

The Influence of Business Development Strategies, Social Media Marketing, and Brand Image on Consumer Purchase Decisions with Consumer Trust as a Moderator

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ABSTRACT

This study aims to examine the influence of business development strategies, social media marketing, and brand image on consumer purchasing decisions, with consumer trust as a moderating variable. This research provides an in-depth understanding of how these three key factors affect consumer buying behavior, especially in the evolving context of digital marketing. Business development strategies, including product innovation, promotion, pricing, and distribution adjustments, are believed to enhance purchasing decisions with the support of consumer trust. Effective social media marketing through content creation and community building also plays a vital role in increasing brand awareness and consumer purchase intention. Furthermore, a positive brand image significantly boosts consumer trust and perception towards products, thereby encouraging purchasing decisions. The study employed a quantitative approach using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analyzed through SmartPLS software. The sample consisted of 150 respondents, with data tested for validity, reliability, and hypothesis testing. The results reveal that social media marketing, brand image, and consumer trust have a positive and significant impact on consumer purchasing decisions, whereas business development strategy does not have a direct effect. Consumer trust moderates the relationship between business development strategies and purchasing decisions but does not moderate the effects of social media marketing and brand image. These findings emphasize the importance of building consumer trust through effective digital marketing strategies to enhance purchasing decisions.

Keywords: Business Development Strategy, Social Media Marketing, Brand Image, Consumer Trust, Consumer Purchasing Decision.

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INTRODUCTION

In today's increasingly complex and digital market environment, consumer purchasing decisions are becoming an important element that is undergoing major changes. Information technology transformation and changes in consumer behavior patterns that continue to occur require business actors to understand the elements that affect the decision-making process when shopping. Consumer purchasing decisions refer to a series of steps that a person goes through, starting from being aware of needs, seeking information, evaluating alternatives, to choosing a specific product or service to buy. In the digital era, consumers now have an easier time getting a variety of information and choices, making consumption behavior more dynamic and complex. Understanding consumer purchasing choices is crucial, especially for businesses who want to strengthen their competitiveness and adapt marketing tactics to the ever-changing needs of the market.

Based on the latest data, online marketing has proven to play an important role in determining consumer purchase decisions, especially in the realm of e-commerce. Recent data shows that online marketing, especially when it comes to e-commerce, greatly influences consumer purchasing decisions. Data collected by the researchers in 2024 shows that increased digital marketing activity could be responsible for 54.5% of changes in consumer determination regarding the purchase of products or services. These results show that digital marketing strategies are critical to influencing customer purchasing behavior in the rapidly evolving IT era. In addition, brand reputation is also an important factor that influences a customer's purchasing decision; 84.8 percent of customers who use e-commerce platforms are influenced by brand reputation, product quality, and price discounts. This research shows that brand image can control the influence of product quality on consumer satisfaction, which in turn influences consumers' decision to purchase products. In addition, product performance and consumer preferences can also be influenced by this study (Zed et al., 2025) in order to win market competition.

The development of digitalization, especially through corporate business strategies, social media marketing, and public brand perception, has greatly influenced the phenomenon of consumer purchasing decisions today. Today's consumers are more receptive to promotional information and testimonials about products in the era of social media like now, which makes the purchasing decision-making process even more selective and critical. According to research conducted by Sadikin et al. (2019), advertising on social media and brand images has been proven to have a positive and significant effect on consumer purchase decisions, as more and more consumers feel confident and confident before deciding to buy a product. In addition, according to Ardiansa & Siregar (2022), the ease of obtaining information and assessing brand image through digital media can increase consumer confidence in decision-making. This shows that companies need to maximize their brand presence and reputation on social media in order to win the hearts of consumers amid fierce digital competition.

Previous studies have consistently proven that digital marketing strategies, especially through marketing through social media, have a major impact on consumer purchasing choices in today's digital era. According to research by Saputra et al., (2025), marketing strategies through social media have been proven to have a positive and significant influence in influencing consumer decisions when buying products, because promotions delivered through these platforms are able to reach and influence consumers effectively

more easily reach potential buyers at large and build intense interactions between consumers and business actors. These results are also supported by research Praditasetyo & Saputri (2021), which states that social media marketing contributes 40.5% in influencing online purchase decisions among Shopee Indonesia consumers. In addition, Sianturi et al., (2024) Explains that marketing strategies on social media, online consumer reviews, and price quotes contribute to each other in shaping purchasing decisions for consumers of cosmetic products.

Based on the research gap above, this study offers novelty by placing the consumer trust variable as a mediator between business development strategies, social media marketing, and brand image on consumer purchase decisions. Previous studies have mostly only examined the direct influence of digital marketing strategies such as social media marketing or brand image on purchase decisions without simultaneously examining the role of consumer trust as a mediator. In fact, in practice, consumer trust can be an important factor that strengthens or even determines whether consumers actually make the decision to buy products after exposure to digital strategies and brand image on social media. By integrating these three main variables and involving consumer trust as a mediating variable, this study is expected to provide a new empirical model that is more comprehensive and relevant in the current era of digital transformation, so that it can be a practical and theoretical reference in the development of business marketing strategies in the future.

