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## **The Influence of Social Media, Brand Perception and Buyer Satisfaction on Purchasing Decisions for Ethnic Tuta Bags**

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### **Abstract**

This study aims to determine and analyze the influence of social media, brand perception, and buyer satisfaction on purchasing decisions of ethnic tuta bags in the Soppeng Regency. The population in this study is the people of Soppeng Regency who use Ethnic Tuta Bags totaling 90 people. The sampling method used in this study is the census method in which all members of the population are sampled. This study used primary data collected by distributing questionnaires to all respondents. The data collected will be analyzed through four stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which consists of (a validity test and a reliability test). The third stage is the classical assumption test consisting of (normality, multicollinearity, and heteroscedasticity test). The fourth stage is to test all hypotheses proposed in this study and will be proven through the coefficient of determination test, partial test (t-test), and simultaneous test (f test). The results of this study both partially and simultaneously indicate that Social Media, Brand Perception, and Purchase Satisfaction have a positive and significant influence on the Purchase Decision of Ethnic Tuta Bags in the Soppeng Regency.



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## **Introduction**

The development of the perspective and perception of Indonesian consumers about fashion and how to dress supports the growth of the market for clothing and accessories products to be relatively rapid. The existence of community needs and environmental conditions, including lifestyle, economy, society, politics, and culture, also encourage and influence the emergence of new fashions. Changes in trends and markets affect market demand for the types of clothing and accessories that people want (Kaharu & Budiarti, 2016). Local SMEs face enormous challenges nowadays as many young generation

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shoppers turn to online shopping such as Facebook, Instagram, etc. In this case, the development of social media has changed the flow of communication and has affected marketing communications. The influence of social media makes it easy for people to get broad and fast information, including about fashion. Through social media, consumers are encouraged to adapt to the prevailing trends. Social media has become a worldwide choice and influences consumer behavior (Wiridjati & Roesman, 2018). Social media such as Facebook, Twitter, YouTube, WhatsApp, Instagram, Tumblr, Pinterest, and Google make it easy for users to communicate, interact, and find information or share information.

Khatib (2016) proves that the most significant influence of social media occurs at the information search stage and the purchase decision stage. Positive reviews on social media have also encouraged purchase decisions, and negative thoughts will deter users from purchasing decisions. In choosing a trending product, consumers will have several factors to consider, such as price, brand perception, customer satisfaction, and so on. It will be easier for people to remember a product that will differentiate it from other similar products with a brand. Consumer perceptions of a brand affect preferences for brands that appear before them (Hall et al., 2020; Nuromavita & Soliha, 2016). Consumers will choose brands that match their purchasing power. The brand perception built thoughtfully and firmly will encourage and create customer satisfaction and can be a barrier to competitors. Therefore, we must adhere to high-quality standards as part of our brand equity in an increasingly competitive market. A good brand image will be able to maintain its market share (Sari & Yuniati, 2016).

The whole process of product delivery activities to customers by a company will ultimately lead to the value that customers will give regarding the satisfaction they feel. The importance of customer satisfaction is related to the increasingly fierce competition and the level of losses and profits of the company. When the value of dignity is high, customers will have loyalty in the form of customer commitment to a product, brand, and store based on a very positive attitude reflected in continuous repeat purchases (Gultom et al, 2020). So important is the brand factor that the company conducts research and development to find and instill the brand in customers' minds. If a company treats a brand only as a name, it does not see the brand's true purpose. A strong brand can help build a company's image, making it easier for companies to launch new brands readily accepted by distributors and consumers or the public. Brands play a vital role in consumer decision-making (Rahmat, 2017; Raj & Roy, 2015).

As one of the objects and subjects of trend and fashion developments, women are potential marketing objects for fashion and accessories companies (Wisudawati et al., 2014). For women, appearance must be considered to look more presentable and attractive. One of the accessories they need to support their appearance is a bag. Currently, the bag is one of the needs of all women. There are various brands or brands of bags that can be the choice of all women to carry out their respective activities in the market. Along with the development of fashion trends, bags have a variety of shapes, models, and colors. Several companies take advantage of this, one of which is Tuta Ethnik UKM, one of the woven bag craftsmen in Soppeng Regency. Tuta Etnik launches woven bags for all needs. The price of the bags it offers varies widely, ranging from tens of thousands to hundreds of thousands depending on the model of the bag.

