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The Influence Of Social Media Marketing, Product Quality, And Price On Consumer Purchase Decisions At Aneka Dessert And Food Msmes In Ambon City

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Abstract

The accelerating pace of digital transformation has substantially increased internet usage, while social media has evolved into an indispensable platform for business and marketing activities, particularly within the Micro, Small, and Medium Enterprises (MSMEs) sector. The adoption of digital technologies has encouraged business owners to optimize social media marketing in order to enhance consumer attraction and engagement. Furthermore, product quality and price have emerged as crucial determinants of purchase decisions, in line with the growing consumer awareness of product value. This study aims to analyze the influence of social media marketing, product quality, and price on consumer purchase decisions at Aneka Dessert and Food MSMEs in Ambon City. The research employed a quantitative approach using a purposive sampling technique involving 96 respondents. Data were analyzed using multiple linear regression with the assistance of SPSS software. The findings reveal that social media marketing ($t = 2.030$; $p < 0.05$), product quality ($t = 2.972$; $p < 0.05$), and price ($t = 2.915$; $p < 0.05$) each exert a positive and statistically significant influence on consumer purchase decisions. Simultaneously, these three variables also demonstrate a significant effect on purchase decisions ($F = 30.067$; $p < 0.05$). These findings underscore that optimizing marketing strategies through social media marketing, enhancing product quality, and implementing appropriate pricing strategies are pivotal factors in stimulating consumer purchase decisions within MSMEs. Consequently, these aspects should be strategically prioritized to strengthen business competitiveness and foster sustainable growth.

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INTRODUCTION

The rapid advancement of digital transformation has significantly expanded internet connectivity on a global scale. At the beginning of 2025, approximately 5.56 billion individuals were connected to the internet, accounting for 67.9% of the world's population (Kemp et al., 2025). By April 2025, this figure had increased to approximately 5.64 billion users, representing 68.7% of the global population (Kemp et al., 2025). In 2025, digitalization has become an integral part of everyday life, extending beyond social interaction to encompass business and marketing activities. Consumers increasingly rely on the internet and digital media as their primary means of fulfilling a wide range of needs, from basic necessities to discretionary consumption (Pramudita & Yuniarti, 2022). This phenomenon has compelled businesses to adapt to an increasingly competitive and dynamic business environment. Not only large corporations but also Micro, Small, and Medium Enterprises (MSMEs) are required to leverage digital technologies to remain competitive, sustain their operations, and achieve long-term growth amid intensifying market competition (Santoso et al., 2025).

The proliferation of digital technology has also contributed to the increasing use of the internet at both global and national levels, including in Indonesia (Narwastu & Ramadhani, 2025). This development has created substantial opportunities for businesses to utilize digital platforms as marketing channels, thereby opening new dimensions in marketing strategies. Social media marketing is a digital marketing strategy that leverages various social media platforms, such as Instagram, TikTok, and Facebook, to promote products and services while fostering relationships with consumers (Muzdalifah & Rahadhini, 2025). Furthermore, social media marketing serves as an effective approach to enhancing brand awareness, stimulating consumer engagement, and reaching target audiences more efficiently (Muzdalifah & Rahadhini, 2025). In Indonesia, approximately 68% of consumers make purchasing decisions regarding culinary products based on information obtained through social media, indicating the substantial role of digital platforms in shaping consumer behavior (Ariyati et al., 2024).

