The Effect of Social Media Promotion on Purchase Decisions at Qweena Boutique

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Article History:
Received: 05 Agustus 2026
Revised: 04 Oktober 2026
Accepted: 29 Oktober 2026

Keywords: *Social Media Promotion, Purchase Decision, Fashion Retail, Digital Marketing, Boutique*

Abstract: *Social media has changed how consumers obtain product information and make purchase decisions, creating new demands for local fashion retailers. This study aimed to describe social media promotion and purchase decisions at Qweena Boutique and to examine the effect of social media promotion on purchase decisions. A quantitative descriptive and verificative survey was conducted using purposive sampling. Data were collected from consumers who had purchased Qweena products and encountered the boutique's social media promotion. Data were obtained through a questionnaire using a Likert scale and analyzed using descriptive statistics and simple linear regression. The results showed that social media promotion and purchase decisions were both categorized as relatively high. Social media promotion had a positive and significant effect on purchase decisions and contributed substantially to variations in consumer purchase decisions. Content creation was the strongest promotional dimension, whereas connecting received the lowest evaluation. The findings indicate that clear product content, accessible information, responsive interaction, and stronger customer relationships can support purchase decisions in local fashion retail.*

INTRODUCTION

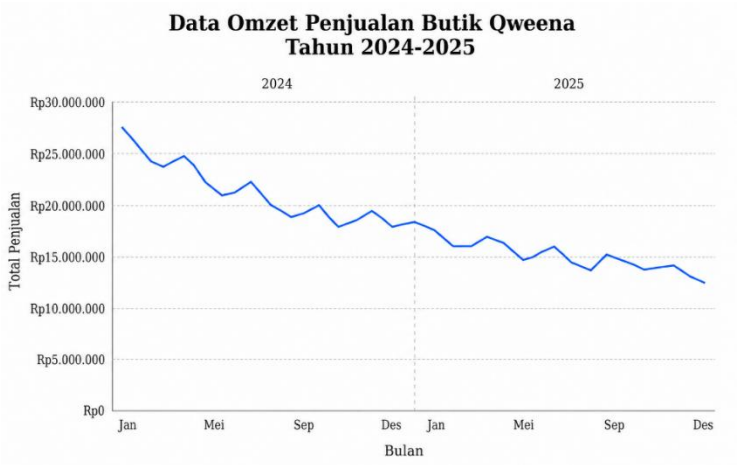
Digital technology has substantially changed how consumers identify, compare, and select products. Indonesia had approximately 185.3 million internet users and 139 million social media users at the beginning of 2024, making social platforms important spaces for communication and marketing (Kemp, 2024). Consumers can now search for product information, examine visual content, read reviews, and compare alternatives before making a purchase. Online reviews help consumers assess products and sellers (Fernandes et al., 2022), while social media increasingly shapes the pre-purchase decision process of current and prospective consumers (Macías Urrego et al., 2024).

The abundance of digital information also makes purchase decisions more selective. Information search can improve consumer efficiency by helping individuals evaluate alternatives

and reduce uncertainty (Chen, 2024). Honka et al. (2024) similarly emphasize that consumers frequently search and compare before purchasing. In Indonesia, the proportion of consumers who reported being more cautious in spending increased from 34% in 2023 to 41% in 2024 (NielsenIQ, 2024). These conditions suggest that businesses must communicate product value clearly and consistently if they expect digital attention to develop into actual purchasing behavior.

This challenge is especially relevant in fashion retail, where preferences are strongly influenced by visual appeal, trends, product variety, and the speed with which information reaches consumers. Qweena Boutique (Qweenashop) is a women's fashion business located in Tasikmalaya that offers blouses, dresses, and Korean-style outfits in various models and colors. Although the boutique combines offline selling with social media promotion, the thesis data indicate that social media has not yet been used optimally to extend promotional reach and provide consistent product information. This limitation is important because fashion consumers commonly compare designs, prices, materials, quality, and trends before purchasing.

