

The Influence of Product Quality, Social Media Creative Content and Consumer Testimonials on Purchasing Decisions

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ABSTRACT

This study aims to analyze the influence of product quality, social media creative content, and consumer testimonials on the purchase decision. Consumers of the Pilotter brand identified as popular in the study include those who use social media and have previously purchased products, as well as those between the ages of 12 and 40 who frequently visit Sidoarjo and make purchases from P's online and offline stores. This study uses a quantitative approach with the Partial Least Square (PLS) method and involves 100 respondents who are Pilotter consumers. Evaluation of the Inner Model (structural model) is carried out by calculating the values of R-Square, Q-Square, and F-Square. R-Square measures how much the variation of the change of independent variables affects the dependent variable, while Q-Square is used to determine the predictive relevance of the research through the blindfolding procedure. The results of the analysis showed that product quality did not have a significant effect on purchasing decisions, while social media creative content and consumer testimonials had a positive and significant influence. This shows that digital marketing strategies through social media and customer reviews play a greater role in attracting consumer interest than the quality factor of the product itself. Therefore, companies are advised to strengthen their digital marketing strategies and manage customer testimonials optimally to increase competitiveness and sales.

Keywords: Product Quality, Social Media, Consumer Testimonials, Purchase Decisions

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, konten kreatif media sosial, dan testimoni konsumen terhadap keputusan pembelian. Konsumen merek Pilotter yang diidentifikasi populer dalam penelitian ini meliputi mereka yang menggunakan media sosial dan sebelumnya telah membeli produk, serta mereka yang berusia antara 12 dan 40 tahun yang sering berkunjung ke Sidoarjo dan melakukan pembelian dari toko online dan offline Pilotter. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Partial Least Square (PLS) dan melibatkan 100 responden yang merupakan konsumen Pilotter. Evaluasi Inner Model (model struktural) dilakukan dengan menghitung nilai R-Square, Q-Square, dan F-Square. R-Square mengukur seberapa besar variasi perubahan variabel independen mempengaruhi variabel dependen, sedangkan Q-Square digunakan untuk mengetahui relevansi prediktif penelitian melalui prosedur blindfolding. Hasil analisis menunjukkan bahwa kualitas produk tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian, sedangkan konten kreatif media sosial dan testimoni konsumen memiliki pengaruh yang positif dan signifikan. Hasil analisis menunjukkan bahwa kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian, sementara konten

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kreatif media sosial dan testimoni konsumen memiliki pengaruh positif dan signifikan. Hal ini menunjukkan bahwa strategi pemasaran digital melalui media sosial dan ulasan pelanggan lebih berperan dalam menarik minat konsumen dibandingkan faktor kualitas produk itu sendiri. Oleh karena itu, perusahaan disarankan untuk memperkuat strategi pemasaran digital dan mengelola testimoni pelanggan secara optimal guna meningkatkan daya saing dan penjualan.

Kata kunci: Kualitas Produk, Media Sosial, Testimoni Konsumen, Keputusan Pembelian

INTRODUCTION

The advancement of the times that is increasingly modern and followed by rapid development, makes daily activities easier for the general public thanks to the internet. Technology is developing rapidly, making daily activities easier for the general public thanks to the internet. The benefits of the internet can be felt by all levels of society because of the ease of using the internet and can be used without being hindered by geographical restrictions such as in Indonesia. Technological advances affect several aspects, one of which is the impact of technological advancements, namely social media features (Qalati et al., 2022). Most entrepreneurs use the use of online media as a forum or platform to offer new features and offers that aim to win competition in the market world. The internet can be accessed by all levels of society because of the ease of using the internet and can be used without being limited by geographical restrictions such as in Indonesia. The internet also provides convenience and convenience opportunities for business owners to market their products because many people who are tired of using technology are now turning to the internet to get information on various topics related to their individual needs. One way to determine product quality is to use eight indicators, namely performance, product features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Stylidis et al., 2020; Susanto & Realize, 2022; Safitri et al., 2023).