This research was conducted to find out and analyze how business development strategies, marketing through social media, and brand image affect consumer decisions in making purchases, with consumer trust acting as an intermediary variable. In particular, this study aims to prove whether the strategies implemented by companies as well as digital marketing activities through social media and the formation of a strong brand image are able to influence consumers in making purchase decisions, either directly or through increasing trust in products. This study is expected to provide a more comprehensive understanding of how internal company factors and perceptions formed on social media can influence consumer purchasing behavior, as well as prove the important role of consumer trust as a link between business strategy and purchase decisions. Thus, this research is expected to enrich scientific references as well as become a practical reference for business people in optimizing marketing strategies in the digital era.

LITERATURE REVIEW

Social Exchange Theory

The explanations in this theory suggest that social relations, including between firms and consumers, are based on the exchange of imbalances and mutually beneficial benefits. Consumers will build trust if they feel they get equal benefits and good treatment from the company. Thus, a good business development strategy will build and increase consumer trust as consumers react positively to the value and benefits gained from the relationship. Social Exchange Theory according to Sidharta (2020) stating that one will repay the treatment of others with equal action, and one will act rationally to seek profit and avoid dissatisfaction. In this context, consumers who are satisfied with the business development strategy implemented are likely to increase their trust in the company.

Business Development Strategy

A Business Development Strategy is a structured plan designed by a company to expand and improve its business capabilities through various approaches, such as market penetration, product innovation, new market development, and service improvement to customers. This strategy aims to achieve long-term growth, strengthen a competitive position, and create sustainable added value for the company. In its implementation, the business development strategy integrates various management functions and responses to changes in the dynamic business environment, including technology, consumer needs, and market competition so that the company can survive and continue to grow (Khumaira et al., 2024).

Social Media Marketing

Social Media Marketing (SMM) is a digital marketing method that utilizes various social media platforms as the main means to communicate, interact, and promote products or services to the appropriate target audience. In SMM, the process includes creating innovative content, disseminating information, and interacting directly with users on platforms such as Facebook, Instagram, Twitter, and LinkedIn. This approach allows companies to engage in active interaction with customers and reach new audiences. Social marketing media can also be defined as interactions that are often triggered by consumers/viewers, or businesses/products/services, and encourage communication among consumers spread across online communities, brand pages, and fans (Knoblich et al., 2017).

Brand Image

Brand image is an impression and image that is formed in the minds of consumers based on experiences, interactions, and various information they get about a brand. According to some recent research, brand image includes a combination of consumer beliefs, attitudes, and views towards a particular company or product. Brand image plays an important role as a guideline for consumers in assessing products, especially when they lack complete information. Brands that have a strong and positive image can increase consumer trust and preferences, significantly influencing purchasing decisions Tamindael & Ruslim (2021).

Consumer Purchase Decision

Consumer purchasing decisions are a process that involves a series of activities both mentally and physically that consumers engage in as they choose, buy, and use products or services to meet their needs and desires. This process consists of several stages, starting from the introduction of the problem, finding information, assessing the various options available, to finally making a purchase decision and taking action after the purchase. At the decision-making stage, consumers choose one of the products and make a purchase transaction. This decision is the result of compromise and critical evaluation in choosing one alternative from several available options. According to Shocking (2020), the purchase decision is a selection of actions from several existing alternatives.

Consumer Trust

Consumer trust is the belief or level of confidence that consumers have in a product, brand, or company in the transaction process and purchase decision-making. This trust is formed from consumer judgments based on their experiences, information, and interactions they have with products or services. According to I. Sidharta & Suzanto (2015), trust is the result of an individual's evaluation after acquiring and processing information that then forms a positive view of a transaction object, especially in the context of online sales and purchases where consumers do not have the opportunity to see the product directly.

HYPOTHESIS

The Influence of Business Development Strategies on Consumer Purchasing Decisions

Business development strategies have a positive influence on consumer purchasing decisions, as evidenced by previous research. Research conducted Sofiani & Jhoniawan (2024) It shows that business development strategies that include product strategies, promotions, prices, and adjustments greatly influence consumer decisions in making purchases, especially in market development. Business development strategies have a positive effect on consumer purchasing decisions in product development. The above research also shows that product innovation and adjustment according to market needs improves consumer purchasing decisions. Business development strategies, especially through the development of distribution channels, have a significant effect on consumer purchasing decisions. Effective distribution channels facilitate product access, increase market reach, and strengthen research conducted Susilo et al., (2022) for consumer interest in buying. And promotional strategies have a positive effect on consumer purchase decisions. Research Juniar et al., (2025) Indicates that effective promotion increases interest and purchase decisions, especially in product development. Thus, business development strategies that include products, promotions, prices, and distribution have a positive influence on consumer purchasing decisions. That product innovation, effective distribution channels, and proper promotion increase consumer interest and decision to buy products, especially in market and product development. Effective promotion is also an important factor in driving consumer purchase decisions.

