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THE INFLUENCE OF BRAND IMAGE, PRICE, AND SOCIAL MEDIA MARKETING ON CONSUMER PURCHASING DECISIONS AT PT. HOKKI ROTTI SUKSES ABADI (HOKKI BAKERY)

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Abstract

This study aims to determine the effect of brand image, price, and social media marketing on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery). This research used a quantitative method with a survey approach involving 110 Hokki Bakery consumers as respondents. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results showed that brand image did not have a significant effect on purchasing decisions, while price and social media marketing had a positive and significant effect on consumer purchasing decisions. Simultaneously, brand image, price, and social media marketing significantly influenced purchasing decisions, explaining 65.3% of the variation in consumer purchasing decisions. This study indicates that the company should maintain competitive pricing strategies and improve social media marketing activities to strengthen consumer engagement and increase purchasing decisions.

Keywords: Brand Image, Price, Social Media Marketing, Purchasing Decision, PT. Hokki Rotti Sukses Abadi (Hokki Bakery)

INTRODUCTION

Marketing is evolving rapidly due to the use of technology. Many businesses leverage social media, online marketplaces, and messaging applications to reach consumers more easily. The concept of marketing has developed in tandem with shifts in how businesses define their primary focus. Marketing activities are no longer centered solely on product sales; rather, they also encompass how a company builds long-term relationships with its consumers (Saragih et al., 2022). Marketing management is both an art and a science—it involves selecting target markets, as well as acquiring, retaining, and growing a customer base by creating, delivering, and communicating superior customer value (Kotler et al., 2022). Furthermore, marketing identifies and addresses consumer needs through two-way communication that reflects a brand's personality and adds value for the target audience or customers (Khoirunnisa & Astini, 2021). Based on per capita weekly consumption data for the 2022–2024 period, plain bread shows a downward trend. Consumption of plain bread was recorded at 0.353 slices/week in 2022, decreasing to 0.317 slices/week in 2023, and falling further to 0.290 slices/week in 2024. The growth rate of -8.59% between 2023 and 2024 confirms that the consumption of plain bread is on a downward trajectory.

Conversely, sweet bread and other types of bread show an upward trend. In 2022, consumption for this category stood at 1.044 slices/week, rising to 1.068 slices/week in 2023, and increasing again to 1.095 slices/week in 2024. The growth rate of 2.48% from 2023 to 2024 indicates that the consumption of sweet bread and other types of bread continues to rise. These developments highlight the importance of an appropriate marketing strategy for sustaining a business's presence amidst increasingly intense competition (Hadisti 2023). Based on Hokki Bakery's sales data for the 2023–2025 period, it is evident that sales figures have fluctuated quite dynamically from year to year. In 2023, the company recorded total sales of IDR 4,457,000,000. However, in 2024, sales declined to IDR 3,987,000,000—a decrease compared to the previous year. This situation points to shifts in consumer behavior, as well as the influence of various internal and external factors affecting the volume of product purchases. In 2025, sales saw a resurgence, reaching a total of IDR 4,790,000,000. This increase indicates an improvement in marketing

performance and consumer purchasing power regarding the products offered. Nevertheless, the sales fluctuations observed over the past three years suggest that the company needs to gain a deeper understanding of the factors influencing consumer purchasing decisions. Elements such as brand image, price perception, product quality, and social media marketing strategies are critical aspects that warrant attention in order to sustain and boost sales over the long term.

Brand image plays a key role in encouraging consumers to recognize, remember, trust, and choose a product. It is a significant aspect, as it shapes consumer perceptions regarding a product's advantages, unique characteristics, and value in comparison to similar offerings (Alverina & Syarif, 2023). The growing number of competitors in the bakery industry means that consumers are presented with a wide array of products that share relatively similar features. This situation poses a challenge for PT. Hokki Rotti Sukses Abadi (Hokki Bakery) in maintaining a brand image that remains appealing and offers a competitive edge over rivals. Consequently, it is necessary to analyze the extent to which Hokki Bakery's brand image influences consumer purchasing decisions. Brand image is a critical factor that warrants investigation to determine its impact on consumer purchasing decisions within the competitive landscape of the bakery industry. In addition to brand image, price is a crucial factor that influences consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery). This is because consumers do not merely consider the brand or their impression of a product; they also evaluate whether the offered price aligns with the product's quality, benefits, and their own purchasing power.

