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The Influence Of Social Media Promotion, Product Design, And Lifestyle On Silver Jewelry Purchase Decisions In The Lower-Income Market Of Bungo City

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Abstract

This study aims to analyze the influence of Social Media Promotion, Product Design, and Lifestyle on the Purchase Decision of Silver Jewelry at Pasar Bawah, Bungo City. This research employed a quantitative method with an associative approach. Primary data were collected by distributing questionnaires to 150 respondents selected using a purposive sampling technique, namely consumers who had purchased silver jewelry from three silver jewelry stores in Pasar Bawah, Bungo City. The data were analyzed using multiple linear regression with the assistance of SPSS version 20, including validity testing, reliability testing, classical assumption testing, t-test, F-test, and the coefficient of determination. The results of the study indicate that, partially, the Social Media Promotion variable has a positive but insignificant effect on purchase decisions (t = 0.564; Sig. = 0.573 > 0.05), while the Product Design variable has a negative and insignificant effect on purchase decisions (t = -0.026; Sig. = 0.979 > 0.05). Meanwhile, the Lifestyle variable has a positive and significant effect on purchase decisions (t = 9.750; Sig. = 0.000 < 0.05). Simultaneously, the Social Media Promotion, Product Design, and Lifestyle variables have a significant effect on purchase decisions (F = 49.231; Sig. = 0.000 < 0.05). The Adjusted R Square value of 0.493 indicates that the variables of Social Media Promotion, Product Design, and Lifestyle explain 49.3% of the variation in purchase decisions, while the remaining 50.7% is influenced by other variables outside the research model.

Keywords: ***Social Media Promotion, Produk Design, Lifestyle, Purchase Decision.***

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INTRODUCTION

Jewelry not only serves as an accessory to one's appearance but also holds economic and symbolic value for society. To date, gold has been the most sought-after precious metal due to its high value and status as an investment vehicle (Ahsanah, 2022). However, rising gold prices have made it difficult for some people to own it, particularly those with low to middle incomes (Ardianti et al., 2025). This situation has prompted people to seek more affordable alternatives to gold, one of which is silver.

Public perception of silver jewelry is currently undergoing a shift. Silver is no longer viewed merely as an accessory but is also recognized for its economic value as an alternative to owning precious metals. The growing public interest in silver jewelry reflects a shift in consumer behavior and preferences. This trend also presents opportunities for silver jewelry businesses to expand their market and increase product sales.

Bungo Regency has natural resources such as gold and silver, supported by a community of local jewelry artisans. One of the main hubs for silver jewelry sales is located at Pasar Bawah in Bungo City, which offers a variety of products such as rings, necklaces, bracelets, and earrings. The growing public interest in silver jewelry has led to increasingly fierce competition among businesses. Therefore, every store needs to implement the right strategies to attract and retain customers.

Social media promotion has become one of the key strategies for introducing and marketing products to consumers. Social media can be used to showcase product visuals, provide information, and build a business's image (Yendra et al., 2022). However, based on initial observations, Al Silver, Arlan Silver, and Raja Silver have not yet made optimal use of social media. Inconsistency in posting content, low interaction with consumers, and limited use of social media features are the challenges faced by these three stores.

In addition to social media promotions, product design is also a key factor in influencing consumer purchasing decisions. Consumers not only consider the function of jewelry as an accessory but also pay attention to the product's shape, uniqueness, and aesthetic value. Al Silver, Arlan Silver, and Raja Silver each have distinct design characteristics in an effort to attract consumers' attention. However, most of the products sold still come from suppliers, so the available design variations do not yet fully align with the diverse preferences of consumers.

Consumer lifestyle is also a factor that can influence purchasing decisions regarding silver jewelry. Consumers who care about their appearance but still consider

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their financial means tend to choose silver jewelry because it is more affordable yet still offers aesthetic value (Putri et al., 2022). Teens and young adults tend to choose jewelry as part of a trend and as a means of self-expression, whereas adult consumers place greater emphasis on personal needs and character. These differences in lifestyle lead to differences in consumer preferences when selecting jewelry products and stores.