H1 : Business Development Strategy Positively Affects Consumer Purchase Decisions

The Influence of Social Media Marketing on Consumer Purchase Decisions

Social media marketing has a positive perception effect on consumer purchasing decisions in content creation. Previous research Sapphire (2024) It shows that an effective social media marketing strategy is able to increase brand awareness and influence consumer buying interest so that purchasing decisions become stronger. The influence of content creators on consumer purchase decisions in the context of content sharing shows a positive and significant impact. Research Munawar & Rokhmat, (2024) stating that content creators have a significant role in influencing consumers' decisions to buy fashion products on online marketplace platforms. Content creators help consumers obtain product information quickly and credibly, driving more positive purchasing decisions. Social media marketing has a positive effect on consumer purchase decisions. Research Qalbi et al.,(2024) It shows that marketing through social media makes it easier for consumers to

get information, interactions, and product recommendations from online communities, thereby increasing trust and motivation to buy products or services offered. And social media marketing has a positive effect on consumer purchasing decisions in the context of community building. Research Nuralmasari (2021) It shows that social media marketing is able to build an active community and increase consumer attachment and trust in brands, thus driving purchase decisions. This shows that the effectiveness of marketing on social media comes not only from product promotion, but also from the formation of a solid community. Thus, social media marketing has a positive effect on consumer purchasing decisions by increasing brand awareness, buying interest, and building an active and trusted community.

H2 : Social Media Marketing has a Positive Effect on Consumer Purchase Decisions

The Influence of Brand Image on Consumer Purchase Decisions

The influence of brand image on purchasing decisions by consumers has proven to be very important, as found in several previous studies. Studies conducted by Pranata & Saragih (2025) revealing that a strong and positive brand image is able to increase consumers' desire to buy, especially when product quality is also guaranteed. In addition, in the context of product innovation, brand image also has a positive impact on consumer purchasing decisions. This is in line with the findings Amin & Johansen (2022) which states that both brand image and product innovation together make a significant contribution in encouraging consumers to choose new products. Furthermore, the influence of brand image based on emotional aspects also shows a meaningful positive impact on consumers' purchasing decisions. Research by Nuryanti et al., (2024) Showing that a brand image that is able to evoke a feeling of trust and pride in consumers will strengthen their purchase intention. Thus, a good brand image plays an important role in increasing consumers' trust and positive perception of the product, which ultimately leads them to make a purchase. This conclusion is also supported by the results of the study Nuryanti et al., (2024) which confirms that consumer trust formed from a strong brand image is a major factor in purchasing decisions.

H3 : Brand Image has a Positive Effect on Consumer Purchase Decisions

The Influence of Consumer Trust on Consumer Purchase Decisions

The influence of consumer trust, especially the aspect of benevolence (seller goodwill), has been proven to have a positive influence on consumer purchase decisions. Research Trihudiyatmanto (2024) on fashion products via online in Bukalapak shows that when consumers believe that the seller has good intentions and attention to customer needs, the decision to make a purchase is greatly influenced by the level of consumer confidence in the product or service. According to research Marpaung (2024), consumers who are confident in the ability of the products or services offered are usually more steady in choosing the goods to be purchased. In addition, a study conducted by Mariza & Khoiri (2024) and other research confirms that consumer trust plays an important role in the purchase decision-making process. Consumers tend to choose products or services from brands that are known to have high integrity, that is, those that are always honest, reliable, and maintain quality and service consistently. This trust factor is especially seen in the reliability aspect of products and services, where research proves that the higher the trust in the reliability, the stronger the consumer confidence in making purchasing decisions.

Therefore, trust in the goodwill, competence, and resilience of products has a significant positive influence on determining consumer purchase decisions.

H4 : Consumer Trust has a Positive Effect on Consumer Purchase Decisions

Moderation of Consumer Confidence on the Influence of Business Development Strategies on Consumer Purchase Decisions

Consumer trust plays a crucial role in reinforcing the positive impact of business development strategies on their purchasing decisions. Business development strategies are proven to have a positive effect on consumers' decisions in making purchases. Study by Susilo et al., (2022) revealed that strategies that include product innovation, promotion, pricing, and other strategic adjustments can affect the level of consumer confidence. In addition, consumer trust along with business development strategies have a significant influence on determining purchasing decisions. Research by Juniar et al.,(2025) shows that the implementation of the right pricing strategy, by paying attention to the aspects of affordability and suitability between price and product quality, significantly increases consumer intention and decision in buying.

H5 : Moderation of Consumer Confidence strengthens the Influence of Business Development Strategy on Consumer Purchasing Decisions

Moderation of Consumer Trust on the Influence of Social Media Marketing on Consumer Purchase Decisions

Consumer trust is an important factor that reinforces the positive influence of marketing through social media on their purchasing decisions. Studies conducted by Munawar & Rokhmat (2024) It shows that the role of content creators is crucial in helping consumers obtain product information quickly and trustably, thus encouraging increased interest and decisions to buy fashion products on online marketplace platforms. This trust magnifies the positive effect of social media marketing on consumer choices in buying products. In addition, according to research Nuralasari (2021), social media marketing not only aims to build an active community, but also increases the emotional attachment and trust of consumers to the brand in question. This situation ultimately encourages consumers to make more confident and sustainable purchasing decisions.

