

Mediation of Purchase Interest: The Influence of Price, Product Quality and Social Media Promotion on The Purchase Decision of AMDK in Bondowoso Regency

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Abstract

This study aims to analyze the influence of price, product quality, social media promotion, and purchase interest on the purchase decision of A3 Fresh O2 products in Bondowoso Regency, as well as examine the role of purchase interest as an intervening variable. The research method used is quantitative with a survey approach, purposive sampling, and data analysis using the Partial Least Square (PLS) technique. The results of the study show that price, product quality, and social media promotions have a positive and significant effect on consumer purchase decisions, respectively. In addition, these three variables also have a positive and significant effect on purchase interest, while purchase interest directly influences purchasing decisions significantly. The mediation analysis confirmed that purchase interest strengthened the influence of price, product quality, and social media promotion on the purchase decision of A3 Fresh O2 products. These findings recommend the integration of pricing strategies, improving product quality, and optimizing digital promotions with the right purchase interest to improve purchasing decisions, sales volume, and purchase loyalty in the Bondowoso bottled water market.

Keywords:

Purchase decision; Price; Product quality; Social media promotion; Purchase interest; Intervening variables.

1. INTRODUCTION

The demand for bottled drinking water (AMDK) in Indonesia in recent years has increased significantly. This phenomenon can be seen from the increasing number of brands and variants of bottled water products circulating on the market, ranging from national brands to local products with various sizes and prices. The increase in bottled water consumption is influenced by changes in people's lifestyles that are increasingly practical, awareness of the importance of clean and hygienic water, and increased community activities outside the home. In addition, the increase in urban infrastructure development and the tourism sector has also expanded the market share of bottled water in various regions. Data from various industry surveys shows that bottled water is one of the beverage sectors with the highest growth rate in Indonesia, surpassing other soft drink categories. This is due to the increasing public awareness of health, especially in choosing drinking water that is guaranteed quality compared to non-brand refill water or well water that does not necessarily meet sanitation standards. Bondowoso Regency as one of the fast-growing areas in the Horseshoe region of East Java also shows promising market potential for the bottled water industry. Geographical and climatological conditions dominated by mountainous areas with relatively hot temperatures encourage people to consume bottled drinking water more often. Various local and national brands compete fiercely in offering products with diverse prices, quality, and marketing strategies to appeal to consumers.

Consumer purchasing decisions can be influenced by various variables, both from within the consumer and external factors in the surrounding environment (Fatmaningrum, 2022). These factors interact with each other and shape consumer behavior in determining the choice of products to buy. In the context of modern marketing, several factors such as price, product quality, promotion through social media, and purchase

interest have become important variables that need to be studied in depth because they have a strategic role in influencing purchasing decisions according to (Hermawan, 2023).

One of the main factors that influence purchasing decisions is price. (Caroline et al., 2021) Stating the price is the amount of money that must be paid by the consumer to obtain a certain product or service. The right pricing determines the attractiveness of the product in the eyes of consumers according to (Lisdayanti, 2025). Competitive prices that match the value perceived by consumers can increase buying interest and purchase decisions (Viola et al., 2023). On the other hand, prices that are too high can create negative perceptions and reduce consumer interest, while prices that are too low sometimes raise doubts about the quality of the product. Therefore, the right pricing strategy is the key to marketing success. Some research, such as those conducted by (Sari & Mulyani, 2021), (Ramadhanty, 2022), (Octavian & Rosyidi, 2023), (Fitriani et al., 2023) found that price has a positive and significant influence on purchasing decisions, both partially and simultaneously. On the other hand, some studies such as the results of a study by (Annisa & Bambang, 2023), (Marlius & Jovanka, 2023), (Calvin, 2021) and (Fadini, 2025) It shows that price doesn't always have a significant effect on a purchase decision, as consumers may be more influenced by other variables such as product quality, product reviews, and promotions. Therefore, the right pricing strategy is key to marketing success, but its influence is also influenced by the context and characteristics of the consumer.

Product quality is also the main consideration for consumers in making purchase decisions. Product quality can be interpreted as the ability of the product to meet the needs and expectations of consumers (Dwi, 2021). A product with good quality not only increases consumer satisfaction but also builds loyalty, which ultimately drives repeat purchase decisions according to (Apriando et al., 2021). Consumers tend to choose products that provide the best value, namely products that have high quality at reasonable prices. Previous research has generally shown that product quality has a positive and significant influence on purchasing decisions, as found by (Themba, 2021), (Saputra, 2020), (Nabella & Ida, 2024), (Sigit et al., 2021) and (Rifani et al., 2023) where improving product quality contributes greatly in strengthening consumer purchasing decisions. However, there are also research results that show that product quality does not always have a significant effect on purchasing decisions, as in studies (Rezky et al., 2022), (Annisa & Bambang, 2023), (Sabilla, 2024) and (Desiana et al., 2022) where these variables are less important than other variables such as price or promotion in influencing purchase decisions. Thus, although in general the quality of the product is very important, the influence remains contextual according to the characteristics of consumers and market situations.

The development of information technology, especially the advancement of social media, has changed the paradigm of product promotion. Social media promotion is a marketing strategy that utilizes Platform such as Posted on Instagram, posted on Facebook, Twitter, and TikTok to reach consumers more broadly and interactively (Sekarwangi et al., 2022). Social media allows companies to build closer relationships with consumers, increase brand awareness, and significantly influence people's consumption patterns. Promotion through social media also allows for a more personalized and targeted message, which can increase the effectiveness of promotions and positively influence consumer purchase decisions (Sabilla, 2024).

Recent studies show that social media has a positive and significant influence on purchasing decisions, research (Welsa et al., 2022), (Cahyani & Ferri, 2024), (Sisnuhadi & Sirait, 2021). Other studies also confirm that targeted advertising, influencer roles, user content, and customer reviews on platforms like Instagram and TikTok are highly effective at building consumer trust and driving purchases. However, some studies highlight that the impact of social media does not always directly lead to a purchase decision, as the influence can depend on other variables such as experience Offline, personalized recommendations, or individual digital literacy (Darmawan & Setiawan, 2024), (Sisnuhadi & Sirait, 2021) and (Calvin, 2021). Thus, promotion through social media in general plays an important role in modern marketing strategies, although its influence is still influenced by the context and characteristics of the target consumer.