According Ardiyansyah & Purnama (2024) explain that price plays a role in helping consumers make choices based on their purchasing power and the perceived alignment of benefits. The presence of several competitors offering similar products provides consumers with a range of alternatives before they reach a purchasing decision. Presented below is a price comparison of bakery products offered by PT. Hokki Rotti Sukses Abadi (Hokki Bakery) against those of several similar competitors, providing an overview of the price competition landscape within the bakery industry. Regarding the price comparison of bakery products between PT. Hokki Rotti Sukses Abadi (Hokki Bakery) and several similar competitors, it is evident that there is a variation in pricing across the product categories offered by each company. These price differences indicate that each bakery business employs a distinct pricing strategy, tailored to factors such as product type, size, the quality of ingredients used, and the targeted market segment.

When it comes to bakery products, consumer considerations regarding price are often linked to several factors, including taste, portion size, product appearance, variety, and the quality of ingredients used. In terms of taste, consumers may evaluate whether the flavor profile of products from PT. Hokki Rotti Sukses Abadi (Hokki Bakery)—such as the softness of the bread, the texture of the cakes, sweetness levels, aroma, and unique flavor characteristics—justifies the price paid. Regarding size, consumers may assess whether the portion they receive is commensurate with the price, especially when compared to other bakeries. Furthermore, the product's appearance—such as its design, neatness of presentation, use of decorations, and overall visual appeal—can also influence how consumers perceive its value. The use of social media marketing serves as a key strategy for enhancing product appeal and fostering a closer connection with consumers. Today, consumers do not rely solely on direct, firsthand experience to learn about products; they also turn to various digital platforms before making a purchasing decision.

Regarding the comparison of social media marketing activities between PT. Hokki Rotti Sukses Abadi (Hokki Bakery) and several of its competitors, it is evident that there are differences in how social media is utilized. PT. Hokki Rotti Sukses Abadi (Hokki Bakery) has 129 followers and 137 posts, whereas Jofie Bakery has 189,000 followers and 6,972 posts, and Choco Bakery has 44,500 followers and 1,133 posts. In terms of consumer interaction, content from PT. Hokki Rotti Sukses Abadi (Hokki Bakery) receives an average of 3–10 likes and 0–1 comments, while its competitors enjoy higher levels of engagement. Furthermore, the content used by PT. Hokki Rotti Sukses Abadi (Hokki Bakery) is still limited to product photos and product information, whereas its competitors employ a wider variety of content, such as video reels, product information, as well as promotions and discounts. The social media presence of PT. Hokki Rotti Sukses Abadi (Hokki Bakery) requires more active management through content that is engaging, informative, and easy to understand, while also capable of fostering interaction with consumers. Improved social media management is expected to enhance consumer engagement and support purchasing decisions for Hokki Bakery products.

Based on the background information provided above, the author has identified the following issues:

1. Information regarding the products of PT. Hokki Rotti Sukses Abadi (Hokki Bakery) is not yet fully taken into account by consumers when making a purchase; furthermore, there remains a discrepancy between consumer expectations and their actual experience after purchasing Hokki Bakery products.

2. PT. Hokki Rotti Sukses Abadi (Hokki Bakery) is not yet easily recognized or remembered by consumers as a bakery option, and it lacks a strong, distinctive identity compared to other bakeries.
3. The pricing of PT. Hokki Rotti Sukses Abadi (Hokki Bakery) products is not yet perceived as fully competitive when compared to the prices of products from other bakeries.
4. The social media content of PT. Hokki Rotti Sukses Abadi (Hokki Bakery) is not yet sufficiently engaging or easy to understand. Consumer engagement levels with this content remain low; the company's social media presence has not been optimized for building relationships and interacting with consumers; and it has not yet fully succeeded in increasing consumer interest in the products offered.