H6 : Moderation of Consumer Trust strengthens the Influence of Social Media Marketing on Consumer Purchase Decisions

Moderation of Consumer Trust on the Influence of Brand Image on Consumer Purchase Decisions

Consumer trust acts as a reinforcement for the positive impact of brand image in influencing purchasing decisions. Study by Amin & Johansen (2022) revealing that brand image, especially in terms of emotions, has a significant contribution in increasing consumer intention to buy. When consumers have trust in a brand, the influence of that image on purchasing decisions becomes stronger and more pronounced. Other research results from Pranata & Saragih (2025) It also confirms that a good brand image will be more effective in driving purchases when the level of consumer trust in the brand is high. This trust is usually formed from the perception of product quality and a stable brand reputation, thus creating consumer confidence to buy the product.

H7 : Moderation of Consumer Trust strengthens the Influence of Brand Image on Consumer Purchasing Decisions.

RESEARCH METHOD

This study uses a quantitative approach with the application of the structural equation modelling (SEM). Model selection SEM considered appropriate because the variables in this study are equipped with measurement indicators and the presence of a moderation effect (Hair & Alamer, 2022). The structure of the research model includes five variables. Variable Consumer Purchase Decision consists of 4 indicators, Stability in a product, Habit in buying products, Giving recommendations to others and Make a repurchase Mardiana & Sijabat (2022). The second Business Development Strategy consists of 4 indicators, Market Development, Product Development, Distribution Channel Development and Promotions Arifqi & Wahyudi (2024). Third Social Media Marketing consists of 4 indicators, Content Creation, Content Sharing, Connecting and Community Building Ningrum & Usmany (2025). The four Brand Images consist of 4 indicators, Product Quality, Innovation, Emotional Image and Brand Reputation Fuad (2019). And the fifth Consumer Trust consists of 4 indicators, Benevolence, Competence, Integrity and Dependability (Kristiawan et al., 2021).

The analysis is carried out through several stages. First, a description of the demographic data of the respondents was presented to obtain an overview of the profile of the research respondents. The next stage, a description of the descriptive statistics from the respondents' responses to the questionnaire used was given. The descriptive statistics include the mean value, minimum value, maximum value, and standard deviation of the research data (Hair Jr et al., 2021). Third, a validity test is carried out to ensure that the questionnaire used in the study is truly valid and able to represent the variables being studied. The validity is measured based on the loading factor score, where if the score is more than 0.5, the questionnaire is considered valid. In addition, if the score exceeds 0.7, then the research model can be said to be fit or appropriate (Tambun & Sitorus., 2024). Fourth, reliability testing is carried out to ensure that the research data can be trusted and to evaluate the consistency of the answers from the respondents. The data are considered reliable and valid if the values of rho, Cronbach alpha, and composite reliability are greater than 0.7 (Sitorus & Tambun., 2023). Fifth, test the hypothesis and make a conclusion about whether the hypothesis is accepted or rejected. In this study, the hypothesis test used a one-tailed approach, where the hypothesis is accepted if the statistical t-values are greater than 1.65 and the p-values are less than 0.05 (Tambun et al., 2022). Sixth, presenting the resulting regression equations and their interpretation. Interpretation will be elaborated regarding the value of the influence coefficient and the implications of the strategy. Seventh, explain the value of the determination coefficient resulting from the research model.

RESULTS AND DISCUSSION

This study involved 150 respondents who were taken through filling out a form. Of these, there were 80 male respondents or around 53.3%, while female respondents amounted to 70 people, which was 46.7%. Respondents were divided into four age groups,

namely: less than 20 years old as many as 43 people (28.7%), 20-25 years old as many as 105 people (70%), 26-30 years old as 1 person (0.7%), and 31-35 years old as 1 person (0.7%). There were no respondents over the age of 35. In terms of education, respondents with high school/vocational education reached 87 people (58%), students as many as 53 people (35.3%), D3 graduates as many as 1 person (0.7%), bachelor (S1) as many as 8 people (5.3%), and masters (S2) as many as 1 person (0.7%). The analysis uses *the Partial Least Squares (PLS)* method, which is an approach in *Structural Equation Modeling (SEM)* that focuses on variations and components in structural equation models. This method was chosen to test the quality of the data collected in the study.

SmartPLS Descriptive Statistical Test

Descriptive statistics is a type of statistical analysis that is commonly used to present data. Usually, this method is applied as an initial stage in the data processing process before further analysis steps are carried out. However, descriptive statistics can also stand alone as a form of analysis that presents data while providing important information about the characteristics of the analyzed data. The relationship between research and statistics is so close, that the two cannot be separated. The use of statistics requires a variety of different techniques according to the type of problem at hand. In addition, statistics also serve as a basis for planning and testing hypotheses, as well as providing alternative solutions in prediction or forecasting. (Martias, 2021).