Performance is a key characteristic in its ease of use and durability. Features are characteristics of a product that are designed to fully express its purpose and have the potential to cause consumer concerns about the product in question. Conformity is a product feature that meets the specific needs of the customer, the product is not defective or damaged. Durability is a feature of a product including how long or short it is, how sturdy it is and whether it needs to be maintained or not. The more consumers buy the product, the more the power of the product, the value of the power of the product will increase (Gildin, 2022). Reliability is a feature of a product that can be completed or not within a certain period of time. Generally, customers check the product specifications and quality and quality before making a purchase. They are always working to improve every aspect of this process, including the sacrifices they make to evaluate the product and the value they anticipate from it (Bradford & Boyd, 2022; Sutarjo et al., 2024).

Purchase decisions refer to the actual purchase process, whether done or not (Martini & Dewi, 2021). Purchasing decisions refer to the process by which consumers choose between many needs that are met by various products and services. These affected products and processes weaken consumers' confidence and concerns before they finally decide to buy (Rizki & Santosa, 2024). Purchase decisions refer to the last phase in decision-making that affects a particular transaction. The reason people buy goods is not only because of their function but also the emotional and social value they contain. There are several indicators in creative content, such as the content of a product, the ability to various photos and videos of products and the ability to embed promotional content so that it is easy to identify. Content product indicators are marketing strategies that involve distributing content that appeals to consumers (Wang & McCarthy, 2022; Alqurashi et al., 2023). The second indicator is the function of sharing photos and videos of products, which is carried out by business owners with the aim of informing customers about the products offered. The function is the sharing of product photos and videos carried out by business owners with the aim of informing customers about the products offered. The

final indicator is the one charged on the promotional fee so that the business owner does not have to pay excessive costs for the printing process (Hayes et al., 2021; Nurita et al., 2023).

The presence of testimonials is one of the factors that affect consumers' decisions for a product. Testimonials allow potential customers to see and read, Brand Pilotter has included several customer testimonials on Instagram highlight profiles. Other indicators of testimonials include attractiveness, credibility, and spontaneity (Prasojo, 2020). Brand Pilotter is a t-shirt convection business built in Pasuruan Regency. Brand Pilotter was established under the leadership of Ilham Prasetyo which focuses on the production of various types of t-shirts in the realm of racing jerseys, such as plain t-shirts, t-shirts with various screen printing motifs, etc. Brand Pilotter has many customers in the Pasuruan regency area and surrounding areas because this brand is famous for its high-quality, innovative, and competitive products. Brand Pilotter has great potential to grow and compete in a wider market. In addition, Brand Pilotter is ready to improve performance and become one of the leading businesses in Pasuruan regency with a mature strategy and the use of the latest technology (Nurita et al., 2023).

Pilotter T-shirt products use high-quality cotton combed material. For dark colored T-shirts, 30s cotton combed is used, while for light colored T-shirts, 24s cotton combed is used. This material comes from cotton fibers that are known to be not easily torn, durable, and comfortable to wear because they can absorb sweat well. In addition, cotton combed is available in various colors such as black, white, cream, green, blue, and others. The type of cotton combed itself has thickness variants such as 20s, 24s, 30s, to 40s, where the higher the number, the thinner the material. In terms of marketing, Pilotter products also rely on creative content on social media, especially Instagram and TikTok. With a total of 20.9 thousand followers, Pilotter's social media accounts routinely upload two videos per day containing product reviews and following viral trends. This strategy is effective in increasing product popularity. In addition, positive testimonials from satisfied customers also increase the trust of new consumers. Good reviews and ratings in the comments column are a convincing reference, so that prospective buyers feel more confident in choosing and buying products (Miah et al., 2022). Previous research on the relationship between product quality and consumer trust shows that product quality has a significant impact on consumer confidence. After evaluating the quality evaluation of the product, consumers will tend to trust the product more (Pratama & Santoso, 2018). Product Quality on Repurchase Decisions researched by Khairunisa et al. (2024), shows that product quality has a positive and significant effect on repurchase decisions. This is contrary to the results of research conducted by Wijaya and Wahyudi (2024), which showed that product quality had no effect on repurchase decisions.

