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THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRODUCT QUALITY AND PRICE ON PURCHASE INTENTION

Fadilah RAMDANI¹, Sahara SAHARA², Desty Cristya ANISA³

^{1,2,3}Department of Management, Faculty of Economics and Business, University of Muhammadiyah Cirebon, Indonesia

Corresponding author: Fadilah Ramdani

E-mail: vadilahr2511@gmail.com

Abstract:

This study aims to examine the influence of social media marketing, product quality, and price on purchase intention among consumers of Elacof Apparel, a local fashion screen-printing brand based in Cirebon, Indonesia. The background of the study highlights a decline in Elacof's sales, which may be associated with inconsistent digital promotion, mixed perceptions of product quality, and pricing mismatches. A quantitative approach was applied involving 91 respondents, selected through Slovin's formula from a population of 1,026 consumers. Data were collected using structured questionnaires and interviews and analyzed through IBM SPSS 25 software. Findings indicate that social media marketing, product quality, and price have a positive and statistically significant influence on purchase intention, both individually and simultaneously. The regression model showed that these three variables jointly explained 39.2% of the variance in purchase intention. The study confirms that effective use of digital platforms, consistent product quality, and value-aligned pricing are key to enhancing consumer engagement and purchasing behavior. This research contributes to the literature on digital marketing and consumer behavior in the MSME fashion sector and provides practical insights for brand development. Future research is recommended to expand the model by including brand image, customer satisfaction, and perceived value.

Keywords: Purchase Intention, Social Media Marketing, Product Quality, Price, Consumer Behavior

INTRODUCTION

The fashion industry is one of the creative industry sectors that has significant growth globally and nationally. Fashion is no longer seen as a mere functional necessity to cover the body, but has become part of lifestyle, self-expression, and social identity. Changes in people's lifestyles, increasing awareness of appearance, and the influence of globalization of trends through digital media have also encouraged the rapid development of the fashion industry, especially among the younger generation.

In Indonesia, the fashion industry is one of the largest contributors to the Gross Domestic Product (GDP) of the creative economy sector. Based on data from the Creative Economy Agency (Bekraf), the fashion subsector continues to experience stable growth from year to year. In addition to big and international brands, now there are many local fashion brands that are able to compete and create their own identity. The uniqueness of the design, proximity to the local culture, and innovative marketing approach are the main strengths of local brands in reaching consumers.

The fashion industry in Indonesia is also not only dominated by big brands and textile companies, but also thrives through micro, small, and medium enterprises (MSMEs) engaged in screen printing, especially in products such as t-shirts, hoodies, totebags, and streetwear-based apparel. Fashion screen printing is a sector that relies on graphic design printed on textile materials



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using manual screen printing techniques and digital printing. This product is very popular among young people because it gives a personal, creative impression, and sometimes also conveys a certain social or cultural message.

The rapid growth of the screen printing fashion industry is inseparable from the increasing consumer demand for products that are personal, unique, and reflect a certain identity or lifestyle. It is in line with the streetwear culture that is increasingly popular among young Indonesians, especially in Cirebon City.

One of the local brands that is also active in Cirebon in this industry is Elacof Apparel. Elacof is a screen printing-based fashion brand that provides screen printing t-shirt products with DTF (direct to film) screen printing techniques, which are modern screen printing techniques, and targeting the young market with a casual streetwear style.

In the rapidly growing digital era, the fashion industry has undergone a significant transformation, both in terms of production, distribution, and marketing strategies. Changes in consumer behavior that are increasingly connected online require business actors in the fashion sector to adapt quickly, especially in utilizing digital technology as the main means of marketing and communication. Social media is one of the most influential tools in shaping consumer perception of a brand, especially among the younger generation who tend to be active and responsive to digital trends.

The popularity of various local brands is not spared from technological advances that provide easy access for local brands to reach a wide range of consumers, namely by utilizing social media as a promotional medium.

