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THE EFFECT OF SOCIAL MEDIA PROMOTION, *BRAND AWARENESS,* PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS AT RAYCHA BOUTIQUE STORE

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Abstract

The purpose of this study focuses on determining the influence of social media promotion variables, brand awareness, product quality, and price on purchasing decisions at the Raycha Boutique Store. This study was conducted on consumers of the Raycha Boutique Store using quantitative research methods. The population in this study were consumers at the Raycha Boutique Store located at Jl. Lintas Sumatera No. 89, Blok Songo Sisumut - Kota Pinang, South Labuhanbatu Regency with a sample of 67 people. The results of this study indicate that social media promotion, brand awareness, product quality, and price partially have a positive and very significant influence on purchasing decisions at the Raycha Boutique Store located at Jl. Lintas Sumatera No. 89, Blok Songo Sisumut - Kota Pinang, South Labuhanbatu Regency. Thus, simultaneously, the variables of social media promotion, brand awareness, product quality, and price have a positive and very significant influence on purchasing decisions.

Keywords : *Social Media Promotion, Brand Awareness, Product Quality, Price*

1. Introduction

The purchasing decision is the final stage of the consumer evaluation process in determining which product to purchase. This phenomenon is crucial for the sustainability of fashion retail or boutique businesses amidst fierce competition (Luca, 2025) . Today's consumers no longer simply purchase items to meet their basic daily clothing needs and tend to consider various psychological and rational aspects before finally choosing the right brand (Roy & Datta, 2022) . The ever-changing market dynamics require boutique entrepreneurs to understand the factors that influence consumers. Therefore, an in-depth analysis of decision-making patterns is a top priority in marketing strategies.

In the digital era, social media promotion has transformed into a marketing tool for the boutique creative industry (Aziz & Gani, 2024) . Platforms like Instagram, TikTok, and Facebook allow entrepreneurs to showcase clothing collections in a highly visual way through engaging content, allowing boutiques to reach a wider, unlimited audience (Madhura & Panakaje, 2022) . However, the effectiveness of this promotion depends heavily on the consistency and creativity of the content presented daily. Numerous previous studies have shown that social media marketing has enabled companies to reach target consumers easily, effectively, and efficiently while simultaneously stimulating consumer purchasing decisions.

In the boutique business, selling goods with a particular brand is closely related to brand awareness, which plays a crucial role in positioning a store to support the purchasing decision process (R & Chandramohan, 2024) . The concept of brand awareness generally makes consumers tend to prefer shopping at places whose names they are familiar with or frequently hear. Strong brand awareness provides a sense of security and initial trust for potential first-time buyers (Reviews et al., 2025) . Boutiques with unique visual identities and characteristics will be more easily remembered by the wider public. Without good brand awareness, a boutique will struggle to compete even if it has very high-quality products. Therefore, strengthening brand image is a strategic step in determining consumer purchasing decisions.

Product quality remains the primary foundation that determines consumer purchasing decisions in the boutique fashion industry (Pires & Perestrelo, 2025) . Boutique consumers typically have higher expectations for detailed stitching, materials, and clothing designs. Durable and comfortable products provide significant added value in the eyes of customers (Seo & Jin, 2024) . Consistent quality standards help boutiques build a positive reputation through natural word-of-mouth testimonials. Conversely, poor quality can quickly damage a boutique's image, especially with the presence of open online reviews. Therefore, strict quality control and product quality control offered by boutiques must be carried out from the production process until the products reach the hands of consumers (Zacharias, 2022) .

In the boutique business concept, price is often a very sensitive consideration for consumers in making the final decision to buy clothes (Saputra, Pradana & Fakhri , 2025) . The right price must reflect the value of the product while remaining competitive with similar competitors. A pricing strategy that is too high without being supported by adequate quality can influence purchasing decisions (Noorsyah et al., 2024) . Boutiques that pay attention to price variables by providing discounts and promotions are often used as a tool to trigger quick and impulsive purchasing decisions (Shrestha, 2025) . The balance between price perception and the benefits received by consumers is the key to successful transactions in the retail business.