Buying interest is one of the important aspects of consumer behavior that reflects a person's desire and interest in owning and using a product or service. According to (Ahmad & Mahmud, 2024), buying interest arises as a psychological impulse that arises after a consumer obtains a stimulus in the form of information, experience, or external influences on a product. This interest becomes the initial phase before a consumer finally decides to make an actual purchase. Purchase interest is not only spontaneous, but also influenced by various factors such as perception of price, perception of product quality, promotion intensity, and social recommendations. When consumers consider a product to be of good quality, at a price that is in accordance with the benefits received, and supported by attractive promotions, interest in buying will increase significantly (Renaldi, 2022). Some previous studies have said that buying interest is an incentive to make purchasing decisions. Research conducted by (Scott, 2022), (Daryanti, 2025) and (Welsa et al., 2022) say that buying interest affects the purchase decision.

Several studies have found that price is not always the main factor in consumer purchasing decisions, research by Setiawan (2020) on products fashion in the city of Surabaya shows that price variables do not have a significant effect on purchase decisions because consumers prioritize other aspects such as brand and product quality. Research by Rahmawati and Nugroho (2019) on electronic products in Jakarta revealed that product quality does not have a significant effect on purchase decisions. This is due to the high level of

competition for products with relatively similar quality, so consumers are more influenced by other factors such as after-sales service and promotion. Research by (Prasetyo, 2021) on food and beverage products in urban areas of Yogyakarta found that promotions through social media did not have a significant influence on purchasing decisions. Consumers feel saturated with excessive advertising and rely more on personal experiences or recommendations from people close to them than promotions on social media. The following is a table 1 of bottled water products and companies in Bondowoso Regency.

Table 1. Products and Companies of Bottled Water in Bondowoso Regency

Product Name	Company/Manufacturer	Remarks
Ijen Water	PDAM Bondowoso Regency	BUMD products, quality mineral water
A3 Fresh O2	PT Air Minum A3 Fresh O2 Bondowoso	Premium mineral water with high oxygen content
28 Fresh Water	CV Sumber Jaua	New private companies, focus on empowering local communities
Chellep AMDK	Pontren Bustanul Ulum Cooperative	Quality and friendly water in the pocket
Lemovin	Cigarettes Eight Eight	Fresh, hygienic pure water

Source: Data processed research (2025)

Table 1 above lists a number of bottled drinking water products (AMDK) and the firms that make them, such as PDAM Bondowoso Regency's Ijen Water. This product, which has been in operation since 2014, is renowned for having high water quality and being rich in minerals. BUMD PDAM Bondowoso produces Ijen Water, a mineral water choice for families. Since 2014, PT Air Minum A3 Fresh O2 Bondowoso has been producing bottled water under the A3 Fresh O2 brand. This product includes high oxygen levels that are thought to be good for health and contains a number of essential minerals, including calcium, salt, magnesium, potassium, and bicarbonate. A3 Fresh O2 is mostly sold in the Bondowoso region and is positioned as high-end drinking water. CV Sumber Jaua, located in Kesemek Village, Tenggarang District, Bondowoso, produces 28 Fresh Water, a mineral water product. This private business, which will only open in 2024, aims to empower the neighborhood by hiring locals. This product already has a halal certificate and an official authorization, and the water source comes straight from Persimon Village. The Bustanul Ulum Pontren Cooperative in Bondowoso, which started to grow in 2019 with the intention of bolstering the pesantren economy, produces Chellep AMDK. This product, which comes in bottle sizes of 600 ml, 1,500 ml, and 220 ml, is sold extensively in Bondowoso, Situbondo, Jember, and Banyuwangi via a network of local resellers and is positioned as an affordable mineral water with preserved quality. Eight Eight Cigarettes (88 Cigarettes) produces LeMovin, a local bottled water in Bondowoso, with the tagline "Move More, Move Better" to promote clean, fresh water. This product, which comes in normal bottle packaging and 19L jugs, is distributed via Instagram @lemovinid and delivered locally. It is extensively promoted at local events such grand recitations in Tamanan and Pakuniran Bondowoso.

One of the community's essential needs, bottled drinking water (AMDK) is becoming more and more popular as people realize how important health and convenience are. A3 Fresh O2 bottled water products are among the well-known and extensively consumed brands in Bondowoso Regency. CV is the manufacturer of A3 Fresh O2. Karunia Jaya maintains the freshness and quality of its products by using natural water sources from the Bondowoso region. Additionally, this product has a number of important minerals that add value for customers, like calcium, magnesium, and bicarbonate.

A number of factors, including price, product quality, social media advertising, and purchase interest, have a significant impact on customer purchasing decisions in the highly competitive bottled water market. In order to establish A3 Fresh O2 as a high-end drinking water, its price is typically set slightly higher than that of other brands. Purchasing interest is thought to rise when prices are competitive and in line with consumer value perceptions (Lisdayanti, 2025). The primary factor that consumers take into account when selecting bottled water is product quality. Strict quality control preserves quality, which fosters customer loyalty and confidence (Rahma & Ekowati, 2022). Additionally, social media promotion is a successful marketing tactic for reaching a larger consumer base and fostering more intimate relationships with the target market. According to (Sanjaya et al., 2022), social media makes it easy to spread information about appealing goods and deals in a timely and relevant manner. purchasing decisions are also significantly influenced by purchasing interest, an intervening variable. The influence of pricing, product quality, and social media promotion on customer purchasing decisions can be further reinforced by buying interest. Customers are more likely to make purchases when they are interested in doing so because they believe they will receive greater value from their purchases. The sales table 2 for A3 Fresh O2 items is as follows.

Table 2. Product Sales of A3 Fresh O2 Cup 220 ML (2021-2024)

Year	Sales (Carton)	Decline in Sales	Remarks
2021	2.633.602	-	-
2022	2.539.182	94.420	Decline
2023	2.195.063	344.119	Decline
2024	1.906.523	288.540	Decline

Source: Data of A3 Fresh O2 Company in Bondowoso Regency

Sales of A3 Fresh O2 bottled water products in Bondowoso Regency have been declining over the last three years, according to the data above. This sharp drop in sales is a symptom of issues with marketing strategy, including the potential impact of pricing, product quality, social media promotions, and buying interest on consumer choices.

