
THE INFLUENCE OF SOCIAL MEDIA CONTENT, PRICE, AND PRODUCT QUALITY ON CONSUMER BUYING INTEREST IN FITRI AISYAH PERFUME



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Abstract

This study aims to analyze the influence of social media content, price, and product quality on consumer buying interest in Fitri Aisyah Perfume. The independent variables in this study are social media content, price, and product quality, while the dependent variable is consumer buying interest. This study uses a quantitative approach with a survey method. The sampling technique used purposive sampling with a total of 96 respondents who had seen or bought Fitri Aisyah Perfume products. Data were collected through questionnaire deployment and analyzed using multiple linear regression with a significance rate of 5%. The results of the study show that partially social media content, price, and product quality have a positive and significant effect on consumer buying interest. Simultaneously, these three variables also have a significant effect on buying interest. Product quality variables have the most dominant influence in increasing consumer buying interest. These findings indicate that a social media-based marketing strategy supported by appropriate pricing and good product quality can optimally increase consumer buying interest.

Keywords: Social Media Content, Price, Product Quality, Buying Interest

INTRODUCTION

Competition in the local perfume industry is getting tighter as more and more perfume brands from MSMEs use digital platforms to reach consumers. Fitri Aisyah Parfume, as one of the players in the local market, faces the challenge of how to differentiate herself in the midst of a rapid and diverse flow of content. Example of a problem: a brand's social media accounts are filled with similar product posts from competitors every day so that the brand message becomes drowned out and difficult to be accepted by the target audience.

Social media content is now the primary channel of marketing communication; however, the quality of the content in terms of creativity, consistency, and relevance often determines its effectiveness. Fitri Aisyah Parfume may produce a lot of posts, but if the content is not segmented for the right audience or does not highlight the unique advantages of the product, buying interest does not grow. Example: a competitor's viral TikTok video gets *high engagement* because of *storytelling*, while Fitri Aisyah's content only shows product photos without a narrative so few are interested in buying. The phenomenon of social media has become an integral part of the lives of modern society, including in the world of beauty and perfume. In the context of Fitri Aisyah Parfume, this phenomenon shows how social media is used as the main platform to promote products, build brand image, and interact directly with consumers. Social media such as Instagram, TikTok, and Facebook allow companies and individuals to spread information quickly and widely, increase brand awareness, and expand market reach.

One of the important aspects of this phenomenon is the use of engaging and creative visual content. Photos and videos featuring perfume products, user testimonials, and behind-the-scenes perfume making are the main strategies in attracting the attention of social media users. In addition, collaborations with influencers and beauty vloggers are also part of an effective marketing strategy, as they have a huge influence on their audience's purchasing decisions.

In addition to the marketing aspect, social media also serves as a platform to build community and customer loyalty. Through features such as comments, live streaming, and discussion groups, Fitri Aisyah Parfume can interact directly with customers, answer questions, and get valuable feedback. This helps companies to tailor products and services to market needs and increase consumer confidence.

This phenomenon in social media also poses challenges, such as increasingly fierce competition and the need to continue to innovate in content and marketing strategies. In addition, the issue of product authenticity and data security is also an important concern in maintaining customer reputation and trust, the social media phenomenon in Fitri Aisyah Parfume reflects a global trend where digitalization and social media are the main tools in building and developing the perfume business. Effective use of social media can increase visibility, strengthen relationships with customers, and drive sustainable business growth.

Table 1. Social Media Content Data on Buying Interest

Content Type	Click WhatsApp	DM Login	Incoming Order
Review Aroma	125	84	42
Testimoni	110	78	39
Promo Diskon	98	65	31
Before-After	160	115	55
Edukasi Aroma	140	92	47

Unboxing	120	85	40
Varian Terlaris	135	90	44
Promo Bundling	175	130	62

Based on table 1. Buying interest is measured through real consumer behavior, namely the number of WhatsApp clicks, incoming direct messages (DMs), and the number of orders generated from each type of content. The data shows that visual and persuasive content, such as *before-after perfume use*, *scent resistance education*, and *bundling promos*, result in higher purchase responses than regular informative content. This indicates that the quality and type of social media content play an important role in encouraging interest and consumer purchasing decisions of Fitri Aisyah Parfum Rantauprapat perfume.