Purchasing decisions can allow companies to benefit from a business perspective. However, with more and more consumers buying a product, many people will know the company, and consumers will be loyal to the company (Susanti & Gunawan, 2019). Lifestyle is a person's pattern of living in the world revealed in his activities, interests, and opinions. At the same time, personality is a different individual

characteristic that influences his buying behavior, such as buying necessities to support his appearance needs. Based on this background description, this study examines the influence of social media, brand perception, and buyer satisfaction on purchasing decisions of ethnic tuta bags in the Soppeng district.

## **Theoretical Framework and Hypotheses**

Marketing is an effort to provide and deliver the correct goods and services to the right people at the right place and time and at the right price with the proper communication, which will later influence consumer purchasing decisions for a product or service. The essence of purchasing decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Sangadji, 2013). According to Stephen and Coulter (Fahmi & Mahdi, 2016), steps in decision making are necessary to facilitate decision making; it is essential to take actions that can encourage the creation of the desired decision, namely: 1. Define the problem clearly and quickly or easily. understandable. 2. Facilitate the list of problems that will be raised and arrange them in priority with the intention that there is a more directed and controlled systematic. 3. Identifying each of these problems to provide a sharper and more specific picture. 4. Map out each of these problems based on their respective groups, followed by using the model or test equipment that will be used. 5. Re-ensure that the test equipment used is under generally accepted principles and rules.

In consumer purchasing decisions, buyers make six sub-decisions (Kotler & Keller, 2016), namely: 1) Product choice. Consumers can decide to buy a product or use their money for other purposes. In this case, the company must focus its attention on the people interested in purchasing a product and the alternatives they are considering. 2) Brand choice. Consumers have to make decisions about which brand to buy. Each brand has its differences. In this case, the company must know how consumers choose a trusted brand. 3) Choice of dealers choice. The consumer must decide which dealer to visit. Each consumer is different in determining distribution, which can be due to close location, low prices, complete inventory, shopping convenience, the flexibility of place, and so on. 4) Number of buyers or quantity (purchase amount). Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one type of product. In this case, the company must prepare several products according to different wishes. 5) Time of purchase (purchase timing). Consumer decisions in choosing the time of purchase can vary; for example, there is every day, once a week, once every two weeks, once every three weeks, once a month, and so on. 6) Payment method (payment method). Consumers can make decisions about the payment method used in making consumer decisions to use products or services.

Social media is the latest development of new internet-based web development technologies, making it easier for everyone to communicate, participate, share, and form an online network to disseminate their content. Under the opinion expressed by Rulli (2017) that social media can be seen from the development of how individuals relate to media devices. Social media refers to activities, practices, and behaviors among a community of people who gather online to share information, knowledge, and opinions using conversational media (web-based applications) (Jashari & Rrustemi, 2017). Social media has changed the way we communicate and share information and interests. About 75% of people have used social media to search for information before purchasing. According to Rulli (2017), that social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration; therefore, social media can be seen as an online medium (facilitator) that strengthens the

relationship between users as well as a social bond.

Brand perception is the perception of giving customer assessments of the image of a product by assessing in terms of brand quality or the meaning that the product has a specific value or quality. Brand perception refers to the consumer's perception of the name or symbol associated with a product or service and gives rise to psychological meaning. Perception depends on physical stimuli and stimuli related to the surrounding environment and the individual's circumstances. Manorek (2016) says that a brand can be defined as a name, term, sign, symbol, or combination intended to identify the goods and services of one seller or group of sellers and differentiate them from competitors. It can be concluded that a brand is a name, term, sign, symbol, design, or a combination of all that is expected to identify the goods or services of one seller or group of sellers and is expected to differentiate the goods or services from those of competitors. The brand includes all attributes as a distinguishing mark from other products or manufacturers that can provide the value needed by consumers to producers.