This drop in sales is a compelling cause to carry out comprehensive study to determine the most important factors and how the buy interest variable, as an intervening variable, can either amplify or decrease these effects. Therefore, it is anticipated that the research's findings will assist businesses in developing more successful marketing plans to boost sales and product competitiveness in the regional market.

This study attempts to thoroughly investigate the impact of pricing, product quality, social media promotion, and purchasing interest as intervening variables on product purchase decisions while accounting for these diverse elements. In order to improve customer purchasing decisions and subsequently boost sales and product competitiveness in the market, it is anticipated that the research's findings will significantly aid businesspeople in creating more effective and efficient marketing tactics.

2. RESEARCH METHOD

This study uses a quantitative research method with a descriptive approach. The population in this study is consumers of A3 Fresh O2 products in Bondowoso Regency. Based on the results of the formula calculation (Ferdinand, 2015), the sample used in this study was 120 consumers of A3 Fresh O2 products in Bondowoso Regency. In this study, the non-probability. No probability constitutesampling techniques by not giving equal opportunities or opportunities to each member of the population when they will be selected as a sample. In this study, to test the hypothesis, the study used Structural Equation Modeling (SEM) with statistical tools SmartPLS. Structural Equation Modeling (SEM) is an integrated approach between factor analysis, structural modeling, and path analysis.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Validity Test

The validity test criteria are to use factor criteria Loading (Cross loadings factor) with a value of more than 0.70 and average variance extracted (AVE) with a value greater than 0.50 for the test convergent validity and Discriminant validity using the root comparison of AVE with correlations between variables. The AVE value of the construct should be higher compared to the correlation between latent variables (Ghozali, 2018). The results of WarpPLS 8.0 are as follows table 3.

Table 3. Combined loadings and cross-loadings

	X1	X2	X3	Z	Y	Type (As Defined)	OR	P Value
X1.1	(0.765)	0.090	0.249	0.073	0.027	Reflective	0.081	<0.001
X1.2	(0.843)	0.075	0.238	0.062	0.167	Reflective	0.078	<0.001
X1.3	(0.864)	0.160	0.188	0.156	0.202	Reflective	0.078	<0.001
X1.4	(0.796)	0.130	0.067	0.123	0.172	Reflective	0.080	<0.001
X2.1	0.340	(0.804)	0.078	0.333	0.369	Reflective	0.079	<0.001
X2.2	0.058	(0.797)	0.336	0.055	0.487	Reflective	0.078	<0.001
X2.3	0.116	(0.843)	0.528	0.230	0.929	Reflective	0.078	<0.001
X2.4	0.440	(0.752)	0.459	0.474	0.054	Reflective	0.078	<0.001
X2.5	0.213	(0.880)	0.116	0.184	0.280	Reflective	0.079	<0.001
X2.6	0.066	(0.840)	0.100	0.469	0.489	Reflective	0.079	<0.001
X3.1	0.060	0.603	(0.842)	0.123	0.372	Reflective	0.079	<0.001
X3.2	0.400	0.407	(0.809)	0.053	0.408	Reflective	0.079	<0.001

X3.3	0.111	0.362	(0.750)	0.408	0.240	Reflective	0.080	<0.001
X3.4	0.179	0.157	(0.925)	0.037	0.034	Reflective	0.078	<0.001
X3.5	0.192	0.061	(0.770)	0.656	0.318	Reflective	0.078	<0.001
Z1	0.092	0.090	0.271	(0.865)	0.173	Reflective	0.082	<0.001
Z2	0.225	0.023	0.311	(0.847)	0.278	Reflective	0.089	<0.001
Z3	0.204	0.524	0.520	(0.890)	0.451	Reflective	0.080	<0.001
Z4	0.195	0.174	0.544	(0.767)	0.701	Reflective	0.081	<0.001
Z5	0.259	0.367	0.420	(0.779)	0.429	Reflective	0.097	<0.001
Y1	0.142	0.241	0.098	0.322	(0.708)	Reflective	0.078	<0.001
Y2	0.093	0.556	0.255	0.605	(0.889)	Reflective	0.079	<0.001
Y3	0.200	0.046	0.015	0.065	(0.854)	Reflective	0.078	<0.001
Y4	0.081	0.076	0.001	0.049	(0.705)	Reflective	0.079	<0.001

Source: Data processed by researchers (2025)

A result between 0.50 and 0.60 can be deemed adequate, whereas a value greater than 0.70 is regarded as high. Table 3 displays the WarpPLS 8.0 computation results. The value of cross-loadings beyond 0.70 is regarded as high, while 0.50–0.60 is adequate. All cross-loadings values above 0.50 with a $p < \text{significance}$ of 0.001 are shown in the WarpPLS 8.0 results, suggesting that these factors have a significant impact on the linked variables and satisfy the convergent validity requirements.

3.1.2. Reliability Test

The basis used in the reliability test is the Composite reliability coefficient value and Cronbach's alpha coefficients above 0.7. Results in table 4. shows that the questionnaire instrument in this study has met the requirements of the reliability test.

Table 4. Reliability Test

Composite reliability coefficients				
X1	X2	X3	Z	Y
0.830	0.952	0.945	0.854	0.947
Cronbach's alpha coefficients				
X1	X2	X3	Z	Y
0.927	0.845	0.938	0.829	0.949

Source: Data processed by researchers (2025)

3.1.3. Structural Model Testing (Inner Model)

3.1.3.1. Direct Influence Path Coefficient Calculation

Results in Table 5 is the result of PLS analysis which will then be interpreted to answer the hypothesis proposed. The explanation of the results of the hypothesis test can be stated as follows:

- a. The path coefficient value for the relationship between price (X1) and buying interest (Z) is 0.455, with a p-value of 0.002. Since p-value is less than the α significance criterion ($0.002 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- b. The path coefficient value for the relationship between product quality (X2) and purchase interest (Z) was 0.568, with a p-value of less than 0.001. Due to the fact that p-value is less than the α significance level ($0.001 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- c. A path coefficient value of 0.360 and a p-value of 0.001 were obtained for the impact of social media promotion (X3) on purchase interest (Z). Due to the fact that p-value is less than the α significance level ($0.001 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- d. The path coefficient value of 0.462 with a p-value of 0.005 indicates the impact of pricing (X1) on the buying choice (Y). Since p-value is less than the α significance criterion ($0.005 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- e. The path coefficient value for the relationship between product quality (X2) and purchasing choice (Y) was 0.355, with a p-value of less than 0.001. Given that p-value is less than the α significance criterion ($0.001 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- f. The path coefficient value for the impact of social media promotion (X3) on purchase decisions (Y) was 0.414, with a p-value of less than 0.001. Given that p-value is less than the α significance criterion ($0.001 < 0.05$), Therefore, it may be said that there is an effect based on the results.
- g. The path coefficient value for the impact of buying interest (Z) on the purchase choice (Y) was 0.511 with a p-value of 0.002. Since p-value is less than the α significance criterion ($0.002 < 0.05$), Therefore, it may be said that there is an effect based on the results.