Price is one of the sensitive purchasing decision factors, especially for perfume products that have a subjective perception of value. Pricing too high can reduce buying interest, while prices that are too low can raise suspicion of quality.

The phenomenon that exists in Fitri Aisyah offers big discounts to attract buyers, but consumers actually doubt the authenticity and durability of the fragrance because the price has dropped drastically in a short time. The phenomenon of fragrance in Aisyah's perfume is an event that attracts attention in the world of perfumes and fragrances. Haga, which refers to a specific signature scent or fragrance, is often the main focus in the creation of high-quality perfumes. In this context, Aisyah perfume shows a unique phenomenon where the resulting price scents are able to create a deep and alluring sensory experience for its users.

Table 2. Perfume Selling Price Data per Milliliter

No	Varian Parfum	Contents (mL)	Selling Price (Rp)	Price per mL (Rp)
1	Floral Fresh	10	35.000	3.500
2	Floral Fresh	30	95.000	3.167
3	Floral Fresh	50	145.000	2.900
4	Sweet Vanilla	10	38.000	3.800
5	Sweet Vanilla	30	105.000	3.500
6	Sweet Vanilla	50	160.000	3.200
7	Woody Musk	10	40.000	4.000
8	Woody Musk	30	115.000	3.833
9	Woody Musk	50	175.000	3.500
10	Fruity Bloom	10	34.000	3.400
11	Fruity Bloom	30	92.000	3.067
12	Fruity Bloom	50	140.000	2.800

Based on table 2, it presents data on the selling price of Fitri Aisyah Parfum Parfum Rantauprapat based on the size of the packaging and aroma variants calculated in units of price per milliliter. The presentation of the price per mL is used to provide a more objective overview of the economic value of the product and can be compared between variants and between packages. The data showed that there was a difference in price per mL influenced by the type of aroma and the size of the packaging, where larger packaging tended to have a lower price per mL.

This phenomenon in product quality can be explained through several important aspects. First, the quality of the raw materials used in making perfume greatly affects the fragrance produced. Natural ingredients such as flowers, spices, and certain resins are often the go-to choice for creating a distinctive, long-lasting haga scent. Second, the perfume manufacturing process that involves distillation, mixing, and maturation techniques also plays a big role in producing harmonious and alluring scents. In addition to the technical aspect, the phenomenon of haga in Aisyah's perfume is also influenced by psychological and cultural factors. Certain scents can evoke deep memories, emotions, and cultural identities. Therefore, this perfume is not only a scent, but also a symbol of identity and self-expression for its users. In the context of the market, this phenomenon shows that perfumes with a distinctive haga scent are able to attract the attention of consumers and create loyalty. The uniqueness of this scent is often the main selling point that distinguishes Aisyah's perfume from other similar products. In addition, innovations in the development of aromas also continue to be carried out to meet the ever-changing tastes and market trends.

Overall, the phenomenon of haga in Aisyah's perfume is a combination of technical expertise, uniqueness of raw materials, and psychological and cultural influences that make this perfume special and memorable. This success in creating a distinctive and long-lasting fragrance demonstrates the importance of innovation and a deep understanding of the sensory and emotional aspects of the world of perfume.

Product quality (e.g. aroma resistance, ingredient composition, packaging) has a direct effect on consumer experience and word-of-mouth recommendations. Quality inconsistency between batches can undermine customer trust. The phenomenon is that some customers complain that the perfume scent from the last purchase is different and disappears faster than the previous purchase, so they are reluctant to buy it again.

Table 3.

Perfume Product Quality Data					
No	Varian Perfume	Aroma Resistance (hours)	Effective Spray Distance(cm)	Aroma Intensity (scale 1– 10)*	Seed Concentration (%)
1	Floral Fresh	6,5	85	7,2	18
2	Sweet Vanilla	7,2	90	7,8	20
3	Woody Musk	8,0	95	8,4	22
4	Fruity Bloom	6,0	80	7,0	17

Table 3 presents the quality data of Fitri Aisyah Parfum Rantauprapat perfume products based on physical characteristics and product performance that can be measured objectively, including aroma resistance, effective spray distance, aroma intensity, and concentration of perfume seeds. These indicators are used to describe the performance of perfumes in real use by consumers. The data shows that there is variation in quality between variants, where variants with higher concentration of seeds and aroma intensity tend to have longer aroma resistance, thus potentially increasing the perception of quality and consumer buying interest.