A brand perception built thoughtfully and firmly will encourage and build the creation of customer satisfaction and can be a barrier to the entry of competitors (Iriawan, 2021). Companies are increasingly dependent on brands as a 'weapon' to compete; therefore, brands must emerge to give meaning and reason to the relationship between companies and consumers. A high level of brand awareness and a positive image increase the likelihood of a product being selected and reduce its vulnerability to competitive forces. However, equity becomes unattractive to customers if the management is not good. Therefore, in an increasingly competitive market, one must remain guided by high-quality standards as part of its brand equity. According to Sopiah and Sangadji (2016), the brand's purpose says that the brand has various meanings: 1) Entrepreneurs guarantee consumers that the goods purchased come from the entrepreneur. 2) The company guarantees the quality of the goods. 3) The company gives a name to the brand of its goods so that it is easy to remember and mention so that consumers can only mention the brand. 4) Increase brand equity to obtain higher margins and provide convenience in maintaining consumer loyalty. 5) Motivate distribution channels because goods with well-known brands will sell quickly and are easy to distribute and handle.

There are three benefits of brands to society: 1) Branding allows product quality to be guaranteed and more consistent. 2) Increase buyer efficiency because brands can provide information about products and where to buy them. 3) Increase new product innovations because manufacturers are encouraged to create new uniqueness to prevent competitors' imitation. Meanwhile, brands are helpful for sellers in four ways: 1) Making it easier for sellers, managing orders, and tracing problems that arise. 2) Provide legal protection for product privileges or characteristics. 3) It can attract a loyal and profitable group of buyers. 4) Helping sellers segment the market (Valentina, 2020).

According to Haryono (2019), customer satisfaction is a response to consumer fulfillment, which considers that the features of the goods or services, or the goods or services themselves, provide a level of pride related to pleasant consumption. According to Kotler and Keller (2016), consumer satisfaction is the level of consumers' feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) with their expectations. Customer satisfaction is highly dependent on customer perceptions and expectations. A company needs to know several factors that influence customer perceptions and expectations. A company needs to know several factors that influence customer perceptions and expectations. Angga (2019) reveals the factors that influence customer perceptions and expectations of the production, including 1) Needs and desires, which are related to things that customers

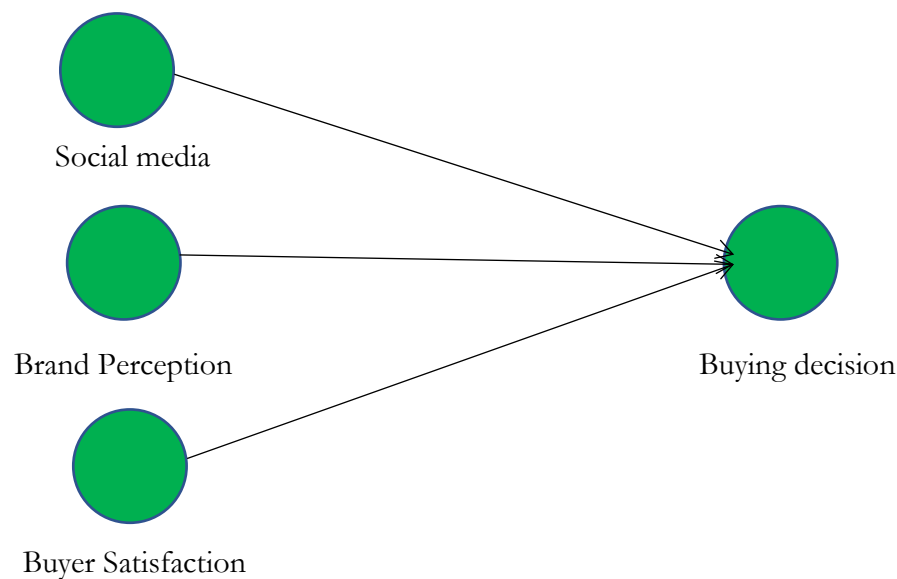
feel when trying to make transactions with the company. If the need and desire for the products offered by the company are huge at that time, the expectations of customers related to the quality of the company's products and services will be high as well, and vice versa. 2) Past (previous) experience when consuming products and services, both from the company and its competitors. 3) Friends' experiences, customer friends' stories about the quality of the company's products and services obtained by customers. 4) Advertising and marketing communications or perceptions arising from the advertising and marketing image that the company will carry out.

**H<sub>1</sub>:** Social media has a positive and significant effect on purchasing decisions for Ethnic Tuta bags in Soppeng District

**H<sub>2</sub>:** Brand perception has a positive and significant effect on purchasing decisions for Ethnic Tuta bags in Soppeng District

**H<sub>3</sub>:** Buyer satisfaction has a positive and significant effect on purchasing decisions for Ethnic Tuta bags in Soppeng District

The research model is as shown in Figure 1.