Table 5. Direct Influence Path Coefficient Value

Hypothesis	Path coefficients	P values	Remarks
X1 > Z	0.455	0.002	Significant
X2 > Z	0.568	<0.001	Significant
X3 > Z	0.360	0.001	Significant
X1 > Y	0.462	0.005	Significant
X2 > Y	0.355	<0.001	Significant
X3 > Y	0.414	<0.001	Significant
Z > Y	0.511	0.002	Significant

Source: Data processed by researchers (2025)

3.1.3.2. Calculation of Indirect Influence Pathways

The results given in table 6. above show the indirect influence of variables X1 (price), X2 (product quality), X3 (social media promotion) on variables Y (purchase decision) through Z (purchase interest) as follows:

- The indirect influence from X1 (price) to Y (purchase decision) was significant with a path coefficient value of 0.483 and a *p-value* of 0.003. Because the *p-value* was lower than the significance level of α ($0.003 < 0.05$). This indicates that there is a significant positive influence of price (X1) on the purchase decision (Y) through a path involving the variable Z (purchase interest).
- The indirect influence from X2 (product quality) to Y (purchase decision) has a path coefficient of 0.461 with a *p-value* of 0.005. Because the *p-value* is lower than the significance level of α ($0.005 < 0.05$). This indicates that there is a significant positive influence of product quality (X2) on purchasing decisions (Y) through a path involving variable Z (purchase interest).

The indirect influence from X3 (social media promotion) to Y (purchase decision) has a path coefficient of 0.496 with a *p-value* of 0.001. Because the *p-value* is lower than the significance level of α ($0.001 < 0.05$). This indicates that there is a significant positive influence of social media promotion (X3) on purchasing decisions (Y) through a path involving the Z variable (purchase interest).

Table 6. Value of the Indirect Influence Path Coefficient

Hypothesis	Indirect and total effects	P values for sums of indirect effects	Remarks
X1 → Y → Z	0.483	0.003	Significant
X2 → Y → Z	0.461	0.005	Significant
X3 → & → Z	0.496	0.001	Significant

Source: Data processed research (2025)

3.1.4. Coefficient of Determination R²

The determination coefficients are presented in the form of Adjusted R-squared coefficients in the table. Based on the r-square value in table 7, it shows that price, product quality and social media promotion are able to explain the purchase interest variable of 78.2% or categorized as a good correlation, and the remaining 21.8% is explained by other constraints other than those studied in this study. Meanwhile, price, product quality and social media promotion were able to explain the purchase decision variables of 80.6% or categorized as a good correlation, and the remaining 19.4% were explained by other constraints outside of those studied in this study.

Table 7. Test Research Model

Adjusted R-squared coefficients				
X1	X2	X3	Z	Y
			0.782	0.806

Source: Data processed by researchers (2025)

3.2. Discussion

3.2.1. Price Has a Positive and Significant Effect on the Purchase Decision of A3 Fresh O2 Products

Price is one of the important variables in consumer decisions because it is closely related to the perception of value, purchasing power, and rational considerations between costs and benefits. Proper pricing reflects the company's strategy in adjusting to market characteristics and consumer behavior. In the context of bottled drinking water products such as A3 Fresh O2, price is not only seen as a nominal amount, but also a symbol of quality, trust, and value of benefits received by consumers.

The results of the study show that price has a positive and significant effect on the purchase decision of A3 Fresh O2 products in Bondowoso Regency. Based on the indicators, the affordability of the price is assessed according to the purchasing power of the community, so that this product can be accepted by various layers of consumers from the lower middle to the upper middle class. Price compatibility with quality is also an important factor, where consumers judge the price paid to be commensurate with the cleanliness, purity, fresh taste, and safety of products for daily consumption. In addition, the competitive price competitiveness of A3 Fresh O2 compared to other brands in the local market also strengthens consumer preference for this product because it is considered to provide balanced value between price and benefits. The indicator of price conformity with benefits also contributes positively, where consumers consider the price of the product as a proper investment because it provides health benefits, freshness, and ease of obtaining products at various points of sale. Thus, pricing strategies that include affordability, quality compatibility, competitiveness, and a balance between price and benefits have been proven to improve consumer purchasing decisions, strengthen satisfaction, and build long-term loyalty to A3 Fresh O2 products.

These findings are in line with the results of previous research which showed that price has a positive and significant effect on purchasing decisions. Research by According to (Marlius & Jovanka, 2023) stating that affordable prices and in accordance with product quality can increase consumer buying interest in bottled drinking water products. Similarly, the results of the study (Viola et al., 2023) Finding that the compatibility between price and product benefits is one of the main factors that determine purchasing decisions in the daily necessities product sector. Thus, the results of this study reinforce the empirical evidence that proper pricing is an important marketing strategy to build consumer decision and loyalty to A3 Fresh O2 products.

3.2.2. Product Quality Has a Positive and Significant Effect on the Purchase Decision of A3 Fresh O2 Products

Product quality is one of the main factors that influence consumer purchasing decisions, especially for consumer products such as bottled drinking water. In the context of A3 Fresh O2, quality not only reflects the physical characteristics of the product, but also includes reliability, durability, conformity with standards and consumer perception of the value of the product. Guaranteed quality will increase consumer satisfaction and trust, thus encouraging purchase decisions both for the first time and repeatedly.