The decision to purchase silver jewelry at Pasar Bawah in Bungo City is influenced not only by the product's price but also by various other factors. Social media promotions can attract consumers' attention, product design provides aesthetic value and uniqueness, while lifestyle influences how well the product meets consumers' needs. These three factors are believed to influence consumer behavior in determining their choice of silver jewelry. Therefore, it is important to understand the extent to which social media promotions, product design, and lifestyle influence consumers' purchasing decisions.

Research Objectives

1. To determine the effect of Social Media Promotion on the purchase decisions of silver jewelry at Pasar Bawah, Bungo City.
2. To determine the effect of Product Design on the purchase decisions of silver jewelry at Pasar Bawah, Bungo City.
3. To determine the effect of Lifestyle on the purchase decisions of silver jewelry at Pasar Bawah, Bungo City.
4. To determine the simultaneous effect of Social Media Promotion, Product Design, and Lifestyle on the purchase decisions of silver jewelry at Pasar Bawah, Bungo City.

LIBRARY RIVIEW

Purchase Decision

A purchase decision is a decision-making process that begins with the identification of a problem or need, continues with the search for information and the evaluation of alternatives, and culminates in the selection of the most suitable product (Martianto, 2023). According to Kotler and Keller, as cited in Bambang & Pratama (2021), indicators of purchase decisions include:

1. Product Selection: Consideration of needs and the variety of product options.
2. Brand Choice: The trustworthiness and reputation of the selected brand or store.

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3. Choosing a Supplier: Consider the location, practices, and product range of the seller.
4. Timing of Purchases: Decisions regarding the timing or frequency of transactions.
5. Purchase Amount: The quantity of products purchased based on need or a special offer.

Social Media Promotion

Social media promotion is a marketing communication activity that utilizes tools on online platforms (such as Instagram, Facebook, TikTok, and WhatsApp) to disseminate information, persuade, and remind the target market (Barus & Silalahi, 2021). According to Ritania & Jerry (2014) as cited in Lestari (2020), the indicators of social media promotion include:

1. Promotion Quality: The visual clarity and appeal of content in sparking interest.
2. Update Quality: The consistency and relevance of periodic product information updates.
3. Message Quality: The clarity, accuracy, and level of trustworthiness of the marketing messages conveyed.

Product Design

Product design refers to the totality of features that influence a product's appearance, uniqueness, and functionality in accordance with customer needs (Sinaga et al., 2023). Good design can create differentiation and aesthetic appeal. Indicators of product design include:

1. Varied Motifs: Diversity in patterns and variations in product ornamentation.
2. Attractive Decorations: The addition of visual ornaments that enhance the product's appearance.
3. Unique Shapes: Distinctive geometric or symbolic shapes that set the product apart from competitors.
4. Up-to-Date Styles: Styles that align with the latest fashion trends.

Lifestyle

Lifestyle refers to an individual's way of life, as expressed through their activities, interests, and opinions regarding how they spend their time and money (Kotler & Keller, 2022). In the context of silver jewelry, lifestyle reflects how well a product aligns with a consumer's identity and appearance. Lifestyle indicators consist of:

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1. Activities: The habit of seeking information and comparing products before making a purchase.
2. Interests: Consumers' interest in trends and their desire to try new products.
3. Opinions: Consumers' assessments and beliefs regarding the role of silver jewelry in enhancing their appearance and lifestyle.

Framework of Thingking

Based on a review of the theoretical framework and previous research, the conceptual framework can be described as follows:

