

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND PRICE ON PURCHASE DECISIONS WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE ON CUSTOMERS OF MUTIARA FASHION STORE LAMONGAN

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ABSTRACT

Social media marketing and price on purchasing decisions, with customer satisfaction as a mediating variable, on customers of Mutiara Fashion Store in Lamongan. The research method used is quantitative, with data collection techniques through questionnaires distributed to 109 respondents using the slovin formula. Data analysis was carried out using the Partial Least Square (PLS) approach. The results of the study indicate that social media marketing and price significantly influence purchasing decisions. Customer satisfaction is proven to be a significant mediating variable between social media marketing, price, and purchasing decisions. This study provides theoretical contributions in broadening insights related to marketing strategies through social media, pricing, and increasing customer satisfaction to support purchasing decisions. The practical implications of this study are to provide recommendations for Mutiara Fashion Store in increasing competitiveness through effective marketing strategies and competitive pricing policies.



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INTRODUCTION

The fashion industry in Indonesia has experienced rapid development to become one of the most profitable sectors. Initially, this industry followed Western style trends in design, materials, production processes, and equipment used. Today, fashion not only meets primary needs, but also plays a key role in driving national economic growth. The fashion sector contributes around 15% of the creative industry in Indonesia, with more than 24% of workers in the creative sector working in this field.

According to Ramdan (2023), social media marketing is a marketing process that encourages individuals to promote goods and services through online platforms such as websites and social media. Social media marketing allows direct interaction with the community, providing greater marketing opportunities compared to conventional methods. Promotion through social media allows businesses to create engaging content such as videos, images, and user reviews, which can increase the appeal of products in the eyes of consumers.

Hikolo et al. (2023) defines price as the exchange value in the form of money or other goods, which is determined by individuals or groups at a certain time and place. Price factor is often the main consideration for consumers before making a purchase. A reasonable and competitive price can significantly influence purchasing decisions, especially if consumers feel the value of the product is commensurate with the price paid. The purchasing decision process involves steps starting from identifying needs, searching for product information, considering various options, and finally making a

decision to buy. Customer satisfaction is also an important indicator in maintaining customer loyalty. Satisfied customers tend to repurchase products and recommend them to others. In this context, customer satisfaction acts as a mediator between social media marketing strategies and price factors on purchasing decisions.

Mutiara Fashion Store is an e-commerce business that sells fashion products, the owner of this store is Inayatus Putri. This store is located in Lamongan Regency, precisely in Rejotengah Village, while this store also offers a variety of choices of the latest gamis and fashion at pocket-friendly prices. In addition, the increasing level of competition in the world of e-commerce makes this store need to strengthen its marketing strategy to maintain customer appeal. The researcher hopes that this study will provide new information to this store in optimizing marketing through social media and pricing strategies in order to increase customer satisfaction. Although active on social media, the challenge of price remains a concern for Mutiara Fashion Store, because customers often compare prices with other stores before buying.

Despite being active on social media, the price challenge remains a concern for Mutiara Fashion Store, as customers often compare prices with other stores before purchasing. In this situation, the store must offer competitive prices without compromising on quality, thus requiring an effective pricing strategy to attract customers and maintain customer satisfaction.

The researcher hopes to gain a better understanding of how social media marketing and price can influence customer purchasing decisions and the mediating role that customer satisfaction plays in the relationship. In addition, the researcher also hopes to provide recommendations for fashion pearl stores, in designing more effective marketing strategies and increasing customer satisfaction levels. This study also focuses on the direct impact of these variables, but also on how the relationship between variables can influence each other in creating optimal purchasing decisions. Therefore, the researcher will conduct research using "social media marketing and price variables on purchasing decisions, and customer satisfaction as a mediating variable".

RESEARCH METHODS

The form of research used in this study is a quantitative research method. Data analysis techniques using SEM-PLS 3 with data analysis methods used in this study are measurement models (Outer Model) Convergent Validity Test, Discriminant Validity, Reliability Test, Structural Model (Inner Model) Determination Coefficient (R-Square), Path Coefficient, Hypothesis Test, Mediation Test. The population in this study amounted to 150, using the Slovin formula the following sample values were obtained :

$$n = \frac{N}{1+Ne}$$

$$n = \frac{150}{1+150 (0,05)^2}$$

$$n = \frac{150}{1+150 (0,0025)}$$

$$n = \frac{150}{1+0,375}$$

$$n = 109$$

So it can be seen that the sample formula using the Slovin technique in this study amounted to 109 respondents.