**Figure 1. Research Model**

## Research Method

This type of research is quantitative research with a survey approach. The population in this study were buyers of Ethnic Tuta Bags in Soppeng Regency, amounting to 90 people. The sampling method used in this study is the census method, a sampling technique where all members have the same opportunity to be sampled because the population is not too large (Sugiyono, 2017). The data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with five answer options that will be given a weighted score such as answers (Strongly Agree = 5, Agree = 4, Moderately Agree = 3, Disagree = 2, Strongly Disagree=1). The data collected will be analyzed

through four stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which consists of (a validity test and reliability test). The third stage is the classical assumption test consisting of (normality, multicollinearity, and heteroscedasticity test). The fourth stage is to test all hypotheses proposed in this study and will be proven through the coefficient of determination test, partial test (t-test), and simultaneous test (f test).

**Table 1. Variable Operationalization**

Variable	Code	Indicator	Reference
Social media (X1)	X1.1	Allocation of time to access social media in spare time	(Rasyidah, 2017; Wiridjati & Roesman, 2018)
	X1.2	Accessing social media every day	
	X1.3	Owned social media accounts	
	X1.4	Uses/reasons for using social media	
	X1.5	Positive and negative impacts of using social media	
Brand Perception (X2)	X2.1	Brand association power	(Kotler & Keller, 2016; Mani, 2017)
	X2.2	Product-related information sources	
	X2.3	Brand association advantages	
	X2.4	The uniqueness of the brand association	
Buyer Satisfaction (X3)	X3.1	Conformity of service quality with level of expectation	(Panjaitan & Yulianti, 2016; Mani, 2017; Hidayat, 2015)
	X3.2	Satisfaction level when compared to similar ones	
	X3.3	Consumer tastes	
	X3.4	Consumer decision	
	X3.5	There are no complaints or complaints that have been submitted	
Buying decision (Y)	Y1.1	Product selection	(Annisa, 2021; Kotler & Keller, 2016)
	Y1.2	Brand Choice	
	Y1.3	Choice of distributor	
	Y1.4	Number of buyers	
	Y1.5	Payment method	

## Data Analysis and Discussion

### Data Analysis

The first step in analyzing the research data is descriptive statistical analysis. Descriptive statistics are used to find the average (mean) and standard deviation, maximum and minimum of the variables social media (X1), Brand Perception (X2), Buyer Satisfaction (X3), and Purchase Decision (Y). The results of descriptive statistical analysis can be seen in table 2.

**Table 2. Statistical Descriptive Test Results**

	N	Minimum	Maximum	Mean	Std. Deviation
Social media	90	1.80	5.00	4.1667	.56350
Brand Perception	90	1.80	5.00	4.0222	.63277
Buyer Satisfaction	90	1.00	5.00	4.1467	.66623
Buying decision	90	2.00	5.00	4.2556	.61664
Valid N (listwise)	90				

From table 2, the Social Media variable (X1) has a minimum value of 1.80, a maximum weight of 5.00, and a mean of 4.1667, so the average is 4.1667 on the value scale, which indicates the answer choice is to agree. The standard deviation value shows a deviation of 0.56350 from the average value of the respondents' answers. At the same time, the Brand Perception variable (X2) has a minimum value of 1.80, a maximum weight of 5.00, and a mean of 4.0222, so the average is 4.0222. on a scale of values indicating the answer choices agree. The standard deviation value indicates a deviation of 0.63277 from the average value of the respondents' answers, and Buyer Satisfaction (X3) has a minimum value of 1.80, the maximum value of 5.00, and the mean of 4.1467 so that the average is 4.1467 score scale indicating the answer choices agree. The standard deviation value shows a deviation of 0.66623 from the average value of respondents' answers, and the Purchase Decision variable (Y) has a minimum value of 2.00, a maximum weight of 5.00, and a mean of 4.2556 so that the average is 4.2556 score scale indicating the answer choices strongly agree. The standard deviation value indicates a deviation of 0.61664 from the average value of the respondents' answers.

The second stage to be carried out is to test the research instrument. The instrument is said to be good if the research instrument meets the main requirements, namely valid (legitimate) and reliable (reliable). The validity test was carried out by testing the correlation between item scores and the total score of each variable, using Pearson correlation. If the correlation of each factor is positive and the magnitude is 0.30 and above, then the instrument used can be said to be valid (Sugiyono, 2017). The validity and reliability of test results can be seen in table 3.