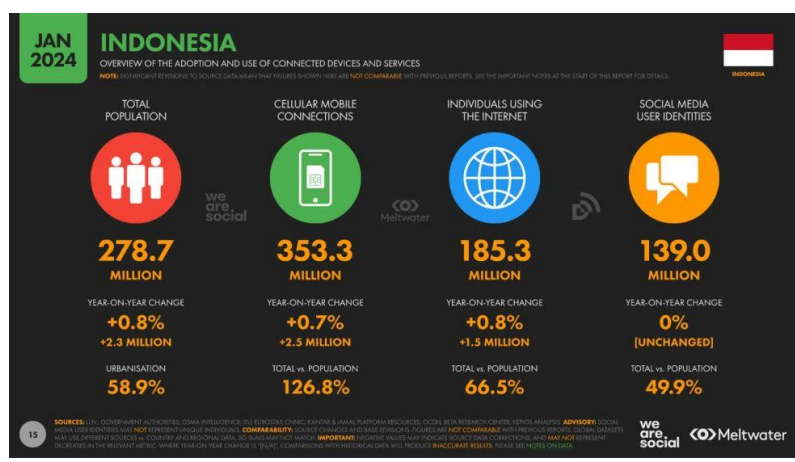


Figure 1. Internet and Social Media User Data Trends in Indonesia

Based on the Digital 2024 Indonesia report released by We Are Social and Meltwater, the number of social media users in Indonesia as of January 2024 was recorded at 139 million people, or equivalent to 49.9% of the total national population of 278.7 million people. Although this figure shows a considerable penetration, it has not experienced growth compared to the previous year (0% year-on-year change). This condition shows that the use of social media in Indonesia is in a relatively stable phase or is starting to approach a saturation point. On the other hand, internet usage in Indonesia still shows a growth of 0.8% with a total of 185.3 million users (66.5% of the population). This fact reflects that social media is still an important part of people's digital activities, although it no longer experiences a significant surge in users. This data is an important basis for understanding



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the digital behavior patterns of Indonesian people, especially in the context of communication, marketing, and social media-based business development.

By looking at the presentation above, social media is considered to be able to influence business owners by utilizing social media, especially Instagram and WhatsApp, as promotional media. Social media allows brands or businesses to contact and communicate with customers in a more cost-effective and efficient way than traditional channels. Social media provides many opportunities for customer interaction through likes, comments, sharing, and viewing products (Purwianti & Fionna, 2023)

As the number of business actors in this industry increases, the level of competition is also getting higher. Local brands are not only competing in terms of design but also in terms of how they convey messages and build relationships with consumers, as well as how to create quality products not only in terms of design but also in terms of raw materials used and screen printing resistance and comfort when used, to the quality of stitching. It is where the importance of the right marketing strategy comes in, including the use of effective social media marketing and competitive promotional strategies.

Table 1. Elacof Apparel Sales for the 2024-2025 period

Month	Sales Quantity (pcs)
August	215
September	158
October	305
November	125
December	65
January	74
February	56
March	48
Total	1.046

Source: Elacof Apparel sales data 2024-2025

Based on sales data over the past few periods, Elacof has experienced fluctuations in the number of consumer purchases, since there are fewer, which indicates that there are challenges in converting digital marketing strategies into real purchase decisions. Moreover, it can be seen that some high-turnover months, such as August, September and October, are most likely to coincide with an increase in marketing activity on social media. This condition is an important concern, considering that Elacof has made various promotional efforts through social media and offers products with attractive designs.

In a local fashion industry that relies heavily on brand visibility and consumer engagement, the presence of social media has become a key channel in reaching the market, building relationships with consumers, and driving buying interest. Elacof Apparel, as one of the local screen printing fashion brands, was previously quite active in using platforms such as Instagram to promote products and build brand image among young people. However, in recent times, Elacof's social media activity has experienced a significant decline. The lack of uploaded content, loss of interaction with the audience, and the absence of consistent digital campaigns make this brand less visible to its consumers. This phenomenon can be seen through the Instagram accounts of several screen printing brands in Cirebon.



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Figure 2. Elacof & Dorna Printing's Instagram account

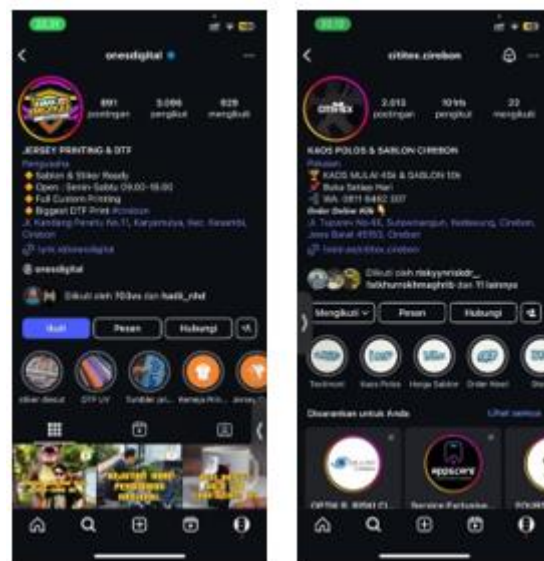


Figure 3. Cititex & Ones' digital Instagram account

Based on the image above, competitors such as Dorna Printing, Cititex and Ones Digital are more active in their promotional activities and terms of followers are superior to competitors' Instagram accounts while Elacof is still less than optimal in promotional activities carried out on social media, so that promotion in social media marketing is one of the factors that affect Purchase intention. Because consumers are less aware of Product or Elacof Apparel information, marketing activities on social media (such as engaging content, interaction, and promotion) increase brand awareness and brand image, which ultimately drives purchase intent. (Godey et al., 2016).