Figure 1. Qweena Boutique Sales Revenue, 2024–2025



Source: Qweena Boutique owner data, as presented in the thesis (2026).

Figure 1 shows a fluctuating but generally declining revenue pattern during 2024–2025. Sales were highest at the beginning of 2024 and fell to materially lower levels toward the end of 2025, despite several temporary recoveries. This trend indicates difficulty in sustaining consumer purchases consistently. Revenue movements cannot be attributed to a single factor, but the limited optimization of social media promotion provides a relevant marketing issue to test because it may restrict product visibility, information access, and consumer engagement.

Purchase decision is a central outcome in consumer behavior because it represents the point at which information search and alternative evaluation are translated into the selection of a product, brand, seller, purchase quantity, timing, and payment method (Kotler & Keller, 2016). When a brand does not provide sufficient information or persuasive reasons to choose its products, consumers may delay a purchase or switch to competing alternatives. For a local boutique, stronger purchase decisions are therefore closely related to the ability to maintain sales and compete in a market where consumers have many comparable fashion options.

Social media promotion is relevant to this problem because it allows a business to create and distribute content, communicate directly with consumers, and support relationships among followers. Li et al. (2021) conceptualize social media marketing as organizational activities for creating, communicating, and delivering offerings through social platforms. Hanaysha (2022)

demonstrates that informative, relevant, and interactive social media features can influence purchase decisions. For local fashion brands, social media marketing activities have also been associated with purchase intention and purchase decisions, either directly or through intervening mechanisms such as purchase intention, brand image, electronic word of mouth, and perceived value (Pradisti et al., 2024; Roosdhani et al., 2025; Sufyan et al., 2025).

Previous research generally supports a positive relationship between social media promotion and consumer purchasing. Syamsurizal and Ka'bah (2023) found that social media promotion significantly influenced purchasing decisions at a café, while Puspita and Syah (2022) reported a strong and significant effect in an online retail setting. Anggraini and Ilhami (2023) also found that social media promotion contributed to purchase decisions alongside product quality. Nevertheless, many recent studies focus on purchase intention, mediation models, large digital platforms, or broader brand contexts. Direct evidence from a local women's boutique, grounded in the business's own sales condition and consumer evaluations, remains comparatively limited.

Accordingly, this study positions social media promotion as the independent variable and purchase decision as the dependent variable. The study aims to describe the level of social media promotion and purchase decisions at Qweena Boutique and to examine whether social media promotion has a positive and significant effect on consumers' purchase decisions. The findings are expected to provide focused evidence for improving the boutique's digital communication and to add empirical insight into social media promotion in local fashion retail.

LITERATURE REVIEW

Social Media Promotion

Social media promotion is an element of digital marketing that uses social platforms to communicate product information, attract attention, facilitate interaction, and influence consumer responses. Digital marketing refers to the use of digital media, data, and technology to achieve marketing objectives (Ellis-Chadwick, 2019). Within this framework, social media provides more than a one-way advertising channel because consumers can respond, share content, ask questions, and exchange experiences with other users.

Li et al. (2021) define social media marketing strategy as an integrated pattern of organizational activities that uses social media to create, communicate, deliver, and exchange offerings with stakeholders. In operational terms, Hanaysha (2022) explains social media marketing through informativeness, interactivity, perceived relevance, and entertainment. These elements indicate that effective promotion depends not only on posting frequency but also on the usefulness of information, the suitability of the message, and the quality of interaction with consumers.

This study adopts the four social media marketing dimensions proposed by Gunelius (2011): content creation, content sharing, connecting, and community building. Content creation concerns the production of clear, informative, attractive, and understandable promotional material. Content sharing refers to distributing information so that consumers can find, access, and redistribute it. Connecting concerns two-way communication, information exchange, and relationship building between the business and consumers. Community building concerns customer involvement, the sharing of experiences and reviews, and relationships among followers or customers.

In the context of Qweena Boutique, social media promotion therefore refers to digital communication activities used to present women's fashion products, distribute information,

respond to consumers, and encourage customer participation. The quality of these activities is expected to reduce information barriers and make the boutique more accessible during the consumer decision process.

