THESIS

THE EFFECT OF INFLUENCER MARKETING AND INFORMATION QUALITY IN DIGITAL ADVERTISING ON PURCHASE DECISION OF FASHION PRODUCTS

ANNISA AMIRAH RAHMAT

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to

**DEPARTEMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
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As one of the requirements to obtain
Bachelor of Economics degree

Compiled and submitted by

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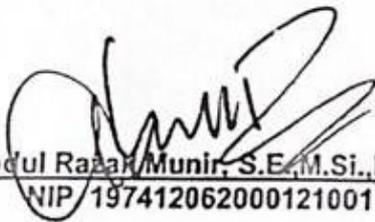
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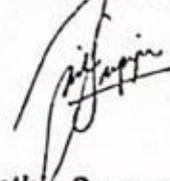
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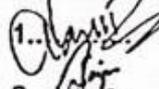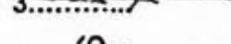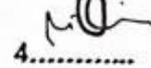
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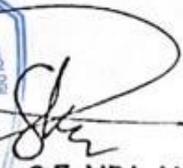
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Annisa Amirah Rahmat

PREFACE

Praise Allah SWT for all His blessings so that this series of thesis can be completed. Sholawat and greetings that are never interrupted go to the Prophet Muhammad SAW, the wisest leader for Muslims.

This thesis is entitled "THE EFFECT OF INFLUENCER MARKETING AND INFORMATION QUALITY IN DIGITAL ADVERTISING ON PURCHASE DECISION OF FASHION PRODUCTS" The author realizes that writing this thesis is not free from all errors and deficiencies. Therefore, with all humility, the author expects suggestions and criticisms from readers as input so that they are helpful both for writers and for readers in general.

On this occasion, the author will express her deepest gratitude to all kind-hearted people who have assisted in any form so that this thesis can be completed. The author admits that in the preparation of this thesis, there were many obstacles and difficulties that occurred. However, thanks to the grace of Allah SWT. Through instructions, directions, and moral and material assistance from various parties, all these obstacles and difficulties can be resolved properly. In the following, the author will try to describe one by one the feelings of gratitude and joy, even though it is more than that, to:

1. Parents, Rahmat Abdul Haris and Siti Masita Saleh who has support researcher from the beginning until the end. Thank you for giving researcher material support so the researcher can live happily ever after.

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Researcher has tried to compile the thesis as well as possible but researcher realizes that this thesis has limitations. Therefore, researcher willing to accept any constructive criticism and suggestions in order to make this thesis better. Finally, researcher hope this thesis can be useful and can add insight to anyone who reads it.

Makassar, March 13, 2023

Annisa Amirah Rahmat

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING AND INFORMATION

QUALITY IN DIGITAL ADVERTISING ON PURCHASE DECISION OF

FASHION PRODUCTS

Annisa Amirah Rahmat

Razak Munir

Daniella Cynthia Sampepajung

This research aims to determine the effect of influencer marketing and information quality in digital advertising on purchase decision of fashion products and which variable has the dominant influence on purchase decision of fashion products using 400 respondents by filling out a questionnaire with the sampling method using slovin sampling. The analysis used in this research was multiple regression analysis with a significant level of 0.05 with the help of the SPSS 25 application. The results showed that influencer marketing and information quality had a positive and partially significant effect on Purchase Decision of Fashion Product

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CHAPTER I

INTRODUCTION

1.1 Background

Prasentianto (2018) stated that the presence of the industrial revolution 4.0 was marked by the development of very sophisticated technology that significantly influenced human life, one of which was digital commerce (e-commerce). E-Commerce is an abbreviation of Electronic Commerce, which means a marketing system that includes a product's distribution, sale, purchase, marketing, and service through electronic media (Rahmati, 2009). Maulana *et al* (2020) argue that buying and selling activities through e-commerce in Indonesia is rampant on social media.

Social media is a place that allows humans to interact online with no boundaries between space and time. Social media significantly influences social change in society, especially in the millennial generation.

According to Mileva & Dh (2018), Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and attitudes toward product brands, people, or other entities. It is carried out through media from the social web, such as social bookmarking, blogging, microblogging, social networking, and content sharing.