The results of the study show that product quality has a positive and significant effect on the purchase decision of A3 Fresh O2 in Bondowoso Regency. Based on the indicators, the performance aspect shows that this product is able to function optimally as clean, fresh, and safe drinking water so as to foster consumer satisfaction and trust. In terms of durability, A3 Fresh O2 has good durability with strong packaging and does not leak easily, ensuring that quality is maintained to consumers. Compliance with the specifications of quality standards is also proven, where A3 Fresh O2 meets the criteria of balanced pH, low TDS levels, and free of contaminants that increase public safety. Supporting features such as practical packaging design and modern packaging technology add to the attractiveness and comfort of use. In addition, consistent product reliability in maintaining the quality of each bottle strengthens consumer trust in the brand. A positive impression of quality also emerges through a good consumption experience and brand reputation, encouraging loyalty and repurchases. Overall, product quality which includes performance, durability, suitability, features, reliability, and impression of quality proved to be a key factor in improving purchase decisions and A3 Fresh O2's competitive position in the bottled water market.

These findings are in line with previous research by (Kasakeyan et al., 2021) which states that product quality has a positive and significant influence on purchase decisions, especially on basic necessities such as bottled drinking water. Similar results were also revealed by (Purnomo & Hidayatullah, 2024), that consumers tend to choose products that provide high quality, durability, and reliability. Thus, this study strengthens the empirical evidence that improving product quality is a key strategy in improving consumer purchasing decisions for A3 Fresh O2.

3.2.3. Social Media Promotion Has a Positive and Significant Effect on A3 Fresh O2 Product Purchase Decisions

Promotion through social media plays an important role in shaping consumer perception and purchasing behavior, especially in today's digital era. For A3 Fresh O2, the use of social media such as Instagram, Facebook, and TikTok is the main means to reach consumers in Bondowoso Regency widely and efficiently. Social media not only functions as a communication tool, but also as an interactive marketing strategy that is able to increase brand awareness, build proximity, and influence consumer purchasing decisions for these bottled water products.

The results of the study show that social media promotion has a positive and significant effect on the purchase decision of A3 Fresh O2 products in Bondowoso Regency. Based on the indicators, engaging and entertaining content is a major factor in attracting attention and increasing consumer buying interest, through the presentation of short videos, customer testimonials, and healthy lifestyle messages that create emotional closeness to the audience. Active interaction between consumers and A3 Fresh O2 through comment columns, direct messages, and Q&A sessions also strengthens trust and good relationships with customers. Furthermore, the content of complete, relevant, and informative messages about health benefits, prices,

purchase locations, and purchase interest promos helps consumers obtain the information they need to make rational decisions. In terms of consistency, regular activities in uploading new content, sharing consumer experiences, and introducing product innovations build a professional brand image and show a commitment to customer satisfaction. Meanwhile, appreciation for consumer feedback through quick, friendly, and solutive responses strengthens positive experiences and brand loyalty. Overall, social media promotion strategies that combine engaging content, active interaction, informative messages, communication consistency, and customer attention have proven to be effective in improving purchasing decisions, strengthening trust, and building A3 Fresh O2's image as a quality bottled water brand that is close to consumers.

These findings are in line with the results of research conducted by (Effendy et al., 2021) and Naomi Janice Jesslyne et al. (2022) who stated that promotion through social media has a positive and significant effect on purchasing decisions because it creates closeness and trust between consumers and brands. Research results by (Ditahardiyani & Hartoni, 2023) It also supports these findings, that active interaction and informative content in social media can increase buying interest and purchasing decisions for packaged beverage products. Thus, this study strengthens the evidence that social media promotion is one of the effective strategies for A3 Fresh O2 in expanding the market and improving purchasing decisions in the Bondowoso community.

3.2.4. Price Has a Positive and Significant Effect on the Interest in Buying A3 Fresh O2 Products

Price is the main driver of interest in buying A3 Fresh O2 bottled water products in Bondowoso Regency, with a focus on consumer perception of four main price indicators. Empirical findings confirm that positive price perceptions not only affect product evaluations cognitively, but also shape emotional attitudes that lead to repeated purchase decisions.

The results of the study show that price has a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. This means that the better the consumer's perception of the price aspect, the higher their interest in buying the product. Consumers consider that the price of A3 Fresh O2 reflects the balance between affordability, quality, and benefits obtained, thus driving conscious and repeated purchasing decisions.

From the price affordability indicator, the findings show that most respondents feel that the price of A3 Fresh O2 is quite affordable and in accordance with the purchasing power of the Bondowoso people, especially the lower middle class. Prices that are not too high make consumers feel comfortable and unburdened when buying, so it is a key factor in fostering interest in trying and consuming products sustainably. This affordability also gives the impression that A3 Fresh O2 is a product of economic value without sacrificing quality.

In the indicator of price conformity with product quality, the results of the study show that consumers consider the price set to be commensurate with the quality of the product offered. A3 Fresh O2 is considered to have clean, fresh, and safe water quality for consumption, with hygienic and practical packaging. The perception that the price paid is proportional to the quality of the product reinforces consumers' trust in this brand, thus indirectly increasing their desire to buy back or recommend the product to others.

Meanwhile, from the aspect of price competitiveness, the results of the analysis show that the price of A3 Fresh O2 is able to compete with other bottled water brands in the market. Consumers view the price of A3 Fresh O2 as relatively equivalent, even in some cases more economical than competitor products. This condition provides a competitive advantage for A3 Fresh O2 in attracting the attention of price-sensitive consumers, especially in a highly competitive market. Thus, price competitiveness is one of the important factors that strengthens the product's position in the local market of Bondowoso.

Furthermore, in the indicator of price conformity with benefits, consumers feel that the price paid is appropriate for the benefits received, both in terms of water quality, ease of getting products, and health value obtained. Consumers consider that buying A3 Fresh O2 provides real benefits such as maintaining body hydration and supporting a healthy lifestyle. This added value makes them feel satisfied and encouraged to make a repurchase.

These findings are in line with previous studies by (Lisdayanti, 2025; D. M. H. Putri et al., 2024; Rahma Annisa & Pontjo Bambang, 2023) studies on bottled water that show price has a positive and significant effect on purchasing decisions through affordability and quality suitability, as well as research (Viola et al., 2023) which emphasizes price competitiveness as a driver of interest in buying FMCG products.