RESULTS AND DISCUSSION

Measurement model (Outer Model)

Validity Test

Conveirgein validity

Convergent validity test is used as a measure of the indicators in each variable by looking at the outer loading value, where if the outer loading value is > 0.07 then it is declared valid. The following are the test results using SmartPLS 3 software :

Table

Table 1 Outer Loading Results

Indikator	Hasil Outer Loading	Rate Of Thumb	Keterangan
X1	0.656	0.700	Valid
X1.2	0.771	0.700	Valid
X1.3	0.856	0.700	Valid
X1.4	0.835	0.700	Valid
X2	0.697	0.700	Valid
X2.2	0.779	0.700	Valid
X2.3	0.830	0.700	Valid
X2.4	0.749	0.700	Valid
Y1	0.618	0.700	Valid
Y1.2	0.710	0.700	Valid
Y1.3	0.781	0.700	Valid
Y1.4	0.786	0.700	Valid
Z1	0.758	0.700	Valid
Z1.2	0.806	0.700	Valid
Z1.3	0.848	0.700	Valid
Z1.4	0.754	0.700	Valid
Z1.5	0.704	0.700	Valid

SmartPLS 3 Processed Data (2024)

Based on the test results above, it can be seen that the variable indicators that have an outer loading value > 0.7 are declared valid while the outer loading value > 0.5 can also be said to be quite adequate according to Putri et.al (2020). valid according to the results in table 4.8 outer loading results.

Discriminant Validity

In Discriminant Validity testing, it is done in two ways, the first is by looking at the cross loading value and the second is by looking at the Average Variance Extracted (AVE) value, using the first method through cross loading, if the cross loading value of the indicator meets the discriminant validity. The following are the test results using SmartPLS 3 software :

Table 2 Cross Loading Results

Indikator	Sosial Media Marketing (X1)	Harga (X2)	Keputusan Pembelian (Y)	Kepuasan Pelanggan (Z)
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X1	0.656	0.167	0.139	0.190
X1.2	0.771	0.229	0.176	0.254
X1.3	0.856	0.448	0.235	0.452
X1.4	0.835	0.414	0.413	0.400
X2	0.359	0.697	0.473	0.493
X2.2	0.357	0.779	0.460	0.483
X2.3	0.333	0.830	0.506	0.531
X2.4	0.298	0.749	0.555	0.407
Y1	0.218	0.405	0.618	0.214
Y1.2	0.180	0.480	0.710	0.288
Y1.3	0.266	0.458	0.781	0.535
Y1.4	0.305	0.544	0.786	0.607
Z1	0.375	0.519	0.518	0.758
Z1.2	0.349	0.419	0.564	0.806
Z1.3	0.346	0.434	0.542	0.848
Z1.4	0.342	0.517	0.356	0.754
Z1.5	0.311	0.554	0.327	0.704

Data Processed SmartPLS 3 (2024)

From the table above, it shows that the Cross Loading value <0.9 , then each variable has good or valid discriminant validity. Because it can be said to be valid if the Heterotrait - Monotrait Ratio Of Correlation (HTMT) value <0.9 .

Average Variance Extracted (AVE)

In addition to analyzing the cross loading value, testing is also carried out by comparing the Average Variance Extracted (AVE) value of each variable with the correlation between variables. If the AVE value is greater than the correlation between variables, then the variable can be categorized as having good discriminant validity. In this analysis, the AVE value is recommended to exceed 0.5 in order to meet the established criteria. The following are the test results obtained :

Table 3 Results of Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Keterangan
Sosial Media Marketing (X1)	0.614	Valid
Harga (X2)	0.586	Valid
Keputusan Pembelian (Y)	0.528	Valid
Kepuasan Pelanggan (Z)	0.602	Valid

Data Processed by Smart PLS 3 (2024)

The table above shows that the AVE value for each variable of social media marketing, price, purchasing decision and customer satisfaction tested has an Average Variance Extracted (AVE) value >0.5 , so it can be said that all variables in this study meet the discriminant validity criteria measured by the AVE test.