Figure 1. 1 Internet Users

These are the following data from internet users in Indonesia.
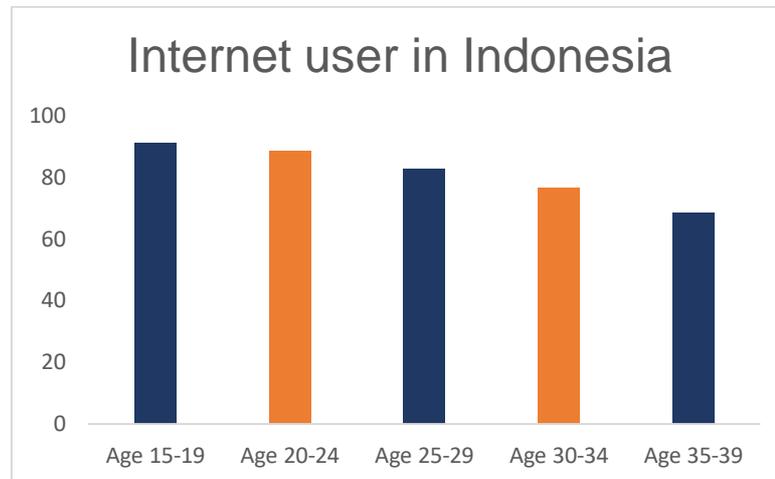
(Source: Maulana *et al*., 2020)

In Indonesia, in the age range of 15-19 years, internet users reach 91%, then in the age range of 20-24 years by 88.5%, 25-29 years by 82.7%, 30-34 years by 76.5% and in the age range of 35-39 years by 68.5% (Maulana *et al*., 2020).

Most individuals use social media, as seen by numerous applications like Instagram, Twitter, TikTok, and many others. Social media's existence enhances the tools companies can utilize to advertise or promote their products massively. Sales on social media can be in various forms, one of them is live shopping. The survey results by Jajak Pendapat (2022) show that 83.7% of Indonesians have watched the online shopping feature, namely live shopping. TikTok, as mentioned above, as one of the social media applications, ranks second with a percentage of 42.2% of its users doing live shopping.

Figure 1. 2 Product that Most Often Watched During Live Shopping
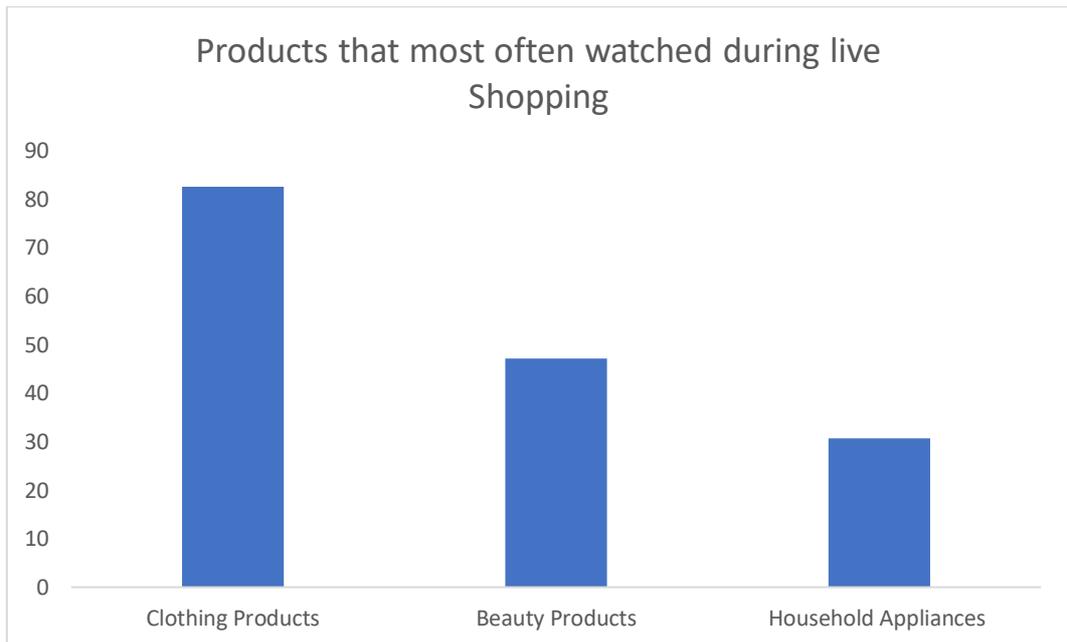
(Source: Annur, 2022)

Based on the graphic table above shows that several products are most often watched during live shopping are clothing products at 82.6%, beauty products at 47.2%, household appliances at 30.7%, and many more (Annur, 2022).