The interaction between these factors (social media content, price, and quality) is complex and interdependent: good content can neutralize the perception of high prices, while

a strong brand image can increase consumer tolerance for price fluctuations. Example: an influencer promotes Fitri Aisyah's perfume as a "premium long-lasting perfume", but if the real product doesn't match the claim, the negative impact on the image far outweighs the initial promotional benefits.

In the era of online reviews and e-commerce, consumer reviews are a primary source of information for potential buyers. Once there is a trend of negative reviews (e.g. about quality or after-sales service), buying interest quickly declines. Example of a problem: there is a surge in negative reviews on Fitri Aisyah's official store which highlights delivery delays and damaged packaging, this reduces the trust of potential buyers even though the scent of the product is liked by some customers.

The price strategy that is not in line with the brand positioning causes market confusion whether Fitri Aisyah wants to be positioned as a luxury, mid-range, or economical brand. This ambiguity hinders the formation of a loyal market. Example: a promotional campaign features premium packaging but the price is marketed very affordable; Consumers are confused and skeptical of such "premium" claims.

The internal side of operations also affects the results outside: production capability, quality control, and inventory management determine product consistency. Shortcomings on this side often appear as quality disorders that have an impact on buying interest. For example, because the stock of the main raw materials is scarce, Fitri Aisyah is forced to change the formula temporarily, which then results in differences in aroma and reduces the rate of repurchase.

The use of endorsers or influencers without proper selection can damage the brand's image if they are not aligned with the values or target audience. A perfunctory choice of influencers may bring in reach, but not quality buyers. Example of a problem: a campaign with micro-influencers that has an irrelevant audience generates a lot of impressions but few conversions, so marketing costs are inefficient.

According to Almunawaroh & Djahur (2024) in a study entitled *The Influence of Tiktok Social Media Content on Interest in Visiting the National Museum of Indonesia*, it was stated that there was a positive and significant influence on Tiktok Social Media Content on Interest.

According to A. Manao (2025) in a study entitled *The Influence of Price on Consumer Buying Interest in Tempe Niel (Case Study on Ud. Niel Telukdalam)* stated that price affects buying habits.

According to Sabatini Laia & S. Sarumaha (2025) in a study entitled *The Influence of Product Quality on Consumer Buying Interest in the Carpenter Business in Ud. Rullin Hilindasoniha Village* stated that product quality is good when their needs and desires for the product can be satisfied. The products produced by the manufacturer become valuable because of the value that consumers see, because the value contained in the product will give consumers interest in buying, and this value can be sourced from the quality of the product used.

According to Ummah et al (2025) in a study entitled *The Influence of Brand Image and Product Quality on Buying Interest in Thrifthing Clothes Mediated by Consumer Beliefs and Attitudes in an Islamic Business Perspective*, it is stated that the relationship between brand image has a positive and significant effect on buying interest.

However, the lack of integrated research on how social media content, price, product quality, and brand image simultaneously affect buying interest in the context of Fitri Aisyah Parfume creates an academic and practical need to test and formulate evidence-based marketing strategies. By identifying inhibiting factors (e.g., inconsistent content, pricing mismatches, quality inconsistencies, and image disturbances), management can design concrete interventions to increase buying interest and customer loyalty. This is why my research needs to be done to find out the influence of social media content, price, product quality, and brand image simultaneously affecting consumer buying interest in Fitri Aisyah Parfume in Rantauprapat.

REVIEW OF LITERATURE

Social Media

According to Michael R. Solomon (2022), social media is an online environment that allows consumers to create digital identities, interact with communities, and share experiences with brands and products. Andreas M.K & Michael H (2022) are of the view that social media is a group of internet-based applications built on the ideological foundation and technology of Web 2.0, which allows the creation and exchange of user-generated content. A view states that social media is an online media that supports social interaction and social media that uses web-based technology that can turn communication into interactive dialogue.

