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**INFLUENCE SOCIAL MEDIA MARKETING, INFLUENCER MARKETING,  
DAN BRAND IMAGE ON THE PURCHASE DECISION OF LEMONILO  
BROWNIES CRISPY PRODUCTS IN SURABAYA**



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**Abstract**

The transformation of information and communication technology in the business world has a significant influence, encouraging food product companies and others to utilize the media as a tool in marketing. This study aims to find out how social media marketing, influencer marketing and brand image has an influence on consumer purchasing decisions on Lemonilo Brownies crispy products. This study is a quantitative study with a questionnaire survey approach through operational definitions of variables conducted on Lemonilo Brownies crispy Surabaya products. The results of the study indicate that Social Media Marketing, Influencer Marketing, and Brand Image simultaneously has a significant influence on the purchasing decision of Lemonilo Brownies Crispy products, and Social Media Marketing, Influencer Marketing, and Brand Image partially also has a positive and significant influence on purchasing decisions.

**Keywords:** Influence, Social Media, Influencer, Brand Image, Marketing, Purchasing

## INTRODUCTION

The transformation in the advancement of information and communication technology is very significant, especially in the business world. One of the changes can be seen from the emergence of platform social media as an effective marketing tool (Afandi et al., 2021). Currently companies use social media as the main channel used as a tool to interact directly with customers and market products. Develop an approach that is provided as a marketing strategy with social media platforms as a tool to introduce and promote products or services (Sumarga et al., 2024).

The use of social media has been proven to be able to increase brand awareness, building closer relationships with consumers, and influencing purchasing decisions. Whether through social media marketing (SMM), influencer marketing, also the implementation brand image which applies the popularity of social media, is used by companies as a marketing strategy that can have a big impact on consumer behavior in making purchasing decisions (Nur et al., 2024).

Purchasing decisions are a process when consumers identify products, search for and evaluate them based on information obtained about how good the product and its alternatives are (Mayangsari & Kadi, 2024). The process of making purchasing decisions occurs with the intention to purchase, perceived value, attitudes towards products, social influence and also levels of satisfaction (Rahma et al., 2024). Companies communicate with consumers through various marketing channels, be it advertising, promotion, public relations, or social media, the information provided is relevant to the target (Goca et al., 2024).

One of the main benefits of social media marketing, brand image Also influencer marketing namely the expertise to accelerate the process of interaction between companies and consumers. Through comments, direct messages, and various other forms of interaction, companies can answer consumer questions, resolve complaints, and build closer and more personal relationships (Herdiana et al., 2024).

Through this research, we can understand and explore the purchasing decision process carried out by consumers based on needs and how companies introduce products to the public in order to attract the attention and interest of buyers so that it can have an impact on consumer purchasing decisions. That way, the company knows where the needs are and the form of marketing that can be given to customers based on the products being marketed.

## THEORETICAL BASIS

### **Social Media Marketing**

Social media marketing (SMM) is a marketing strategy that provides the goal of using social media platforms to promote products, services, or brands with the aim of expanding the reach of a wider audience, developing interactions with customers, and building targeted selling power (Anggraini & Ahmadi, 2025). Social media marketing not only focusing on product promotion, but also focusing on creating greater engagement between brands and consumers (Purba & Nurbasari, 2024).

### **Influencer Marketing**

Influencer marketing namely a marketing strategy that unites individuals and will affect certain credibility on social media or other digital platforms with the aim of offering products or services (Seruni et al., 2024). Influencers are employed in brand promotions to

increase sales, followers, and brand recognition. Depending on the number of followers (Husna et al., 2025)

**Brand Image**

Brand image is a view or mental image that arises from the consumer's mind regarding a brand. This includes all the impressions that consumers feel about the brand, which are generated based on experience, advertising, recommendations, or direct interactions from product services that have been offered by the related brand (Mahendri & Lutfi, 2022)

**RESEARCH METHOD**

The research process is carried out with a quantitative method through a questionnaire survey approach to obtain data with Google based on the distribution of research instruments, and the data obtained will be analyzed quantitatively and statistically through the operational definition of variables, namely, a specific explanation of a concept or variable that will be measured or implemented into the research context. This explains the steps or procedures used to measure or observe the concept so that it becomes more measurable and clearer (Sugiono, 2013). The research was carried out on the purchase of Lemonilo Brownies Crispy products with a total of 100 respondents.

**RESULTS AND DISCUSSION**

**Validity Test**

Validity testing is carried out to measure the extent to which the research instrument is able to measure what should be measured. This test is carried out by comparing the values count (item-total correlation results) with *r* table. In this study, the number of respondents used was 100 respondents (n = 100). With a significance level of 5% ( $\alpha = 0.05$ ) and degrees of freedom (df) of  $n - 2 = 98$ , the value of *r* table = 0.1966 was obtained. A statement item is said to be valid if the value of *r* count > *r* table, which is more than 0.1966. Therefore, all items in this research instrument were tested using the SPSS version 25 program, and the results of the validity test for each variable are shown in the following table

Variabel	Statement	r count	r table	Information
Social Media Marketing	X1.1	0,713	0,1966	Valid
	X1.2	0,737	0,1966	Valid
	X1.3	0,776	0,1966	Valid
	X1.4	0,700	0,1966	Valid
Influencer Marketing	X2.1	0,766	0,1966	Valid
	X2.2	0,832	0,1966	Valid
	X2.3	0,819	0,1966	Valid
	X2.4	0,855	0,1966	Valid
Brand Image	X3.1	0,779	0,1966	Valid
	X3.2	0,733	0,1966	Valid
	X3.3	0,680	0,1966	Valid
	X3.4	0,737	0,1966	Valid
Purchase Decision	Y.1	0,728	0,1966	Valid
	Y.2	0,784	0,1966	Valid
	Y.3	0,822	0,1966	Valid

	Y.4	0,836	0,1966	Valid
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### Reliability Test

Reliability testing is conducted to determine the extent of the consistency of respondents' answers to the questions in the questionnaire. An indicator is said to be reliable if the Cronbach's Alpha value is more than 0.60. The table below presents the results of the reliability test of each variable analyzed using SPSS software version 25.

