Basma Cilumping already competes with coffee that already exists in the market but terms of processing and drying of coffee, there are still obstacles in the tools used there are still some incomplete. It will affect the taste of the variety of coffee, but the coffee processors had tried their utmost to increase the coffee quality in

collaboration with the government in equipment procurement assistance after harvest. However, there are still shortcomings in drying and not using tools that comply with the standards. Cilumping robusta coffee products have participated in various exhibitions and participated in the International Coffee, Tea and Cocoa (COTECA) exhibition in Hamburg, Germany in 2018, brought by the Head of the PKUMKM Office of Cilacap Regency. International parties against their interest Basma Cilumping robusta coffee is a business opportunity for the coffee farmers in the Cilumping village. However, the constraints of the harvest period are only applicable for the period April-July, so the coffee supply has not been able to fully accommodate the international request, which becomes Homework for coffee farmers and related government.

To make a purchase, consumers make various considerations. New products in the area will be slow in their introduction to the public if the marketing strategy has not been appropriately implemented. The development of technology such as social media can help introduce to the public these products. From the description above, this study aims to analyze the effect of price, promotion, and social media on customer decisions and analyze social media's use as a moderating variable between promotional variables, price, and purchase decisions.

Literature Review and Hypothesis Development

Use of Social Media

The application and use of a very effective tool called social media (social media users) are handy and are a significant challenge in business groups. Social media can contribute to interaction, the collaboration between business partners and customers, and can find new business models and ways to produce something of value. (Nath et al., 2010; Drummond et al., 2018). The purpose of companies using social media is to raise awareness, add new consumers, engage with consumers, foster interaction and communication with potential customers, generate word of mouth, improve

brand image, generate leadership roles in the company, build collaboration between customers and other stakeholders and building networks (Salo, 2017; Pentina et al., 2018). Shih-Chih Chena et al., 2019 show that media marketing activities through social media indirectly affect satisfaction through social identification and perceived value. Social identification and perceived value directly affect satisfaction and affect sustainability intentions, participation intentions, and purchase intentions.

Price

Previous research conducted by Medina, 2020 shows that prosocial customers pay more attention to mutual costs and benefits, while non-prosocial customers tend to appreciate price more. In addition, Umashankar et al. show that the price affects purchasing decisions depending on different customer profiles.

Customers use prices to evaluate a fair or equitable medium of exchange in the context of limited information about a company's brands and products. Bechwati et al. 2009 according to the Equity theory, shows that the price of a product is unfair if there is a perception that a company gets profits that exceed normal limits, is immoral, or consumers do not understand the company's pricing strategy. Customers will come and decide based on this perception. Prices that are not appropriate will lead to the perception of monetary sacrifice, reduce the value of a product and disappoint consumers (Calabuig et al., 2014).

Promotion

Dharmesta (2008) shows that promotion is a one-way flow of information and persuasion formed by a company or organization to lead to a transaction or exchange in marketing. The dimensions of promotion can be seen from the frequency of promotion, quality of promotion, the quantity of promotion, time of promotion, b accuracy, or suitability of promotional objectives.

Buying Decision

The theory that explains the relationship between customers in making purchasing decisions is a "normative theory" (Edward, 1977;

Natalie et al., 1995; Simon, 1978). Normative theory encourages customers to go through several stages in making purchasing decisions, namely: conflict, evaluation, and consideration of choices (Christensen-Szalanski, 1978, 1980). Evaluation and assessment must be supported and will reduce risk in decision making (bargaining with partners to make bids or seeking information from resources to lead to purchases (Einhorn and Hogart, 1981; Natalie et al., 1995).

Hypothesis:

The results of product analysis, price, distribution, promotion, and brand image have a positive and significant effect on purchasing decisions for Banyuatis Ground Coffee (Maysara et al., 2019). Research conducted by Evelina. N et al., 2013 show that price has a significant effect on purchasing decisions. Furthermore, Mongilala Priscilia R Jacklin et al., 2019, show that the marketing mix and service quality affect purchasing decisions.