Table 1. Descriptive Statistical Test

Variabel	N	Min	Max	Mean	Standard Deviation	Percentage
Business Development Strategy	150	1	5	4.19	0.55	83.8%
Social Media Marketing	150	1	5	4.36	0.53	87.2%
Brand Image	150	1	5	4.35	0.58	87.0%
Consumer Purchase Decision	150	1	5	4.41	0.57	88.2%
Consumer Trust	150	1	5	4.33	0.54	86.6%

Based on the results of the descriptive statistical analysis obtained, it can be concluded that:

The results of descriptive statistical analysis for the Business Development Strategy variable showed that the smallest value was 1 and the highest value reached 5. The average of this variable is 4.19 with a standard deviation of 0.55, which is equivalent to 83.8%. Meanwhile, descriptive analysis on the Social Media Marketing variable showed a minimum value of 1 and a maximum value of 5, with an average of 4.36 and a standard deviation of 0.53 or equivalent to 87.2%. The results of the descriptive statistical analysis of the Brand Image variable showed that the minimum value was 1 and the maximum value was 5, had an average value of 4.35 and a standard deviation of 0.58 or equivalent to 87.0%. The results of the descriptive statistical analysis of the Consumer Purchase Decision variable described that the minimum value is 1 while the maximum value is 5, has an average value of 4.41 and a standard deviation of 0.57 or equivalent to 88.2%. The results

of the descriptive statistical analysis of the Consumer Confidence variable described that the minimum value is 1 while the maximum value is 5, has an average value of 4.33 and a standard deviation of 0.54 or equivalent to 86.6%.

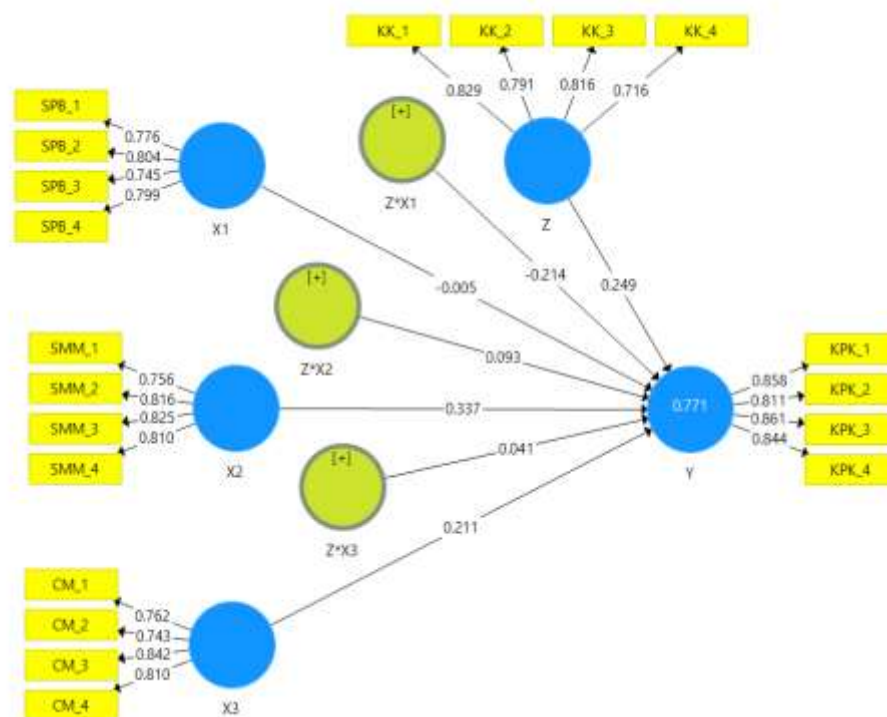


Figure 1. Loading Factor Results

All variable indicators in this study were declared valid, as seen in the loading factor results, because all values exceeded 0.5 which indicates that the validity of each indicator was met.

Validity and Reliability Tests

Validity tests are usually performed to ensure that an instrument actually measures the variables or concepts in question, including aspects such as typical performance behaviors, e.g. instruments used to measure attitudes, interests, self-concepts, or loci of control and so on. According to Azwar (1987: 173), validity is a term that indicates the level of accuracy and accuracy of a measuring instrument (test) in carrying out its measurement function. While reliability test comes from the word "reliability", which refers to the consistency of measurement results as long as the characteristics measured in the subject group remain stable the test results are considered reliable. Test results can be considered trustworthy only if they are nearly identical in several tests against the same group of subjects. Nur (1987: 47) states that the reliability of the measure is related to how far the individual deviation score, or z-score, is relative. Consistent administrative changes when carried out with the same or equivalent exams. According to Azwar (2003: 176), one of the important characteristics of a quality measurement instrument is its reliability (Scott, 2009).

- There are several methods used to assess validity in research, including:
- *Cronbach Alpha*, which functions to measure the level of reliability of a variable or questionnaire. The value that is considered eligible is usually more than 0.7.
 - *Composite Reliability*, which is used to evaluate the internal consistency of the questionnaire, with the value received also being more than 0.7.
 - *Average Variance Extracted (AVE)*, which is a measure used to assess the validity of a convergent in a study, and is usually considered valid if the value exceeds 0.5.