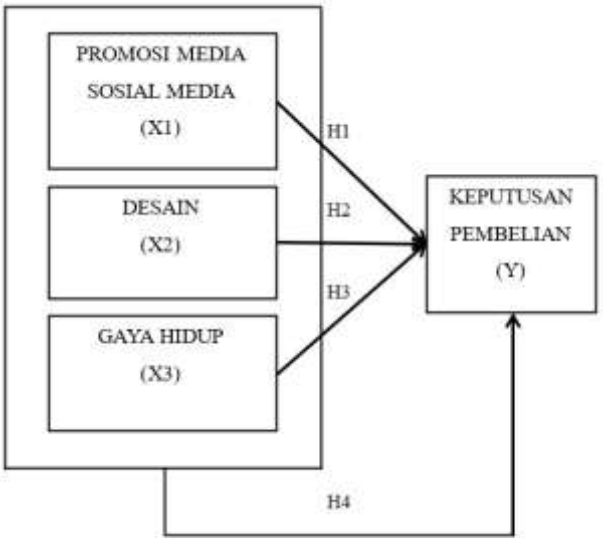


Figure 2.1 Research Framework

Research Methods

Type of Research

The type of research used in this study is quantitative research. Quantitative research is a type of research that involves measurement, calculation, formulas, and numerical data throughout the research process, starting from the research proposal, procedures, hypotheses, and data analysis to the conclusions and documentation. According to Sugiyono (2020), quantitative research is defined as a research method based on the philosophy of positivism, used to examine a particular population or sample. Data are collected using research instruments, while data analysis is

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quantitative and statistical in nature, with the aim of examining the relationship between independent and dependent variables.

Research Location and Time

This study was conducted at three silver jewelry stores located on Jalan Dahlia No. 44, Pasar Bawah, Pasar Muaro Bungo District, Bungo Regency, Jambi. The research was conducted over a period of three months, from February to April 2026.

Population and Sample

The population in this study consisted of all consumers who had purchased silver jewelry from Al Silver, Arlan Silver, and Raja Silver, with the exact population size being unknown. The sample was selected using a non-probability sampling technique with the accidental sampling method, in which respondents were selected based on their availability and whether they met the established research criteria. The sample size was determined using the formula proposed by Hair et al. (2010), which recommends a minimum sample size of ten times the number of research indicators. With 15 indicators, a total of 150 respondents were obtained. The respondent criteria included consumers who had purchased silver jewelry from the three stores, were at least 17 years old, and were aware of or had seen silver jewelry promotions through social media.

Data Collection Technique

Data collection is a procedure used to obtain data in accordance with the research methodology so that the required data can be properly collected. This stage is an important part of the research process because the primary objective of research is to obtain data. A questionnaire was used as the main technique for collecting primary data and was distributed to consumers who made purchases at Al Silver, Arlan Silver, and Raja Silver silver jewelry stores.

Data Analysis Technique

The data analysis technique used in this study was conducted to process and analyze data obtained from questionnaires distributed to consumers who had made purchases at Al Silver and Arlan Silver silver jewelry stores. The data were analyzed systematically and gradually to test the research hypotheses and answer the research questions, particularly regarding the role of Social Media Promotion, Product Design, and Lifestyle in supporting silver jewelry purchase decisions. The analysis was assisted

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by statistical data processing software, such as SmartPLS, to ensure the accuracy of the analytical results.

Research Results

In conducting this analysis, in accordance with the objectives to be achieved, the researcher uses descriptive statistics, which are categorized based on the characteristics or general descriptions of the respondents according to the following criteria:

Table 1 Responden Demografics

No	Characteristics	Category	Number	Percentage
1	Gender	Male	14	9%
		Female	136	91%
2	Occupation	Student/University Student	91	61%
		Civil Servant/State Civil Apparatus	10	7%
		Private Employee	14	9%
		Unemployed	10	7%
		Others	25	17%
3	Age	15–30 Year	126	84%
		31–40 Years	21	14%
		41–50 Years	3	2%
		>50 Years	0	0%
4	Marital Status	Married	34	23%
		Unmarried	116	77%
Total Respondents			**150**	**100%**

Based on Tabel 1, the characteristics of the respondents in this study can be identified. Of the total 150 respondents who completed the questionnaire, the majority were female, totaling 136 respondents (91%), students/university students, totaling 91 respondents (61%), aged 15–30 years, totaling 126 respondents (84%), and unmarried, totaling 116 respondents (77%).