In addition to social media marketing, product quality constitutes a fundamental factor that plays a pivotal role in determining business success. Product quality is widely recognized as one of the key determinants influencing consumer purchase decisions (Rosselivia & Ekowati, 2022). In the modern era, consumers have become increasingly discerning and selective in choosing products, particularly in the food and beverage sector (Primadhita et al., 2023). Product

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quality is not merely assessed in terms of taste or visual appearance; rather, it encompasses hygiene, safety, consistency, and the extent to which a product meets consumer expectations (Kotler & Keller, 2016). Another equally important factor influencing consumer purchase decisions is price (Yolanda & Mahabba, 2024). Price constitutes a crucial determinant in the purchasing process, as it is closely associated with consumers' perceptions of value, benefits, and the quality of products or services they receive (Sophia et al., 2026). For MSMEs, establishing an appropriate pricing strategy presents a considerable challenge, as businesses must strike a balance between production costs, expected profitability, and the value perceived by consumers (Rasyid et al., 2025). An appropriate pricing strategy can enhance consumer trust and encourage purchasing behavior (Kotler & Armstrong, 2016). Conversely, prices perceived as excessively high may reduce consumers' purchase intentions, whereas excessively low prices may create unfavorable perceptions regarding product quality. Therefore, prices should be set competitively and aligned with the quality of the products offered (Nadia et al., 2025).

Along with technological advancements, increasing consumer awareness of product quality, and heightened sensitivity to price, consumer purchase decisions have become an increasingly complex phenomenon (Ponombon et al., 2023). This evolving landscape has compelled businesses to adapt to a more competitive and dynamic business environment. Not only large corporations but also Micro, Small, and Medium Enterprises (MSMEs) are required to leverage digital technologies to remain competitive, sustain their operations, and achieve long-term growth amid intensifying market competition (Santoso et al., 2025). MSMEs play an indispensable role in Indonesia's economic development (Iqbal, 2021). They are considered strategic drivers of the national economy due to their substantial contribution to employment generation and their significant role in promoting both national and regional economic growth (Akbar et al., 2025). As of 2025, the number of MSMEs in Indonesia had reached approximately 66 million business units, contributing around 61% to the country's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion, and employing approximately 119 million workers, representing 97% of the total national workforce (Aprionis, 2025).

The phenomenon of digital technological advancement is not confined to the national level but is also experienced by MSMEs across various regions, including Ambon City. In Ambon City, the expansion of digital technology has created broader opportunities for MSMEs to expand their market reach and enhance their business competitiveness. This condition is supported by the high internet penetration rate in Maluku Province, which reached 74.99% according to the survey conducted by the Indonesian Internet Service Providers Association (APJII), indicating that the

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majority of the population has access to the internet and digital services (APJII, 2025). The digitalization of MSMEs in Ambon City has encouraged business owners to adopt various digital platforms to support marketing activities and business development (Agoha et al., 2025). Furthermore, the Ambon City Government continues to encourage MSMEs to adapt to the digital economic ecosystem through the implementation of digital payment systems and various initiatives aimed at strengthening business digitalization. These developments demonstrate that digitalization has become an essential component of MSME development in Ambon City. One of the MSMEs actively utilizing social media as a promotional medium in Ambon City is Aneka Dessert and Food MSME. Operating in the culinary sector, Aneka Dessert and Food has incorporated social media marketing as one of its primary marketing strategies in the digital era, employing social media platforms to promote its products and offer a wide range of desserts and food items to consumers.

As a business entity implementing digital marketing strategies, it is essential to understand the extent to which social media marketing, product quality, and price influence consumer purchase decisions. Through the effective management of these factors, MSMEs can formulate marketing strategies that not only attract consumer interest but also enhance purchase decisions. Purchase decision is defined as a process in which consumers recognize their needs, search for information, evaluate available alternatives, and ultimately decide whether to purchase a particular product or service (Kotler & Keller, 2016). Therefore, a comprehensive understanding of the factors influencing consumer purchase decisions is of paramount importance for MSMEs, as it enables them to design effective marketing strategies. Consumer purchase decisions are widely regarded as one of the key indicators of marketing strategy effectiveness and business performance (Schiffman & Kanuk, 2010). Based on the foregoing discussion, this study aims to analyze the influence of social media marketing, product quality, and price on consumer purchase decisions at Aneka Dessert and Food MSME in Ambon City.