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This phenomenon is allegedly one of the factors that affect the decline in consumer buying interest in Elacof products, because consumers are now more likely to search for and buy fashion products from brands that are active and responsive on social media.

In addition to promotional factors and brand visibility through social media, product quality also plays an important role in influencing consumer purchase decisions, including apparel products such as those offered by Elacof. Product quality in the fashion industry is not only assessed in terms of design aesthetics, but also includes the materials used, the level of comfort when worn, the resistance of the product to washing, the precision of the size, and the neatness of the screen printing results.

Table 2. Number of Pre-survey respondents' answers to Product quality

No	QUESTION	ANSWER	
		YES	NO
1	Screen printing on Elacof Apparel products adheres well and does not fade easily	43,3%	56,7%
2	Elacof Apparel products have an interesting variety of designs.	63,3%	40%
3	I believe in the consistency of quality from Elacof Apparel.	43,3%	56,7%
4	The product I received corresponds to the description or picture shown.	76,7%	23,3%
5	Screen printing on products does not quickly peel or fade	23,3%	76,7%
6	The process of exchanging or complaining about Elacof Apparel products is easy to do	76,7%	23,3%
7	The design of Elacof Apparel t-shirts looks attractive and contemporary.	76,7%	23,3%
8	I have a positive image of the Elacof Apparel brand.	66%	33,3%

Based on the results of the pre-survey in Table 2 of eight statements representing the quality dimensions of Elacof Apparel products, a positive response was obtained from the majority of respondents. Statements regarding product conformity with description (76.7%), ease in the exchange process or complaint (76.7%), and attractive product design (76.7%) show that Elacof Apparel is considered able to meet consumer expectations in terms of conformance, serviceability, and aesthetics. In addition, most respondents also stated that they did not agree that screen printing on products would not peel off easily (76.7%), reflecting poor quality in terms of durability. On the other hand, in the aspect of reliability and performance, it can be seen that perceptions are still divided, such as in the statement of product quality consistency (43.3% agree and 56.7% disagree), as well as screen printing that sticks well (43.3% agree and 56.7% disagree) reflecting products that are not good in this aspect. The feature and perceived quality dimensions also received quite good responses, with approval rates of 63.3% and 66%, respectively. Overall, these results show that the quality of Elacof apparel products needs some improvement.

In addition to promotional strategies and product quality, the price factor also plays an important role in influencing consumer purchasing decisions. In the competitive local fashion industry, consumers consider not only the appearance and quality of the product, but also the extent to which the price offered is considered to be in accordance with the value received. Prices that are too high can be a barrier to buying interest, especially for young consumers who are budget-sensitive, while prices that are too low can lead to a negative perception of product quality. Therefore, the right pricing is a crucial element in creating a balanced perception of value in the eyes of consumers and encouraging purchase intention for Elacof Apparel products.

Table 3. Number of Respondents' responses to the Price Pre-survey



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No	QUESTION	ANSWER	
		YES	NO
1	The price of a product is judged proportional to the benefits or value obtained by the customer.	36,7%	63,3%
2	The price of this product is in line with the price I expected based on previous experience or information.	33,3%	66,7%

Based on the table above, it can be concluded that most of the 30 Pre-survey respondents stated that the price of Elacof Apparel products is not proportional to the benefits or value obtained (63.3% answered "no"), and is not in accordance with the price they expected based on previous experience or information (66.7% answered "no"). It shows that the majority of customers have a negative perception of the set price, both in terms of the value of benefits and conformity with price expectations. For this reason, there needs to be an evaluation and improvement related to the price segment marketed by Elacof Apparel.

Based on the above explanation, the author can conclude that marketing strategies such as social media marketing, Product Quality and Price can have a positive impact on Purchase intention. Therefore, the author is interested in analyzing some of these marketing strategies by researching more deeply about digital marketing and Product Quality. So, based on this background, the researcher raised the title "The Influence of Social Media Marketing, Product Quality and Price on Purchase Intention of Apparel".

Problem Identification. Based on the background described, several core issues have been identified that impact the performance of Elacof Apparel. Firstly, the company has experienced a noticeable decline in sales over recent months. This decline appears to be linked to a lack of promotional content, limited audience engagement, and irregular use of digital platforms, particularly in leveraging social media for marketing activities. As a result, the brand's visibility has diminished, directly influencing consumer interest and purchase intention. Furthermore, the results of a preliminary survey revealed that some consumers rated the product quality and pricing of Elacof Apparel unfavorably. These negative perceptions regarding quality and price suggest a contributing factor to the overall decrease in consumer interest and sales performance in recent times.

Research Questions. Based on the aforementioned issues, this study seeks to answer several research questions.