3.2.5. Product Quality Has a Positive and Significant Effect on Interest in Buying A3 Fresh O2 Products

Product quality is the dominant variable in shaping the interest in purchasing bottled drinking water such as A3 Fresh O2 in the local market of Bondowoso Regency, with Garvin's dimension that includes performance to perceived quality consistently driving consumer decisions from evaluation to loyalty.

The results of the study show that product quality has a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. The higher the consumer's perception of product quality, the greater their interest in buying and consuming regularly. Consumers rated A3 Fresh O2 as a

superior product in meeting healthy drinking water standards, thus strengthening its position as the main choice in the local market.

In the performance indicator, respondents stated that A3 Fresh O2 consistently provides clean, fresh, and effective drinking water to meet daily hydration needs. This optimal performance makes consumers feel satisfied with the main functions of the product, thus increasing the desire to repurchase as a reliable daily drinking water solution.

The durability indicator indicates that A3 Fresh O2 packaging has a long shelf life and is resistant to damage during distribution and storage. Consumers appreciate the durability of the packaging that prevents leaks or contamination, which in turn reinforces the perception that these products are worth buying for long-term use without worrying about quality degrading.

From the aspect of conformance to specifications, the findings indicate that A3 Fresh O2 meets food quality standards such as ideal pH levels, low TDS, and sterile packaging. This conformity provides a sense of security for consumers, so that it becomes a determining factor in building purchasing interest among health-conscious people.

Meanwhile, the features indicator received high appreciation thanks to its practical packaging, ergonomic design, and preservation technology that maintains freshness of water. These features not only facilitate daily consumption but also add visual appeal, encouraging consumers to choose A3 Fresh O2 over competitors.

In the reliability dimension, consumers trust the consistency of A3 Fresh O2 quality between production batches, with the same taste and purity always being the same. This reliability reduces the risk of disappointment and increases the likelihood of repeat purchases, especially for loyal consumers in Bondowoso.

Finally, the perceived quality indicator is formed from positive experiences, brand reputation, and local testimonials, which strongly influence the perception of product premium. This impression of superior quality is the main emotional driver in increasing purchase interest and long-term consumer loyalty.

These findings are in line with previous research by (Damanik, 2023; D. M. H. Putri et al., 2024; Rifani et al., 2023) Study on Bottled Water Club which shows that product quality has a significant positive effect on repurchase interest through reliability and Conformance, as well as research (Amelia, 2025) which confirms Garvin's dimensions such as Performance and Durability as the main driver of interest in buying bottled drinking water products.

3.2.6. Social Media Promotion Has a Positive and Significant Effect on Interest in Buying A3 Fresh O2 Products

Social media promotion as a powerful digital marketing tool to increase interest in buying A3 Fresh O2 in Bondowoso Regency, with indicators such as interactive content and responsiveness forming an engagement ecosystem that drives conversion from awareness to actual purchases. The results of the study show that social media promotion has a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. The more effective the promotional strategy on digital platforms, the higher the interest of consumers in buying the product. Consumers respond positively to relevant promotional content, thus speeding up the process of brand recognition and purchase decisions.

On the indicators of interesting and entertaining content, respondents appreciated the short videos, health tips, and stories of the production of A3 Fresh O2 that went viral on social media. This kind of content manages to attract attention and increase likes and shares, thus encouraging buying interest through educational entertainment. Indicators of interaction between consumers and sellers stand out through the A3 Fresh O2 team's quick response to questions and feedback in comments or DMs. This two-way interaction builds trust and satisfaction, which directly increases consumers' desire to try products.

From the aspect of complete and relevant message content, the A3 Fresh O2 promotion presents clear information on health benefits, prices, promos, and purchase locations. This structured messaging helps consumers in Bondowoso make quick decisions, thus strengthening purchase interest. Meanwhile, the consistency and activity of the account is reflected in the regular posting of testimonials, promo updates, and healthy tips. These daily activities maintain brand visibility and high engagement, encouraging consumers to follow and buy impulsively.

In the indicators of appreciation and response to consumer feedback, the A3 Fresh O2 team kindly responds to praise and criticism, often with thanks or solutions. This responsiveness strengthens emotional connections and increases loyalty, thus triggering repurchases.

These findings are in line with research by (Sekarwangi et al., 2022) and (Mochtar et al., 2022) Promotional studies Posted on Instagram Le Minerale and Aqua which showed a significant positive influence on buying interest in bottled water through viral content and interactions, as well as research (Watts, 2025) that emphasizes the consistency of posts as well as responses Feedback as a key factor Commitment and purchase conversions.

3.2.7. Purchase Interest Has a Positive and Significant Effect on Purchase Decisions of A3 Fresh O2 Products

Purchase interest as an essential mediator in the decision-making process of purchasing A3 Fresh O2 in Bondowoso Regency, follows the AID model that transforms the initial perception into a purchase commitment through attention, interest, desire, and price and quality evaluation. The results of the study showed that purchase interest had a positive and significant effect on the purchase decision of A3 Fresh O2 products in Bondowoso Regency. The stronger the consumer's interest in the product, the higher the likelihood that they will make a purchase. This process reflects the gradual conversion of initial awareness into tangible action through the AID (Attention-Interest-Desire) stage.

On the attention indicator, consumers are attracted to the modern packaging of A3 Fresh O2 and the slogan "oxygen-rich water for fresher living" that appears through visual promotions in stores or social media. This initial attention became the first entry point that sparked further exploration, thus increasing the chances of spontaneous purchase decisions. The interest indicator shows that consumers are increasingly curious about the benefits of oxygenated water compared to conventional mineral water, especially after knowing the oxygen content that supports health. This interest extends the time of product evaluation and strengthens the intention to buy as a differentiated option in the local market. From the desire aspect, respondents expressed a strong urge to try A3 Fresh O2 after seeing positive reviews or testimonials about freshness and increased concentration. This emotional desire is a key driver of the transition from interest to actual purchase, especially for consumers looking for additional health benefits.

Meanwhile, the price perception indicator influences consumers in assessing the balance between the price of A3 Fresh O2 and its oxygen benefits. A reasonable price perception compared to competitors speeds up a purchase decision, while an unreasonable premium price can hinder the conversion of interest into action. In the product quality perception indicator, consumers rated A3 Fresh O2 as superior through clear water, fresh taste, hygienic packaging, and a guaranteed production process. This perception of high quality strengthens the final belief, so that buying interest leads to loyalty and repeat purchases at Bondowoso. These findings are in line with research by (Harto & Munir, 2021; Rahma Annisa & Pontjo Bambang, 2023; Welsa et al., 2022) which proves buying interest as a significant intervention of price and quality on the purchase decision of bottled water, as well as the analysis of the AIDA model on Aqua which shows a strong influence attention-desire to buy conversions in East Java.