LITERATUR REVIEW

Social Media Marketing

Social media marketing is a marketing strategy that utilizes social media platforms, such as Facebook, Instagram, and TikTok, as interactive and measurable channels for promoting products or services to a broader audience (Aprilia et al., 2026). This has become one of the primary factors driving many companies to adopt social media as a medium for reaching and engaging consumers (Narwastu & Ramadhani, 2025). In the era of digitalization, social media marketing has emerged

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as an essential component of business strategy, enabling firms to effectively reach, engage, and interact with consumers (Wardhana, 2025). According to Kotler and Keller (2016), social media serves as a medium for information sharing, whereas Evans (2021) emphasizes the integration of digital technology and social communication. Based on these perspectives, social media marketing can be defined as a marketing activity that leverages social media platforms as channels for communication and information dissemination by integrating digital technologies to foster interaction, effectively reach consumers, and support the achievement of a company's marketing objectives.

According to As'ad and Alhadid (2014), as cited in Rizki et al. (2025), the indicators of social media marketing are as follows:

1. Accessibility
   The ease with which consumers can access product-related information through social media platforms.
2. Interaction
   The extent of direct communication and engagement between business owners and consumers on social media.
3. Credibility
   The degree of trust consumers place in the information and brand communicated by a company, reflecting the extent to which the messages conveyed are clear, reliable, and consistent with reality.
4. Sharing Content (Informativeness)
   The extent to which social media serves as a medium for information exchange, as well as the clarity, relevance, and usefulness of the information provided.
5. Entertainment
   The attractiveness of promotional content in capturing consumers' attention and generating positive perceptions and emotional responses toward the brand.

Product Quality

Garvin (1987), as cited in Reformasianto and Puspitadewi (2022), defines product quality as a product's ability to achieve the desired level of excellence in meeting consumers' needs and expectations. According to Kotler and Keller (2016), product quality refers to a product's capability to perform its functions effectively, encompassing attributes such as durability, reliability, precision, and overall performance. Therefore, companies are required to continuously improve

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the quality of their products or services, as superior quality can enhance customer satisfaction and encourage repeat purchases. Furthermore, product quality can be understood as the extent to which a product offered by a company aligns with consumers' needs, preferences, and expectations (Auliya & Sutarmin, 2025).

Garvin (1987) proposed several indicators of product quality, which are as follows:

1. Performance
   Performance refers to the extent to which a product consistently performs its primary functions and fulfills its intended purpose.
2. Features
   Features are additional characteristics or attributes that differentiate a product from other similar products and provide added value to consumers.
3. Reliability
   Reliability refers to a product's ability to function properly and consistently over a specified period under normal operating conditions.
4. Aesthetics
   Aesthetics relate to the visual appeal of a product, including its appearance, design, style, and overall attractiveness.
5. Perceived Quality
   Perceived quality reflects consumers' overall assessment and perception of a product's quality, which may significantly influence their intention to repurchase the product.

Price

Kotler and Armstrong (2016), as cited in Indrasena and Budiarti (2022), price refers to the amount of money or value that consumers are willing to exchange for the benefits derived from owning or using a particular product or service. Price is considered the only element of the marketing mix that directly generates revenue, whereas the other elements primarily incur costs. Therefore, establishing an appropriate pricing strategy is crucial, as it can enhance consumer trust and encourage purchasing behavior (Kotler & Armstrong, 2016). Conversely, an inappropriate pricing strategy may have adverse effects on consumer demand. Prices set too low may diminish consumers' perceptions of product quality, whereas excessively high prices may prompt consumers to switch to competing products. Consequently, firms need to strike a balance among price, product quality, and consumers' perceived value in order to maintain competitiveness and customer satisfaction (Enjelia & Supriyanto, 2026). Price is therefore regarded as one of the most

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influential factors affecting consumer purchase decisions, as higher prices tend to reduce the likelihood of purchase, whereas lower prices generally increase consumers' propensity to buy (Nasir et al., 2023).