A few factors, including the widespread use of content branding by social media influencers, can explain the popularity of e-commerce transactions in Indonesia. Influence is the ability to influence and change one's opinion and behavior (Evelina & Fitrie, 2018). In the era of the industrial revolution, rapid developments in the field of technology ease it up for someone to influence many people in various media or platforms as well as through social media. Social media can be the most effective form of advertising for a brand or product of a company to reach consumers, given its highly rapid development (Rachmansyah & Supratman, 2020). Many companies in Indonesia see this as an opportunity.

The phenomenon of social media influencers that are currently rife has carried people away from the contemporary styles popularized by social media influencers. This is supported by the level of trust in social media influencers, as much as 51% in 2018 (Edelman, 2018). Based on previous research, social media influencers increase purchase intention by 89.7% (Astuti, 2016). Because of this significant influence, more and more companies are using influencers to increase engagement from products sold. The attraction raised by influencers can increase product recognition to the broader community.

Citayem fashion week is one of the phenomena that show that Indonesian people have started to compete in the creative industry in the fashion sector. They hold a fashion week like the one in Paris, which is a designer presentation event held every half year in Paris, France. The designers show their best work. While in Indonesia, it is not just Citayem Fashion Week; they also have CPI Fashion Week and Braga Fashion week. Even though the fashion week they hold is not official, this phenomenon proves that the creative industry in fashion has developed in Indonesia. This also proves that social media still significantly influences society, especially among business people.

There are about 62,10% of people who has access to the internet in Indonesia (Suratsih *et al.*, 2021). We can find various kinds of goods on social media, for example, household appliances, electronic equipment, facial care products, clothing, fashion products, and many more. Based on the results of research by Kredivo and Katadata Insight Center in 2019 regarding the behavior of E-Commerce consumers, it shows that 30% of the total transactions throughout 2019 were purchases of fashion goods made by both men and women from young to old age (Zhafira, 2020)

CNBC Indonesia (2019) has shown that the development of the fashion industry can contribute around IDR 116 Trillion to the creative economy (Fiarani, 2020). NielsenIQ noted that the number of online shopping consumers in Indonesia who use e-commerce would reach 32 million people in 2021. The increase in the number of online shopping consumers in Indonesia increases the volume and value of online shopping transactions, especially on National Shopping Day (Harbolnas) by Rp. 18.1 trillion (Uli, 2021).

Another aspect that is important for e-commerce is the Information Quality. Based on research, as many as 77% of people in Indonesia are looking for complete information about the products they want to buy on the internet (Harahap, 2018). From these data, the information in digital advertising on fashion products will be one of the most needed by the public before buying the product.

We also need to understand purchasing decisions. Purchasing decisions have a significant role because they can increase profits for the company by increasing the products marketed. Purchasing decision is the stage in the buyer's decision-making process where consumers buy (Kotler & Armstrong, 2014). A deep understanding of consumers will enable marketers to influence consumer decision processes, so they want to buy what is offered by marketers (Sumarwan, 2003).

Therefore, this research aims to determine and investigate The Effect of Influencer Marketing and Information Quality in Digital Advertising of Fashion Products on Purchasing Behaviour in Makassar.

1.2 Problem Formulation

This study will investigate and prove whether Social Media Influencer Marketing and Information Quality in Digital Advertising can Effect the Purchase Decision of fashion products in Makassar.

Therefore, the formulation of problems investigated in this research are:

1. How does Influencer Marketing affect the purchase decision of fashion products?

2. How does the Information Quality in digital advertisements affect the purchase decision of fashion products?

3. Which one of the two variables have a greater influence on purchase decision

1.3 Objective of The Study

The influence of social media influencer marketing and information quality on purchase decision of fashion products will be discussed in this study. In this section, the researcher states that people who buy goods will currently rely on two things: social media influencers who advertise a product and information on the product.

Due to the absence of supporting data, it is still being determined how the relationship between social media influencer marketing and the accuracy of the content in digital advertisements with the buying habits of fashion products are still being determined. As a result, this study will further explain how the society choose to spend their money on fashion items promoted on social media and have complete information from digital advertising.