1. How does social media marketing have a positive and significant effect on purchase intention?
2. How does product quality have a positive and significant effect on purchase intention?
3. How does price have a positive and significant effect on purchase intention?
4. How do social media marketing, product quality, and price simultaneously have a positive and significant effect on purchase intention?
5. What are the specific criteria for each variable?

Research Objectives. Aligned with the formulation of the research problems, the objectives of this study are to assess and understand the effects of the key variables. Specifically, the study aims to determine the extent to which social media marketing positively and significantly influences purchase intention. It also seeks to analyze whether product quality and pricing each have a positive and significant impact on purchase intention. Moreover, the study investigates the collective influence of social media marketing, product quality, and pricing on consumer purchase decisions.



Finally, the research aims to identify and explain the criteria that characterize each of the examined variables.

Novelty Statement. This study is expected to yield benefits across several dimensions. For the author, the research serves as a fulfillment of the academic requirements for the completion of an undergraduate degree in Marketing Management at Universitas Muhammadiyah Cirebon. For the company, the findings are anticipated to provide an alternative perspective and serve as an evaluation tool to inform future improvements and strategic development. From an academic standpoint, the research offers a contribution to the body of knowledge in the fields of consumer behavior and digital marketing. It may also serve as a useful reference for future researchers seeking to conduct further studies related to purchase intention, branding, and marketing strategy.

METHODS

Quantitative research is a form of scientific research that examines one problem of a phenomenon, and looks at the possibility of relationships between variables in a given problem. Quantitative Research in the form of numbers and analysis using statistics (Siyoto & Soduk, 2015)

In this study, the author wants to find out the influence of social media marketing and product quality on Purchase intention. The variables measured in this study were independent, namely Social media marketing (X1), Product quality (X2) and Price (X3), then the dependent variable was Purchase intention (Y).

The operational definition of variables is intended to explain the meaning of the variables being studied from the perspective of the researcher, based on the exploration of theories that have been understood. The operational definition of this variable is an important element that informs how to measure a variable being studied (Machali, 2021)

The variables used in this study are independent variables and bound variables.

Table 4. Variable Operational Definition

Variable	Definition	Dimension	Indicator	Scale	NK
Social media marketing (X1)	<i>Social media marketing</i> is defined as a digital marketing strategy that aims to build two-way engagement and communication between companies and consumers through <i>social media platforms</i> (Nurhadi et al., 2024)	Intertainment	Interest in social media content.	<i>Likert</i>	1
		Interaction	Facilitate conversations between users	<i>Likert</i>	2
		Trend	The image of a contemporary lifestyle	<i>Likert</i>	3
		Customization	Personalized service	<i>Likert</i>	4
		E-WOM	Dissemination of information to others.	<i>Likert</i>	5
Product Quality (X2)	Product quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed what is expected (Nada Dwi Putri et al.2023)	Performance	Product Durability	<i>Likert</i>	6
		Feature	Number of customization options	<i>Likert</i>	7
		Reliability	Quality consistency	<i>Likert</i>	8
		Conformance	Percentage of suitable products	<i>Likert</i>	9
		Durabilty	Product Durability	<i>Likert</i>	10
		Service ability	Ease of return process	<i>Likert</i>	11
		Aesthetic	Visual appeal	<i>Likert</i>	12



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		Perceived Quality	Product value perception	<i>Likert</i>	13
Price (X3)	Price is defined as the amount of money billed for a product or service to benefit from owning or using a product or service by a consumer (Lionitan & Firdausy, 2023)	Price Affordability	The level of affordability of prices by consumers	<i>Likert</i>	14
		Price Compatibility with Quality	Price value against Product quality standards	<i>Likert</i>	15
		Price Competitiveness	Price comparison with competitors	<i>likert</i>	16
Purchase Intention (Y)	Purchase intention is the tendency of consumers to buy a brand or take an action related to a purchase that is measured by the level of likelihood of consumers making a purchase (Deswita & Rr. Dyah Astarini, 2024).	Price Fit with Benefits	Price value against perceived benefits	<i>Likert</i>	17
		Transactional Interest	Purchases are made consciously.	<i>Likert</i>	16
		Referential Interest	Recommendations to the people closest to you.	<i>Likert</i>	17
		Preferential Interests	Be the first choice.	<i>Likert</i>	18
		Exploratory Mines	Search for the latest information.	<i>Likert</i>	19

This study employs a quantitative approach to analyze the influence of social media marketing, product quality, and price on consumers' purchase intention toward Elacof Apparel. The research was conducted from April to June 2025, at the Elacof Apparel store located in Sumber, Cirebon. The research population consists of all consumers of Elacof Apparel, with an estimated total of 1,026 individuals based on average store visitor data.

To determine the sample size, the Slovin formula was utilized with a 10% margin of error. Based on the calculation:

$$n = \frac{1026}{1 + 1026 \times (0,01)} = 91,11$$

The sample size was adjusted to 91 respondents. The sampling technique ensures representation while maintaining cost efficiency and analytical validity.