Shah et al. (2024), explains that social media has an influence on consumer purchasing behavior. Onofrei et al. (2022) explains that the greatest influence of social media occurs at the information search stage and the purchase decision stage. Another study shows that 53% of consumers will look for information and reviews on social media before making a purchase (Indriyani & Suri, 2020). The results of this study are also in line with research conducted by Majumder et al. (2022), an easy way to find information about products and see reviews and see ratings or ratings on a store, but there are no inconsistent results in the study by Chen et al. (2022), where consumer testimonials are not significant to purchasing decisions because most respondents may not know the function of other consumer testimonials that can be used as references and make purchases and reviews on social media first before making a purchase. This inconsistency shows that there is still a research gap in understanding the extent to which consumer testimonials actually influence purchasing decisions, especially in the context of local brands. In addition, there are not many studies that simultaneously test the influence of product quality, creative content, social media, and consumer testimonials on purchasing decisions, especially in the context of local brands in certain areas such as Pasuruan Regency. In fact, understanding these variables is important for formulating more targeted marketing strategies for brands such as Pilotter. Therefore, this study is needed to fill this gap by

simultaneously examining these four variables in the context of local brands, so that it can provide a more comprehensive understanding of the factors that influence consumer purchasing decisions in the digital era.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Influence of Product Quality on Purchase Decision

Product quality is the result of a combination of specifications and characteristics that indicate how well an output can meet customer needs. One of the best business strategies to attract customers is to provide high-quality products. Quality is a metric used by businesses to compete with customers in the market by highlighting significant differences between products or services and customers. In this way, customers can see or understand that high-quality products offer products from services that offer the level of service expected by consumers (Nurfauzi et al., 2023). Product quality indicators that can be used to determine the dimensions of product quality are eight indicators such as performance, product features, reliability, suitability, durability, ease of service, aesthetics, perceived quality. Based on these indicators, it can be concluded that product quality has a performance that produces positive things with customers so that they are confident and confident that they can meet their needs with the desired product (Kumrotin & Susanti, 2021). Research by Naini et al. (2022), states that product quality has a positive influence on purchases. Wahyuni and Ginting (2017) and Nadiya and Wahyuningsih (2020) stated that product quality does not have a positive and significant influence on purchasing decisions.

H1: Product quality has a positive and significant affects of buying interest

The Influence of Social Media Creative Content Purchase Decision

Media is a digital platform that facilitates communication, exchange of information, and allows users to send content via an internet connection. Social media allows users to communicate with each other, exchange content, and collaborate in online groups. Media is one of the main forms of communication for business communication on the internet. Social media provides an opportunity for its users to showcase themselves, create virtual workspaces, exchange information, and interact with other users on the same social media platform, thus creating an internet social network. This provides an opportunity for users to showcase themselves, create virtual workspaces, exchange information, and interact with other users on the same social media platform, thus creating a virtual social network. Media is a useful social tool for communicating that every business, especially those operating online. In Indonesia, Facebook, Instagram, and YouTube are the most effective social media platforms for digital marketing. It can be concluded that social media is a digital platform that facilitates user interaction via the internet. In it, users can exchange information, create content, collaborate in groups, and build virtual connections that allow self-representation, teamwork, and information sharing (Putri & Riofita, 2024). There are several indicators in creative content, such as content creativity, influencer content, content characteristics, and curiosity (Arifah et al., 2024; Natalia & Sutawidjaya 2024; Nurhasanah et al., 2025). Based on these indicators, it can be concluded that creative social media content from applications such as Instagram, TikTok, and YouTube can influence online product sales because these social media can be reached by the wider community. Research by Putri and Nurhayati (2024) and Siddik et al. (2024) stated that creative content has a positive and significant influence on purchasing decisions.