This Research aims to:

1. To determine the effect of Influencer marketing on Purchase Decision of Fashion Product

2. To determine the effect of Information Quality on Purchase Decision of Fashion Product

3. To find out which dominant variables affect Purchase Decision of Fashion Product.

1.4 Research Benefit

The benefit of this research is to find out how big the influence of social media influencers and the information quality in digital advertising on the purchase decision of fashion products.

1.5 Definition of terms

1.5.1 Purchase Decision

According to Kotler and Armstrong (2016), purchasing decisions are part of consumer behavior; consumer behavior is how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and want.

1.5.2 Social Media Influencer

GeyserLast (2022) Define Influencers on social media are persons who have built a name for themselves as experts in a given field. On the social media sites of their choice, they routinely post about that topic, developing a sizable following of engaged followers who respect their viewpoints. Social media influencer are adored by brand because they can generate trends and convince their followers to buy the things they promote.

1.5.3 Information Quality

A good text is a text that contains complete information. Complete information in a text makes the text understandable. Clarity of information depends on the complete structure presented (Wahyuni, 2021).

With complete information presented will be a consideration needed by customers. Information type can contain product features, price information, product quantity, and much more. Complete information will provide benefits such as customer satisfaction.

Chapter II

Literature Review

2.1 Theoretical Basis

2.1.1 Marketing Mix

Marketing Mix is the set of tactical marketing tools that a company blends to produce the response it wants in its target market. Marketing Mix includes four main things and can be controlled by companies: Product, Price, Place, and Promotion (Kotler and Armstrong 2016).

2.1.2 Product

(Kotler and Keller, 2012) A product can be offered to a market for attention, acquisition, use, or consumption to satisfy a need.

Products, in general, are also differentiated based on who the consumer is and what the product is consumed for. Based on these criteria, products can be divided into consumer and industrial goods.

1. Consumer goods

    Is a product purchased by the final consumer for personal consumption, and is divided into 4, namely:

    a) Convenience Goods

    b) Shopping Goods

    c) Specially Goods

    d) Unsought Goods

2. Industrial goods

    Products purchased by individual organizations for further processing or use in connection with a business.

    Due to the broad product criteria, this research focused on the dominant criteria in the survey, namely Shopping Goods.

2.1.2.1 Information Quality

Ayuningtiyas & Gunawan (2018) stated that in online shopping, it is better to present information that includes its relation to products and services that exist in online shopping. Such information should be helpful and relevant in predicting the quality and usability of products or services. Product and service information must be up-to-date to satisfy the needs of consumers or online buyers. This can help buyers make decisions that are consistent and easy to understand.

A product description is a unique collection of details on the product's type, price, purpose, and other attributes. In both traditional e-commerce settings and live streaming e-commerce, it serves as the primary foundation for customer product evaluation and purchasing decisions. According to research, the persuasiveness of a product description is influenced by a variety of factors, including the claim type (functional or hedonic), presentation format (visual or verbal), content quality (high or low), and other aspects. These factors then influence consumers' purchase intentions (Mou et al., 2020).

According to Swani, Milne, and Slepchuck (2021), a company's ability to consistently provide customers with accurate information about its products will impact whether they choose to make a purchase. When all the information they require is available, current and potential customers will directly trust the company or seller.

Along with the product's title, picture, and vital details like the model, color, or size, product descriptions play an essential role in the content displayed on product pages. However, these descriptions sometimes need to be completed; for instance, most of eBay's fashion items have

no description. Product descriptions are frequently lengthy, difficult to read, and filled with irrelevant information to prospective customers even when they are available. According to our data, a sizable number of product description lines contain information about the company, information relevant to a specific listing or seller, and pure marketing remarks (Novgorodov et al, 2020).

Product description has also been used to increase the persuasiveness of product description by anchors in live streaming e-commerce, such as telling a product story, talking about points of difference from competitors, and giving a product demonstration to show product features, us- ages, and benefits, as well as prove a product's effectiveness (Deng, 2021).

Information quality is important because the information quality is included in the concept of business intelligence. Business intelligence is a concept that refers to the use of information to support better business decision making. Business intelligence can only provide maximum benefits if the information used in analysis is of high quality.

They emphasize that poor quality information can lead to wrong decisions and have a negative impact on business. Therefore, it is important to ensure that the information used in business intelligence is accurate, verified, complete and relevant (R. Kavitha and P. Ilango, 2016).