Table 2. Validation and Reality

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
SPB	0.789	0.798	0.862	0.611
SMM	0.815	0.815	0.878	0.643
CM	0.799	0.799	0.869	0.625
KPK	0.865	0.866	0.908	0.712
KK	0.797	0.800	0.868	0.623
KK*SPB	1.000	1.000	1.000	1.000
KK*SM M	1.000	1.000	1.000	1.000
KK*CM	1.000	1.000	1.000	1.000

Description : Business Development Strategy, Social Media *Marketing*, Brand Image, Consumer Purchase Decision and Consumer Trust

The results of the validity and reliability tests shown through Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values in the table above can be summarized as follows. The AVE value obtained shows that the above variables: Business Development Strategy, Social Media *Marketing*, Brand Image, Purchase Decision and Consumer Trust are > 0.5 , so that the table indicates that the existing variables are valid and adequate. In other words, the variable shows good discriminant validity. In addition, the *Composite Reliability* and *Cronbach's Alpha* values are also more > 0.7 , which indicates that the results of these tests are trustworthy and scientifically accepted. This finding also supports the results of previous research which stated that these variables: Business Development Strategy, Social Media *Marketing*, Brand Image, Consumer Purchase Decision and Consumer Trust obtained a $>$ of 0.7 so that it can be concluded that all variables have a high level of reliability.

The Coefficient of Determination value (R-Square) indicates how much variation in the data can be explained by the variables in the model. The R-Square value range is between 0 and 1, where a value close to 1 indicates a better model. Based on the data obtained, the R-Square value for the Consumer Purchase Decision variable is 0.771. This figure indicates that about 77.1% of the variation in Consumer Purchasing Decisions can be explained by the factors included in the model. Business Development Strategy, Social Media *Marketing*, Brand Image and Consumer Trust is 77.1% and can be seen from the R-

Adjust value of 0.759 or equal to 75.9%, this figure is considered good because the R-Adjust value obtained is more than 50%.

The value contained in the F-square has an influence on each variable with a size effect. The F-pan value of 0.02 indicates small, 0.15 indicates medium, and 0.35 indicates large. A comparison value of less than 0.02 can be ignored or not accepted the existing square can be said that the variable that has a large size effect with the criterion > 0.35 lies in Consumer Trust in the Business Development Strategy which has a value of $0.132 > 0.35$. Based on the data in the moderating effect, two hypotheses can be obtained, namely: (1) Moderation of Consumer Confidence on the Influence of Business Development Strategy on Consumer Purchase Decisions has a significant influence (2) Moderation of Consumer Confidence on the Influence of Social Media *Marketing* on Consumer Purchase Decisions does not have a significant influence. (3) Moderation of Consumer Confidence on the Influence of Brand Image on Consumer Purchase Decisions has a significant influence.

HYPOTHESIS TEST

One of the important steps in evaluating the causal relationship between the Latin constructions of this research model is the analysis of the model conducted using SmartPLS in *Modeling Equation Struktural Partial Least Square* (PLS-SEM). The P-value is less than 0.05 if the T-statistic is greater than 1.65. The analysis in this model can be considered significant. The results table of this study will be tested with PLS for significant and insignificant data (Hair Jr et al., 2021).

Table 3. Hypothesis Test

	Hypothesis	Coefficient Value	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
H1	Business Development Strategy > Consumer Purchasing Decisions	-0.005	0.008	0.092	0.051	0.959	REJECTED
H2	Social Media Marketing > Consumer Purchasing Decisions	0.337	0.329	0.091	3.716	0.000	ACCEPTED
H3	Brand Image > Consumer Purchasing Decisions	0.211	0.214	0.086	2.457	0.014	ACCEPTED
H4	Consumer Trust > Consumer Purchasing Decisions	0.249	0.250	0.106	2.342	0.020	ACCEPTED
H5	Consumer Trust > Business Development Strategy > Consumer Purchasing Decisions	-0.214	-0.183	0.090	2.371	0.018	ACCEPTED
H6	Consumer Trust > Social Media Marketing > Consumer Purchasing Decisions	0.093	0.109	0.168	0.557	0.578	REJECTED
H7	Consumer Trust > Brand Image > Consumer Purchasing Decisions	0.041	-0.003	0.163	0.248	0.804	REJECTED

Source : SmartPLS Data Processing Results, 2025

DISCUSSION

Based on the information data above, it can be concluded that the hypothesis test produced is one of the five hypotheses proposed in this study.

Proving the First Hypothesis of Business Development Strategies on Consumer Purchase Decisions

The first hypothesis test showed that the statistical t-value of the relationship between business development strategy and consumer purchase decision was $0.051 < 1.65$ and the value was $0.959 > 0.05$. This means that the variable of Business Development Strategy on Consumer Purchase Decisions does not have a positive or rejected influence on the first hypothesis. In the business development strategy variable, it is measured by four indicators: Market Development, Product Development, Distribution Channel Development and Promotion. In the market development indicator, although the strategy of expanding the market is one of the company's efforts to achieve growth, the results show that the expansion of the market has not been effective enough to directly influence consumer purchasing decisions. Furthermore, product development indicators that usually focus on new product innovation have also not contributed significantly to influencing purchasing decisions. This can be caused by a lack of product adaptation to consumer needs or the introduction of new products is not optimal. Distribution channel development indicators that play a role in expanding product access to consumers have also not been proven to be significant in supporting purchase decisions. This may be due to an imbalance between the available distribution channels and consumer preferences. Furthermore, promotional indicators as one of the important elements in business development strategies also did not show a significant direct influence on purchasing decisions in this study. These overall results show that while business development strategies are an important part of company management, they have not been successful in encouraging consumers to make immediate purchasing decisions. Other factors such as consumer trust and marketing through social media may play a more decisive role. Therefore, companies need to review and combine business development strategies with an approach that focuses more on increasing trust and digital interaction to obtain more optimal results in influencing consumer purchasing decisions.