Variabel	Cronbach's Alpha	Critical Limit	Information
Social Media Marketing (X1)	,708	0,60	Reliabel
Influencer Marketing (X2)	0,830	0,60	Reliabel
Brand Image (X3)	0,712	0,60	Reliabel
Purchase Decision (Y)	0,796	0,60	Reliabel

### Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to test the relationship between several independent variables and one dependent variable simultaneously. This method is used to determine the influence and contribution of each independent variable to the dependent variable.

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,027	1,504		,683	,496
	Social_Media_Marketing	,217	,102	,199	2,127	,036
	Influencer_Marketing	,355	,082	,400	4,313	,000
	Brand_Image	,379	,102	,298	3,702	,000

### F Test (Simultaneous Test)

The F test aims to determine whether the independent variables simultaneously have a significant simultaneous influence on the dependent variable.

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	317,057	3	105,686	45,104	,000 <sup>b</sup>
	Residual	224,943	96	2,343		
	Total	542,000	99			

### t-test (Partial Test)

The t-test aims to determine whether each independent variable contributes significantly to explaining the dependent variable. The test is carried out by comparing the calculated t value with the t-table value at a certain level of significance, usually 5%.

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### Coefficient of Determination Test (Test R-square)

The correlation test, or r test, is carried out to measure the strength and direction of the relationship between two variables.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765 <sup>a</sup>	,585	,572	1,531

### Discussion

Based on the results of the hypothesis test using the F test that has been carried out, it can be seen that there is a simultaneous influence of the variables *Social Media Marketing*, *Influencer Marketing*, and *Brand Image* on the Purchase Decision of Lemonilo Brownies Crispy products in Surabaya. This is proven by the calculated F value of 45.104 which is greater than the F table of 2.70 with a significance level of  $0.000 < 0.05$ . Thus, the variable *Social Media Marketing*, *Influencer Marketing*, And *Brand Image* jointly have a significant influence on the Purchase Decision of Lemonilo Brownies Crispy products in Surabaya, with  $H_0$  accepted.

The simultaneous influence shows that the combination of marketing strategies through social media, the role of influencers as promotional agents, and a strong brand image can together increase consumer interest and decisions in purchasing Lemonilo Brownies Crispy products. Variables *Social Media Marketing*, *Influencer Marketing*, and *Brand Image* has an important contribution in influencing consumers during the Purchasing Decision making process.

Based on the results of the t-test, the variable *Social Media Marketing* shows a t-value of 2.127 with a significance value of  $0.036 < 0.05$ . This indicates that *Social Media Marketing* has a significant influence on the Purchase Decision of Lemonilo Brownies Crispy products in Surabaya. Thus,  $H_2$  is accepted with *Social Media Marketing* influencing the purchase decision. The higher *Social Media Marketing* done, the higher the level of product Purchase Decision. This positive influence shows that the use of marketing strategies through social media can increase consumer interest and decisions to buy the product.

Based on the results of the t-test conducted, the variable *Influencer Marketing* have value tcount of 4.313 and a significance value of 0.000, which means  $< 0.05$ . These results indicate that *Influencer Marketing* significantly influences the Purchase Decision of Lemonilo Brownies Crispy products in Surabaya by receiving  $H_3$ . This means that the higher the effectiveness of *Influencer Marketing* done by the company, the greater the possibility of consumers deciding to buy the product. *Influencer Marketing* plays an important role in the modern marketing communication process because influencers have a strong influence on their followers.

Test results t shows that the variable Brand Image have value tcount of 3.702 with a significance value of 0.000, which means  $< 0.05$ . This means that partially Brand Image significantly influences the Purchase Decision of Lemonilo Brownies Crispy products in Surabaya. This shows that the more positive the Lemonilo brand image is in the eyes of consumers, the more likely they are to decide to buy the product.

## CONCLUSION

This research was conducted to know and analyze the influence of variables, Social Media Marketing, Influencer Marketing, and Brand Image on the purchasing decision of Lemonilo Brownies Crispy products in Surabaya. Based on the results of research and analysis conducted in the previous chapter, it can be concluded that:

1. Social Media Marketing, Influencer Marketing, and Brand Imagesimultaneously has a significant influence on purchasing decisions for Lemonilo Brownies Crispy products in Surabaya.
2. Social Media Marketing partially has a positive and significant effect on purchasing decisions for Lemonilo Brownies Crispy products in Surabaya.
3. Influencer Marketing partially has a positive and significant effect on purchasing decisions for Lemonilo Brownies Crispy products in Surabaya.
4. Brand Imagepartially has a positive and significant effect on purchasing decisions for Lemonilo Brownies Crispy products in Surabaya.

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