**Table 3. Validity and Reliability Test Results**

Variable	Instrument	Pearson Correlation	Sig (2-Tailed)	Cronbach's Alpha	Info
Social media	X1.1	0,633**	0,000	0,693	Valid dan reliable
	X1.2	0,682**	0,000		Valid dan reliable
	X1.3	0,577**	0,000		Valid dan reliable
	X1.4	0,711**	0,000		Valid dan reliable
	X1.5	0,776**	0,000		Valid dan reliable
Brand Perception	X2.1	0,731**	0,000	0,785	Valid dan reliable
	X2.2	0,410**	0,000		Valid dan reliable
	X2.3	0,889**	0,000		Valid dan reliable
	X2.4	0,827**	0,000		Valid dan reliable
	X2.5	0,553**	0,000		Valid dan reliable
Buyer Satisfaction	X1.1	0,819**	0,024	0683	Valid dan reliable
	X1.2	0,753**	0,000		Valid dan reliable
	X1.3	0,780**	0,000		Valid dan reliable
	X1.4	0,823**	0,000		Valid dan reliable
	X1.5	0,700**	0,000		Valid dan reliable
Buying decision	Y1.1	0,864**	0,000	0,795	Valid dan reliable
	Y1.2	0,830**	0,000		Valid dan reliable
	Y1.3	0,582**	0,000		Valid dan reliable
	Y1.4	0,666**	0,000		Valid dan reliable
	Y1.5	0,815**	0,000		Valid dan reliable

Based on table 3, it is known that the variables social media (X1), Brand Perception (X2), Buyer Satisfaction (X3), and Purchase Decision (Y) have a positive Pearson correlation value and are more

significant than 0.30, so it can be concluded that all questions in the study are valid. At the same time, the reliability test results for all variables have Cronbach's alpha values greater than 0.60. This shows that the question items in this study are reliable. So that each question item used will be able to obtain consistent data, and if the question is asked again, it will get an answer that is relatively the same as the previous answer.

The third stage is the classical assumption test consisting of normality, multicollinearity, and heteroscedasticity. A good regression model is to have a normal distribution or close to normal. A one-way test of normality was carried out according to Kolmogorof Smirnov, and an analysis of the Smirnov graph using a 5% confidence level to determine whether it was expected.

**Table 4. Normality Test Results**

		Unstandardized Residual
N		90
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.26541667
Most Extreme Differences	Absolute	.098
	Positive	.045
	Negative	-.098
Kolmogorov-Smirnov Z		.928
Asymp. Sig. (2-tailed)		.355

Based on table 4, it is known that the significance value of 0.355 is more significant than 0.05. So it can be concluded that the data is usually distributed. This shows that the regression model is feasible because it fulfills the assumption of normality.

The multicollinearity test aims to see whether there is a high correlation between the independent variables in a multiple linear regression model. To test multicollinearity, the tolerance and VIF (Variance Inflation Factor) values can be seen. If the VIF value is not more than ten and the tolerance value is not less than 0.1, then the model can be free from multicollinearity (Sunjoyo et al., 2013). The results of the multicollinearity test can be seen in table 5.

**Table 5. Multicollinearity Test Results**

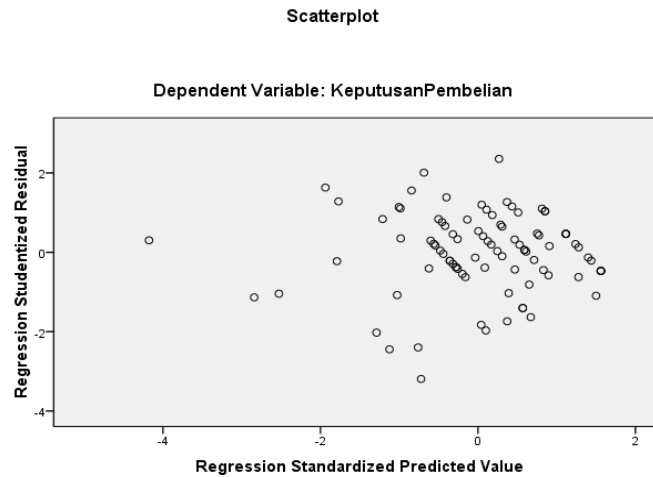
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social media	.542	1.846
	Brand Perception	.283	3.534
	Buyer Satisfaction	.291	3.440

Based on table 5, the variables of social media, Brand Perception, and Buyer Satisfaction have a tolerance value above 0.1 and VIF less than 10. This means that there are no symptoms of multicollinearity in the regression equation model so that the data can be used in this study.