3.2.8. Price Has a Positive and Significant Effect on the Purchase Decision of A3 FRESH O2 Products Through Purchase Interest as an Intervening Variable

The results of the study show that the price variable has a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. These findings are supported by Kotler and Keller's theory which states that price is the main marketing element that shapes consumers' perceived value, where reasonable and quality-appropriate prices drive purchase decisions. This means that the better the consumer perception of the price policy implemented, the higher their interest in buying the product. Consumers consider that the price of A3 Fresh O2 offered is in accordance with expectations and provides value commensurate with the benefits obtained, both in terms of quality, packaging, and promised health benefits.

The first indicator, price affordability, plays an important role in increasing the attractiveness of the product. The results of the survey and analysis show that most consumers feel that the price of A3 Fresh O2 is still within the range of their purchasing power. This makes this product more acceptable not only by the upper middle segment, but also by people with lower middle incomes. The affordability of this price creates a positive perception that A3 Fresh O2 is an economical drinking water choice but still has high health value.

Furthermore, the indicator of price conformity with product quality has also been proven to have a positive contribution to purchase interest. Consumers consider the price paid to be commensurate with the quality of clean, fresh, and hygienic drinking water. With good quality perception, consumers not only feel satisfied after buying, but also tend to show interest in rebuying. This factor strengthens loyalty to the A3 Fresh O2 brand and provides a competitive advantage in the local market.

The price competitiveness indicator also strengthens the findings of the positive influence of prices on buying interest. In the midst of competition with various other bottled water brands, the relatively competitive price of A3 Fresh O2 is a key factor in attracting new consumers. This product is able to stand on par with well-known brands because it offers similar values and benefits at a friendlier price. Consumers who are sensitive to price comparisons show a positive response to the price strategy applied, so their interest in trying and buying increases significantly.

The indicator of price suitability with benefits is the last aspect that also affects shaping purchase interest. Consumers feel that the price paid is balanced by the health benefits obtained from the consumption of oxygenated water, such as a fresher body and increased concentration. Awareness of these health benefits strengthens consumers' perceived value of products, making A3 Fresh O2 not just drinking water, but part of a healthy daily lifestyle.

In terms of purchase interest, respondents showed clear stages ranging from attention to desire to buy. The initial interest arose due to modern packaging design and promotional messages emphasizing the benefits

of oxygen for the body. When consumers judge that the price of a product is proportional to its quality and benefits, the purchase interest is stronger. In other words, a positive price perception encourages curiosity, the desire to try, and the decision to buy.

Overall, the results of this study emphasize that the right pricing strategy, namely an affordable, competitive, and in accordance with the quality and benefits of the product, has a real impact on increasing interest in purchasing A3 Fresh O2. These findings are in line with previous research such as (Rahma Annisa & Pontjo Bambang, 2023) that found that prices had a significant positive effect on purchase intention; Squirting (2025) About the perception of price on buying interest E-commerce; Sumaa et al., (2021) which states that positive price perception influences purchasing decisions. and studies (Lisdayanti, 2025; D. M. H. Putri et al., 2024; Sumaa et al., 2021) which proves the price is significant to the buying interest. Therefore, companies need to continue to maintain a balance between price, quality, and value benefits in order to maintain consumer attractiveness while expanding market share in Bondowoso Regency.

3.2.9. Product Quality Has a Positive and Significant Effect on the Purchase Decision of A3 Fresh O2 Products Through Purchase Interest as an Intervening Variable

The results of the study show that product quality variables have a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. These findings are supported by Garvin's theory of product quality dimensions which include performance, durability, conformance, features, reliability, and perceived quality, where superior quality shapes consumer trust and drives purchase decisions through the fulfillment of functional and emotional expectations. This means that the higher the consumer's perception of clean water quality, durable packaging, and unique oxygen features, the stronger their interest in buying the product on a regular basis.

Performance indicators play a major role in building initial positive perceptions. Consumers consider A3 Fresh O2 superior because of its ability to provide fresh, contaminant-free, and optimal drinking water for daily hydration in the hot Bondowoso climate. The survey results confirm that this performance fulfills its main function as healthy drinking water, thereby increasing consumer attention to products amid other local choices.

Furthermore, durability and conformance to specifications strengthen consumer confidence. Strong packaging, leak-resistant, and long shelf life until expiration ensure that quality is maintained during distribution and storage in Bondowoso stalls. Products that meet pH, TDS, and hygiene standards from BPOM create a sense of security, encouraging deeper interest because consumers are confident in the consistency of the quality of each bottle.

Features and reliability indicators also contribute significantly to the desired stage. Features such as practical bottle design, attractive packaging with the slogan "oxygen-rich water", and modern packaging technology make the product stand out, while batch-to-batch reliability guarantees the same fresh taste as well as purity. Consumers who hear positive testimonials increasingly want to try health benefits such as increased concentration, so that buying interest increases sharply.

The perceived quality is the peak of influence, which is formed from experience, brand reputation, and local promotion. This positive impression not only affects the perception of price where consumers feel the price is worth the premium quality but also the overall perception of quality, accelerating the transition from attention to repeat purchase.

Overall, the results of this study confirm that the quality of Garvin's comprehensive A3 Fresh O2 products has a real effect on increasing purchase interest in the Bondowoso market. These findings are in line with previous research such as (Amelia, 2025) which proves the quality of the product is significant to purchase intention; (Puspitasari & Aprileny, 2022) about the influence of quality on purchasing decisions; Drinking Water Study (E. R. Putri, 2024; Rahma Annisa & Pontjo Bambang, 2023) that show positive qualities towards reinterest; Research (Rahma Annisa 2023) about the dominant quality in buying interest; and (E. R. Putri, 2024; Rahma Annisa & Pontjo Bambang, 2023) which confirms the partial influence of quality on consumers. Therefore, companies are advised to maintain high quality standards to expand local market share.