According to Kotler and Armstrong (2018), the indicators of price are as follows:

1. Price Affordability
   Price affordability reflects the extent to which the price of a product is within consumers' purchasing power. The more affordable a product is, the greater the likelihood that consumers will purchase it.
2. Price-Quality Congruence
   This indicator refers to consumers' evaluation of whether the price paid is commensurate with the quality of the product received.
3. Price Competitiveness
   Price competitiveness indicates the extent to which a product's price is competitive compared to similar products offered by competitors in the market.
4. Price-Value Congruence
   This dimension assesses whether the price charged is proportional to the benefits or value obtained by consumers from the product.
5. Price Satisfaction
   Price satisfaction refers to consumers' evaluation of the fairness and appropriateness of the price paid relative to the benefits they receive from the product.

Purchase Decision

Schiffman and Kanuk (2007), as cited in Fauzi (2021), a purchase decision refers to the selection among two or more available alternatives. In other words, an individual is considered to have made a decision when multiple options are available for evaluation and consideration. These alternatives may include decisions regarding whether to purchase or not purchase a product, the choice of purchasing location, the type and benefits of the product, the product form, the brand, the quantity to be purchased, the seller, as well as the timing and method of payment. Similarly, Tjiptono (2014) defines a purchase decision as a process in which consumers recognize a problem or need, search for information regarding a particular product or brand, and evaluate the extent to which each alternative can satisfy their needs. This process ultimately leads consumers to make a purchase decision.

According to Kotler and Keller (2016), the purchase decision process consists of five stages,

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which are described as follows:

1. Problem Recognition
   This is the initial stage of the purchasing process in which consumers become aware of a problem or recognize a particular need that requires fulfillment.
2. Information Search
   At this stage, consumers who are motivated by their needs actively seek information about products or services that are capable of satisfying those needs.
3. Evaluation of Alternatives
   Before proceeding to the purchase stage, consumers evaluate various alternatives and compare their attributes to determine which option best fulfills their needs and preferences.
4. Purchase Decision
   After completing the previous stages, consumers formulate their purchase intentions and make the final decision. In general, consumers tend to select products that best align with their needs and expectations.
5. Post-Purchase Behavior
   Following the purchase, consumers assess whether the product meets their expectations and provides satisfaction. If the product performs satisfactorily and fulfills consumer expectations, they are more likely to make repeat purchases and develop favorable attitudes toward the product.

RESEARCH METHODS

Types Of Research

This study employed a quantitative research approach. Quantitative research is intended to examine the existence and nature of relationships among variables. According to Sugiyono (2023), quantitative research is a method used to investigate a particular population or sample by employing research instruments for data collection. The data are subsequently analyzed using quantitative or statistical techniques with the primary objective of testing predetermined hypotheses.

Research Location

The study was conducted at Aneka Dessert and Food MSME, which is located in Rumah Tiga Village, Teluk Ambon District, Ambon City, Maluku Province, Indonesia. The research site was selected based on the consideration that Aneka Dessert and Food actively utilizes social media

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marketing as a promotional medium in its business operations, making it highly relevant to the variables examined in this study. Furthermore, Aneka Dessert and Food is one of the local culinary businesses that has experienced significant growth in the era of digitalization. The business offers a wide variety of contemporary food products, diverse flavor options, and relatively affordable prices for consumers. These characteristics make Aneka Dessert and Food an interesting subject for investigation within the context of consumer behavior, particularly with regard to consumer purchase decisions. Therefore, the selected research site is considered representative for illustrating the phenomenon of digital marketing and its influence on consumer purchasing behavior.

Population and Sample

The population of this study comprised all consumers who had previously purchased products from Aneka Dessert and Food MSME. The research sample consisted of consumers who met the predetermined criteria. The sample size was determined using the Lemeshow formula because the exact population size was unknown or assumed to be infinite (Oktaviani et al., 2022). The sampling technique employed in this study was purposive sampling, which refers to a non-probability sampling method based on specific considerations or predetermined criteria (Sugiyono, 2023). The criteria for selecting respondents were as follows: (1) consumers aged at least 18 years; (2) consumers who had purchased products from Aneka Dessert and Food MSME at least three times; and (3) consumers who were aware of or had been exposed to the MSME's promotional activities through social media.