Kietzmann et al. (2022) explain that social media is a digital platform that allows users to build identities, share content, form conversations, and create networks of interconnected social relationships in the online ecosystem. Siregar, (2022) argues that social media is a tool or platform that focuses on the existence or presence of users that facilitates them in carrying out an activity or activity to collaborate. Where this is meant by the position of social media which is a bridge or online medium between its users to build social relationships.

According to Dwivedi et al. (2023) social media has several indicators, namely: 1) Digital Engagement. 2) Information Quality. 3) Platform Credibility. 4) Interactivity. 5) Personalization. 6) Social Presence

Pricing

Samudra and Wijayanto (2021) price is the sum of all the value given by consumers in order to benefit from owning or using a product or service. Nuraeni, Herwanto and Wahyudin (2023) price is a monetary unit or measure that consumers can exchange to take ownership or use goods or services to meet the needs of businesses that make a profit. Ayesa, Hartono, and Yani (2020) price is the exchange rate carried out by customers to get goods or services that will be used to meet needs expressed in units of currency.

Martujan and Tukirin (2022) define price as the amount of money (plus several products) needed to get a certain number of combinations of products and services. Lionarto, Tecoalu, and Wahyoedi (2022) price is an important part of the product because it can affect the manufacturer's profitability. From a marketing point of view, price is a unit of money or other means exchanged for acquiring ownership or use of goods or services.

Magdalena and Diva (2023) price is a value given to a product to position its product superior to other products by taking into account the purchasing power of consumers and the competitiveness of its competitors Prajnaparamita, and Khuzaini (2023) price is the cost

demanding for a product, service, or value that customers exchange for the benefits they get from using the product or service.

Utami (2023) price is a unit of money exchanged for ownership or the right to use a good or service. Ayessa, Hartono, and Yani (2021) price indicators include: 1. Price affordability is the ability of consumers to purchase products at the price set by the manufacturer. 2. Price conformity with product quality, the price that has been determined by the manufacturer must be in accordance with the quality owned by the product. 3. Price competitiveness, a form where there is a comparison of the price of the product owned with the product price owned by competitors. 4. The price is in accordance with the benefits; the price must also be in accordance with the benefits felt by consumers who are felt from the benefits in the products sold.

Product Quality

According to Kotler & Armstrong (2022), product quality is "a characteristic of a product or service that affects its ability to satisfy the customer's stated or implied needs". Product quality is an important tool for marketers to do positioning. Quality affects the performance of a product or service, which means that it is closely related to value and consumer satisfaction.

The definition of product quality according to Kotler and Keller (2021) is "the totality of features and characteristics of a product or service that affects its ability to satisfy stated or implied needs". Product quality is also often described generally as: "suitability for use"; "conformity with requirements"; and "freedom from variation".

According to Kotler & Keller (2021), some of the indicators of product quality are as follows: 1. Performance is the main function produced by a product and its ability to attract the attention of consumers/customers to consume it. 2. Features are important elements that are used as a basic reference for consumers/customers in making purchases on a product or business unit. 3. Reliability The maximum performance and durability produced by a product has a small chance of damage. The smaller the damage, the more reliable the product is, and the easier it is to repair if the product is damaged

Buying Interest

According to J Sagir, NS Pandika, (2021), buying interest is where consumers are making a purchase decision because they are interested in one of the brands, products or services. Schiffman and Wisenblit (2023) state that buying interest is the subjective probability of consumers to buy a product in a certain period of time, which is influenced by previous attitudes, perceptions, and experiences towards a brand. Griffin (2022) explains that buying interest is an early indication of potential consumer loyalty, which is reflected in the desire to try, rebuy, or recommend products to others. Solomon (2022) states that buying interest is a form of behavioral intention that reflects the consumer's readiness to act after evaluating product attributes, brand image, and perceived emotional experience. Buying interest is influenced by psychological factors such as motivation, perception, and attitude.