LITERATURE

Purchase Decision

A purchasing decision represents the behavior of end consumers—whether individuals or households—who acquire goods and services for personal consumption (Arfah, 2022). According to Satria (2023), a purchasing decision is a consumer decision-making process that begins with problem recognition, followed by information search, evaluation of alternatives, the actual purchase decision, and finally, post-purchase behavior. According to Septyadi et al. (2022), a purchase decision is a form of consumer behavior that involves selecting a product after undergoing a specific deliberation process.

Brand Image

According to Kotler (2022), brand image refers to a consumer's perceptions and beliefs regarding a brand, which are shaped through their experiences, information, and interactions with that brand. Brand image can be viewed as a type of association that arises in a consumer's mind when they recall a specific brand (Alfia, 2023). According to Alida and Tanjung (2024), brand image is a consumer's perception of a product, service, or company—formed through the consumer's experiences and memories—which can, in turn, influence their interest and purchasing decisions.

Price

According to Indrawati et al. (2024), price is the monetary value that a consumer must pay to a seller to obtain goods or services. According to Pratama et al. (2025), price is the amount of money paid by a consumer in exchange for a desired product or service. Price represents a value—expressed in monetary terms—paid by a buyer for a product or service, and it can also be used by a seller to differentiate their offerings from those of competitors (Hutabarat & Tanjung, 2023).

Social Media Marketing

According to Tuten (2021), social media marketing refers to marketing activities that leverage social media platforms to foster communication, interaction, and relationships between brands and consumers through the dissemination of content and user engagement within digital networks. According to Ichsan et al. (2025), social media marketing encompasses marketing efforts conducted via social media in a friendly and interactive manner, whether directly or indirectly. Social media marketing serves as a highly effective promotional strategy for capturing consumer attention (Prabowo et al., 2025).

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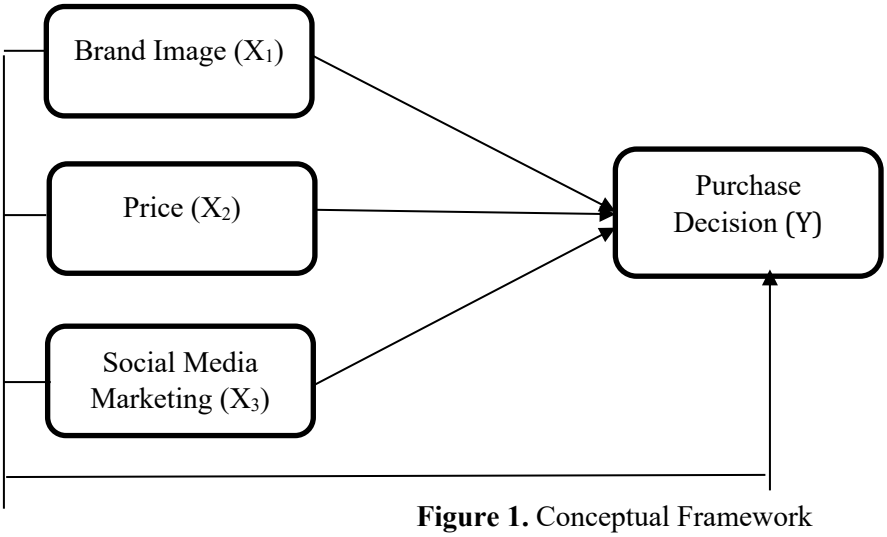


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Brand image has a positive and significant partial effect on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
2. H2: Price has a positive and significant partial effect on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
3. H3: Social media marketing has a positive and significant partial effect on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
4. H4: Brand image, price, and social media marketing have a positive and significant simultaneous effect on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).