Several factors affect the quality of information:

1. Intrinsic Quality: Intrinsic quality refers to the inherent characteristics and properties of the information itself. It focuses on the accuracy, reliability, completeness, and objectivity of the information.

2. Contextual Quality: Contextual quality takes consideration of the information's relevance and suitability within a certain context or goal. Contextual quality considers elements including the information's completeness, timeliness, and suitability for the intended purpose.

3. Representational Quality: Representational quality assesses how well the information is organized, structured, and presented. High representational quality means that the information is effectively communicated, visually appealing, and easily navigable, enhancing user comprehension and usability.

2.1.3 Promotion

According to (Kotler and Keller, 2012), promotion is all activities carried out by companies to communicate company products to consumers and persuade consumers to buy company products. The main purpose of promotion is to inform, influence and persuade, as well as remind target customers about the company and marketing mix (Tjiptono, 2008).

One of the promotional objectives described by Tjiptono (2008) is Informing. Informing, can be :

a) Inform the market about the existence of a new product.

b) Introducing a new way of using a product.

c) Communicating price changes to the market.

d) Explain how a product works.

e) Inform the services provided by the company.

f) Straighten the wrong impression.

4 kinds of promotional tools can be used (Kotler and Keller, 2012). One of them is advertising. Advertising is a form of indirect communication

based on information about the advantages and benefits of a product that is arranged in such a way as to create a pleasant feeling that will change someone's mind to make a purchase (Afrina, 2017).

2.1.3.1 Social Media Marketing

Social media marketing is part of the promotion mix that makes social media a means of promoting and marketing company products. According to Mileva & Dh (2018), Social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and attitudes toward product brands, people, or other entities. It is carried out through media from the social web, such as social bookmarking, blogging, microblogging, social networking, and content sharing.

Qurniawati (2018) says that social media marketing is practiced to involve customers in online social locations where customers naturally spend time. From the descriptions of several experts on social media marketing, the authors can conclude that social media marketing is a marketing activity that utilizes social media. Social media can facilitate various interactions or two-way communication related to products sold between companies and consumers or potential customers so that these products are increasingly recognized.

Social media marketing does not aim to create product or service sales directly but only as marketing support by stimulating potential consumers or consumers to be interested in these products or services. The use of social networking sites as a tool for corporate Internet marketing to capture the virtual community is highly prevalent. Social

networking sites are utilized due to their exceptional connectivity between customers and pre-existing communities. (Assael, 2001).

According to (Gunelius, 2011), the most common purposes for using social media are as follows:

1. Building relationships: the main benefit of social media marketing is the ability to build relationships with consumers actively.

2. Brand building: social media conversations provide the perfect way to increase brand awareness, brand recognition and memory, and brand loyalty.

3. Publicity: marketing via social media provides an outlet through which companies can share crucial information and modify negative perceptions.

4. Promotion: through social media marketing, providing exclusive discounts and opportunities for audiences to make people feel valued and specific and meet short-term objectives.

5. Market research: use tools from the social web to learn about customers, create demographic profiles and customer behavior, study consumer wants and needs, and learn about competitors.

In addition, there are other opinions; according to (Puntoadi, 2011), the use of social media functions as follows:

1. The advantage of building personal branding through social media is that it does not recognize tricks or pseudo-popularity, because the audience will decide. Social media can be a medium for people to communicate, discuss, and even gain popularity on social media.

2. Social media provides an opportunity to interact more closely with consumers. Social media offers a more individualized form of

communication. Through social media, marketers can find out their consumers' habits, interact personally, and build deeper attachments. The advantages of using social media marketing, according to Neti (2013), include:

1. Providing space not only to market products or services to customers but also to listen to complaints and suggestions.

2. Make it easier to identify various groups or influences between various groups, which can provide information about the brand and help in the brand's growth (brand growth).

3. Low cost, as most social networking sites are free.

2.1.3.2 Influencer Marketing

In the current era of the industrial revolution, anyone can influence many people. They can even become trendsetters, which means that everyone can be the center of attention of many people (Maulana *et al.*, 2020). The social media influencer phenomenon is currently rife and significantly influences public consumption. The amount of public consumption of products promoted by social media influencers dramatically influences the growth of the digital economy. This is supported by the level of public trust with social media influencers of 51% in 2018 (Edelman, 2018). One of the things that cause increased consumption of a brand is caused by the trust built by social media influencers and their followers.