This study chose the Raycha Boutique Shop located on Jl. Lintas Sumatera No.89, Blok Songo Sisumut – Kota Pinang, South Labuhanbatu Regency, where this boutique was established in 2019 but which supports the research as a phenomenon or problem that from observations found the development of the Raycha Boutique Shop's business or business is relatively stagnant amidst tight online and offline business competition. From the search, it was found that the Raycha Boutique Shop does not maximize social media as a promotional tool, low brand awareness by consumers is a trigger for difficult sales to occur, in addition to the quality of products and prices of each variant are different so that they affect purchasing

decisions. A strategic business location should provide selling value or be an attraction for consumers to visit.

Various studies have shown that social media, brand awareness, product quality, and price are crucial elements that every business owner must maintain. According to Mohan (2022) , consumers use digital media to seek information on various issues, personalities, brands , products, and services, as well as to assess various new sources of information initiated, created, and disseminated through social media. Furthermore, the relationship between brand awareness, product quality, and price on purchasing decisions is significant (Fiviana & Supardi, 2025) . Based on the relevance of the research references described, purchasing decisions indicate a shift in the way consumers seek the latest fashion references.

The purpose of this study is to determine the influence of social media promotion, *brand awareness,* product quality, and price on purchasing decisions at Raycha Boutique. Furthermore, this study specifically aims to demonstrate that social media promotion in boutique businesses in South Labuhanbatu Regency is a trend that must be followed to adapt to market tastes and increasingly dynamic business developments. Therefore, the urgency of this research is to further explore the role of social media in marketing and promotion in boutique businesses and its potential application to other businesses.

2. Literature Review

Social Media Promotion

The definition of social media promotion is a combination of two words: promotion and social media. Each of these words has a different meaning. Promotion in marketing science is a marketing communication tool that aims to increase revenue or provide incentives or added value to distributors, sales staff, or customers in a short period of time (Chong et al., 2022) . Meanwhile, social media is defined as a collection of interactive internet applications that facilitate the creation, curation, and sharing of user-generated content (both collaboratively and individually) (Davis, 2015) . Therefore, the definition of social media promotion as a digital marketing strategy is a way to promote new brands, build preference, and increase the number of visitors through strategic marketing (Prayogo & Anshori, 2023) . In the book Social Media, the definition of social media promotion is part of digital marketing that utilizes social media to promote products or services (Abdullah et al., 2025) . Indicators of Social Media Promotion According to (Az-Zahra & Sukmalengkawati, 2022) , namely content marketing, strategy effectiveness, credibility and informativeness.

Brand Awareness

The definition of brand awareness according to Kotler and Keller is when consumers are able to remember, describe, and recognize a particular brand so that they are interested in deciding to buy, meaning that brand awareness is something that appears in consumers' memories when they are thinking about a type of product (Arya Asraf et al., 2024) . Brand awareness according to (Nurhayana et al., 2025) is a marketing term that describes the level of consumer recognition of a product with a name. Brand awareness is generally given in marketing as a level of consumer awareness of a business. Brand awareness is used to measure the ability of potential customers to not only recognize the brand image, but also associate it with a particular company's products or services. According to (Rizkyani et al., 2022) brand

awareness is brand awareness, indicating the ability of consumers or potential buyers to recall Recognize or recognize Recall that a brand is part of a certain product category. Indicators of brand awareness according to (Rizkyani et al., 2022) are as follows *recall, recognition, purchase decision and consumption.*

Product quality

Product quality is the physical condition, function and nature of a product, whether goods or services, based on the expected quality level such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying consumer or customer needs (Sodinah et al., 2024). Product quality is one of the keys to competition between business actors offered to consumers. Consumers always want to get quality products according to the price they pay, although some argue that expensive products are quality products. (Febriana & Octavia 2024) . (Fajar Saputro & Muhammad Jalari, 2023) states that product quality is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product . Product quality indicators According to (Bago et al., 2022) , namely performance, durability, modification and aesthetics