Purchase Decision

Purchase decision is the consumer's determination to select and buy a product or service after considering available information and alternatives. Kotler and Keller (2016) describe consumer decision making as a process involving problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Schiffman and Wisenblit (2019) similarly view consumer behavior as the study of actions undertaken while searching for, purchasing, using, evaluating, and disposing of products and services.

A purchase decision is therefore not limited to the final transaction. It reflects the outcome of consumers' judgments about which product is appropriate, which brand is preferable, where the product should be purchased, how many units should be bought, when the purchase should take place, and how payment should be completed. Kotler and Keller (2016) identify these dimensions as product choice, brand choice, dealer or channel choice, purchase quantity, purchase timing, and payment method.

In fashion retail, these dimensions are especially relevant because consumers evaluate whether a design fits their needs and preferences, whether they trust or prefer a boutique brand, whether its sales channels are easy to access, and whether offers or product availability justify purchasing at a particular time. Product information and visual presentation can therefore enter multiple stages of the decision process rather than influencing only the final act of buying.

For this study, purchase decision refers to consumers' choices regarding Qweena Boutique's products, brand, purchasing channels, purchase quantity, timing, and payment methods. A stronger purchase decision is reflected in greater confidence that the products meet consumer needs, a preference for the Qweena brand and sales channels, willingness to purchase appropriate quantities, and readiness to complete transactions.

Relationship between Social Media Promotion and Purchase Decision

Social media promotion can influence purchase decisions by improving consumers' access to information and increasing opportunities for engagement. Informative content can explain models, sizes, colors, materials, prices, and stock availability. Sharing increases the likelihood that product information will reach consumers, while interaction allows questions and uncertainty to be addressed. Community activity can add social confirmation through customer experiences and electronic word of mouth. Together, these mechanisms can support product evaluation and make a purchase more likely.

Empirical research generally supports this relationship. Syamsurizal and Ka'bah (2023) found a positive and significant effect of social media promotion on purchase decisions, with social media promotion explaining 45.2% of the outcome in their setting. Puspita and Syah (2022) reported a positive, significant, and strong relationship, while Wursan et al. (2021) found that promotion influenced purchase decisions both directly and through word of mouth. These findings indicate that social media promotion can operate as both an information source and a relationship mechanism.

Hypothesis

Based on the theoretical and empirical evidence, the hypothesis is formulated as follows:

H^1**:** social media promotion has a positive and significant effect on purchase decisions at Qweena Boutique.

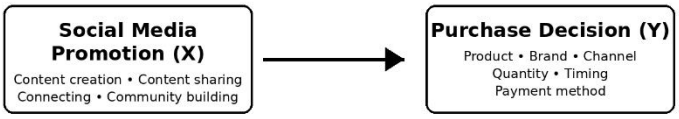


Figure 2. Research Framework

METHOD

Research Method

This study used a quantitative method with descriptive and verificative approaches. The descriptive approach was used to portray respondents' evaluations of social media promotion and purchase decisions, whereas the verificative approach was used to test the proposed effect statistically. Quantitative research is appropriate when variables are measured systematically and numerical data are analyzed to examine relationships and hypotheses (Creswell & Creswell, 2018; Sugiyono, 2023).

The model contained one independent variable, social media promotion, and one dependent variable, purchase decision. Consequently, simple linear regression was selected to estimate the direction and magnitude of the relationship between the two variables.

Research Object and Subject

The research object consisted of social media promotion and purchase decisions at Qweena Boutique. Social media promotion was evaluated through content creation, content sharing, connecting, and community building. Purchase decisions were evaluated through product choice, brand choice, channel choice, purchase quantity, purchase timing, and payment method.

The research subjects were Qweena Boutique consumers. Respondents were required to have purchased and used Qweena products and to know or have encountered the boutique's promotion through social media. These criteria ensured that respondents had direct experience with both the promotional activities and the purchasing outcome being measured.