Hawkins and Mothersbaugh (2022) explain that purchase intention is a subjective evaluation of consumers regarding the possibility of buying a product in the future, which is formed through the process of information processing and the influence of the social environment. Kotler and Keller (2022) explain that buying interest arises because of perceived value and positive brand image, which then drives consumers' tendency to choose and buy certain products over other alternatives. According to Hair et al. (2022), Indicators

of buying interest are: 1. Likelihood to purchase; 2. Willingness to buy; 3. Purchase consideration; 4. Future purchase plan.

RESEARCH METHOD

This study uses a quantitative method. Quantitative research according to Sugiyono (2022) is research based on positivism that aims to research a specific population or sample. The population of this study was consumers who made purchases at Fitri Aisyah Perfume in Rantauprapat. The exact number of these users is unknown. A sample, on the other hand, is a collection of the numbers and characteristics of a population or group of people. The researchers concluded that the material would be publicly available. The sample also consisted of members selected from the total population. Because the population size was unknown, the Cochran formula (Sugiyono, 2022) was used to determine the sample size as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate 50% = 0.5

q = 1-p, the proportion for the occurrence of an event, if p = 0.5 then q=1-0.5 = 0.5

e = Margin of error or maximum tolerable error rate (10%) = 0.1

Based on the calculation above, the number of samples to be taken is as follows.

$$\begin{aligned} n &= \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} \\ n &= \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01} \\ n &= \frac{0,9604}{0,01} \\ n &= 96,04 \end{aligned}$$

The calculation results showed that the n obtained was 96.04 = 96 people, so in this study the author took data from a sample of at least 96 people.

The instrument tests used include validity and reliability tests. The ability of an indicator to measure the accuracy of a concept is another component of validity testing. According to (Sugiyono, 2022), validity testing involves experts (statisticians, marketing experts) and competent parties (potential respondents) to provide responses and suggestions on indicators presented in the form of questionnaire items. Meanwhile, in reliability testing, the Cronbach's alpha coefficient is used. Cronbach's alpha reliability testing is conducted using a statistical formula that considers the correlation between all pairs of items in the data set. The process involves measuring the consistency between items in a test or questionnaire to gauge how well they measure the same construct.

Multiple linear regression tests are used to assess the influence of independent variables on the dependent variable. This model allows for analysis of the extent to which the independent variables contribute to the observed variation in the dependent variable. Coefficient of Determination (R²) Test: According to (Ghozali, 2021), the coefficient of

determination (R^2) is a measure of the ability to explain independent variables with values ranging between 0 and 1. Higher values in the regression line equation are considered better, and lower values are considered negative.

The partial t-test and the simultaneous F-test were used to test the research hypothesis. According to Ghozali (2021), the t-statistic test essentially aims to describe the extent to which an independent variable influences the dependent variable. Meanwhile, according to Ghozali (2021), the F-test essentially explains whether all independent variables included in the research model have a simultaneous impact on the dependent variable.

RESULTS AND DISCUSSION

Table 4
Results of the Validity Test of Research Instruments

Variabel	Statement	Calculated r-value	Table r values	Remarks
Social media (X₁)	P1	0.619	0.198	Valid
	P2	0.491	0.198	Valid
	P3	0.546	0.198	Valid
	P4	0.509	0.198	Valid
	P5	0.666	0.198	Valid
	P6	0.638	0.198	Valid
Price (X₂)	P1	0.682	0.198	Valid
	P2	0.713	0.198	Valid
	P3	0.478	0.198	Valid
	P4	0.615	0.198	Valid
Product quality (X₃)	P1	0.653	0.198	Valid
	P2	0.528	0.198	Valid
	P3	0.648	0.198	Valid
Buying interest (Y)	P1	0.691	0.198	Valid
	P2	0.690	0.198	Valid
	P3	0.482	0.198	Valid
	P4	0.644	0.198	Valid

Source : Data processed SPSS.25, 2026

The validity test was conducted using the Pearson Product Moment correlation between the item score and the total score (Corrected Item–Total Correlation). A statement item is declared valid if the value of r is calculated $> r$ of the table at a significance level of 0.05 or has a significance value (Sig.) < 0.05 . Based on table 1 above, all statement items in each variable have a correlation value greater than r table, so it can be concluded that the research instrument is valid and feasible to use for data collection and further analysis.