METHOD

The research approach used an associative approach, with a quantitative method. This research was conducted among the customers of PT. Hokki Bakery Sukses Abadi (Hokki Bakery). The first branch is located at Jalan Veteran No. 358, Helvetia; the second branch at Jl. Pancing 1, Martubung; and the third branch at Jalan Budi Pembangunan No. 5C, Bilal. The study was carried out from March 2026 to August 2026. The population for this study consists of all customers of PT. Hokki Rotti (Hokki Bakery); the total number is unknown. This study employs a non-probability sampling technique, with the number of respondents determined through purposive sampling. Purposive sampling is used based on specific criteria, such as particular characteristics or attributes of the population. The sample for this study is selected according to the following criteria:

1. Customers of PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
2. Customers who are at least 17 years old.
3. Customers who have made a purchase from PT. Hokki Rotti Sukses Abadi (Hokki Bakery) at least once.

Given that the total population size is unknown, the researcher uses the Lemeshow formula for sample selection.

$$n = \frac{1{,}96^2 0{,}5\ (1-0{,}5)}{0{,}10^2}$$

$$n = \frac{0{,}9604}{0{,}01}$$

$$n = 96{,}04$$

Therefore, the minimum sample size required for this study is 96 respondents. In this study, the sample size is set at 110 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Brand Image, Price, Social Media Marketing, Purchasing Decision

Statement Items	r-count	r-table	Description
BI1	0,827	0,361	Valid
BI2	0,815	0,361	Valid
BI3	0,730	0,361	Valid
BI4	0,679	0,361	Valid
BI5	0,733	0,361	Valid
BI6	0,783	0,361	Valid
P1	0,780	0,361	Valid
P2	0,671	0,361	Valid
P3	0,619	0,361	Valid
P4	0,776	0,361	Valid
P5	0,823	0,361	Valid
P6	0,817	0,361	Valid
P7	0,702	0,361	Valid
P8	0,759	0,361	Valid
SMM1	0,616	0,361	Valid
SMM2	0,780	0,361	Valid
SMM3	0,560	0,361	Valid
SMM4	0,718	0,361	Valid
SMM5	0,692	0,361	Valid
SMM6	0,510	0,361	Valid
SMM7	0,554	0,361	Valid
SMM8	0,740	0,361	Valid
PD1	0,788	0,361	Valid
PD2	0,583	0,361	Valid
PD3	0,782	0,361	Valid
PD4	0,663	0,361	Valid
PD5	0,750	0,361	Valid
PD6	0,820	0,361	Valid
PD7	0,792	0,361	Valid
PD8	0,635	0,361	Valid
PD9	0,770	0,361	Valid
PD10	0,790	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Brand Image, Price, Social Media Marketing, Purchasing Decision

Variabel	Cronbach Alpha	Provision	Description
Brand Image	0,853	0,60	Reliable
Price	0,885	0,60	Reliable
Social Media Marketing	0,802	0,60	Reliable
Purchasing Decision	0,907	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of price brand image, price, social media marketing and purchasing decision is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

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Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	110
Mean	0.0000000
Std. Deviation	3.40908997
Absolute	0.096
Positive	0.096
Negative	-0.079
Test Statistic	0.079
Asymp. Sig. (2-tailed)	0.263

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.263 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.520	2.448		.621	**.536**
Brand Image	.119	.076	.151	1.567	**.120**
Price	-.114	.085	-.215	-1.348	**.180**
Social Media Marketing	.051	.072	.116	.719	**.474**

Sources: SPSS versi 25 (2026)

Given that all variables have a sig value > 0.05, it can be concluded that they are free from the problem of heteroskedasticity.