Reliability Test

Reliability test is conducted by analyzing Cronbach's alpha value to measure internal consistency and composite reliability to assess the actual reliability of a construct or variable. A construct is declared reliable if the composite reliability value obtained is greater than >0.700 .

Composite Reliability

Table 4 Reliability Results

Variabel	Composite Reliability (rho_A)	Composite Reliability (rho_c)	Keterangan
Sosial Media Marketing (X1)	0.864	0.863	Realibel
Harga (X2)	0.764	0.849	Realibel
Keputusan Pembelian (Y)	0.732	0.816	Realibel
Kepuasan Pelanggan (Z)	0.837	0.883	Realibel

Data Processed by Smart PLS 3 (2024)

From the results in the table above, it is known that the variables of social media marketing, price, purchasing decisions and customer satisfaction in this study have a composite reliability value > 0.7, which means that all variables in this study are reliable.

Cronbach's alpha

Tabel 5 Cronbach's alpha Results

Variabel	Cronbach's alpha	Keterangan
Sosial Media Marketing (X1)	0.805	Realibel
Harga (X2)	0.762	Realibel
Keputusan Pembelian (Y)	0.710	Realibel
Kepuasan Pelanggan (Z)	0.833	Realibel

Smart PLS 3 Processed Data (2024)

Based on the table above, the test results show that each variable in this study has a Cronbach's alpha value of more than > 0.7. This indicates that all variables tested meet the reliability criteria.

Structural Model (Inner Model)

Coefficient of Determination (R-Square)

Tabel 6 R-Square Results

Variabel	R-Square	Keterangan
Y Keputusan Pembelian	0.488	Lemah
Z Kepuasan Pelanggan	0.429	Lemah

Smart PLS 3 Processed Data (2024)

Based on the results of the analysis using SmartPLS 3 software, it can be explained that (1) the purchasing decision variable has an R-Square value of 0.488 or 48.8% which is included in the "weak" category, so that in order to increase purchasing decisions, independent variables or variables such as

social media marketing and price must be increased. (2) the customer satisfaction variable has an R-Square value of 0.429 or 42.9% which is also included in the "weak" category, so that in order to increase customer satisfaction, independent variables such as social media marketing and price must be increased again. By increasing these independent variables, it is hoped that customer satisfaction and purchasing decisions can reach a higher category.

Path Coefficient

Path Coefficient testing is a direct test between two variables, namely the independent variable and the dependent variable without going through the mediating variable to see the direction of the relationship. The influence interval between variables can be said to have a positive effect if the original sample value is > 0 , but if the original sample value is < 0 then it is stated as negative.

Tabel 7 Path Coefficient Results

Pengaruh Variabel	Original Sampel	Arah Hubungan
X1 Sosial Media Marketing - Y Keputusan Pembelian	-0.002	Negatif
X1 Sosial Media Marketing - Z Kepuasan Pelanggan	0.210	Positif
X2 Harga – Y Keputusan Pembelian	0.453	Positif
X2 Harga - Z Kepuasan Pelanggan	0.534	Positif
Z Kepuasan Pelanggan - Y Keputusan Pembelian	0.320	Positif

Data Processed Smart PLS 3 (2024)

Based on the results of the Path Coefficient, the relationship between social media marketing and purchasing decisions is not significant with a coefficient of -0.002 (P-Value 0.983), indicating that changes in social media marketing have almost no effect on purchasing decisions. While social media marketing has a significant relationship with customer satisfaction with a coefficient of 0.210 (P-Value 0.014), which means that an increase in social media marketing will increase customer satisfaction. In addition, price has a significant effect on purchasing decisions with a coefficient of 0.453 (P-Value 0.001) and on customer satisfaction with a coefficient of 0.534 (P-Value 0.000), indicating that an increase in the price variable will increase both purchasing decisions and customer satisfaction. Customer satisfaction also has a significant effect on purchasing decisions with a coefficient of 0.320 (P-Value 0.020), which means that an increase in customer satisfaction will increase purchasing decisions.

Hypothesis Testing

The variable criteria can be stated to have a significant influence, either directly or indirectly, if the t-statistic value is > 1.98 . If the t-statistic value is < 1.98 , then the variable is considered to have no significant influence. In addition to using t-statistics, significant influence on direct and indirect relationships can also be determined by the p-value. If the p-value is < 0.05 (5%), then the relationship is stated to be significant.