Data were collected through questionnaires and interviews. The questionnaire method involved distributing a set of structured questions related to social media marketing, product quality, and purchase intention. The questionnaire used a Likert scale consisting of five points: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5), as suggested by Sugiyono (2013). This scale allowed for the measurement of respondents' perceptions and attitudes toward the observed variables. Additionally, interviews were conducted to obtain more in-depth insights, especially for exploring specific consumer evaluations and perceptions.

Data analysis involved several steps. First, instrument testing was conducted to ensure the validity and reliability of the questionnaire. Validity testing used Pearson Correlation, where an item is considered valid if the calculated r-value exceeds the r-table value at N-2 degrees of freedom. Reliability was tested using Cronbach's Alpha coefficient, with a threshold of $\alpha > 0.6$ indicating acceptable reliability.



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Classical assumption tests were also applied, including normality, linearity, multicollinearity, heteroscedasticity, and autocorrelation tests. The Kolmogorov-Smirnov test assessed the normal distribution of data, while scatterplot analysis helped determine the presence of heteroscedasticity. Multicollinearity was detected through tolerance and VIF values, where tolerance > 0.1 and VIF < 10 indicated no multicollinearity. The Durbin-Watson test was used to evaluate autocorrelation.

Furthermore, multiple linear regression analysis was employed to examine the influence of independent variables – social media marketing (X1), product quality (X2), and price (X3) – on the dependent variable, purchase intention (Y). The regression equation is formulated as:

$$Y = a + b1X1 + b2X2 + b3X3$$

The coefficient of determination (R²) was used to assess how well the independent variables explain variations in the dependent variable. An R² value closer to 1 indicates a stronger explanatory power of the model.

Finally, hypothesis testing was conducted using both partial (t-test) and simultaneous (F-test) methods. The t-test examined the individual effect of each independent variable on purchase intention, with a significance level of 0.05. A hypothesis is accepted if t-count > t-table or if the p-value < 0.05. Meanwhile, the F-test assessed the collective influence of all independent variables on the dependent variable. The model is considered significant if the overall significance value is below 0.05.

All statistical analyses were performed using IBM SPSS software to ensure accurate and reliable results.

RESULT AND DISCUSSION

This study raises Buying Interest in Elacof Apparel, which is carried out in the general public which includes Social Media Marketing and Product Quality. To see the results of this study, 91 respondents were selected based on the sample determination technique using the Sövin formula. The respondents were asked to fill out a questionnaire and would then be identified based on Identity, Gender, Age, Occupation and Frequency of Purchases. This identification was carried out to find out the general characteristics of the study respondents. For more details, the categories of respondents to Mirror Coffee customers are as follows:

Table 5. Characteristics of Respondents by Gender

Gender	Number of Respondents	Percentage
Male - Male	65	71,4%
Woman	26	28,6%
Total	91	100%

Based on Table 5, it shows that the respondents who are the object of this study consist of 65 males or 71.4% and female as many as 26 females or 28.6%. It can be concluded that there are more male visitors compared to women.

Table 6. Characteristics of Respondents by Gender

Age	Number of Respondents	Percentage
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< the Parties shall ensure that the	13	14,3%
21-30	67	73,6%
> 30	11	12,1%

Based on table 6, it is shown that the respondents who are the object of this study consist of 13 people < 20 years old or 14.3% of the total number of respondents, 67 people aged 21 - 30 years old or 73.6% of the total number of respondents, 11 people >30 years old or 12.1% of the total number of respondents. It can be concluded that the largest number of Elacof Apparel consumers in Cirebon City is 21-30 years old, from the total number of respondents.

Table 7. Respondent Answer Results of Social Media Marketing Variables (X1)

No	Statement Items	Score Weights					Total Score	Mean	Category
		5	4	3	2	1			
1	The content on Elacof Apparel's social media looks interesting	22	30	18	14	7	319	3,51	Good
2	Elacof Apparel responded quickly to incoming questions on social media.	25	29	17	12	8	324	3,56	Good
3	The content uploaded by Elacof follows a trend that is popular on social media	20	27	23	11	10	309	3,40	Good
4	Content and offers from Elacof Apparel are tailored to the user's preferences or interests	22	28	22	11	8	318	3,29	Good
5	There are many reviews about Elacof Apparel on the Instagram Platform	23	32	18	11	7	326	3,58	Good
Total Average							3,47	Good	

Source: Respondents' answers to the questionnaire

From Table 7, it can be seen that the average score of the questionnaire on the green marketing variable (X1) is 3.47 and is included in the good interval because the average score ranges from 3.41 - 4.20. So it can be interpreted that the variable conditions of Social media marketing in Elacof Consumers in Cirebon City tend to be good. The highest score on the Social Media marketing variable questionnaire is found in statement item 5 of 3.58, namely "There are many reviews about Elacof Apparel on the Instagram Platform". It suggests that consumers feel confident in the reviews provided by Elacof Apparel.