Table.5
Reliability Test Results

Variabel	Calculated r-value	Remarks
Social media (X ₁)	0,761	Reliabel
Price (X ₂)	0,786	Reliabel
Product quality (X ₃)	0,797	Reliabel

Buying interest (Y)	0,786	Reliabel
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Source : Data processed SPSS.25, 2026

Based on table 5, the reliability test shows that the calculated r value of each variable proves that the value is greater than the r value of the table. So, it can be concluded that all instruments in the research can be continued.

Table 6
Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.07777198
Most Extreme Differences	Absolute		.093
	Positive		.093
	Negative		-.077
Test Statistic			.093
Asymp. Sig. (2-tailed) ^c			.200
Monte Carlo Sig. (2-tailed) ^d	Sig.		.040
	99% Confidence Interval	Lower Bound	.035
		Upper Bound	.045
a. Test distribution is Normal.			

Based on Table 6 it is known that *Asymp. Sig. (2 tailed)* is 0.200 and above significant value (0.05), thus the residual variable is normally distributed. The *Kolmogorov-Smirnov* value of Z, which is 0.5, is less than 0.200, meaning that there is no difference between the theoretical distribution and the empirical distribution, or in other words, the data is said to be normal.

Table 7
Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Social media	.306	3.263
	Price	.309	3.239
	Product quality	.238	4.206

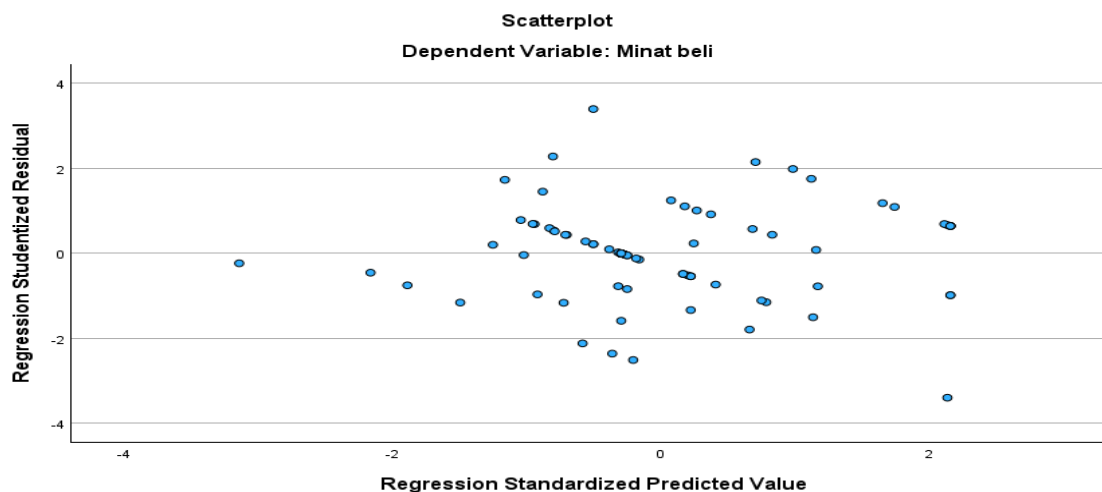
a. Dependent Variable: Buying interest

Source : Data processed SPSS.25, 2026

From Table 7, it shows that the VIF value of social media (X1) is 3,263, price (X2) is 3,239 and product quality (X3) is 4,206 < 10, so there is no Multicollinearity. From the *value of* social media tolerance (X1) of 0.306, price (X2) of 0.309, product quality (X3) of 0.238 > 0.1, there is no multicollinearity.

Figure 1.

Heteroscedasticity Test Results



Based on the results of the heteroscedasticity test using the Scatterplot graph, the residual points are randomly spread above and below the zero on the Y-axis and do not form a specific pattern, such as a funnel, undulating, or forming a certain line. The random and irregular spread of the points indicates that the residual variance is constant (homoscedasticity). Thus, it can be concluded that the regression model in this study does not experience symptoms of heteroscedasticity, so the classical assumption of regression is fulfilled, and the model is suitable for further analysis.