Social media influencers are individuals numerous firms frequently employ to promote the brand's products. Promoting a brand's products on some social media channels by a social media influencer is frequently

referred to as an endorsement. The most widely used platforms are Facebook and Instagram. (Gravë, 2017).

Influencer marketing can do wonders for a business or brand by drawing in more customers. Customers are more inclined to purchase from a source when they obtain recommendations from an established source. When notable figures or celebrities are involved, the purchasing decisions of an audience are affected. In many companies' marketing strategies, social media influencers are taking the place of celebrities. Consumers appreciate the honest opinion these internet celebrities offer on various topics. (Clootrack, 2022).

On social media, followers of influencers keep up with their lives, and when influencer marketing is done well, it is more a part of their lives than traditional advertising. Influencers posting about businesses and products on social media are often perceived by their followers as fellow social media users, enhancing the legitimacy and reliability of the brand's message. According to a study, people regularly get exhausted from being advertised to and sold to, but they always look for those who can help them, save them money and time, and make their lives more enjoyable. This makes it more engaging. Effective influencer marketing on social media can accomplish all those goals. (Isosuo, 2016).

Therefore, the social media influencer's actions in this section constitute a form of online word-of-mouth. Assume, for instance, that the social media influencer chooses to advertise the product through live streaming on social media. In that instance, the viewer or potential customer can directly communicate with the influencer and ask questions about the product of the social media influencer. Also, brands

will only hire influencer marketing to advertise their products if they have a small audience or number of followers, low activity on their social media accounts, or a good reputation. As a result, all social media influencers undoubtedly have a large following, a solid reputation, and the audience's confidence because they consistently advocate products of high quality. (Gravë, 2017).

More information on the benefits of using social media influencer marketing may help a firm sell its products. Due to influencers' large followings and the brand's increased visibility, it can firstly expand the target market. Second, it can aid in boosting sales because devoted followers of the influencer frequently purchase the same items as the person they look up to. As a result, they have begun purchasing the goods as well. Additionally, it can contribute to greater credibility and trust because consumers, particularly young adults, are likelier to believe what influencers have advised (Croes & Bartels, 2021).

The three key features mentioned by (Glucksman, 2018) are Confidence, Authenticity, and Interactivity. These features are essential for creating effective and engaging content in today's digital age.

1. Authenticity: refers to the genuine and unique nature of the content. It is important to create content that is original and authentic to stand out in crowded digital landscape. Authentic content can also help to build trust and loyalty among audience.

2. Interactivity: refers to the ability of the content to engage and involve the audience. Interactive content can take many forms, such as quizzes, polls, and surveys, and can help to increase engagement and create a more memorable experience for the audience

3. Confidence: refers to the trustworthiness of the content. It is important that the context is backed up by realiable sources and is accurate and up-to-date. Content that lack confidence can be dismissed as unreliable and can damage the credibility of the creator.

2.1.4 Purchasing Decision

According to Kotler and Keller (2012), purchasing decisions are influenced by introductory psychology, which plays an essential role in understanding how consumers make their purchasing decisions. Everyone who wants to purchase will usually choose what is good and what they want before deciding what to buy. They will choose according to their character and the inner satisfaction obtained later.

The decision to purchase is a very complex matter that occurs through a very long process. Decisions always arise from curiosity about the need for a product, whether in the form of goods or services. The seller can control some factors that influence purchase decisions, but some other factors cannot be controlled. In other words, consumer behaviour involves the thoughts and feelings they experience and their actions. Consumers need careful thought in purchasing decisions by comparing products that suit their needs and desires of these consumers. (Saputri, 2016).

Decision making is an essential process that influences marketers must understand consumer behaviour. Consumer behaviour is a study that examines how individuals make decisions to spend available and owned resources (time, money, and effort) to obtain goods or services that will later be consumed (Suryani, 2013).

In short, consumer decisions are interactions choosing activities where at least two decisions are elective to achieve certain critical thinking. Purchasing decisions cannot be separated from the various characteristics of consumers (consumer behavior), so each consumer has different purchasing habits.