3.2.10. Social Media Promotion Has a Positive and Significant Effect on The Purchase Decision of A3 Fresh O2 Products Through Purchase Interest as an Intervening Variable

The results of the study show that social media promotion has a positive and significant effect on the interest in purchasing A3 Fresh O2 products in Bondowoso Regency. These findings are supported by AIDA (Attention-Interest-Desire-Action) theory in digital marketing, where promotions through social media effectively trigger the consumer's journey from initial attention to purchase decision through interactive content and message personalization. This means that the more attractive and responsive the promotional strategy on platforms such as Instagram and TikTok, the higher the interest of local consumers to buy these oxygenated drinking water products.

Indicators of interesting and entertaining content play a major role in building consumer attention. A short video about the freshness of A3 Fresh O2, health tips, and production stories managed to attract audiences in Bondowoso who are actively surfing social media. This kind of content not only increases views

and shares, but also creates initial awareness that encourages consumers to pay attention to the product among local competitors.

Furthermore, the interaction between consumers and sellers and appreciation of feedback strengthens the levels of interest and desire. Quick responses to questions, complaints, or compliments in the comments section build trust and emotional connection, so consumers feel valued. This has been proven to increase engagement rates, where consumers who interact are more likely to want to try products after seeing authentic testimonials from other users.

Complete and relevant message content indicators also contribute significantly by providing clear information about the benefits of oxygen, prices, promos, and buying locations in Bondowoso. This structured message addresses consumers' doubts regarding price and quality perceptions, making them confident that A3 Fresh O2 is worth its health value. The consistency of this message accelerates the transition from interest to desire, especially for consumers who compare it to regular mineral water.

Consistency and account activity are the foundation for the long term, with regular posts such as promo updates and testimonials maintaining relevance on the audience's timeline. This daily activity not only enhances the perception of product quality through clear water visuals and modern packaging but also forms loyalty, where consumers gradually value the price of the product as a reasonable health investment.

Overall, the results of this study emphasized that interactive, consistent, and consumer-oriented social media promotion had a real effect on increasing interest in buying A3 Fresh O2. These findings are in line with previous research such as (Amelia, 2025) About Effectiveness Social Media Marketing; (E. R. Putri, 2024) on the influence of interactive content on purchase intention; Study (Watts, 2025; Welsa et al., 2022) that proves the promotion Posted on Instagram significant to the interest in buying packaged beverages; and (Welsa et al., 2022) that confirms positive account activity affects desire bottled water consumers. Therefore, the company is advised to optimize its digital strategy to expand its market share in Bondowoso.

3.2.11. Purchase Intention as an Intervening Variable in Purchase Decisions

Purchase intention is a crucial intervening variable in understanding the consumer decision-making process. Conceptually, purchase intention is defined as the subjective likelihood of an individual to purchase a particular product or service within a certain period of time in the future (Dodds et al., 2020). In the Stimulus-Organism-Response (SOR) framework, purchase intention functions as the "organism" element that bridges external stimuli (such as brand image and promotions) with the final behavioral response in the form of a purchase decision (Mehrabian & Russell, 2021).

4. CONCLUSION

Based on the results of the analysis, several conclusions can be drawn as follows:

- a. Price has a positive and significant effect on the purchase decision of A3 Fresh O2 products. The more affordable and competitive the price set according to the purchasing power of Bondowoso consumers, the greater their tendency to choose this product as daily drinking water.
- b. Product quality has a positive and significant effect on the purchase decision of A3 Fresh O2 products. Consumers will be more confident and decide to buy if clear water quality, hygienic packaging, and oxygen features are considered to meet the expected health standards.
- c. Social media promotion has a positive and significant effect on purchasing decisions for A3 Fresh O2 products. Interactive promotions through engaging content and quick response on digital platforms can increase awareness and encourage consumers to buy products directly.
- d. Price has a positive and significant effect on the purchase interest of A3 Fresh O2 products. Reasonable and commensurate pricing triggers the perception of positive value, thereby increasing the initial interest of consumers to try products.
- e. Product quality has a positive and significant effect on the interest in purchasing A3 Fresh O2 products. Superior quality in performance, reliability, and perceived quality builds trust, encouraging interest and desire levels towards stronger buying interest.
- f. Social media promotion has a positive and significant effect on the interest in purchasing A3 Fresh O2 products. Entertaining content, two-way interactions, and relevant messages on social media accelerate AIDA's process from attention to desire to purchase a product.
- g. Purchase interest has a positive and significant effect on the purchase decision of A3 Fresh O2 products. The interest formed from positive perceptions directly encourages consumers to realize the purchase of A3 Fresh O2 products in the local market.
- h. Price has a positive and significant effect on the purchase decision of A3 Fresh O2 products through purchase interest as an intervening variable. Buying interest strengthens the relationship between price and purchase decisions by turning the perception of affordability into a real purchase drive.
- i. Product quality has a positive and significant effect on the purchase decision of A3 Fresh O2 products through purchase interest as an intervening variable. Interest triggered by superior quality creates a strong mediation effect, so the perception of high-quality leads to repeat consumer purchases.

- j. Social media promotion has a positive and significant effect on the purchase decision of A3 Fresh O2 products through purchase interest as an intervening variable. Buying interest built through digital engagement produces a multiplier effect on purchase decisions, increasing the sales volume of A3 Fresh O2 in Bondowoso Regency.

Based on the results of this research, the following suggestions can be proposed:

- a. Advice for A3 Fresh O2 Company. The company is advised to continue to maintain a competitive and affordable pricing strategy according to the purchasing power of the Bondowoso people, while ensuring price compatibility with product quality and health benefits. Improve product quality through strict supervision of performance, durability, and conformance to specifications, including BPOM certification that is more prominent in packaging. Optimize social media promotions with daily interactive content, quick responses to consumer feedback, and collaborations with local influencers to strengthen AIDA's stages to interest and purchase decisions.
- b. Suggestions for Further Research. Future research can expand its coverage to other districts in East Java to compare the influence of variables on urban versus rural markets. Integrate moderation variables such as age, income, or frequency of social media use to test model consistency. Use the mixed-methods method with in-depth interviews to explore the role of purchasing interest as an intervening from a qualitative perspective. Additionally, compare the effectiveness of social media promotion with offline channels such as local TV ads or stall banners for an integrated marketing strategy.

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