Proving the Second Hypothesis of Social Media Marketing on Consumer Purchase Decisions

The second hypothesis test showed that the statistical t-value of the relationship between social media marketing and consumer purchase decisions was $3,716 > 1.65$ and value $0.000 < 0.05$. This means that the Social Media Marketing variable on Consumer Purchase Decisions has a positive or significant influence on the second hypothesis. In the variable Social Media Marketing measured by four indicators *Content Creation*, *Content Sharing*, *Connecting dan Community Building*. In the first indicator, *Content Creation* It acts as a strengthening factor in improving consumer purchasing decisions. By producing engaging and informative content, companies can build consumer interest and interest in the products offered. Next, the indicator *Content Sharing* It is also a factor that strengthens purchasing decisions, as consumers' ability to disseminate promotional content through

various social media platforms can increase the reach and exposure of products at large. The third indicator, *Connecting*, describes the interactive relationships built between companies and consumers through social media. This strong connection strengthens consumer trust and loyalty, making the purchase decision-making process easier. Next, the indicator *Community Building* It has also proven to be an important factor that strengthens consumer purchasing decisions. By building a community of users or product fans on social media, companies can create a higher sense of community and trust that encourages consumers to make purchases. Overall, the results of this hypothesis test show that effective marketing activities through social media platforms have an important role in influencing consumer purchasing decisions. Therefore, companies should continue to hone their marketing strategies through social media by focusing on creating innovative content, expanding social connections, and building a solid customer community, in order to increase competitiveness in today's digital market.

Proving the Third Hypothesis of Brand Image on Consumer Purchase Decisions

The third hypothesis test showed that the statistical t-value of the relationship between brand image and consumer purchase decision was $2.457 > 1.65$ and value $0.014 < 0.05$. This means that the Brand Image variable on Consumer Purchase Decisions has a positive or significant influence on the third hypothesis. In the variable Brand image measured by four indicators of Product Quality, Innovation, Emotional Image and Brand Reputation. In the first indicator, Product Quality proved to be the main factor that strengthened consumer purchasing decisions. Products that have good quality can build customer trust and satisfaction so as to encourage consumers to choose and buy the product. Furthermore, the Innovation indicator plays an important role in creating product attractiveness and differentiation in the market, so that consumers feel that the brand's products are superior to other competitors. The third indicator, Emotional Image, also supports consumer purchasing decisions by building an emotional relationship between consumers and brands. This emotional aspect is able to trigger consumer loyalty and increase the likelihood of repurchases. Furthermore, the Brand Reputation indicator has a significant impact through consumer perception of brand credibility and reliability in the eyes of the public. A positive reputation strengthens consumer confidence in choosing the products offered. Overall, these results confirm that the image or perception of a brand has a significant influence on determining consumer choices when making purchases. Therefore, companies are encouraged to continue to maintain and develop their brand image by focusing on improving product quality, continuous innovation, strengthening emotional relationships with consumers, and building a trusted reputation in order to increase consumer loyalty and sales performance Overall.

Proof of the Fourth Hypothesis of Consumer Trust in Consumer Purchasing Decisions

The results of the fourth hypothesis test showed that the statistical value t for the relationship between consumer confidence and consumer purchasing decisions reached $2,342 > 1.65$, and the significance value of value was $0.020 < 0.05$. This shows that the consumer confidence variable has a positive and significant influence on purchasing decisions on the fourth hypothesis. Consumer trust is measured by four indicators of *Benevolence*, *Competence*, *Integrity* and *Dependability*. In the first indicator, *the*

company's Benevolence or goodwill towards consumers is proven to be a factor that strengthens consumer purchasing decisions. When consumers feel that the company has care and care for their needs, the level of trust and loyalty will increase. Furthermore, *the Competence indicator* , which refers to the company's ability to fulfill promises and provide quality products or services, also strengthens consumers' purchasing decisions. This ability creates consumer confidence that the product purchased will be in accordance with expectations. The third indicator, *Integrity*, is related to the company's honesty and transparency in interacting with consumers. Consumers who consider the company to have high integrity will feel comfortable and confident to make a purchase because of their trust in the company's commitment. Furthermore, the company's *Dependability* indicator has an influence on consumers in terms of the consistency of products and services received. This reliability drives purchasing decisions because consumers feel confident that the product will always meet quality standards in a sustainable manner. Overall, the results of this test confirm that consumer trust is a significant key factor in impacting consumer choices in making purchases. Therefore, companies must continue to build and maintain trust through efforts that focus on goodwill, capability, integrity, and reliability in order to increase consumer loyalty and purchasing decisions effectively.