Table 8 Hypothesis Testing

Variabel	T Statistics ($ O/STDV $)	P Values	Keterangan
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X1 Sosial Media Marketing - Y Keputusan Pembelian	0.021	0.983	Negatif dan Tidak Signifikan
X2 Harga - Y Keputusan Pembelian	3.318	3.318	Positif dan Signifikan

Data Processed Smart PLS 3 (2024)

Based on the test results using SmartPLS 3 on 109 respondents, it can be concluded that, (1) Social Media Marketing (X1) does not have a significant effect on Purchasing Decisions (Y) with a P-value of $0.983 > 0.05$ and a t-statistic of $0.021 < t\text{-table } 1.98$ so that the hypothesis is rejected, (2) Price (X2) has a positive and significant effect on Purchasing Decisions (Y) with a P-value of $0.000 < 0.05$ and a t-statistic of $3.318 > t\text{-table } 1.98$ so that the hypothesis is accepted.

Mediation Test

Mediation testing is used to show the relationship between independent variables and dependent variables on the mediation variable. This indirect effect is obtained by calculating the effect of the dependent variable on the mediation variable, by multiplying the intervening variable by the independent variable. The connecting or mediating variable in this study is customer satisfaction as a mediating variable.

Table 9 Mediation Test

Variabel	T Statistics	P Values	Keterangan
X1 Sosial Media Marketing – Z Kepuasan Pelanggan – Y Keputusan Pembelian	1.686	0.092	Negatif dan Tidak Signifikan
X2 Harga - Z Kepuasan Pelanggan – Y Keputusan Pembelian	2.048	0.041	Positif dan Signifikan

Data Diolah *Smart PLS 3* (2024)

Berdasarkan hasil uji mediasi, dapat disimpulkan bahwa: (1) Sosial Media Marketing (X1) terhadap Keputusan Pembelian (Y) melalui Kepuasan Pelanggan (Z) memiliki nilai t-statistic sebesar $1,686 < t\text{-tabel } 1,98$ dan P-value sebesar $0,092 > 0,05$, sehingga hubungan tersebut negatif dan tidak signifikan; (2) Harga (X2) terhadap Keputusan Pembelian (Y) melalui Kepuasan Pelanggan (Z) memiliki nilai t-statistic sebesar $2,048 > t\text{-tabel } 1,98$ dan P-value sebesar $0,041 < 0,05$, sehingga hubungan tersebut positif dan signifikan.

Picture

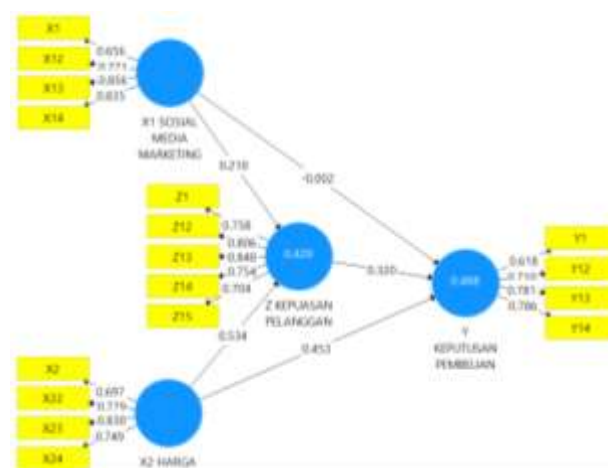


Figure 1 PLS Diagram

The figure above shows the relationship between the independent variables and the dependent variables and the indicators of each variable with the research variables as well as the relationship between the social media marketing variables and prices on purchasing decisions through customer satisfaction as a mediating variable at the Lamongan fashion pearl shop.

CONCLUSION

Based on the results of data analysis through PLS (Partial Least Square) using SmartPLS 3 software, the conclusion of this study is: Social media marketing (X1) does not have a significant effect on purchasing decisions (Y) so the hypothesis is rejected. Price (X2) has a positive and significant effect on purchasing decisions (Y) so the hypothesis is accepted. Social media marketing (X1) on purchasing decisions (Y) has a negative and insignificant effect through customer satisfaction (Z) so the hypothesis is rejected. Price (X2) on purchasing decisions (Y) has a positive and significant effect through customer satisfaction (Z) so the hypothesis is accepted.

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