H1: Price has a significant effect on purchasing decisions

Previous research has shown that promotion affects purchasing decisions, Evelina. N et al., 2013. Other studies have shown that perceived value and expected play a role as moderation in mobile apps to promote buyer's behavioural intentions. (Peng Zhu et al., 2020). The results of product analysis, price, distribution, promotion, and brand image have a positive and significant effect on purchasing decisions for Banyuatis Ground Coffee (Maysara et al., 2019). Promotion sensitivity is another factor in promotion differentiation ((Zhang and Wedel, 2009). Marta Arce-Urriza, 2016's research shows that promotion has a higher effect offline than online.

H2: Promotion has a significant effect on purchasing decisions

Other research also shows that social media and purchase interest influence purchasing decisions, Citra Sugianto Putri, 2016. Another study *demonstrates the value of managing social media in conjunction with CRM, which can positively influence the purchase behaviour of a*

retailer's most valuable customers, Qiang. Steven Lu* & Rohan Miller, 2019. Other research on the performance of MSMEs that is positively influenced by the use of Ecommerce was also conducted by Arfan Shahzad et al. Previous research shows that social media and buying interest affect purchasing decisions Citra Sugianto Putri, 2016.

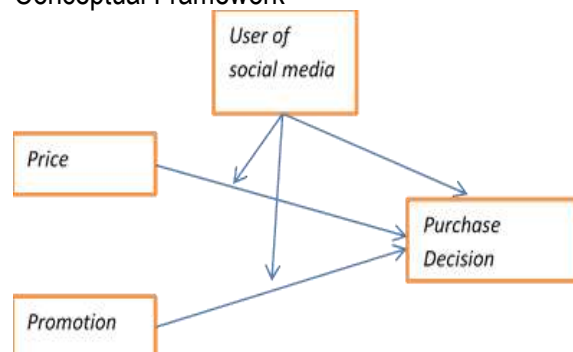
H3: Social media has a significant effect on purchasing decisions

Mongilala Priscilia R Jacklin et al., 2019, show that the marketing mix and service quality affect purchasing decisions. Other research also shows that social media and purchase interest affect purchasing decisions, Citra Sugianto Putri, 2016

H4: the use of social media can moderate price variables on purchasing decisions

H5: The use of social media can moderate promotional variables on purchasing decisions

Conceptual Framework



METHOD

According to Sugiyono (2017: 44), this type of research is associative, namely "research that aims to determine the effect or relationship between two or more variables." Thus this associative research can be built a theory that serves to explain, predict and control a symptom in the village of Cilumping District of Dayeuhluur District Cilacapa province of Java Central. The prediction is that consumers who buy Robusta Basma Cilumping Coffee products. According to Sugiyono (2016: 81), the sample is part of the number and characteristics of which are owned

by the population. Retrieval of samples in research is the technique of probability sampling that is proportionate stratified random sampling by using saturated samples. Probability sampling is the technique of taking samples that allow each element (member) of the population to be selected as a sample member. The study's sample took 100 customers who have never bought a product coffee robusta Basma

Cilumping. Data Collection Method observation, questionnaires, literature Study. It was using SPSS 2.6 to test the questionnaire using validity and reliability. To determine the effect between variables, tested by regression and test the hypothesis using the significance t-test and significance f test. To determine the ability to moderate between variables using the Moderated Regression Analysis (MRA) test.

RESULT and DISCUSSION

1. Validity Test and Reliability Test

Table1. Validity and Reliability Test

Variable	Question Item	Correlation r			Coefficient	
		r count	Croncbach Alpha	Status	r table	Status
Price	X1.1	0.860	0.882	Reliable	0.1966	Valid
	X1.2	0.845			0.1966	Valid
	X1.3	0.852			0.1966	Valid
	X1.4	0.816			0.1966	Valid
	X1.5	0.753			0.1966	Valid
Promotion	X2.1	0.751	0.656	Reliable	0.1966	Valid
	X2.2	0.824			0.1966	Valid
	X2.3	0.736			0.1966	Valid
PurchaseDecision	Y.1	0.858	0.830	Reliable	0.1966	Valid
	Y.2	0.783			0.1966	Valid
	Y.3	0.712			0.1966	Valid
	Y.4	0.788			0.1966	Valid
	Y.5	0.722			0.1966	Valid
SocialMedia	Z.1	0.520	0.877	Reliable	0.1966	Valid
	Z.2	0.524			0.1966	Valid
	Z.3	0.766			0.1966	Valid
	Z.4	0.809			0.1966	Valid
	Z.5	0.807			0.1966	Valid
	Z.6	0.806			0.1966	Valid
	Z.7	0.814			0.1966	Valid
	Z.8	0.833			0.1966	Valid