Price

Price is a very important part in the business world, because it is a medium of exchange in conducting a transaction. Price is one of the competitive factors used by companies to sell their products (Jaya et al., 2022) . (Jannah et al., 2024) stated that price is the only component that generates revenue, while other elements are the marketing mix showing the costs. Pricing by sellers or traders will affect the income or sales that will be obtained or even losses that will be incurred if the decision in setting the selling price is not considered properly. According to (Bali, 2022) the selling price is the amount of money that the buyer is willing to pay and the seller is willing to accept. The selling price is the value reflected in the price list, the retail price, and the price is the final value received by the company as revenue or net price. The selling price is the sum of the cost of goods sold, administrative costs, selling costs, and the desired profit. Price indicators according to (Mutiara et al., 2020) are as follows: price affordability, price competitiveness, suitability of price and benefits and suitability of price and quality.

Purchase Decision

Purchasing decisions are part of consumer behavior, about how consumers choose, buy and use goods, services or ideas that begin when consumers recognize a problem or need triggered by internal or external stimuli to satisfy needs and desires (Putri et al., 2024) . Purchasing decisions are the process of making decisions about a product to buy after considering various brands and alternative information (Wowor et al., 2021) . Fauzi (2020) said that purchasing decisions are individual actions that are directly or indirectly involved in the effort to obtain and use a needed product or service. Purchasing decisions are greatly influenced by consumer experiences during the interaction process with the store. A positive experience will form a high value perception, thereby increasing the likelihood of purchases and repeat purchases. According to Keller in (Nainggolan et al., 2023) indicators in purchasing decisions are product selection, brand selection, time and quantity of purchases.

Conceptual Framework

The proposed research methods include:

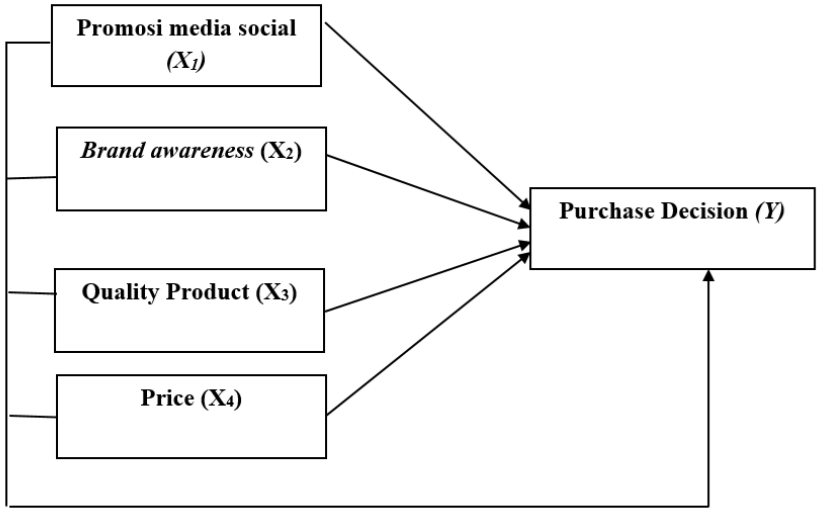


Figure 1. Conceptual Framework

Research Hypothesis

H 1 : There is an influence of social media promotion on purchasing decisions at Raycha Boutique

H 2 : There is an influence *of brand awareness* on purchasing decisions at Raycha Boutique

H 3 : There is an influence of product quality on purchasing decisions at Raycha Boutique

H 4 : There is an influence of price on purchasing decisions at Raycha Boutique

H 5 : There is an influence of social media promotion, *brand awareness,* product quality and price on purchasing decisions at Raycha Boutique.

3. Methodology

This research was conducted on consumers of Raycha Boutique Store using quantitative research methods. According to (Sugiyono, 2020) population is a generalization area consisting of objects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study were consumers at Raycha Boutique Store located at Jl. Lintas Sumatera No. 89, Blok Songo Sisumut - Kota Pinang, South Labuhanbatu Regency, which researchers took 50 every week for 4 weeks so that the sample determination used slovin.