The heteroscedasticity test aims to see whether there is an inequality of variance in the residuals from one observation to another. Detection of heteroscedasticity can be done using the scatterplot method. The distribution of the generated points is formed randomly, does not form a specific pattern,



and the direction of the distribution is above or below the number 0 on the Y-axis. The results of the heteroscedasticity test can be seen in Figure 2.



**Figure 2. Heteroscedasticity Test Results**

Based on Figure 2, the scatterplot graph shows that the data is spread on the Y-axis and does not form a clear pattern in the data distribution. This indicates that there is no heteroscedasticity in the regression model, so the regression model is feasible to predict Purchase Decisions with variables that influence, namely social media, Brand Perception, and Buyer Satisfaction.

After the classical assumption test results are carried out, and the overall results show that the regression model meets the classical assumptions, the fourth step is to evaluate and interpret the multiple regression model.

**Table 6. Results of Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.341	.222		1.537	.128
	Social media	.171	.069	.157	2.482	.015
	Brand Perception	.448	.085	.459	5.266	.000
	Buyer Satisfaction	.337	.080	.365	4.235	.000

Based on table 6, the regression equation formed in this regression test is:

$$Y = 0.341 + 0.171 X_1 + 0.448 X_2 + 0.337 X_3$$

The constant value is 0.341. This indicates that if the independent variable (social media, brand perception, and buyer satisfaction) is zero (0), then the value of the dependent variable (purchase decision) is 0.341 units. The social media regression coefficient (b1) value is 0.171 and is positive. This means the value of the Y variable will increase by 0.171 if the value of the X1 variable increases by one unit and the other independent variables have a fixed value, while the brand perception regression coefficient (b2) is

0.448 and is positive. This means the Y variable's value will increase by 0.448 if the value of the X2 variable has increased by one unit and the other independent variables have a fixed value. The regression coefficient value of buyer satisfaction (b3) is 0.337 and is positive. This means that the Y variable's value will increase by 0.337 if the value of the X3 variable increases by one unit and the other independent variables have a fixed value.

The coefficient of determination test aims to determine how much the independent variable can explain the ability of the dependent variable.

**Table 7. R2 Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 <sup>a</sup>	.815	.808	.27001

From table 7, there is an R number of 0.903, which indicates that the relationship between purchasing decisions and the three independent variables is vital because it is in a muscular definition whose numbers are above 0.6 - 0.8. At the same time, the R square value of 0.815 or 81.5% shows that the purchasing decision variables can be explained by social media variables, brand perception, and buyer satisfaction of 81.5%. The remaining 18.5% can be explained by other variables not found in this research.

A simultaneous test is used to test whether the independent variables' overall effect on the dependent variable uses the F test. This test uses 5%. With the provisions, if the significance of the calculated  $F < 0.05$ , then the proposed hypothesis can be accepted.

**Table 8. Simultaneous Test Results (F Test)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.573	3	9.191	126.069	.000 <sup>a</sup>
	Residual	6.270	86	.073		
	Total	33.842	89			

Table 8 shows that the significance level is less than 0.05, so it can be said that social media, brand perception, and buyer satisfaction simultaneously (together) influence purchasing decisions, with a probability of 0.000. Because the chance is much smaller than the significant value of 0.05, the regression model can be used to predict the level of purchasing decisions.

A partial test is used to see the effect of each independent variable on the dependent variable. The test is carried out with the t-test, namely by looking at the significance value of the t count. If the significance value is  $< 0.05$ , it can be said that the independent variable influences the dependent variable.