Table 8. Respondent Answer Results Product Quality Variable (X2)

No	Statement Items	Score Weights					Total Score	Mean	Category
		5	4	3	2	1			
1	T-shirts have good durability, even though they are often worn and washed	22	32	18	10	9	321	3,53	Good
2	Many design options, colors, or sizes can be customized to your liking	25	30	18	11	7	328	3,60	Good
3	The quality of screen printing and t-shirt materials is always consistent	22	28	18	12	11	311	3,42	Good
4	Most of the screen printing t-shirts accepted are according to the design and size ordered	22	34	18	10	7	327	3,59	Good



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5	There are many reviews about Elacof Apparel on the Instagram Platform	22	30	17	14	8	317	3,48	Good
6.	The process of returning screen printing t-shirts runs smoothly and does not make it difficult for customers	23	33	17	11	7	327	3,59	Good
7	The screen printing design on the t-shirt looks attractive and is in line with current trends.	23	34	17	10	7	329	3,62	Good
8.	Screen printing t-shirts is considered to be worth the price offered	24	31	18	11	7	327	3,59	Good
All Rat- Rat								3,55	Good

Source: Respondents' answers to the questionnaire

From Table 8, it can be seen that the average score of the questionnaire on the Product Quality variable (X2) is 3.55 and is included in the good interval because the average score ranges from 3.41 - 4.20. So it can be interpreted that the variable conditions of Product Quality in Elacof apparel consumers in Cirebon City tend to be good. The highest score on the variable questionnaire, The quality of this product is found in statement item 7 of 3.62, namely "The screen printing design on the t-shirt looks attractive and in accordance with the current trend.". It shows that Elacof Apparel consumers are very interested in and like the design of Elacof Apparel products that follow trends.

Table 9. Price Variable Respondent Answer Results (X3)

No	Statement Items	Score Weights					Total Score	Mean	Category
		5	4	3	2	1			
1	I feel that the price of ELACOF products is still affordable	22	28	19	14	8	328	3.60	Good
2	The price is in line with the quality of the t-shirt and screen printing materials.	24	25	18	13	11	329	3.62	Good
3	The price of ELACOF products is more competitive than other screen printing providers.	30	24	17	11	9	343	3.77	Good
4	The price of ELACOF products is proportional to the benefits I receive.	24	28	18	12	9	342	3.75	Good
All Rat- Rat								3.69	Good

Source: Respondents' answers to the questionnaire

From Table 4.7, it can be seen that the average score of the questionnaire on the Price variable (X3) is 3.69 and is included in the good interval because the average score ranges from 3.41 - 4.20. So it can be interpreted that the variable conditions of prices for Elacof Apparel consumers in Cirebon City tend to be good. The highest score on the variable questionnaire, This Price, is found in statement item 3 of 3.77, namely "The price of ELACOF products is more competitive than other screen printing providers." It shows that Elacof Apparel consumers feel that the price given is compatible with other similar brand products

Table 10. Respondent Answer Results Purchase Intention (Y) Variable

No	Statement Items	Score Weights					Total Score	Mean	Category
		5	4	3	2	1			



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1	I will consciously buy Elacof Apparel products	22	28	18	14	9	313	3,44	Good
2	I intend to recommend to relatives to use Elacof Apparel products	22	29	21	12	7	320	3,52	Good
3	I would make Elacof Apparel the top choice.	20	27	23	11	10	309	3,40	Good
4	I am always looking for the latest information about Elacof Apparel products	24	30	17	12	8	323	3,55	Good
Total Average								3,48	Good

Source: Respondents' answers to the questionnaire

From Table 10, it can be seen that the average score of the questionnaire on the Purchase Intention (Y) variable is 3.48 and is included in the good interval because the average score ranges from 3.41 - 4.20. So it can be interpreted that the condition of the Purchase Intention variable in Elacof Apparel consumers in Cirebon City tends to be good. The highest score on the Purchase Intention variable questionnaire is found in statement item 4 of 3.55, namely "I am always looking for the latest information about Elacof Apparel products". It shows that Elacof Apparel consumers are very enthusiastic about always following the latest updates related to Elacof Apparel Information.

This study aims to examine the effect of social media marketing, product quality, and price on consumer purchase intention at Elacof Apparel, a garment customization business located in Sumber, Cirebon. The research involved 91 respondents, determined using the Slovin formula with a 10% margin of error. Most respondents were male (71.4%), aged 21-30 years (73.6%), and dominated by students, employees, and other occupations, indicating that Elacof Apparel mainly attracts a younger, digitally active demographic.