Population and Sample

The population comprised all customers who had purchased from Qweena Boutique. The exact population size could not be determined because the customer base was dynamic and complete visitor records were unavailable. Therefore, the study used non-probability sampling with a purposive sampling technique.

The minimum sample was calculated using the Lemeshow formula for an unknown population, with a 95% confidence level, a maximum estimated proportion of 0.50, and a 10% margin of error (Lemeshow et al., 1990). The calculation produced a minimum of 96.04 respondents. The sample was rounded to 100 consumers to facilitate data collection and analysis.

The inclusion criteria were: (1) having purchased products and visited Qweena Boutique, and (2) knowing or having seen Qweena Boutique's social media promotion. These criteria are consistent with purposive sampling because respondents were selected based on experience relevant to the research variables.

Measurement

Data were collected using a structured questionnaire measured on a five-point Likert scale. Social media promotion was measured using 16 items based on the four dimensions of Gunelius (2011). Content creation measured the completeness, clarity, attractiveness, and usefulness of product content. Content sharing measured the visibility, accessibility, routine distribution, and

shareability of information. Connecting measured responses, information exchange, closeness, and interaction. Community building measured experience sharing, reviews, participation, and relationships among customers.

Purchase decision was measured using 15 items based on the six dimensions of Kotler and Keller (2016). Product choice covered need suitability, quality consideration, and design preference. Brand choice covered brand consideration, preference, and repurchase selection. Channel choice covered the selection and accessibility of Qweena's store, WhatsApp, and Shopee channels. The remaining dimensions measured purchase quantity, purchase timing, and payment method.

Before the main survey, the questionnaire was pilot-tested with 30 respondents. Item validity was evaluated using Pearson product-moment correlation with an r-table value of 0.361 at the 5% significance level. Reliability was assessed using Cronbach's alpha, with a minimum criterion of 0.70.

Data Analysis

Data were analyzed using IBM SPSS Statistics. Descriptive analysis summarized the frequency and percentage of responses for each variable and dimension. Responses were grouped to determine whether evaluations tended toward low or high categories.

Prior to regression, classical assumptions were assessed. Residual normality was examined with the one-sample Kolmogorov–Smirnov test. Linearity was assessed using the significance of Deviation from Linearity. Heteroskedasticity was evaluated using the Glejser test. The assumptions were considered satisfied when the relevant significance values were greater than 0.05.

Simple linear regression was then used to estimate the effect of social media promotion on purchase decisions. The model was specified as $Y = a + bX + e$, where Y represents purchase decision, X represents social media promotion, a is the constant, b is the regression coefficient, and e is the error term. The partial t-test assessed statistical significance, and the coefficient of determination indicated the proportion of purchase-decision variance explained by social media promotion.

RESULT AND DISCUSSION

Results

Descriptive Statistics

Descriptive analysis was conducted to describe respondents' evaluations of social media promotion and purchase decisions at Butik Qweena. The analysis was based on responses from 100 consumers who had purchased products from Butik Qweena and had encountered its promotional activities through social media.

Table 1 presents the percentage of positive responses for each research variable and its dimensions.

Table 1. Descriptive Results of Research Variables

Variable and Dimension	Positive Response (%)	Category
Social Media Promotion	**74.25**	Relatively High
Content Creation	75.75	Relatively High
Content Sharing	74.75	Relatively High
Connecting	72.25	Relatively High
Community Building	74.25	Relatively High
Purchase Decision	**73.80**	Relatively High

Product Choice	74.00	Relatively High
Brand Choice	74.00	Relatively High
Distributor Choice	71.67	Relatively High
Purchase Quantity	76.00	Relatively High
Purchase Timing	74.50	Relatively High
Payment Method	73.50	Relatively High

Source: Data processing results, 2026.

Social media promotion obtained an overall positive-response percentage of 74.25%, indicating that respondents generally evaluated Butik Qweena's social media promotional activities relatively positively. Among its dimensions, content creation obtained the highest percentage of 75.75%. This result indicates that the content published by Butik Qweena was generally considered clear, informative, attractive, and helpful in increasing consumers' understanding of the products offered.