Table 5. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	6.585	3.565		1.847	.068	-	-
Brand Image	.021	.110	.011	.194	.847	.970	1.031
Price	.615	.123	.472	4.987	.000	.355	2.820
Social Media Marketing	.422	.104	.386	4.045	.000	.349	2.866

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the price brand image, price, social media marketing variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6.585	3.565		1.847	.068	-	-
Brand Image	.021	.110	.011	.194	.847	.970	1.031
Price	.615	.123	.472	4.987	.000	.355	2.820
Social Media Marketing	.422	.104	.386	4.045	.000	.349	2.866

Sources: SPSS versi 25 (2026)

$$\mathbf{Y = 6{,}585 + 0{,}021X_1 + 0{,}615X_2 + 0{,}422X_3 + e}$$

1. The constant value of 6.585 indicates that if the variables Brand Image (X_1), Price (X_2), and Social Media Marketing (X_3) are assumed to be zero or held constant, the value of Purchase Decision (Y) will be 6.585.
2. The regression coefficient for the Brand Image (X_1) variable is 0.021 and is positive. This indicates that for every one-unit increase in Brand Image—assuming the variables Price and Social Media Marketing remain constant—the Purchase Decision will increase by 0.021 units.

3. The regression coefficient for the Price (X_2) variable is 0.615 and is positive. This means that for every one-unit increase in the Price variable—assuming the variables Brand Image and Social Media Marketing remain constant—the Purchase Decision will increase by 0.615 units.
4. The regression coefficient for the Social Media Marketing (X_3) variable is 0.422 and is positive. This indicates that for every one-unit increase in Social Media Marketing—assuming the variables Brand Image and Price remain constant—the Purchase Decision will increase by 0.422 units.
5. Based on the Standardized Coefficients Beta, the Price variable has the highest beta value at 0.472, compared to 0.386 for Social Media Marketing and 0.011 for Brand Image. Thus, the Price variable exerts the most dominant relative influence on the Purchase Decision among the independent variables included in this research model.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**	Tolerance	VIF
(Constant)	6.585	3.565		1.847	.068	-	-
Brand Image	.021	.110	.011	.194	.847	.970	1.031
Price	.615	.123	.472	4.987	.000	.355	2.820
Social Media Marketing	.422	.104	.386	4.045	.000	.349	2.866

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. Based on the test results, the Brand Image variable (X1) has a calculated t-value of 0.194, which is lower than the t-table value of 1.983 (0.194 < 1.983). Furthermore, the obtained significance value is 0.847, which is greater than 0.05 (0.847 > 0.05). The regression coefficient (B) of 0.021 indicates a positive relationship; however, this effect is not statistically significant. Consequently, H1 is rejected and H0 is accepted, meaning that Brand Image (X1) does not have a significant effect on Consumer Purchasing Decisions (Y) at Hokki Bakery.
2. The Price variable (X2) has a calculated t-value of 4.987, which is greater than the t-table value of 1.983 (4.987 > 1.983). The significance value is 0.000, which is less than 0.05 (0.000 < 0.05). Additionally, the regression coefficient (B) of 0.615 indicates a positive influence. Therefore, H2 is accepted and H0 is rejected, meaning that Price (X2) has a positive and significant effect on Consumer Purchasing Decisions (Y) at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
3. Based on the test results, the Social Media Marketing variable (X3) has a calculated t-value of 4.045, which is greater than the t-table value of 1.983 (4.045 > 1.983). The significance value is 0.000, which is less than 0.05 (0.000 < 0.05). Furthermore, the regression coefficient (B) value of 0.422 indicates a positive direction of influence. Consequently, H3 is accepted and H0 is rejected, which means that Social Media Marketing (X3) has a positive and significant effect on Consumer Purchasing Decisions (Y) at Hokki Bakery.

To determine the extent of the contribution of each independent variable to the dependent variable, calculations can be performed using the Standardized Coefficients Beta multiplied by the zero-order correlation. Based on the Coefficients table, the calculated influence of each variable is as follows:

1. Brand Image (X1) = Beta × Zero-order = 0.011 × (-0.062) = -0.000682 or -0.07%.
2. Price (X2) = 0.472 × 0.781 = 0.368632 or 36.86%.
3. Social Media Marketing (X3) = 0.386 × 0.763 = 0.294518 or 29.45%.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	2489.977	3	829.992	69.451	.000[b]
Residual	1266.786	106	11.951		
Total	3756.764	109			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 69.451, while the F-table value is 2.69. Thus, the calculated F-value is greater than the F-table value (69.451 > 2.69). Furthermore, the obtained significance value is 0.000, which is less than the significance level of 0.05 (0.000 < 0.05).