Descriptive Analysis. Descriptive statistics show that the average consumer perception of social media marketing (X1) was 3.47, categorized as "Good." Among the indicators, the highest mean score (3.58) came from the statement: "There are many reviews of Elacof Apparel on Instagram," highlighting the importance of user-generated content in influencing perception.

The product quality variable (X2) received a higher mean score of 3.55, also in the "Good" category. The strongest statement, scoring 3.62, was: "The printed designs on the t-shirts are attractive and follow current trends," indicating that design relevance is a key driver of satisfaction.

For the price variable (X3), the average score was 3.69, with the highest individual mean (3.77) attributed to the statement: "ELACOF's pricing is more competitive compared to other screen printing providers." It underscores the perceived value-for-money as an important purchase motivator.

Lastly, the purchase intention (Y) variable obtained an average score of 3.48, suggesting a generally positive intention to purchase. The highest-rated item (mean 3.55) was: "I always seek the latest information about Elacof Apparel," reflecting strong customer interest in staying updated with the brand.

Validity and Reliability Tests. Instrument testing confirmed that all questionnaire items were valid, with r -calculated $>$ r -table (0.207) across all variables. For example, all five indicators of X1 (social media marketing) had r -values ranging from 0.622 to 0.782, while X2 (product quality) indicators ranged from 0.613 to 0.778, demonstrating strong internal consistency.



Reliability testing using Cronbach's Alpha showed that all variables were reliable, with values above the threshold of 0.70. Specifically, X1 scored 0.742 (high), X2 scored 0.835 (very high), X3 scored 0.690 (adequate), and Y scored 0.732 (high), ensuring the instrument's internal consistency for repeated measurement.

Classical Assumption Testing. The normality test using the Kolmogorov-Smirnov method yielded a significance value of $0.200 > 0.05$, confirming that the data were normally distributed. The linearity test using a scatterplot showed random dispersion of points around the zero line, indicating a linear relationship between the dependent and independent variables.

The multicollinearity test confirmed the absence of multicollinearity, with tolerance values ranging from 0.639 to 0.923 and VIF values between 1.083 and 1.564, all within acceptable limits. The heteroscedasticity test, also using scatterplot visualization, showed no discernible pattern in residual distribution, indicating homoscedasticity.

The Durbin-Watson test for autocorrelation resulted in a value of 2.137, which falls within the safe zone between dU and 4-dU ($1.720 < DW < 2.280$), confirming that autocorrelation was not present in the regression model.

Multiple Linear Regression and Coefficient of Determination. The multiple linear regression analysis resulted in the following equation:

$$Y = 2.034 + 0.233X_1 + 0.194X_2 + 0.128X_3 + e$$

Each independent variable had a positive and statistically significant effect on purchase intention:

- Social Media Marketing (X_1): $\beta = 0.233$, $t = 2.623$, Sig. = 0.010
- Product Quality (X_2): $\beta = 0.194$, $t = 3.468$, Sig. = 0.001
- Price (X_3): $\beta = 0.128$, $t = 2.030$, Sig. = 0.045

All p-values were below 0.05, affirming the partial influence of each variable. The coefficient of determination (R^2) was 0.392, indicating that 39.2% of the variation in purchase intention is explained jointly by the three independent variables, while the remaining 60.8% is attributed to other unobserved factors.

Hypothesis Testing. The F-test for simultaneous effect yielded $F = 18.692$ with Sig. = 0.000, exceeding the F-table value of 2.70. It confirms that social media marketing, product quality, and price jointly exert a significant impact on purchase intention.

The findings of this study confirm that social media marketing, product quality, and price each exert a positive and significant influence on consumers' purchase intention toward Elacof Apparel, both individually and collectively. These results provide strong empirical support for the strategic role of integrated marketing efforts in influencing consumer behavior within the fashion customization industry.

Influence of Social Media Marketing on Purchase Intention. The regression analysis revealed that social media marketing significantly affects purchase intention, with a regression coefficient of 0.233 and a significance level of 0.010 ($p < 0.05$). It indicates that as the frequency and quality of Elacof's social media engagement increases, particularly across key indicators such as entertainment, interaction, trendiness, customization, and electronic word-of-mouth, so does the consumer's intention to purchase. These findings are in line with Setiawati and Wiwoho (2021), who also demonstrated a significant positive relationship between social media marketing and purchase



intention in the case of Jim's Honey. Social platforms thus serve as a powerful tool to build trust, visibility, and emotional engagement with the brand, particularly among digitally active young consumers.