The strongest statement within the content-creation dimension concerned the completeness and clarity of product information, which obtained a positive-response percentage of 83%. This finding indicates that consumers generally considered the content capable of providing information about product models, colors, sizes, materials, prices, and availability.

In contrast, connecting obtained the lowest percentage among the social media promotion dimensions, at 72.25%. Although it remained within the relatively high category, this result indicates that communication and interaction between Butik Qweena and its consumers still require improvement. In particular, the statement concerning the boutique's response to consumer questions and messages obtained a positive-response percentage of only 68%. Therefore, communication through comments, direct messages, and other digital channels has not been evaluated as strongly as the quality of the content itself.

The purchase-decision variable obtained an overall positive-response percentage of 73.80%, which was also categorized as relatively high. Purchase quantity was the strongest dimension, with a percentage of 76%. The statement concerning consumers' possibility of purchasing more than one product in a single transaction obtained a positive response of 77%. This finding suggests that consumers may purchase several products when the products offered are considered relevant to their needs and preferences.

Distributor choice obtained the lowest percentage among the purchase-decision dimensions, at 71.67%. The statement concerning consumers' consideration of information about purchasing locations or channels obtained a percentage of 68%. Although consumers could purchase through Shopee, WhatsApp, or the physical store, information regarding these purchasing channels had not been communicated as clearly as other aspects of the products.

Overall, both research variables were evaluated within the relatively high category. However, the results also reveal that Butik Qweena performed more strongly in creating promotional content than in establishing interactive communication. Similarly, consumers showed stronger evaluations of purchase quantity than of the available purchasing channels.

Regression Model Results

Before conducting the regression analysis, classical-assumption tests were performed. The Kolmogorov–Smirnov normality test produced a significance value of 0.080, indicating that the residuals were normally distributed. The linearity test produced a Deviation from Linearity significance value of 0.148, while the Glejser test produced a significance value of 0.572. Because all significance values were greater than 0.05, the regression model fulfilled the assumptions of normality, linearity, and homoskedasticity.

Simple linear regression was subsequently conducted to examine the effect of social media promotion on purchase decisions. The results are presented in Table 2.

Table 2. Linear Regression Results

Variable	B	Standard Error	t	p
Constant	22.311	2.468	9.040	<0.001
Social Media Promotion	0.561	0.041	13.845	<0.001
R^2	0.662			
Adjusted R^2	0.658			

Dependent variable: Purchase Decision
Source: Data processing results, 2026.

The regression analysis produced a constant value of 22.311 and a social media promotion coefficient of 0.561. Based on these values, the regression equation is formulated as follows:

$$Y = 22.311 + 0.561X$$

where Yrepresents purchase decision and Xrepresents social media promotion.

The positive regression coefficient indicates that every one-unit increase in the social media promotion score is associated with an estimated increase of 0.561 units in the purchase-decision score. Therefore, social media promotion and purchase decisions have a positive or unidirectional relationship.

The t-test produced a value of 13.845 with a significance value below 0.001. Since the significance value was lower than 0.05, the null hypothesis was rejected and the research hypothesis was accepted. Thus, social media promotion had a positive and statistically significant effect on consumers' purchase decisions at Butik Qweena.

The coefficient of determination produced an R^2 value of 0.662 and an adjusted R^2 value of 0.658. This result indicates that social media promotion explained 66.2% of the variation in purchase decisions, while the remaining 33.8% was associated with other factors not included in the research model.

Discussion

The findings demonstrate that social media promotion has a positive and significant effect on consumers' purchase decisions at Butik Qweena. The regression coefficient of 0.561 indicates that stronger social media promotional activities are associated with higher purchase-decision scores. This relationship was statistically significant, as indicated by a t-value of 13.845 and a significance value below 0.001. Furthermore, the R^2 value of 0.662 demonstrates that social media promotion has substantial explanatory power within the research model.