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Table 9. Results of the Coefficient of Determination test

Model	R	R Square	**Adjusted R Square**	Std. Error of the Estimate
1	.814[a]	.663	**.653**	3.457

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, the Adjusted R-squared value is 0.653, or 65.3%. This indicates that the variables—Brand Image, Price, and Social Media Marketing—account for 65.3% of the variation in the Consumer Purchase Decision variable. Meanwhile, the remaining 34.7% is influenced or explained by other variables outside of the research model that were not examined in this study. Furthermore, an R-value of 0.814 suggests a strong relationship between the variables of Brand Image, Price, and Social Media Marketing and the Consumer Purchase Decision.%.

Discussion

The Influence of Brand Image on Purchasing Decision

Based on the partial test (t-test) results, the Brand Image variable (X1) yielded a t-calculated value of 0.194, while the t-table value was 1.983. The t-calculated value is lower than the t-table value (0.194 < 1.983), with a significance level of 0.847, which is greater than 0.05. The regression coefficient for Brand Image is 0.021, indicating a positive relationship; however, this influence is not statistically significant. Consequently, H1 is rejected, and H0 is accepted. This means that, when considered individually, Brand Image does not have a significant effect on consumer purchasing decisions at Hokki Bakery. These findings suggest that brand image is not yet a primary factor determining consumer purchasing decisions for products from PT. Hokki Rotti Sukses Abadi (Hokki Bakery) when variables such as Price and Social Media Marketing are included in the model. Although descriptive analysis indicates that most respondents hold a generally favorable view regarding brand recognition, positive impressions, trust, and the distinct characteristics of PT. Hokki Rotti Sukses Abadi (Hokki Bakery), this perception has not been shown to exert a significant partial influence on purchasing decisions. The results of this study align with the research of Mukaromah & Paludi (2023), which states that brand image does not affect purchasing decisions. That study explains that brand image is not always the primary consideration for consumers, as purchasing decisions can also be influenced by other factors, such as price, product quality, promotions, location, or personal needs. Conversely, these findings differ from the research of Wijaya and Warganegara (2025), Ardiyansyah and Purnama (2024), Nuryanti et al. (2024), and Putri and Hidayati (2023), all of which identified a positive influence of brand image on purchasing decisions.

The Influence of Price on Purchasing Decision

Based on the partial test (t-test) results, the Price variable (X2) yielded a t-calculated value of 4.987, which is greater than the t-table value of 1.983 (4.987 > 1.983), with a significance level of 0.000—well below the 0.05 threshold. The regression coefficient of 0.615 indicates a positive influence. Consequently, H2 is accepted, and H0 is rejected. This signifies that Price, when considered individually, has a positive and significant impact on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery). These findings suggest that consumer assessments regarding price affordability, the alignment of price with product quality, price competitiveness, and the correspondence between price and the benefits received are crucial factors in the purchasing decision process. In the descriptive analysis, the statement concerning the ability of PT. Hokki Rotti Sukses Abadi (Hokki Bakery) to compete with other bakeries received a relatively high average score, whereas the assessment of the value of the product relative to the money spent could still be further strengthened. This highlights the importance for the company to maintain competitive pricing while simultaneously enhancing the value perceived by consumers. These research results align with the findings of Afifah, Ngatimun, and Tyas (2025), who observed that price has a positive and significant effect on purchasing decisions at Violet Bakery. They are also consistent with studies by Gracia et al. (2024) and Susilowati & Utari (2022), which indicate that a more favorable consumer perception regarding the alignment of price with product quality and benefits leads to a higher propensity for consumers to make a purchase. However, these findings differ from the research of Nursafitri, Dahliani, and Edi (2024), which concluded that price does not have a significant effect on purchasing decisions at Ningnong Coffee and Resto.