Table 1. Customer Data

No	Time	Number of Visitors
1	Week I	50
2	Week II	50
3	Week III	50
4	Week IV	50
Amount		**200**

Source: Primary data (2026)

According to Sugiyono (2020), a sample is a portion or representative of the population being studied. With a population of 200 people, the sample size was drawn using the Slovin formula:

$$n=\frac{N}{1+N.e^2}$$

Information :
n = Number of samples
N = Population size
e = Margin of error (10% or 0.1)

then, $n=\frac{200}{1+200*0,10^2}$

So the number of samples (n) becomes:

$$n = \frac{200}{(1 + 2\ 00\ (0.1)^{2})} = 66.66$$

So the number of samples used is 67.

From the calculation above, the sample taken in the study was obtained at 67, then the number was rounded to 67 respondents. The data in this study were collected by interviews, observations, and direct distribution of questionnaires given to consumers, which were then tested through several analysis techniques as follows: Classical assumption test, in the classical assumption test, normality test, heteroscedasticity test, and multicollinearity test were carried out, Multiple Linear Regression Analysis Test, using the linear equation: $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$. Hypothesis Test, consisting of a t test (partial) used to analyze the partial influence between the independent variable and the dependent variable, and the F test (simultaneous) used to analyze the simultaneous influence between the independent variable on the dependent variable. 4) The coefficient of determination, used to measure the model's ability to explain variations in the dependent variable. To facilitate the research process, IBM SPSS Software is used as an analysis tool in processing data in the study

4. Result and Discussion

Research result

The research instrument was obtained from the results of distributing questionnaires and tested using the SPSS application, to test the feasibility of the research variables studied, the instrument test is as follows:

Table 2. Instrument Quality Test Results

Variables	Validity Test				Realism	
	No item	R Count	R Table	Information	Cronbach Alpha	Information
Social Media Promotion	1	.722	0.244	Valid	0.776	Reliable
	2	.670	0,244	Valid		
	3	.701	0,244	Valid		
	4	.321	0,244	Valid		
	5	.701	0,244	Valid		
Brand Awareness	1	.425	0,244	Valid	0,804	Reliabel
	2	.678	0,244	Valid		
	3	.355	0,244	Valid		
	4	.494	0,244	Valid		
Product Quality	1	.420	0.244	Valid	0.780	Reliable
	2	.382	0.244	Valid		
	3	.333	0.244	Valid		
	4	.348	0.244	Valid		
Price	1	.355	0.244	Valid	0.820	Reliable
	2	.494	0.244	Valid		
	3	.701	0.244	Valid		
	4	.494	0.244	Valid		

Source: Data processed by Spss 27 (2026)

From the data above, it can be seen that all calculated r values are greater than the t table value (0.244), so all statements are declared valid and have a Cronbach alpha value above 0.60, so all research variables are declared reliable. With valid and reliable validity and reliability testing, all research questionnaires are suitable for use as a basis for conducting further testing.

Classical Assumption Test Results

Normality Test

The normality test is a test of the distribution of research data, the normality test is as follows:

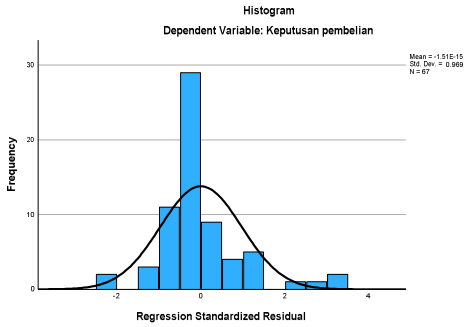


Figure 2. Normality test

Knowing whether the sample data is normal or not is the goal of normality analysis. From the data above, it can be seen that the graph forms a neat pattern and forms a bell. This

shows that the data is normally distributed. The graph results show that the data distribution is normally distributed with the resulting graph being neat and not forming any random data distribution.

Multicollinearity Test

The multicollinearity test in the test is as follows:

Table 3. Multicollinearity Test

Coefficients [a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social Media Promotion	.256	3,909
	Brand Awareness	.283	2,091
	Product Quality	.294	3,404
	Price	.285	1,783

Source: SPSS Output Data, 2026

From the table above, it can be seen that the tolerance value for each variable is greater than 0.1 and the vif value has a value less than 10, so that the research results are free from multicollinearity elements.