H2: Creative content on social media has a positive and significant affects of purchase Decision

The Influence of Consumer Testimonials Purchase Decision

Testimonials are a method to build credibility. Information released in the media should be interpreted with caution when comparing it to personal interests. Testimonials or on a large scale as support and recognition of a small business run by business customers. Feedback from other customers who have made purchases will make it easier for customers to get product information. Good online customer reviews encourage customers to complete their purchases (Sutriani et al., 2024). In addition, the customer's online customer rating is another factor that affects the purchase. Ranking is another factor that influences purchases. Because internet customer reviews may help potential consumers understand the quality of the products and services offered is very important, as is how customers evaluate certain products and services. Customer ratings on the internet are comments from customers categorized according to a specific scale. One of the most well-known and frequently used scales of stars (Angraini et al., 2023). The more positive testimonials will result in a greater desire for consumers to buy. Dalman et al. (2020), the more credible testimonials and consumer confidence to buy, the more demand. There are several testimonial idifiers, namely credibility, attractiveness and spontaneity. Based on these indicators, it can be concluded that the role of customer tetimoni is very influential on purchase decisions because testimonials can increase the satisfaction and trust of a product for potential consumers.

H3: Consumer testimonials has a positive and significant affects of purchase Decision

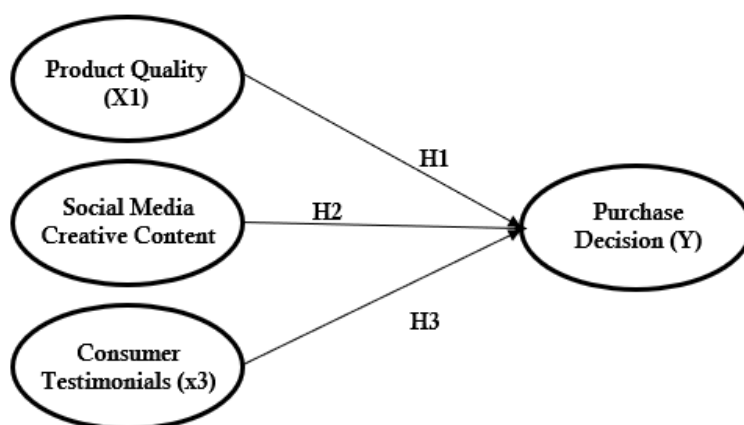


Figure 1. Conceptual Framework

Figure 1 illustrates a research hypothesis model that shows the relationship between independent and dependent variables. The independent variables in this study are product quality, social media creative content, and customer testimonials. The dependent variable is purchase decision. All three independent variables are hypothesized to influence the purchase decision. This study aims to analyze the effect of each independent variable—product quality, social media creative content, and customer testimonials—on the purchase decision.

RESEARCH METHODS

This study uses a quantitative approach, focusing on numerical data analyzed and interpreted through a research report. The objective is to examine the influence of product quality, creative content on social media, and consumer testimonials on purchase decisions. The population targeted includes consumers of brand Pilotter, specifically individuals aged 12 to 40 who actively use social media, frequently visit Sidoarjo, and have purchased products from Pilotter's online or offline stores. The research uses both primary and secondary data. Primary data were obtained through interviews and the distribution of structured questionnaires to respondents who meet the criteria. Meanwhile, secondary data were collected from relevant literature such as journals and

books aligned with the research topic. The sampling technique applied is purposive sampling, a non-probability method, where the sample is selected based on specific characteristics—in this case, the millennial generation in region S considered representative of the population. The data were analyzed using the Partial Least Square (PLS) approach with the SmartPLS software. Model evaluation was conducted in two stages: Outer Model and Inner Model. The Outer Model assessed convergent validity, discriminant validity, Composite Reliability, and Cronbach’s Alpha to ensure validity and reliability. The Inner Model evaluation included R-Square, Q-Square, and F-Square values to assess the model’s predictive capability and the strength of relationships between variables. Hypothesis testing used path coefficients, and a t-statistic value above 1.96 at a 5% significance level indicated a significant effect, allowing the research hypothesis to be accepted.

RESULTS

Based on the results of the research that has been conducted through the distribution of questionnaires to 100 respondents, data was obtained as many as 3% aged 12-20 years, 70% aged 21-28 years, 17% aged 29-32 years, 10% aged 33-40 years. In addition, respondents are known to have used P t-shirt products, seen the product on social media, and read testimonials or reviews about Pilotter products. The outer model test is an initial stage designed to evaluate the relationship between indicators (measured variables) and latent variables. The measurement model testing stage includes convergen validity, discriminant validity, and composite reality testing. The results of PLS analysis can be used to test research hypotheses. If all indicators in the PLS model have met the requirements of convergent validity, discriminatory validity, and composite rellibility. The validity of the measurement model kovergen with reflection indicators can be detected from the correlation between the item/indicator score and the construction score. Individual indicators are said to be reliable if they have a correlation value above 0.70, but loading 0.50-0.60 is still acceptable.