Influence of Product Quality on Purchase Intention. Product quality also exhibited a strong and significant influence on purchase intention, with a coefficient of 0.194 and a p-value of 0.001, well below the 5% threshold. Elacof Apparel's focus on using high-quality materials, trend-driven designs, and consistent production standards resonates positively with consumers. Respondents indicated high satisfaction with aspects such as durability, comfort, and design appeal – factors that foster repeat purchases and brand advocacy. These results align with prior studies by Budiani et al. (2020) and Yulianti (2020), affirming that perceived product quality is a critical antecedent of consumer trust and purchase decision-making.

Influence of Price on Purchase Intention. Price was also found to have a statistically significant impact, with a regression coefficient of 0.128 and a p-value of 0.045. For Elacof's target market, which includes a large proportion of students and young professionals, affordability is key. The perception that Elacof offers a "fair and competitive price" relative to the quality provided enhances perceived value and purchasing confidence. It is consistent with findings by Raga et al. (2021), which established that price is a pivotal factor in shaping consumer purchase behavior in the local culinary sector. In Elacof's case, the pricing strategy not only communicates value but also reinforces brand trust.

Simultaneous Influence of Social Media Marketing, Product Quality, and Price. The simultaneous effect of the three variables was also tested using an F-test, which produced a value of 18.692 with a significance level of 0.000 ($p < 0.05$). It confirms that social media marketing, product quality, and price collectively have a significant and positive effect on purchase intention. The coefficient of determination ($R^2 = 0.392$) suggests that approximately 39.2% of the variance in purchase intention can be explained by these three variables. It reinforces the idea that consumer intention is multidimensional, shaped by a strategic blend of engagement, tangible product performance, and perceived value. The result supports prior research by Sari (2024), which also found a joint effect of these three variables on consumer purchase intention in small business contexts.

CONCLUSION

This study concludes that social media marketing, product quality, and price each have a positive and statistically significant effect on consumers' purchase intention toward Elacof Apparel, both individually and collectively. The partial regression analysis showed that:

1. Social media marketing significantly influences purchase intention ($p = 0.010$), suggesting that engaging digital strategies strengthen consumer interest.
2. Product quality has a positive and significant impact ($p = 0.001$), confirming that consistent and trend-aligned product delivery builds trust and drives repeat purchases.
3. Price is also a significant determinant ($p = 0.045$), indicating that consumers perceive value when the price aligns with quality and benefits.
4. Simultaneously, all three variables significantly affect purchase intention ($F = 18.692$, $p < 0.001$), with an R^2 of 0.392, meaning 39.2% of the variance in purchase intention can be explained by these factors.



These findings reinforce the importance of integrating communication, product value, and competitive pricing in shaping consumer buying decisions, particularly in fashion-related industries.

Practical Implications, Social Media Marketing. To enhance purchase intention, Elacof Apparel is advised to intensify its social media presence, especially on platforms like Instagram and TikTok. Sharing creative content such as behind-the-scenes production, customer testimonials, and trending designs can improve engagement. Collaborations with local micro-influencers and the strategic use of hashtags are also recommended. Additionally, Elacof should consider producing educational and inspirational content relevant to youth fashion trends (e.g., styling tips and outfit inspiration) to create emotional resonance and strengthen brand attachment.

Product Quality. Maintaining high product standards through durable materials, clean stitching, and original design is essential for consumer trust. Elacof should implement strict quality control protocols throughout the production process. Equally important is communicating the value and quality attributes transparently via product packaging, official websites, or social media channels. Highlighting product durability, design uniqueness, and comfort can reinforce consumer confidence and boost purchase intention.

Pricing Strategy. Elacof should adopt a pricing strategy that balances product value with market competitiveness. Tactics such as bundling offers, seasonal discounts, or promotional campaigns like “Buy 2 Get 1” can attract price-sensitive consumers. Moreover, building the perceived fairness of pricing through storytelling, transparency in production, and showcasing satisfied customer experiences will enhance consumer willingness to purchase.

Enhancing Purchase Intention. To stimulate repeat purchases, Elacof must optimize the overall buying experience. It includes ensuring fast and responsive customer service, providing product reviews and ratings, offering flexible payment options, and facilitating easy return policies. These elements contribute to consumer trust and convenience, which are crucial for converting interest into transactions.

Suggestions for Future Research. Future studies are encouraged to broaden the scope by including wider geographical areas beyond Cirebon to increase generalizability. Additionally, researchers should consider integrating other influential variables such as brand awareness, customer satisfaction, perceived value, and electronic word-of-mouth. Incorporating these dimensions may yield deeper insights into consumer behavior and the dynamics of purchase intention in the fashion and creative industry.

Research Limitations. Despite rigorous execution, this study has certain limitations. The sample was geographically restricted to consumers in Cirebon, limiting the external validity of the findings. Second, the study only examined three variables (social media marketing, product quality, and price), whereas other factors such as brand image, trust, lifestyle fit, or personal values could also significantly impact purchase intention. Future researchers are encouraged to address these gaps for more comprehensive and representative insights.

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