The sample size was calculated using the Lemeshow formula as follows:

$$n = \frac{\left(Z^2\ p\ (1 - p)\right)}{d^2}$$

$$n = \frac{(1{,}96)^2 \,.\, 0{,}5\ (1 - 0{,}5)}{0{,}1^2}$$

$$n = \frac{3{,}8416 \,.\, 0{,}25}{0{,}01}$$

$$n = 96.04$$

Where:

n = sample size

z = z-score at a 95% confidence level (1.96)

p = estimated maximum proportion (0.5)

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d = margin of error (*sampling error*) of 10%

Based on the Lemeshow formula, the calculated sample size was 96.04, which was subsequently rounded down to 96 respondents. Therefore, the final sample size employed in this study consisted of 96 respondents.

Data Sources and Data Collection Techniques

This study employed both primary and secondary data sources. Primary data were collected through the direct distribution of questionnaires to respondents using a five-point Likert scale. Meanwhile, secondary data were obtained from various sources, including books, scholarly journals, reports, and other documents relevant to the study. In addition to questionnaires, data collection was also conducted through observation, interviews, and documentation to complement and support the information required for the research.

Table 1. Likert Scale

Description	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Source: Research Review

Data Analysis Techniques

The primary analytical technique employed in this study was multiple linear regression to examine the effects of social media marketing (X_1), product quality (X_2), and price (X_3) on purchase decisions (Y). Hypothesis testing was conducted using the t-test to assess the partial effects of each independent variable and the F-test to evaluate their simultaneous effect. In addition, the coefficient of determination (R^2) was used to measure the extent to which the independent variables explained the variation in the dependent variable. Prior to hypothesis testing, the research instrument was subjected to validity and reliability tests to ensure the accuracy and consistency of the measurement instrument. Furthermore, the adequacy of the regression model was assessed through classical assumption tests, including tests of normality, multicollinearity,

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and heteroscedasticity. All statistical analyses were performed using SPSS software.

RESULTS AND DISCUSSION

Validity Test

Table 2. Validity Test Results

Variable	Items	R Count Range	R Table	Result
Social Media Marketing (X1)	10	0.281–0.650	0,201	Valid
Product Quality (X2)	10	0.271–0.708	0,201	Valid
Price (X3)	10	0.307–0.769	0,201	Valid
Purchase Decision (Y)	10	0.230–0.755	0,201	Valid

Source: Primary data processed using SPSS (2026)

All measurement items for the variables of Social Media Marketing (X_1), Product Quality (X_2), Price (X_3), and Purchase Decision (Y) demonstrated satisfactory validity. The calculated correlation coefficients (*r*-values) for all items exceeded the corresponding critical *r*-table values, and all significance values were below the 0.05 threshold. Consequently, all indicators were considered valid and suitable for use in measuring the respective constructs.

Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Standard	Result
Social Media Marketing (X1)	0,635	0,60	Reliable
Product Quality (X2)	0,604	0,60	Reliable
Price (X3)	0,607	0,60	Reliable
Purchase Decisions (Y)	0,723	0,60	Reliable

Source: Primary data processed using SPSS (2026)

The results of the reliability test indicated that the Cronbach's Alpha values for all variables were greater than or equal to 0.60. Therefore, the indicators of the Social Media Marketing, Product Quality, Price, and Purchase Decision variables were considered reliable and suitable for use as measurement instruments in this study.