The Influence of Social Media Marketing on Purchasing Decision

Based on the partial test (t-test) results, the Social Media Marketing variable (X3) yielded a calculated t-value of 4.045, which is greater than the t-table value of 1.983 (4.045 > 1.983), with a significance level of 0.000—

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well below the 0.05 threshold. The regression coefficient of 0.422 indicates a positive direction of influence. Consequently, H3 is accepted and H0 is rejected. This means that, when considered individually, Social Media Marketing has a positive and significant effect on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery). These findings align with those of Wijaya and Warganegara (2025), who demonstrated that social media has a positive impact on purchasing decisions at Felona Bakery. This result is further supported by Kurniawan (2025), Ichsan et al. (2025), and Manurung and Chalil (2025), who explain that the active, informative, engaging, and consistent use of social media can enhance consumer interest and drive purchasing decisions. However, these findings differ from those of Wahyuni and Mutsanna (2026), who found that social media promotion does not have a significant effect on purchasing decisions at Raja Cireng.

The Influence of Brand Image, Price and Social Media Marketing on Purchasing Decision

Based on the simultaneous test (F-test) results, the calculated F-value (F-count) is 69.451, while the F-table value is 2.69. Since the F-count is greater than the F-table value (69.451 > 2.69) and the significance level is 0.000—which is less than 0.05—H4 is accepted and H0 is rejected. This indicates that Brand Image, Price, and Social Media Marketing, when considered together, have a significant influence on consumer purchasing decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery). These results demonstrate that consumer purchasing decisions are not tied to a single marketing aspect but are instead the outcome of a combination of several factors. Although Brand Image does not show a significant effect when analyzed individually (partially), the model—which incorporates Brand Image alongside Price and Social Media Marketing—remains significant when tested simultaneously. Therefore, the simultaneous test results do not imply that every variable is significant on its own; rather, they show that the three variables collectively form a model capable of explaining variations in consumer purchasing decisions. These findings align with the study's conceptual framework, which posits that a strong brand image can build trust, appropriate pricing can enhance the perception of value, and social media marketing can broaden the reach of information and foster consumer interaction. Consequently, PT. Hokki Rotti Sukses Abadi (Hokki Bakery) should manage these three aspects in an integrated manner, while placing greater priority on pricing policies and social media marketing—both of which were shown to have a significant partial influence in this study.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Brand Image (X1) does not have a significant effect on Consumer Purchase Decisions (Y) at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
2. Price (X2) has a positive and significant effect on Consumer Purchase Decisions (Y) at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
3. Social Media Marketing (X3) has a positive and significant effect on Consumer Purchase Decisions (Y) at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).
4. Brand Image, Price, and Social Media Marketing simultaneously have a significant effect on Consumer Purchase Decisions at PT. Hokki Rotti Sukses Abadi (Hokki Bakery).

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. PT. Hokki Rotti Sukses Abadi (Hokki Bakery) is advised to enhance the effectiveness of its social media marketing by creating product content that is engaging, informative, consistent, and easily shareable. The company should also improve its responsiveness to consumer inquiries and comments, foster two-way interaction, and organize promotions or online community activities that encourage consumer participation. These steps are crucial, as social media marketing has been shown to have a positive and significant impact on purchasing decisions.
2. Although brand image did not show a significant partial effect in this study, PT. Hokki Rotti Sukses Abadi (Hokki Bakery) should still strengthen its brand identity as a long-term strategy. This can be achieved through consistent use of its logo and packaging design, the development of unique product characteristics, improved service quality, and more consistent brand communication—all of which will make the brand more memorable and help it stand out from competitors.
3. Future researchers are encouraged to incorporate additional variables not covered in this study, such as service quality, sales promotions, or store atmosphere. This is relevant given that 34.7% of the variance in consumer purchasing decisions remains unexplained by brand image, price, and social media marketing.

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4. Future research could also expand the scope to include other bakery businesses with different characteristics, increase the size and diversity of the respondent pool, and consider employing a broader range of analytical methods. Such an approach would provide a more comprehensive understanding of the factors that influence consumer purchasing decisions.

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