Table 8
Multiple Linear Regression Test Results

Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients Beta
		B	Std. Error	
1	(Constant)	1.027	1.057	
	Social media	.032	.074	.041
	Price	.315	.091	.327
	Product quality	.761	.151	.541

a. Dependent Variable: Buying interest

Source : Data processed SPSS.25, 2026

Based on the calculation in table 8, multiple linear regression can be obtained as follows:

$$Y = 1.027 + 0,032X_1 + 0,315X_2 + 0,761X_3$$

Description:

1. A constant of 1,027 means that if the social media variables, price, and product quality value is 0, then buying interest will increase by 1,027.
2. The social media regression coefficient of 0.032 means that every time there is an addition of one social media unit, buying interest increases by 0.032.
3. The price regression coefficient of 0.315 means that every time there is an increase in one unit price, buying interest increases by 0.315

4. The product quality regression coefficient of 0.761 means that every time there is an addition of one unit of product quality, buying interest increases by 0.761

Table 9
Partial Test Results (t-test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	.971	.334
	Social media	2.434	.013
	Price	3.461	.001
	Product quality	5.022	.001

a. Dependent Variable: Buying interest

Source : Data processed SPSS.25, 2026

Based on the results of the t-test from the description above, the t-value of the table for 96 respondents at a significance value of 0.05 with a degree of freedom (df=96-4-1) is 1.661 for the one-way test. If t is calculated to exceed t of the table and the significance level is less than 0.05, then the variable is significant and the hypothesis is acceptable. The following is an explanation of each variable:

1. Based on the results of the t-test, the social media variable (X1) has a calculated t-value of 2,434 > the table t-value and a significance value of 0.013 < 0.05, so that H1 is accepted, namely the social media variable shows a positive and significant relationship to buying interest.
2. Based on the results of the t-test, the price variable (X2) has a calculated t-value of 3,461 > the table t-value and a significance value of 0.001 < 0.05, so H1 is accepted, namely the price variable shows a positive and significant relationship to buying interest.
1. Based on the results of the t-test, the product quality variable (X3) has a calculated t-value of 5.022 > the table t-value and a significant value of 0.001 < 0.05, so that H2 is accepted, namely the product quality variable shows a positive and significant relationship to buying interest.

Table 10
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.677	3	54.226	33.694	<.001 ^b
	Residual	148.062	92	1.609		
	Total	310.740	95			

a. Dependent Variable: Buying interest

b. Predictors: (Constant), Product quality, Social media, Price

Source: Data processed in SPSS.25, 2026

Based on Table 10, it shows that the results of the F test are 33,694 with a significant level of 0.001 while the Ftable value in the distribution statistics table t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. If we compare the value of Ftest (33,694) > Ftable (2,471), it is concluded that together the variables of social media (X1), price (X2), and product quality (X3) are simultaneously related to the bound variable, namely buying interest (Y).

Table 11
Determination Coefficient Result (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.747	.738	.973
a. Predictors: (Constant), Product quality, Price, Social media				
b. Dependent Variable: Buying interest				

Source: Data processed SPSS.25, 2026

Table 11 shows that the R Square value of 0.747 or 74.7% means that the relationship between social media (X1), price (X2), and product quality (X3) to the variable can affect buying interest (Y) by 74.7%, while the remaining 25.3% is influenced by other variables that are not studied in this study.

The influence of social media on buying interest

Social media plays an increasingly crucial role in product marketing strategies, including perfume products such as Fitri Aisyah Perfume. Platforms like TikTok, Instagram, and Facebook not only serve as promotional channels, but also as a medium of interaction between brands and consumers. In this context, social media increases brand exposure through engaging visual content and user interaction (likes, comments, reviews), so that it can form a positive consumer perception of the product. Marketing activities through social media create an engagement context that triggers consumer buying interest, especially when the content presented is informative, inspiring, and resonant with consumers' emotional needs for quality perfume.

The results of the research hypothesis were obtained that the value of the social media variable (X1) was 2,434 with a significant value (0.001); As for the ttable value in the statistical table of the distribution t with *the level of test* $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ of 1.661. Based on the criterion that if the value of tcal (2,434) > ttable (1,661), it can be concluded that social media (X1), has a positive and significant effect on buying interest (Y). This study is supported by Hapsari and Nugroho (2021), who found that the use of social media as a marketing tool has a positive and significant influence on consumers' buying interest in fashion and beauty products. The results of the regression analysis showed that the more intensely consumers were exposed to promotional content on social media, the higher their intention to buy the product. This is consistent with the findings of Ramadhan and Putri (2022) who concluded that positive interactions and reviews on social media increase consumer trust, which directly drives buying interest in perfume products.