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Normality Test

The results of the normality test revealed an Asymp. Sig. (2-tailed) value of 0.200. As this value was greater than the significance threshold of 0.05, the data were considered to be normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Criteria	Result
Social Media Marketing (X1)	0,689	1,451	Tolerance > 0.10; VIF < 10	No Multicollinearity
Product Quality (X2)	0,421	2.373	Tolerance > 0.10; VIF < 10	No Multicollinearity
Price (X3)	0,511	1,957	Tolerance > 0.10; VIF < 10	No Multicollinearity

Source: Primary data processed using SPSS (2026)

The Tolerance values for all independent variables were greater than 0.10, and their corresponding Variance Inflation Factor (VIF) values were below 10. These findings indicate the absence of substantial multicollinearity among the independent variables. Therefore, the regression model was considered free from multicollinearity.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Sig.	Criteria	Result
Social Media Marketing (X1)	0,243	0,05	No Heteroscedasticity
Product Quality (X2)	0,973	0,05	No Heteroscedasticity
Price (X3)	0,555	0,05	No Heteroscedasticity

Source: Primary data processed using SPSS (2026)

The significance values for all independent variables exceeded the 0.05 threshold, indicating that the residuals exhibited homoscedasticity and that no heteroscedasticity problem was detected. Accordingly, the regression model met the homoscedasticity assumption and was deemed suitable for subsequent statistical analysis.

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Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Test Results

Variable	B	Std.error
Konstanta	5,721	
Social Media Marketing (X1)	0,198	0,097
Product Quality (X2)	0,377	0,127
Price (X3)	0,302	0,104

Source: Primary data processed using SPSS (2026)

Based on the results of the multiple linear regression analysis, the regression equation can be interpreted as follows:

1. The constant value of 5.721 indicates that when the variables of social media marketing, product quality, and price are assumed to be equal to zero, the baseline value of consumers purchase decisions at Aneka Dessert and Food MSME is estimated to be 5.721.
2. The regression coefficient of the Social Media Marketing variable (X_1) is 0.198, indicating that a one-unit increase in social media marketing is associated with an increase of 0.198 units in consumers purchase decisions, assuming that the other variables remain constant. The positive coefficient confirms that social media marketing exerts a positive influence on purchase decisions at Aneka Dessert and Food MSME.
3. The regression coefficient of the Product Quality variable (X_2) is 0.377, indicating that a one-unit increase in product quality leads to an increase of 0.377 units in consumers purchase decisions, holding other variables constant. The positive coefficient suggests that product quality has a positive effect on purchase decisions at Aneka Dessert and Food MSME.
4. The regression coefficient of the Price variable (X_3) is 0.302, indicating that a one-unit increase in the price variable is associated with an increase of 0.302 units in consumers purchase decisions, assuming that the other variables remain unchanged. The positive coefficient indicates that price has a positive influence on purchase decisions at Aneka Dessert and Food MSME.

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T Test (Partial)

Table 7. Results of The T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.721	4.103		1.394	.167
	Social Media Marketing (X1)	0.198	0.097	0.181	2.030	0.045
	Product Quality (X2)	0.377	0.127	0.399	2.972	0.004
	Price (X3)	0.302	0.104	0.302	2.915	0.004

Source: Primary data processed using SPSS (2026)

Based on the results of the partial hypothesis testing (t-test), the following conclusions can be drawn:

1. The Social Media Marketing variable exhibited a t-value of 2.030 with a p-value of 0.04, which was below the significance level of 0.05. This result indicates that social media marketing has a positive and significant effect on purchase decisions at Aneka Dessert and Food MSME. This finding is consistent with the study conducted by Sari et al. (2025), which reported that social media marketing exerts a positive and significant influence on consumer purchase decisions.
2. The Product Quality variable yielded a t-value of 2.972 with a p-value of 0.00, which was lower than 0.05. This finding demonstrates that product quality has a positive and significant effect on purchase decisions at Aneka Dessert and Food MSME. The result is in line with the findings of Nurhadi et al. (2023), who found that product quality positively and significantly influences consumer purchase decisions. High-quality products are capable of creating greater perceived value and strengthening consumers' confidence in selecting and purchasing products.
3. The Price variable produced a t-value of 2.915 with a p-value of 0.00, which was below the 0.05 significance threshold. This result indicates that price has a positive and significant effect on purchase decisions at Aneka Dessert and Food MSME. This finding is supported by Maulana et al. (2025), who reported that price significantly influences consumer purchase decisions. A pricing strategy that aligns with consumers' expectations and purchasing power constitutes an important consideration in the decision-making process. Moreover, an

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appropriate pricing strategy can enhance consumer satisfaction, increase purchase intention, and ultimately encourage purchase decisions.