Based on table 1, it can be seen that of the four variables with the Price variable, which has 5 question items Promotion which has 3 question items, the purchase decision, which has 5 question items; and social media, which has 8

question items, all the data that the researchers get is valid and reliable because the value of r count > r table with a significance level of 0, 05 and a Cronbach alpha value of more than 0.60

Table 2. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.448	.437	2,200

- a. Predictors: (Constant), Promotion, Price
 b. Dependent Variable: Purchase Decision

From the test results of the coefficient of determination on the magnitude of the adjusted R 2 was 0.437, terms this means that 43,7 % variation purchase Decision by variations of both variables independently price and promotion.

Moreover, the rest (100% 43,7 % = 56.3%) is explained by reasons other than the model.

The standard error of estimate (SEE) of 2,200. The smaller the SEE value will make the regression model more precise in predicting the dependent variable

Table 3. Partial Significance Test (t Statistical Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,025	1,544		3,255	.002
	Price	.453	.092	.472	4,940	.000
	Promotion	.416	.150	.266	2,779	.007

- a. Dependent Variable: Purchase Decision

The price effect of the Purchase Decision

Variable price shows the value of the regression coefficient of 4.940 with a probability variable price amounted to 0,000 under the figure's significant 0,05. Therefore, it is demonstrated that H1 is accepted, that the price effect of the purchase Decision.

Promotion effect of the Purchase Decision

Variable promotion shows the value of the regression coefficient of 2.779 with a probability variable promotion amounted to 0,007 under the numbers significantly 0,05. Therefore, it is demonstrated that H2 received, with such promotion effect to the purchase decision.

Table 4. Moderated Regression Analysis (MRA) Test. Test Results of Moderated Regression Analysis (MRA)

Variable	Equation (1)	Equation (2)	Equation (3)
RegressionEquations	PD = 5.025 + 0.453Pri + 0.416Pro	PD = 0,970 + 0,446Pri + 0,266Pro + 0,176Sm	PD = 2,723 + 0,273Pri + 0,392Pro + 0,126Sm + 0,005Sm * Pri - 0,004Sm * Pro
CoefficientValue	$\beta_1 = 4,940$	$\beta_1 = 5.041$	$\beta_1 = 0.416$
	$\beta_2 = 2.779$	$\beta_2 = 1,738$	$\beta_2 = 0.309$
			$\beta_3 = 0.432$

Variable	Equation (1)	Equation (2)	Equation (3)	
		$\beta_3 = 2,917$	$\beta_4 = 0.264$ $\beta_5 = -0.109$	
Sig Value Coefficient	$\beta_1 = 0.000$	$\beta_1 = 0.000$	$\beta_1 = 0.678$	
		$\beta_2 = 0.085$	$\beta_2 = 0.758$	
	$\beta_2 = 0.007$	$\beta_3 = 0.004$	$\beta_3 = 0.666$	$\beta_4 = 0.792$
			$\beta_5 = -0.914$	
R	0.669	0.702	0.702	
Adj R ²	0.437	0.477	0.466	
F count	39,352	31,101	18,304	
Sig F	0,000	0	0	
N	100	100	100	

Source: SPSS Output Results

After comparing the three regression, obtained results of $\beta_3 \neq \beta_4 \neq 0$ or $0.666 \neq 0.792 \neq -0.914$. Then the variable Z is a quasi variable moderator.

Partial Moderating Test

Table 5. Partial Moderating Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,723	10,329		.264	.793
	Price	.273	.656	.285	.416	.678
	Promotion	.392	1,266	.251	.309	.758
	Social Media	.126	.292	.168	.432	.666
	Z * X1interaction	.005	.019	.253	.264	.792
	Z * X2interaction	-.004	.037	-.125	-.109	.914

a. Dependent Variable: Purchase Decision

1. Social Media does not affect it significantly against the Purchase Decision

Variable Social Media shows the value of the regression coefficient of 0.432 with a probability of variable size companies amounted to 0.666 above figures significantly 0,05. It is meant H3 rejected by thus hypothesized that shows that social media does not impact significantly on the purchase decision.