Table 1. Loading Factor Value

Indicator	Product Quality (X1)	Social Media Creative Content (X2)	Consumer Testimonials (X3)	Purchase Decision (Y)	Average Variance Extracted (AVE)
X1.1	0.853	0.747	0.635	0.709	0.688
X1.2	0.790	0.724	0.731	0.707	
X1.3	0.836	0.739	0.733	0.800	
X1.4	0.811	0.729	0.696	0.702	
X1.5	0.817	0.768	0.609	0.668	
X1.6	0.862	0.830	0.648	0.814	
X1.7	0.800	0.755	0.575	0.672	
X1.8	0.863	0.745	0.653	0.752	
X2.1	0.632	0.774	0.530	0.625	0.606
X2.2	0.677	0.734	0.531	0.698	
X2.3	0.747	0.822	0.643	0.757	
X2.4	0.768	0.781	0.601	0.703	
X3.1	0.594	0.637	0.834	0.649	0.673
X3.2	0.640	0.573	0.822	0.659	
X3.3	0.723	0.618	0.803	0.681	
Y1	0.707	0.675	0.681	0.767	0.573
Y2	0.742	0.778	0.576	0.809	
Y3	0.679	0.714	0.702	0.806	
Y4	0.515	0.524	0.471	0.630	

Based on the Table 1, Value Loading Factor it can be shown that all indicators used to measure the variables in this study can be said to be valid, because the significance value is >0.05. In the table 1, it can be seen that the value of the Average Variance Extracted (AVE) must be more than 0.5 for each variable. This indicates that the value of the AVE indicator is valid. Thus, it can be concluded that if all variables are greater than 0.5, then

it can be used to measure the magnitude of the indicator supported by the construct. Based on the table above, the results of the cross-loading analysis show that each indicator in the construct has a greater loading value than the other constructs. Therefore, it can be concluded that this model meets the requirements of the validity of discrimination, so that each indicator can accurately measure the corresponding construct.

Table 2. Composite Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Product Quality (X1)	0.935	0.946
Social Media Creative Content (x2)	0.783	0.860
Consumer Testimonials (x3)	0.756	0.860
Purchase Decision (Y)	0.749	0.841

Table 2, feasibility test was measured using the Composite Reliability and Cronbach's Alpha methods. Composite reliability value used to measure the consistency of indicators on variable values. A variable can be said to be reliable if it has a composite reliability value of > 0.7 and a Cronbach's alpha value of > 0.7. The Table 2 shows that the Composite Reliability and Cronbach's Alpha values have values above 0.7. This shows that the scores on the Composite Reliability Test and Cronbach's Alpha are reliable.

The structural model (inner model) is used to analyze the relationship between variables through various tests. R-Square (R^2) serves to measure the extent to which an independent variable describes a dependent variable, with a value of 0.75 being declared strong, 0.50 being moderate, and 0.25 being weak. Q-Square (Q^2) tests the predictive power of the model, whose value must be greater than 0 for the model to be considered relevant. F-Square (F^2) measures the influence of independent variables on the dependent, with values of 0.02 (small effect), 0.15 (moderate effect), and 0.35 (large effect). In testing the significance of the relationship between variables, a path coefficient with a T-statistical value of ≥ 1.96 and a p-value of ≤ 0.05 was used to ensure that the research hypothesis was acceptable and had a significant influence.

Table 3. R-Square Value

Indicator	Value
R Square	0.856
R Square Adjusted	0.851
SSO	396.000
SSE	227.271
$Q^2 (=1-SSE/SSO)$	0.426

Based on Table 3, the Adjusted R-Square value of 0.851 indicates that the variables Product Quality (X1), Creative Social Media Content (X2), and Consumer Testimonials (X3) have an effect on the Purchase Decision variable (Y). This figure means that 85.1% of the variation in the Purchase Decision can be explained by the three independent variables. This reflects that this research model has a very strong level of influence. In addition, the Q-Square value shown in Table 3 is 0.426. Because the Q-Square value is greater than 0, this model has good predictive ability. Thus, the level of predictive relevance in this study is 42.6%.