Proof of the Fifth Hypothesis of Moderation of Consumer Confidence on the Influence of Business Development Strategies on Consumer Purchase Decisions

The results of the fifth hypothesis test showed that the statistical value of T for the relationship between consumer confidence and the influence of business development strategies on consumer purchasing decisions was 2.371, which is greater than the critical value of 1.65, while the significance value was 0.018, which is smaller than 0.05. Thus, it can be concluded that the variable of consumer trust in business development strategies has a positive influence on consumer purchase decisions. Consumer confidence as a moderation variable involves four main indicators, namely *benevolence* (good intentions), *competence* (ability), *integrity* (integrity), and *dependability* (reliability). These indicators when combined with the variables of Business Development Strategy which are measured through several indicators such as market development, product development, distribution channel development, and promotion, are able to strengthen the relationship between business development strategy and purchasing decisions made by consumers are greatly influenced by their level of trust in the company. With this trust, business development strategies will become more effective in encouraging consumers to make purchases. Consumers who have high confidence in a company tend to respond more easily to various business development initiatives, so their chances of purchasing a product increase. Therefore, companies are advised to not only focus on strategic business planning, but also actively build and maintain consumer trust so that business strategies can have a more optimal impact on consumer purchasing decisions.

Proving the Sixth Hypothesis of Moderation of Consumer Trust on the Influence of Social Media Marketing on Consumer Purchase Decisions

The results of the sixth hypothesis test showed that the statistical value of T for the relationship between trust and the influence of social media marketing consumers on consumer purchase decisions was $0.557 > 1.65$ and value $0.578 < 0.05$. This means that the variable of Consumer Trust in Social Media Marketing on Consumer Purchase Decisions

does not have a positive or rejected influence on the sixth hypothesis. Consumer trust as a moderation variable includes several main indicators such as benevolence, competence, integrity, and dependability. These indicators, when combined with Social Media Marketing variables measured through Content Creation, Content Sharing, Connecting, and Community Building indicators, are not able to strengthen the relationship between social media marketing and consumer purchasing decisions. This shows that although social media marketing has a significant influence on consumer purchasing decisions, the role of consumer trust as a moderation variable does not have a meaningful effect in strengthening this influence. This can happen because consumers who have a high level of trust do not always make social media marketing the main factor in purchasing decision-making, or there may be other variables that are more dominant in the context of marketing on social media. Therefore, companies need to find other more effective strategies to combine consumer trust with digital marketing activities so that marketing results through social media can have a maximum impact on purchasing decisions.

Proving the Seventh Hypothesis of Moderation of Consumer Trust on the Influence of Brand Image on Consumer Purchase Decisions

The seventh hypothesis test showed that the statistical value of T for the relationship between consumer trust and the influence of brand image on consumer purchasing decisions was 0.248, which is smaller than the critical value of 1.65, and the significance value (p-value) of 0.804 which is greater than 0.05. This shows that the variable of consumer trust in brand image does not have a significant influence on consumer purchasing decisions, so the seventh hypothesis is rejected. Consumer confidence as a moderation variable involves several key indicators such as *benevolence* (good intentions), *competence* (ability), *integrity* (integrity), and *dependability* (reliability). These indicators, when combined with the Brand Image variables measured through the indicators of Product Quality, Innovation, Emotional Image, and Brand Reputation, were not able to strengthen the relationship between brand image and consumer purchase decisions, showing that although brand image has a significant influence on purchase decisions, the existence of consumer trust as a moderation variable does not have a strong influence on strengthening relationship. This may happen because consumers who already have a positive view of brand image don't always need an additional boost in the form of confidence in making their choices when buying. Therefore, companies need to look for other more effective strategies to combine consumer trust with brand image in order to drive more optimal and sustainable purchasing decisions.

CONCLUSION

From the results of data analysis and hypothesis testing in this study, it can be concluded that marketing through social media, brand image, and consumer trust levels significantly have a positive influence on consumer decisions in making purchases. These findings indicate that the effectiveness of marketing through social media, which is able to build an active community and increase brand awareness and positive brand image, directly encourages consumers to make a purchase. In contrast, business development strategies have not been shown to have a direct effect on consumer purchasing decisions. Consumer trust also plays a significant moderation variable only on the relationship between business

development strategy and purchase decisions, while not moderating the influence of social media marketing and brand image. This research emphasizes the importance of strengthening consumer trust as a foundation in increasing the effectiveness of digital marketing strategies. The limited sample and scope of research are obstacles that need to be considered so that the results can be more general.

Based on these findings, it is recommended for companies to further optimize the use of social media marketing and brand image management to improve consumer purchase decisions. Relevant institutions can also consider consumer confidence-building training and programs through transparent interactions and building solid relationships with customers. In addition, business development strategies need to be evaluated and adjusted in order to contribute directly to purchasing decisions. Further research is recommended to expand the number of respondents and the coverage of variables in order to obtain a more comprehensive picture. Collaboration between business practitioners and academics is also important to produce marketing strategies that are adaptive to technological developments and consumer behavior. These steps are expected to be able to increase business competitiveness and sustainability in the current digital era.

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