Heteroscedasticity Test

The heteroscedasticity test is depicted in graphic form, the test is as follows:

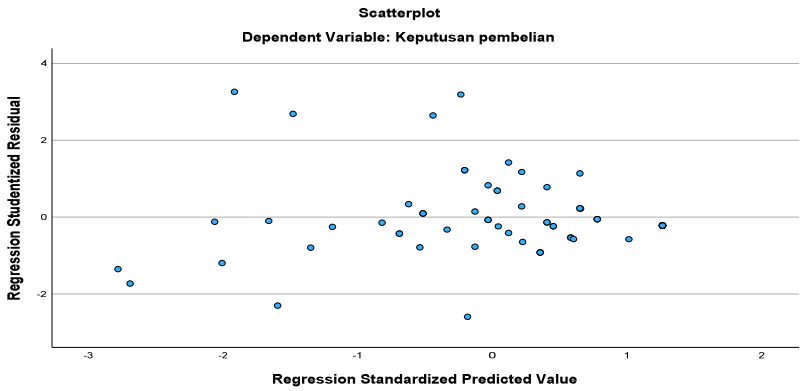


Figure 3. Heteroscedasticity Test

The image above shows a balanced distribution of data and does not form a specific pattern so that all research variables pass the heteroscedasticity test.

Multiple Linear Analysis

Multiple linear regression analysis was carried out to see the equation value based on the constant value in the table, the research results are as follows:

Table 4. Multiple Linear Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,396	1,422		.981	.330
	Social Media Promotion	.333	.190	.378	3,682	,001
	Brand Awareness	.427	.232	.332	2,839	.017
	Product Quality	.496	.127	.225	3,754	,001
	Price	.315	.260	.216	3,213	.003

Source: SPSS Output Data, 2026

$$Y = 1.396 + 0.333 (X_1) + 0.427 (X_2) + 0.496 (X_3) + 0.315 (X_4)$$

1. The constant value in the regression equation is 1.396, meaning the fixed value that each variable has before experiencing changes.
2. The regression coefficient of social media promotion shows a positive relationship with purchasing decisions with a coefficient value of 0.333.
3. *brand awareness* regression coefficient shows a positive relationship to purchasing decisions with a coefficient value of 0.427.
4. The product quality regression coefficient shows a positive relationship to purchasing decisions with a coefficient value of 0.496.
5. The price regression coefficient shows a positive relationship to purchasing decisions with a coefficient value of 0.315.

Partial Test (T-Test)

Partial testing was conducted to partially test the research variables with the following research results:

Table 5. Partial Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,396	1,422		.981	.330
	Social Media Promotion	.333	.190	.378	3,682	,001
	Brand Awareness	.427	.232	.332	2,839	.017
	Product Quality	.496	.127	.225	3,754	,001
	Price	.315	.260	.216	3,213	.003

Source: SPSS Output Data, 2026

The research results are as follows:

1. The test results for social media promotion were 3.682, t table 1.998 (t count > t table), with a significance value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted.
2. The test results for *brand awareness* were 2.839, t table 1.998 (t count > t table), with a significance value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted.
3. The test results for product quality were 3.754, t table 1.998 (t count > t table), with a significance value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted.
4. The test results for the price were 3.213, t table 1.998 (t count > t table), with a significance value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted.

F test

ANOVA testing was carried out to simultaneously test research variables with the following research results:

Table 6. Simultaneous Test (f Test)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	392,580	4	98,145	77,404	<,001 [b]
	Residual	78,614	62	1,268		
	Total	471,194	66			

a. Dependent Variable: Purchase decision

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

Source: SPSS Output Data, 2026

The results of the study show that the calculated f value is greater than the table f value (77.404 > 2.52) with a significant value of 0.001 which is less than 0.005. The results of the study show that all independent variables together have an influence on the dependent variable.

Determinant Coefficient

The determinant test was carried out to see the overall results of the research carried out, with the following results:

Table 7. Determinant Coefficient

Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.913 [a]	.833	.822	1,126

Source: SPSS Output Data, 2026

The final results of the study showed that the adjusted r square value gave a value of 0.822 or 82.20%, meaning that the research conducted had an influence on the dependent variable, namely 64.70% and the remainder was influenced by variables that were not the object of the study.