Table 4. F-Square Rating

Variable	Purchase Decision (Y)
Product Quality (X1)	0.034
Social Media Creative Content (X2)	0.333
Consumer Testimonials (X3)	0.179

Based on Table 4, the F-Square value is used to measure the contribution of each independent variable to the dependent variable, namely Purchase Decision (Y). The F-Square value for the Product Quality variable (X1) is 0.034, which indicates a small influence on Purchase Decision. Meanwhile, the Social Media Creative Content variable

(X2) has an F-Square value of 0.333, which indicates a large influence. The Consumer Testimonial variable (X3) has an F-Square value of 0.179, which is included in the moderate influence category. Thus, it can be concluded that of the three variables, Social Media Creative Content provides the most significant contribution to Purchase Decision.

Table 5. Path Coefficient Test Results

Variable	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hypothesis
Product Quality (X1) -> Purchase Decision (Y)	0.187	1.297	0.195	Rejected
Social Media Creative Content (X2) -> Purchase Decision (Y)	0.529	3.382	0.001	Accepted
Consumer Testimonials (x3) -> Purchase Decisions (Y)	0.267	2.429	0.015	Accepted

The path coefficient test on Table 5 was carried out by looking at three things, namely the original sample, t-statistics, and p-value. The original sample shows whether the relationship between variables is in accordance with the hypothesis and has a positive influence if the number is positive. T-statistics are used to check whether the influence between variables is really significant. If the t-statistical value is greater than the t-table which is >1.96 and the p-value is <0.05 then the hypothesis is accepted which means the relationship between the variables is significant. If it is the other way around, then the hypothesis will be rejected and the relationship between the variables is insignificant. Based on the test results shown in Table 5, it can be seen that the Product Quality variable (X1) does not have a significant effect on Purchase Decisions (Y) with a T-Statistic value of <1.96 and a P-Values value of >0.05. Meanwhile, the variables of Social Media Creative Content (X2) and Consumer Testimonials (X3) had a significant effect on Purchase Decisions (Y) with a T-Statistic value of >1.96 and a P-Values value of <0.05.

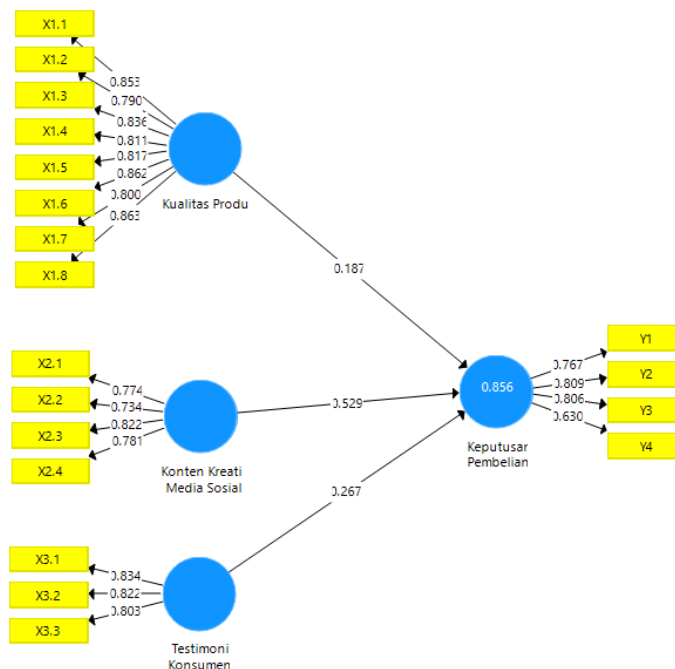


Figure 2. Bootstrapping Test Results

Significance testing or bootstrapping on Figure 2 aims to provide a significance value of each indicator of the dependent variable construct, namely Product Quality, SocialMedia Creative Content and Consumer Testimonials. The figure shows the PLS-SEM model that measures the influence of Product Quality, Social Media Creative Content, and Consumer Testimonials on Purchasing Decisions. Product Quality is

measured by eight indicators, Creative Content by four indicators, and Consumer Testimonials by three indicators, all of which have loading values above 0.7. The results of the analysis show that the variable that has the most influence on Purchasing Decisions is Social Media Creative Content with a coefficient of 0.529. Consumer Testimonials also have a fairly strong influence with a coefficient of 0.267, while Product Quality has the smallest influence of 0.187. The R-square value of 0.856 indicates that this model is able to explain 85.6% of the variance in Purchasing Decisions. Thus, the three independent variables together have a significant influence on consumer decisions in making purchases.