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Table 2 Validitas Test
Test the validity of the social media promotion variable (X1)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2= 148	Keterangan
Pengaruh Media Sosial	X1.1	0.619	0.1603	Valid
	X1.2	0.25	0.1603	Valid
	X1.3	0.678	0.1630	Valid
	X1.4	0.667	0.1630	Valid
	X1.5	0.722	0.1630	Valid
	X1.6	0.644	0.1630	Valid
	X1.7	0.329	0.1630	Valid
	X1.8	0.632	0.1630	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

A quick glance at the data above confirms a statistical green light! Every single statement item measuring the social media promotion variable (X1) successfully surpassed the R-table threshold (R-count > R-table of 0.1630). Consequently, this research instrument is officially certified as entirely valid.

Validity Test of Variable Product Design

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2= 148	Keterangan
Desain Produk	X2.1	0.685	0.1603	Valid
	X2.2	0.714	0.1603	Valid
	X2.3	0.678	0.1603	Valid
	X2.4	0.644	0.1603	Valid
	X2.5	0.582	0.1603	Valid
	X2.6	0.577	0.1603	Valid
	X2.7	0.701	0.1603	Valid
	X2.8	0.711	0.1603	Valid

Sumber data: SPSS 20.0 Tahun 2026

A sweeping glance at the metrics above paints a clear picture of reliability for the Product Design (Variable X2). Every single item successfully eclipses the baseline threshold, with the calculated R-values (rhitung) consistently outperforming the critical

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R-table value of 0.1603. Consequently, we can confidently declare this research instrument completely valid.

Lifestyle Variable (X3)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2= 148	Keterangan
Gaya Hidup	X3.1	0.549	0.1603	Valid
	X3.2	0.569	0.1603	Valid
	X3.3	0.651	0.1603	Valid
	X3.4	0.659	0.1603	Valid
	X3.5	0.673	0.1603	Valid
	X3.6	0.643	0.1603	Valid
	X3.7	0.595	0.1603	Valid
	X3.8	0.685	0.1603	Valid
	X3.9	0.684	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

Drawing insights from the preceding data, it becomes wonderfully clear that every statement linked to the lifestyle variable (X3) features a calculated r (r- benchmark of 0.1603. As a result, we can confidently declare this measurement instrument entirely valid.

Validity Test of Purchase Decision Variable (Y)

Variabel	Item pertanyaan	Rhitung N= 150	Rtabel DF=N-2-1= 147	Keterangan
Keputusan Pembelian	Y1	0.335	0.1603	Valid
	Y2	0.474	0.1603	Valid
	Y3	0.529	0.1603	Valid
	Y4	0.576	0.1603	Valid
	Y5	0.544	0.1603	Valid
	Y6	0.491	0.1603	Valid
	Y7	0.492	0.1603	Valid
	Y8	0.668	0.1603	Valid
	Y9	0.585	0.1603	Valid
	Y10	0.644	0.1603	Valid
	Y11	0.637	0.1603	Valid

Sumber data: *SPSS 20.0 Tahun 2026*

A quick glance at the table above reveals an undeniable trend: every single question item housed under the Purchase Decision variable (Y) achieved a calculated

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r-value that effortlessly surpasses the r-table baseline of 0.1603. The verdict is crystal clear this instrument is unequivocally valid.

Table 3 Reliability Test Social Media Promotion (X1), Product Design (X2), and Lifestyle (X3)

Variabel	N=150		Rule of thumb	Keputusan
	Jumlah Pertanyaan peritem	Cronbach's alpha		
Promosi Media Sosial (X1)	8	0,751	0,60	Reliabel
Desain Produk (X2)	8	0,764	0,60	Reliabel
Gaya Hidup (X3)	9	0,755	0,60	Reliabel
Keputusan Pembelian (Y)	11	0,735	0,60	Reliabel

Sumber data: *SPSS 20 Tahun 2026*

Based on Table above, it can be seen that all research variable instruments have Cronbach's alpha values greater than 0.60, indicating that all variables are reliable.