Discussion

Social Media Promotion Has a Positive and Significant Influence on Purchasing Decisions.

The test results for social media promotion were 3.682, t table 1.998 (t count > t table), with a significant value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted. From the results of the hypothesis testing, it is known that social media promotion has a positive and significant effect on purchasing decisions, the results of this study strongly support research (Ayoubi, 2024) that social media correlates well with the increased likelihood of making purchasing decisions based on advertisements found online. According to (Hanaysha, 2022) there is a relationship between only two aspects of social media marketing (interactivity and informativeness) with consumer purchasing decisions. From the results of this study, it can be analyzed that the role of social media as a marketing tool in the digital era is a demand that must be met by every business actor to support purchasing decisions.

***Brand Awareness* Has a Positive and Significant Influence on Purchasing Decisions**

The test results for *brand awareness* were 2.839, t table 1.998 (t count > t table), with a significant value of 0.001 < 0.05. So ho is rejected and ha is accepted. From the results of the hypothesis testing it is known that *brand awareness* has a positive and significant effect on purchasing decisions, the results of this study strongly support the research (Kurniawan, 2025) the findings indicate that brand awareness has a positive and significant effect on purchasing decisions. According to (Jbara et al., 2026) recognizing and remembering a brand is a fundamental component of brand awareness, an important concept in marketing. Brand recognition relates to the ability of consumers to ensure that they have been exposed to the brand before when presented with the brand as a clue. For small businesses such as Raycha Boutique Shop, brand awareness is very important to gain consumer trust, so that consumers can take advantage of the familiar services of the company.

Product Quality Has a Positive and Significant Influence on Purchasing Decisions

The test results for product quality were 3.754, t table 1.998 (t count > t table), with a significant value of 0.001 < 0.05. So ho is rejected and ha is accepted. From the results of the hypothesis testing it is known that product quality has a positive and significant effect on purchasing decisions, the results of this study strongly support research (Syaifuddin, 2024) that product quality is the variable most empirically studied in marketing research and its influence on purchasing decisions. The quality of Raycha Boutique Store products is evidence that the products sold are of high quality so that it has a large influence on purchasing decisions. According to (Putra, 2023) that product quality is the main value that consumers expect when purchasing products or services from manufacturers who offer high-quality products and services .

Price has a positive and significant influence on purchasing decisions

The test result for price was 3.213, t table 1.998 (t count > t table), with a significant value of 0.001 < 0.05. Therefore, ho is rejected and ha is accepted. From the results of the hypothesis testing, it is known that price has a significant effect on purchasing decisions. The results of the study have strong relevance to research conducted by (Akbar & Pamulang, 2020) product quality refers to the overall characteristics and properties of a product or service that affect its ability to meet explicitly or implicitly stated needs. According to (Summerlin & Powell, 2022) that the price variable has sensitivity with price attributes at the Raycha Boutique Store being taken into account before making a purchasing decision. Price is a major component of a website or social media promotion and therefore an integral part of the shopping experience.

Social Media Promotion, *Brand Awareness,* Product Quality, and Price Have a Positive and Significant Influence on Purchasing Decisions

The results of the study indicate that the calculated f value is greater than the f table value (77.404 > 2.52) with a significant value of 0.001 which is less than 0.005. The results of the study indicate that all independent variables together influence the dependent variable. The results of the study indicate that overall the variables of social media promotion, *brand awareness,* product quality, and price are important variables in this study in influencing purchasing decisions.

5. Result and Discussion

The results of this study indicate that social media promotion, *brand awareness,* product quality, and price partially have a positive and very significant influence on purchasing decisions at the Raycha Boutique Store located at Jl. Lintas Sumatera No. 89, Blok Songo Sisumut - Kota Pinang, South Labuhanbatu Regency. Thus, simultaneously, the variables of social media promotion, *brand awareness,* product quality, and price have a positive and very significant influence on purchasing decisions.

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