These findings indicate that consumers who receive clear, attractive, accessible, and interactive promotional information through social media are more likely to purchase Butik Qweena's products. Social media promotion therefore serves not merely as a channel for displaying products but also as a source of information that assists consumers in evaluating available products, comparing alternatives, selecting purchasing channels, and determining when and how many products to purchase.

The findings support the marketing perspective of Kotler and Keller (2016), which emphasizes the creation, delivery, and communication of value to target consumers. In this study, social media functions as a communication channel through which Butik Qweena communicates product value, including product models, colors, sizes, materials, prices, availability, and promotional offers.

The results are also consistent with the digital-marketing perspective of Chaffey and Ellis-Chadwick (2019). Digital marketing involves applying digital media, data, and technology to

achieve marketing objectives. Butik Qweena's use of social media represents an application of digital marketing because the platform allows the boutique to distribute information, attract consumer attention, communicate with consumers, and support purchasing activities.

From the consumer-behavior perspective, the findings are consistent with Schiffman and Wisenblit (2019), who explain that consumers engage in searching, evaluating, purchasing, using, and assessing products. Promotional content provides information that consumers can use during this process. When product information is comprehensive and easy to understand, consumers experience less uncertainty and may become more confident in making purchase decisions.

The descriptive results strengthen this interpretation. Content creation was the most highly evaluated dimension of social media promotion, obtaining 75.75%. The strongest indicator concerned the completeness and clarity of product information, with a positive response of 83%. This result suggests that Butik Qweena has been relatively successful in presenting information that helps consumers understand the products before deciding to purchase.

For fashion products, the quality of product information is particularly important because consumers need to evaluate visual design, color, size, material, price, and suitability before making a decision. Clear product descriptions and visual presentations can reduce uncertainty, especially when consumers cannot directly inspect the product. This finding is consistent with Hanaysha (2022), who found that the informativeness of social media marketing positively influenced consumers' purchase decisions.

Nevertheless, strong content creation does not automatically mean that all aspects of social media promotion have been optimized. Connecting was the lowest-rated dimension, with a percentage of 72.25%. The relatively lower evaluation of responses to consumers' questions indicates that the communication process remains less developed than the content-publication process.

This difference suggests that Butik Qweena's social media activities may still be more focused on one-way communication. Products and promotional information are presented to consumers, but opportunities for immediate, consistent, and informative two-way interaction remain limited. In social media marketing, consumers do not merely expect to see content; they also expect prompt answers regarding stock, size, color, material, price, payment, delivery, and ordering procedures.

Therefore, improvements in social media promotion should not only involve increasing posting frequency. Butik Qweena also needs to improve the quality of its responses to comments and messages. Standardized response formats, updated product information, automatic replies outside operating hours, and designated staff responsible for digital communication may help strengthen interaction with consumers. This is relevant because Hanaysha (2022) also found that interactivity positively contributes to purchase decisions.

The descriptive results for purchase decisions indicate that purchase quantity was the strongest dimension, obtaining 76%. This finding suggests that respondents were willing to adjust the number of products purchased according to their needs and that some consumers considered purchasing more than one item in a single transaction.

This condition presents an opportunity for Butik Qweena to develop promotional strategies such as coordinated outfit recommendations, product bundles, complementary-product suggestions, or discounts for purchasing multiple products. For example, content may combine a blouse, skirt, hijab, and accessory into one coordinated fashion recommendation. Such content can help consumers visualize how several products can be used together, potentially increasing the number of items purchased.

However, purchase quantity should not be interpreted as evidence that consumers will automatically make large purchases. Promotional packages must remain relevant to consumers' needs, purchasing power, and fashion preferences. Excessive promotional pressure may attract short-term transactions but may not necessarily support sustainable customer relationships.

Distributor choice was the lowest-rated purchase-decision dimension, at 71.67%. The relatively lower evaluation of information about purchasing channels indicates that some consumers had not received sufficiently clear information about where and how to complete a purchase. Although Butik Qweena provides several purchasing options, including Shopee, WhatsApp, and its physical store, these options need to be communicated consistently across its social media accounts.