**Table 9. Partial test results (t)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.341	.222		1.537	.128
	Social media	.171	.069	.157	2.482	.015
	Brand Perception	.448	.085	.459	5.266	.000
	Buyer Satisfaction	.337	.080	.365	4.235	.000

Table 9 shows that the Social Media variable has a significant level of 0.015, more diminutive than 0.05. This means that H1 is accepted, so it can be said that social media has a significant effect on Purchase Decisions. The t-value of +2.482 indicates that the influence given is positive on the dependent variable, while the Brand Perception variable has a significant level of 0.000, which is smaller than 0.05. This means that H2 is accepted, so it can be said that Brand Perception has a substantial effect on Purchase Decisions. The t-value of +5.266 indicates that the influence given is positive on the dependent variable and the Buyer Satisfaction variable has a significant level of 0.000, which is smaller than 0.05. This means that H3 is accepted, so it can be said that Buyer Satisfaction has a substantial effect on Purchase Decisions. The t value, which is +4.235, indicates that the result given is positive on the dependent variable.

## Discussion

### The Effect of social media on Purchase Decisions

The results of the hypothesis test indicate that the Social Media variable has a positive and significant effect on the Buying Decision of Ethnic Tuta Bags in Soppeng Regency, meaning that the social media carried out by Ethnic Tuta in Soppeng Regency is good, so that if the company is increasingly approaching consumers, it can increase the role social media is even better, so this can improve consumer purchasing decisions for Ethnic Tuta Bag products. As we know, social media is the latest development of new internet-based web development technologies, which makes it easier for everyone to communicate, participate, share, and form an online network to disseminate their content and content belonging to others. So social media invites anyone interested to participate by contributing and giving feedback openly, providing comments, and sharing information in a fast and unlimited time. The results of this study support research (Annisa, 2021), which states that Social Media Marketing has a significant effect on purchasing decisions together. This statement is also the same by (Indriyani & Suri, 2020), saying that social media on consumers has a positive effect on consumer motivation to consume fast fashion products.

### The Influence of Brand Perception on Purchase Decisions

The results of the hypothesis test indicate that the Brand Perception variable has a positive and significant effect on the Purchase Decision of Ethnic Tuta Bags in Soppeng Regency, meaning that Brand Perception carried out by Ethnic Tuta Bags Consumers in Soppeng Regency is good, so that if the company is increasingly approaching consumers who can improve Brand Perception even better, then this can improve consumer purchasing decisions for Ethnic Tuta Bag products. As we know, Brand Perception is the perception of giving customer assessments of the image of a product by assessing in terms of brand quality or the meaning that the product has a specific value or quality. The results of this study support research (Mani, 2017), which states that Brand Perception has a positive and significant effect on customer satisfaction at PT. Bhishma Narendra in Jakarta. This statement is also the same by (Todar et al., 2020), who state that brand perception simultaneously influences consumer purchasing decisions on aqua gallon bottled drinking water (AMDK).

### The Effect of Buyer Satisfaction on Purchase Decisions

The results of the hypothesis test show that the Buyer Satisfaction variable has a positive and significant effect on the Purchase Decision of Ethnic Tuta Bags in Soppeng Regency, meaning that the Ethnic Tuta's consumer satisfaction in Soppeng Regency is already reasonable so that if the company is increasingly approaching consumers, it can increase Buyer Satisfaction more. Even better, this can improve consumer purchasing decisions for Ethnic Tuta Bags. As we know, buyer satisfaction is the level of consumers' feeling of pleasure or disappointment resulting from comparing the product's perceived performance (or outcome) with their expectations. The results obtained support research (Hidayat, 2015) which states that Buyer Satisfaction, in this case, Telkom University students, has a significant influence

on purchasing decisions for Philips Lamp products. The statement is also the same (Sista, 2017), stating that Buyer Satisfaction has a positive and significant influence on the decision to purchase airline tickets at PT. Arowana Internusa Tour Pontianak.

## Conclusions

Based on the results of the tests and discussions described, it can be concluded that either partially or simultaneously, the variables of social media, Brand Perception, and Buyer Satisfaction have a positive and significant impact on the Purchasing Decision of Ethnic Tuta Bags in Soppeng Regency. The suggestions that can be given by researchers in connection with the results of this study are that companies must always pay attention to the extent of the influence of social media, Brand Perception, and Buyer Satisfaction shown by consumers to improve Purchase Decisions that lead to increased sales of Ethnic Tuta Bags. For further research, they must conduct research by meeting directly with consumers so that consumers are serious in responding to the questionnaires given. However, because of the Covid-19 period, this was done online.

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