The factors that influence purchasing decisions, are

1. Perceived usefulness and ease of use: According to the user, how easy and helpful a product or service is to use. It entails evaluating the product's features and functionalities for simplicity and effectiveness in meeting user needs.

2. Perceived low cost: The idea that a good or service is offered cheaply or reasonably priced. It entails comparing the price to the advantages and perceived value being provided. Users' propensity to buy and satisfaction levels after purchasing can rise when they believe a product is inexpensive.

3. Purchase experience: It includes factors such as the convenience of the purchasing process, the availability of different payment options, the quality of customer service, and the speed of delivery.

4. Compatibility (with values, norms, and beliefs): Refers to how closely a good or service fits with an Individual values, social norms, and beliefs.

5. Interpersonal value: The impact that individuals or groups have on influencing the attitudes, opinions, and behaviors of others. Interpersonal influence can happen through direct contacts, such as suggestions, judgments, or counsel from loved ones, friends, coworkers, or influential people.

6. External influences: These are the more general forces and causes that impact people's attitudes, beliefs, and actions in addition to their immediate interpersonal interactions. Norms of society, cultural values, fashions, media, advertising, and marketing campaigns are examples of external influences.

2.2 Empirical Review

Table 2. 1 Empirical Review

NO	Researcher	Title	Research Result
1	Gerry Ferdiansyah and Agus Rahayu (2016)	The Influence of Information Quality on Online Purchasing Decisions Mediated by Consumer Trust (Survey of E-Commerce users in Indonesia)	The study's results simultaneously stated that the real influence of information quality and consumer trust on purchasing decisions was 39.8%. This shows that the quality of information and consumer trust in e-commerce users in Indonesia simultaneously influence online purchasing decisions.
2	Yodi H.P, Widyastuti S, and Noor, L.S (2020).	The Effect of Content Influencer Marketing on Purchasing Decision of Fashion Erigo Company	Based on the result of research and discussion, conclusion can be drawn as follows content marketing in Erigo Company success to attract the customer's attention, it shows content marketing affected to the consumer behaviour.
3	Irfan Maulana, Jovanna Merseyside br. Manulang, Ossya Salsabila (2020)	The Influence of Social Media Influencers on Consumptive Behaviour in Digital Economy Era	The study results show an Influence of Social Media Influencers on Consumptive Behavior in the Digital Economy Era, with an increase of 89.7% since 2016. This proves that influencers can increase their consumptive nature by using their interest in their followers or their credibility.

4	Wayan Ardani (2022)	The Effect of Digital Marketing on Consumer Behaviour	The results of this study indicate that digital marketing positively influences consumer behavior in shopping online. Consumer behavior can support company performance, especially in terms of brand development.
5	Kartika Ayuningtiyas and Hendra Gunawan (2018)	The Influence of Trust, Convenience and Quality of Information on Online Purchasing Decisions in the Bukalapak Application for Batam State Polytechnic Students	Simultaneous test results (F test) show that trust, ease of use and information quality together have a positive and significant effect on online purchasing decisions in the Bukalapak application for Batam State Polytechnic students.
6	Dhara Ayu Crystrie and Sri Hardianti Sartika (2022)	Does Influencer Marketing Affect Purchase Decision Making in the Shopee Marketplace for Generation Z?	Based on the results of the discussion that has been carried out, it can be concluded that influencer marketing influences consumer purchasing decisions, especially those who use social media. Content creation by influencer marketing motivates consumers to purchase on the Shopee marketplace.
7	Wayan Ardani (2022)	The Effect of Digital Marketing on Consumer Behaviour	The results of this study indicate that digital marketing has a positive influence on consumer behaviour in shopping online. Companies need to explore consumer behaviour because it is heavily influenced by the environment. An understanding of changing consumer behaviour can provide insight into consumer preferences.
8	Imam Kambali dan Siti Masitoh (2021)	The Effect Of Social Media Marketing on Purchase Decisions for Delivery of Goods at Post Office Pati	Based on the results of the analysis and discussion that have been described, it can be concluded that the initial hypothesis states that

Social Media Marketing influences the Purchase Decision for goods delivery services at the Pati Post Office 59100.

2.3 Research Framework

Figure 3. 1 Research Framework

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│ Influencer Marketing│ ─────────┐
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                          │  Purchase Decision  │
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┌─────────────────────┐   └─────────────────────┘
│                     │           ▲
│ Information Quality │ ─────────┘
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