DISCUSSION

The results of the analysis show that product quality does not have a positive and significant influence on the purchase decision of local Brand Pilotter t-shirt products. Although quality is one of the important factors in the assessment of a product, in this case consumers tend to consider other aspects, such as price, design, brand popularity, as well as emerging trends. This can be due to the characteristics of the local t-shirt market that prioritizes style and affordability factors over durability or product materials. Thus, while quality remains a plus, Brand Pilotter consumers' purchasing decisions are more influenced by other factors that better suit their preferences and needs. These results are in accordance with previous research which states that product quality does not have a significant effect on purchase decisions (Wahyuni & Ginting, 2017). Other studies also prove that product quality does not have a positive and significant effect on purchasing decisions (Nadiya & Wahyuningsih, 2020).

The results of the analysis show that creative content has a positive and significant influence on the purchase decision of Brand Pilotter's local t-shirt products. Engaging content, such as unique visual design, strong storytelling, and creative digital marketing strategies, can increase brand appeal and build emotional attachment with consumers. Through social media and digital platforms, creative content not only introduces products more effectively, but also encourages interaction and creates trends that can influence purchasing decisions. The study also found that creative content that contains clear and relevant information about the product or service has a greater influence on consumer purchasing decisions (Putri & Nurhayati, 2024). This research is in line with those who state that creative content has a positive and significant effect on purchase decisions (Siddik et al., 2024).

The results of the analysis show that consumer testimonials have a positive and significant influence on purchasing decisions for local Brand Pilotter t-shirt products. Positive reviews and experiences from previous customers can increase potential buyers' trust in the quality and satisfaction offered by the product. Testimonials conveyed through social media, online reviews, or word of mouth act as a form of convincing recommendation, so that they can influence consumer perceptions and interest in Pollitter products. Thus, the more positive testimonials received, the greater the likelihood that consumers will be interested in making a purchase. The results of this study are in line with the conclusion that testimonials have a significant positive effect on purchasing decisions (Badri & Safitri, 2021). This study is also in line with Sutriani et al. (2024) who said that testimonials also have a positive and significant effect on purchasing decisions. (Kholifah, 2023).

CONCLUSION

This study analyzes the influence of product quality, creative social media content, and consumer testimonials on purchasing decisions for local T-shirt products of the Pilotter brand in Pasuruan Regency. Based on the results of the analysis using the Partial Least Square (PLS) method, it was concluded that product quality did not have a significant effect on purchasing decisions. The results showed that product quality did not have a significant effect on purchasing decisions. This shows that in the local T-shirt market, other factors such as price, design, and trends play a bigger role than the quality of the

product material itself. Creative social media content has a positive and significant effect on purchasing decisions. Interesting creative content, such as unique visual designs and effective digital marketing strategies, can increase brand appeal while building emotional attachments with consumers. This shows that social media-based marketing strategies play a major role in increasing consumer purchasing decisions. Consumer testimonials have a positive and significant effect on purchasing decisions. Positive reviews from previous customers can increase potential buyers' trust in product quality. Testimonials published through social media or online reviews serve as convincing recommendations for potential consumers. This study has limitations that need to be considered. Respondents only numbered 100 people and were limited to Pilotter brand consumers in the Pasuruan area, so the results cannot be generalized widely. Data collection used a perception-based questionnaire, which is susceptible to subjective bias. In addition, the independent variables only include product quality, social media content, and consumer testimonials, without considering external factors such as price, promotion, brand image, or market conditions. Further research is recommended to use a mixed-method approach and expand the geographical scope and variables for more comprehensive results.

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