The effect of price on buying interest

Price is one of the important variables in the marketing mix that directly influences consumers' purchasing decisions and interests. In the context of Fitri Aisyah Parfume, price is an indicator of the value that consumers perceive for product quality. Proper pricing reflects not only the cost of production, but also the consumer's perception of exclusivity, uniqueness of scent, and brand position in the market. When prices are perceived to match the quality offered, consumers tend to have higher buying interest because they judge that the benefits obtained are proportional to the expenses incurred.

The results of the research hypothesis were obtained that the value of the price variable calculation (X2) was 3,461 with a significant value (0.046); As for the value of the table on the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{cal} (3,461) > t_{table} (1,661)$; It can be concluded that the price (X2), has a positive and significant effect on buying interest (Y). These findings are supported by a study by Wardani and Utami (2021) which concluded that price has a positive and significant effect on the interest in buying cosmetic products among adolescents; Consumers are more likely to buy products whose price and quality are considered balanced.

The effect of product quality on buying interest

Product quality is one of the main factors that affect consumer buying interest because it reflects the extent to which the product can meet or exceed customer expectations. In the context of Fitri Aisyah Parfume, product quality includes a long-lasting scent, safe ingredient composition, attractive packaging, and quality consistency of each perfume variant offered. Consumers' perception of this quality greatly determines their intention to make a purchase and even becomes the basis for word-of-mouth recommendations.

The results of the research hypothesis were obtained that the value of the product quality variable (X3) was 5.022 with a significant value (0.001); As for the t_{table} value in the distribution statistics table t with the level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 91$ is 1.661. Based on the criterion that if the value of $t_{cal} (5,022) > t_{table} (1,661)$; It can be concluded that product quality (X3) has a positive and significant effect on buying interest (Y). These findings are strengthened by a study by Utami and Nugroho (2021) which shows that product quality significantly affects consumer buying interest in cosmetic and perfume products; Consumers who rate the quality of products high will show higher buying interest as well

The influence of social media, prices, and product quality on buying interest

Through testing the social media hypothesis, the price, and quality of the product have been proven to have a positive and significant influence on buying interest. This is seen from the value of $F_{cal} (33,694) > F_{table} (2,471)$; and a significant level ($0.001 < 0.05$) of these results indicate that social media, price, and product quality affect buying interest. To find out the amount of contribution of social media, price, and product quality to buying interest, you can see from R Square 74.7%. This value means that social media, price, and product quality can influence buying interest by 74.7% while the remaining 25.3% are affected. The influence of social media, price, and product quality on buying interest can be explained that these three variables complement each other in shaping consumer buying interest.

CONCLUSION

Based on the results of the study on the influence of social media content, price, and product quality on consumer buying interest in Fitri Aisyah Parfume, it can be concluded that these three variables have a positive and significant influence on buying interest.

Social media content has a positive and significant effect on consumer buying interest. Content that is informative, interesting, consistent, and displays product testimonials and visuals clearly can increase consumer interest in Fitri Aisyah Parfume products. The higher the level of engagement (likes, comments, shares), the greater the buying interest formed.

Price has a positive and significant effect on consumer buying interest. The perception of affordable prices and in accordance with product quality encourages consumers to have a desire to buy. Competitive prices increase perceived value so as to strengthen buying interest.

Product quality has a positive and significant effect on consumer buying interest. The durability of the aroma, the uniqueness of perfume variants, the safety of ingredients, and attractive packaging are the dominant factors in shaping buying interest. Good quality increases consumer trust and confidence in the product.

Simultaneously, social media content, price, and product quality have a significant effect on consumer buying interest in Fitri Aisyah Parfume. The most dominant variable is generally product quality, as it is the main factor in the formation of satisfaction and repurchase intention. For the Next Researcher, add other variables such as brand image, brand trust, or electronic word of mouth as mediation variables, and expand the number of samples to make the research results more representative

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