F Test (Simultaneous)

Table 8. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	448.447	3	149.482	30.067	0.000[b]
	Residual	457.386	92	4.972		
	Total	905.833	95			

Source: Primary data processed using SPSS (2026)

The results of the simultaneous hypothesis test (F-test), the calculated F-value was 30.067, which exceeded the F-table value of 2.704, with a significance value of 0.000 ($p < 0.05$). These findings indicate that social media marketing, product quality, and price simultaneously exert a positive and significant influence on purchase decisions at Aneka Dessert and Food MSME. This result is consistent with the findings of Wirastiani (2025), who reported that social media marketing, product quality, and price jointly have a positive and significant effect on consumer purchase decisions.

From a conceptual perspective, the findings suggest that purchase decisions are not determined by a single factor but rather by the interaction of multiple factors that collectively shape consumers' perceptions, attitudes, and decision-making processes. Social media marketing serves as an initial stimulus that attracts consumers' attention, enhances brand awareness, and fosters interaction between businesses and consumers. Nevertheless, the initial interest generated through social media does not automatically translate into purchase decisions unless it is supported by satisfactory product quality.

Product quality plays a crucial role in shaping post-purchase satisfaction. Products that meet or exceed consumers' expectations are more likely to enhance satisfaction, encourage repeat purchases, and increase the likelihood of positive word-of-mouth recommendations (Kotler & Keller, 2016). In addition, price represents another important determinant of purchase decisions, particularly among consumers with limited purchasing power. Price is not merely perceived as the amount of money paid for a product but also as an indicator of the value derived from it. Consumers tend to evaluate the trade-off between the benefits they receive and the costs they incur; consequently, purchase decisions are more likely to occur when the offered price is

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perceived as commensurate with the product's quality and benefits (Kotler & Armstrong, 2018).

Therefore, although social media marketing is effective in attracting attention and stimulating consumer interest, purchase decisions remain strongly influenced by product quality and price. These three variables do not operate independently; rather, they interact synergistically in shaping consumers' overall purchase decisions. Accordingly, an effective marketing strategy should not focus solely on enhancing promotional activities through social media but should also be accompanied by the provision of high-quality products and competitive pricing strategies that align with consumers' expectations and purchasing power. Such an integrated approach is essential for enhancing purchase decisions and ensuring business sustainability.

Coefficient of Determination (R^2)

Based on the coefficient of determination test, the Adjusted R Square value was 0.479. This result indicates that the variables of social media marketing, product quality, and price collectively explained 47.9% of the variation in purchase decisions at Aneka Dessert and Food MSME. Meanwhile, the remaining 52.1% of the variation was explained by other factors not included in the present research model.

CONCLUSION

Social media marketing, product quality, and price simultaneously have a significant effect on consumer purchase decisions at Aneka Dessert and Food MSME in Rumah Tiga, Ambon. The implementation of social media marketing strategies, the provision of high product quality, and the establishment of appropriate pricing have been carried out effectively, thereby influencing consumers' purchase decisions. These three variables complement one another in shaping perceived value, enhancing consumer trust, and encouraging purchasing behavior.

Social media marketing plays an important role in providing easily accessible information, fostering interaction, and strengthening consumer trust. Meanwhile, product quality is capable of meeting consumers' expectations in terms of taste, appearance, and consistency, thereby creating customer satisfaction. In addition, price is perceived as being commensurate with consumers' purchasing power and the benefits obtained, which further reinforces their purchase decisions.

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