Table 4 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	3.17259627
Most Extreme Differences	Absolute	.048
	Positive	.044
	Negative	-.048
Kolmogorov-Smirnov Z		.589
Asymp. Sig. (2-tailed)		.878

a. Test distribution is Normal.
b. Calculated from data.

Sumber data: *SPSS 20.0 Tahun 2026*

The data presented in Table above were processed using the One-Sample Kolmogorov-Smirnov Test because the sample consisted of 150 respondents. The

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assessment was based on a significance level of >0.05. Based on the results, the significance value was 0.878 > 0.05, indicating that the data were normally distributed.

Table 5 Result of The Partial T-Test for Social Media Promotion (X1, Product Design (X2), and Lifestyle (X3) Variable, Purchasing Decision (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.332	2.976		4.816	.000
	Promosi_Media_Sosial	.058	.103	.040	.564	.573
	Desain_Produk	-.002	.086	-.002	-.026	.979
	Gaya_Hidup	.751	.077	.690	9.750	.000

a. Dependent Variable: Keputusan_Pembelian

Sumber : Data Hasil SPSS 20.0 (2026)

The table above shows that the calculated t-value (t-count) is greater (>) than the t-table value, with the following interpretation:

The Influence of Social Media Promotion (X1) on Purchasing Decisions (Y)

The Social Media Promotion variable partially (t-test) has no positive and no significant effect on purchasing decisions. This is indicated by the results of data processing using SPSS 20, where the calculated t-value is 0.564, which is lower than the t-table value of 1.968 (0.564 < 1.968), with a significance value greater than 0.05. These results indicate that H_0 is accepted and H_1 is rejected, meaning that the Social Media Promotion variable (X1) does not have a significant effect on Purchasing Decisions (Y).

The Influence of Product Design (X2) on Purchasing Decisions (Y)

The Product Design variable partially (t-test) has no positive and no significant effect on purchasing decisions. This is indicated by the results of data processing using SPSS 20, where the calculated t-value is -0.026, while the t-table value is 1.968. Since the calculated t-value is lower than the t-table value (-0.026 < 1.968), this indicates that the Product Design variable does not have a positive and significant effect on the Purchasing Decision variable (Y). The significance level is greater than 0.05, indicating

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that H_0 is accepted and H_1 is rejected. Therefore, the Product Design variable (X2) does not have a significant effect on Purchasing Decisions (Y).

The Influence of Lifestyle (X3) on Purchasing Decision (Y)

The Lifestyle variable partially (t-test) has a positive and significant effect on purchasing decisions. This is indicated by the results of data processing using SPSS 20, where the calculated t-value is 9.750 and the t-table value is 1.968. Since the calculated t-value is greater than the t-table value (9.750 > 1.968) and the significance level is lower than alpha (0.000 < 0.05), H_0 is rejected and H_3 is accepted. This means that the Lifestyle variable has a positive and significant effect on Purchasing Decisions. This finding indicates that the Lifestyle variable has a positive influence on purchasing decisions. The higher the level of alignment between consumers' lifestyles and the silver jewelry products offered, the greater the tendency of consumers to make purchasing decisions.

Table 6 Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1517.120	3	505.707	49.231	.000[b]
	Residual	1499.740	146	10.272		
	Total	3016.860	149			

a. Dependent Variable: Keputusan_Pembelian
b. Predictors: (Constant), Gaya_Hidup, Promosi_Media_Sosial, Desain_Produk

Sumber : Data Hasil SPSS 20.0 (2026)

The data in the table above shows that this test was conducted by comparing the calculated F-value with the F-table value. Since the calculated F-value is greater than the F-table value (49.231 > 2.63) and the significance level is (0.000 < 0.05), H_0 is rejected and H_3 is accepted. This means that, simultaneously, Social Media Promotion, Product Design, and Lifestyle have a positive and significant effect on Purchasing Decisions.