Butik Qweena should therefore include essential purchasing information in its social media profile and promotional content. This information may include the store address, operating hours, WhatsApp number, Shopee link, available payment methods, delivery options, and ordering procedures. A direct link leading consumers to the appropriate purchasing channel may reduce the number of steps required to complete a transaction.

The findings are consistent with Syamsurizal and Ka'bah (2023), who found that social media promotion had a positive and significant effect on purchase decisions. Their study reported that social media promotion explained 45.2% of the variation in purchase decisions. Although the explanatory value differs from the present study, both findings demonstrate that social media promotion contributes to consumers' purchasing behavior.

The results also support Puspita and Syah (2022), who identified a positive and significant influence of social media promotion strategies on purchase decisions. Similarly, Anggraini and Ilhami (2023) reported that social media promotion positively affected purchase decisions, both partially and simultaneously with product quality. These consistent findings demonstrate that social media can influence purchasing behavior across different products and business contexts.

The findings are also in line with Wursan et al. (2021), who showed that social media promotion influenced purchase decisions directly and through word of mouth. Social-media content can be distributed from one consumer to another, allowing product information and consumer experiences to reach audiences beyond the boutique's existing followers. Community-building activities, customer reviews, reposted consumer content, and product recommendations may therefore strengthen the effect of social media promotion.

The R^2 value of 0.662 indicates that social media promotion explained a substantial proportion of purchase-decision variation. However, the remaining 33.8% was not explained by the variable included in the model. The thesis identifies possible factors such as price, product quality, service, brand image, fashion trends, store location, consumer recommendations, and shopping experience. Because these factors were not statistically tested in this research, they should be treated as conceptual possibilities rather than confirmed empirical explanations.

The findings must also be interpreted within the methodological boundaries of the study. The respondents were selected using purposive sampling and were required to have purchased products from Butik Qweena and encountered its social media promotion. Consequently, the respondents already possessed experience and familiarity with the boutique. The results therefore describe the relationship between social media promotion and purchase decisions within this specific consumer group and should not automatically be generalized to all fashion consumers.

In addition, the research employed a cross-sectional design, meaning that data were collected during one research period. The significant statistical relationship demonstrates an association between social media promotion and purchase decisions, but it should not be

interpreted as absolute causality across all situations and periods.

Overall, social media promotion plays an important role in supporting purchase decisions at Butik Qweena. Its effectiveness is particularly visible in the quality of content creation and the delivery of clear product information. However, the managerial value of this finding does not lie solely in publishing more promotional content. Butik Qweena needs to combine informative and attractive content with responsive communication, clear purchasing-channel information, customer involvement, and convenient transaction procedures.

By improving these areas, social media can function not only as a product-display platform but also as an integrated purchasing channel that guides consumers from product discovery and evaluation to the completion of a transaction.

CONCLUSION

This study concludes that social media promotion and purchase decisions at Qweena Boutique are both in relatively high categories. Content creation is the strongest promotional dimension, showing that consumers value clear and complete product information. Connecting is the weakest promotional dimension, indicating that responsiveness and two-way communication require greater consistency. For purchase decisions, purchase quantity is the strongest dimension, while channel choice receives the lowest evaluation.

Social media promotion has a positive and significant effect on purchase decisions. The regression coefficient of 0.561 and t-value of 13.845 with $p < 0.001$ indicate that stronger social media promotion is associated with stronger purchase decisions. Social media promotion explains 66.2% of purchase-decision variation in the sample, while 33.8% is associated with factors outside the model.

Qweena Boutique is advised to maintain informative and visually attractive product content, respond more consistently to consumer messages, and make purchasing channels easier to identify. Posts should routinely include product models, colors, sizes, materials, prices, stock information, promotional offers, store details, WhatsApp contacts, Shopee links, payment options, and ordering procedures. Future studies may include price, product quality, service quality, brand image, consumer trust, shopping experience, and electronic word of mouth, use larger and more diverse samples, or apply qualitative and mixed-method designs.

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