2. Social media is not able to significantly moderate Price on Purchase Decision

The variable interaction of social media with the price shows the regression coefficient of 0.264 with a probability variable of 0.792 in the

above figure significantly 0,05. So it is meant H4 is rejected by proving that social media could not moderate the price of the purchase decision.

3. Social media is not able to significantly moderate promotion to purchase decisions

The variable interaction of social media with the promotion shows the value of the regression coefficient of -0.109 with probabilities variables at 0, 9 14 above figures significantly 0, 05. It is meant H5 was rejected by thus proved that social media could not moderate the promotion of the purchase decision.

Discussion

The results of testing the hypothesis mining show that price affects the purchase decision. It is demonstrated that the price of the products of coffee produced by the farmers of coffee greatly influenced by the price. The customers of coffee will look at the price before purchasing, then from the price impact significantly on the purchase decision. The study is in line with h acyl analysis of product, price, distribution, promotion, and the image of the brand influence positively and significantly to the decision of purchase of coffee powder Banyuatis (Maysara et al., 2019). Research that is done by Umashankar et al. 2017 showed that the price effect of the decision of purchase depending on the profile of customers is different.

1. The results of testing the second hypothesis show that promotion affects purchase decisions—the seller's promotion to feel interested in buying products Coffee Robusta Basma Cilumping. Although coffee robusta Cilumping is relatively new and not well known by the community, the sale will help the public recognize the coffee robusta; consumers will buy a product. Promotion should be done by the perpetrators of SME groups of farmers to add customers who buy coffee robusta Cilumping. This research is in line with Irna Azzadina et al., 2012, which shows that a personal customer profile is associated with assessing the marketing mix and influencing purchasing decisions. Research is different from the research that Marta Arce conducts- Urriza, 2016 showed that the sale does not affect the online channel.
2. The results of testing the third hypothesis show that social media does not influence purchase decisions. It is shown that the products of Coffee Robusta Basma Cilumping not much famous on social media. More advances in the digital age are already a must. Robusta Coffee Basma Cilumping does expansion through digitization via social media. Even though the product is new and is in the area, it is time to set the marketing strategy through social media. Research is

different from research earlier that showed that social media and interest in buying affect purchase decisions (Image Sugianto Daughter, 2016).

3. The result of testing the fourth hypothesis shows that social media does not moderate the effect of price on purchase decisions. It shows that not all consumers are interested in the prices displayed on social media without knowing the characteristics of coffee and its quality. Basma Robusta coffee is relatively new in the coffee market. Therefore, we have to be more observant in determining prices by looking at older rival products. Basma coffee products, which are relatively new, affect uploading price information on social media, which is minimal, so it has to build a more robust coffee marketing network outside of social media to help in pricing.
4. The results of testing the fifth hypothesis indicate that social media does not moderate the effect of promotion on purchase decisions. Furthermore, it shows the lack of promotion on social media by sellers not to be too familiar with these coffee products. Therefore, it is hoped that there will be a role for related agencies to collaborate with coffee MSMEs and socialize social media digital marketing as a promotional strategy in introducing the public to a broader range of marketing.

Limitations and Further Research

The study has some limitations because the limited time of the study is that the less the maximum on deployment questionnaire, is expected to study further to produce more accurate data again with a sufficient time. Second, the product of coffee in the market is still less varied and innovative, expected no further research to continue to promote coffee locally and provide benefits for employers coffee to investigate other variables. Third, research is carried out only on one group of farmers in a single product coffee alone, to research next to insane several groups of farmers and can be generalized to the products of others.

CONCLUSION

The research conducted on the products of coffee robusta Basma is very beneficial to farmers in Enhancing production. The part that should be focused on promoting local coffee can compete in the market—having done testing the price and promotional impact significantly on the purchase decision. In contrast with social media does not significantly impact the decision of purchasing consumers. Social media variables also do not moderate the price varies with the purchase decision and between the promotion and purchase decisions. So that the entrepreneurs of coffee should be able to balance with the advancement of technology so that sellers of products coffee robusta Cilumping can increase its sales to a variety of information available on social media to attract customers. For various parties are associated with the advancement of products locally and tend to products that recently entered the market, the government or party that can assist in promoting the products of coffee robusta is expected to contribute to promoting MSME Indonesia.

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