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Table 7 Result of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.709[a]	.503	.493	3.205	1.629

a. Predictors: (Constant), Gaya_Hidup, Promosi_Media_Sosial, Desain_Produk
b. Dependent Variable: Keputusan_Pembelian

Sumber : Data Hasil SPSS 20..0 (2026)

The data in the table above shows that Social Media Promotion (X1), Product Design (X2), and Lifestyle (X3) have a significant influence on the Purchasing Decision variable (Y), with a correlation coefficient (R) of 0.709 or 70.9% and an Adjusted R^2 of 0.493 or 49.3%. This means that the influence of variables X on Y is 0.493 or 49.3%, while the remaining 0.507 or 50.7% is influenced by other factors.

DISCUSSION

The Influence of Social Media Promotion on Purchasing Decisions

Based on the results of the t-test, the Social Media Promotion variable (X1), partially, has no positive and significant effect on Purchase Decisions (Y). This is indicated by the calculated t-value of 0.564, which is lower than the t-table value of 1.968 (0.564 < 1.968), and a significance value greater than 0.05. Therefore, H0 is accepted and H1 is rejected. Although social media helps consumers obtain information about jewelry designs, prices, and characteristics, this information is not strong enough to encourage consumers to make a purchase. Purchase decisions are more influenced by other factors, such as consumer needs, product quality, and consumer preferences.

The Influence of Design on Purchasing Decisions

Based on the results of the t-test, the Product Design variable (X2), partially, has no positive and significant effect on Purchase Decisions (Y). This indicates that product design has not become a major factor for consumers in determining their decision to purchase silver jewelry. Although new, innovative, and trend-following designs can attract consumer interest, the designs available in each store are still considered relatively similar and lack distinctive characteristics. Therefore, the development of more unique, innovative, and trend-oriented designs is needed to increase consumer interest and encourage their purchase decisions.

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The Influence of Lifestyle on Purchasing Decisions

Based on the results of the t-test, the Lifestyle variable (X3), partially, has a positive and significant effect on Purchase Decisions (Y). This is indicated by the calculated t-value of 9.750, which is greater than the t-table value of 1.968 (9.750 > 1.968), with a significance value of 0.000 < 0.05. Therefore, H0 is rejected and H3 is accepted. The more closely silver jewelry products align with consumers' lifestyles, personal characteristics, and preferred trends, the greater their tendency to make a purchase. Silver jewelry serves not only as an accessory to enhance appearance but also as a means of self-expression.Certain key skills to become a better negotiator includes the following.

CONCLUSION

1. The Social Media Promotion variable does not have a positive or significant effect on the purchase decisions of silver jewelry at three silver jewelry stores in Bungo Regency. This means that social media promotions conducted by the three stores have not yet become a major factor encouraging consumers to make a purchase. Although social media can attract attention and help consumers obtain product information, the information provided has not been convincing enough to influence purchase decisions. This condition may be caused by promotional content that lacks variety, a relatively low frequency of uploads, and suboptimal communication of product advantages, leading consumers to seek additional information before deciding to make a purchase.
2. The Product Design variable does not have a positive or significant effect on purchase decisions. This means that product design has not become a major factor influencing consumers' decisions to purchase silver jewelry. Although the jewelry features attractive decorations and can enhance its visual appeal, consumers still perceive the designs offered as insufficiently unique to distinguish them from products available at other stores. As a result, product design has not had a significant influence on purchase decisions. Therefore, more distinctive and innovative designs that follow current trends and possess unique characteristics are needed to attract greater consumer interest.
3. The Lifestyle variable, partially, has a positive and significant effect on the purchase decisions of silver jewelry. This means that lifestyle is one of the factors influencing consumers' decisions to purchase silver jewelry. The more closely a product aligns with consumers' lifestyles, preferences, and the trends they follow,

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the greater their desire to make a purchase. Jewelry is viewed not only as an accessory to complement one's appearance but also as a form of self-expression that reflects consumers' personalities and lifestyles. Therefore, the compatibility of products with these preferences can increase purchase decisions.

4. The Social Media Promotion, Product Design, and Lifestyle variables simultaneously have a positive and significant effect on the purchase decisions of silver jewelry. This indicates that, collectively, these three variables are able to increase consumers' purchase decisions.

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