

The Influence of Social Media Marketing, Brand Image, and Word of Mouth on Purchasing Decisions of Arak Bali Beverages in Bali Province

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ABSTRACT

As a regional staple that is of considerable cultural and economic significance in the Bali region, Arak Bali is the subject of this study, which aims to investigate the influence that social media marketing, brand image, and word of mouth have on the decisions that customers make about the purchase of Arak Bali. In a preliminary study with 10 participants, it was discovered that twenty percent of respondents were more interested in purchasing Arak Bali, while eighty percent preferred alcoholic beverages that were imported from other countries. This was the finding of the survey. For the purpose of this investigation, a quantitative methodology is applied, with a specific emphasis placed on the positivist paradigm. In addition to that, a survey that is comprised of questionnaires and random sampling is utilized. This study is centered on individuals who are wine drinkers and who reside in the province of Bali. These individuals are the focus of the investigation. For the purpose of this experiment, the sampling was carried out using the method of random sampling, and samples were gathered from as many as one hundred different individuals. Subsequent to the implementation of a double linear regression analysis strategy, the data is processed with the help of SPSS software version 29, which is the method that is utilized for the purpose of data analysis. The conclusions of this study indicate that the significance value of social media marketing is 0.001 less than 0.05, the significance value of brand image is 0.007 less than 0.05, and the meaning value of word of mouth is 0.001 less than 0.05. As a result, it is possible to draw the conclusion, on the basis of the analysis of the data, that social media marketing, brand image, and word of mouth have a substantial positive influence on the decision to purchase Bali Beverages in the province of Bali. Based on the data, it can be concluded that good marketing through social media, the building of a powerful brand image, and positive word of mouth all have a significant impact on the decisions that consumers make regarding their purchases. These findings provide essential information that can be utilized by Arak Bali in the development of its marketing strategy in highly competitive sectors.

Keywords: *Marketing, Brand, WOM*

1. INTRODUCTION

In the last decade, there have been significant changes in purchasing decisions globally. Purchasing decisions have become a key aspect of consumer behavior that continues to evolve with global dynamics. Social media marketing is one of the numerous aspects that have contributed to this growth. It is also one of the many elements that have contributed to this development. In accordance with [1], social media marketing is a form of marketing that can be either direct or indirect. The fundamental purpose of this sort of marketing is to enhance awareness, recognition, memory, and attitudes towards a certain brand, product, individual, or other entities. As a result of the use of social media platforms such as Facebook, YouTube, Twitter, and Instagram, amongst others, it is now feasible to broadcast information in a timely manner, with precision, and to engage with a big number of individuals. In addition, there is the issue of brand image.

According to [2], brand image refers to how the general public views a certain company or brand of products. Building a positive brand can be achieved by creating a strong marketing program for the product, so that our product has a unique characteristic and highlights its advantages, making it different from other products. The last factor discussed in this research is word of mouth. [3] reveal that product information conveyed through consumer social networks is a medium that has the highest level of trust and effectiveness in influencing purchasing decisions in Indonesia, compared to other media. Word of Mouth (WoM) is currently generally implemented through social networks, such as Facebook and Instagram, as tools for product marketing strategies. By leveraging these social networks, an effective marketing communication strategy can be built, where WoM emerges naturally through honest opinions from the social environment without any specific motivation to convey information to other consumers. This research was conducted in the Bali region because Bali Arak is a local product that holds significant cultural and economic value in the area. The use of Bali Arak in society has significant implications for Balinese culture, particularly in the theological, social, and economic aspects of the community [4]. According to an article from theconversation.com in 2020, the Governor of Bali, Wayan Koster, issued Governor Regulation Number 1 of 2020, which establishes the legality of Arak Bali as an industry that can be developed. This regulation aims to protect local cultural assets and develop the economic potential of the people from the Bali Arak beverage industry. Meanwhile, according to an article from DetikNews in 2021 featuring an interview with the Governor of Bali, I Wayan Koster, there is a lack of synchronization in the marketing of alcoholic beverages in Bali. Data shows that 92 percent of alcoholic beverages circulating in Bali are imported products, while only 8 percent are produced by the local Balinese community. The value of the customs duties on these alcoholic beverages reaches IDR 7 trillion.

Based on a study conducted through a pre-research questionnaire involving 10 respondents, the results indicate that 20% are more interested in purchasing Bali Arak, while the remaining 80% prefer alcoholic beverages from abroad. In addition, 80% of respondents stated that they only purchase Arak Bali on special occasions such as holidays in Bali. About 70% of respondents use Arak Bali in social events, while the remaining 30% use it in a religious context. Research on purchasing decisions regarding Bali Arak beverages is still rare. The study that was carried out [5] and the title of which was "Strategies for Developing Traditional Bali Arak Beverages Using SWOT Analysis and QSPM Models" does not include a discussion of the influence that social media marketing, brand image, and word of mouth have on the decision to purchase Bali Arak beverages. An additional study that was conducted by [6] and titled "The Use of Instagram Social Media as a Promotion Media for Bali Arak Cocktail Beverages" did not include a discussion on the influence that brand image and word of mouth have on the decision to purchase Bali Arak beverages. This is taking place at the same time as the previous study. The conclusion that can be drawn from this is that it is anticipated that this research will make a significant contribution by delving further into the influence that these factors have on the decision to purchase Bali Arak beverages. In order to get an insight and comprehension of the impact that social media marketing, brand image, and word of mouth have on the purchasing decisions of customers of Arak Bali in the province of Bali, the goal of this study is to gain a grasp of these factors.

2. LITERATURE REVIEW

2.1 *The Influence of Brand Equity, Social Media Marketing, and Brand Ambassadors on Wine Purchasing Decisions at PT. Hatten Bali [7]*

This study explored the impact of brand equity, social media marketing, and brand ambassadors on wine purchasing decisions at PT. Hatten Bali. The findings indicate that brand equity significantly influences consumers' decisions, as customers are more likely to purchase wines from brands they recognize as having high quality and reliability. Social media marketing also plays a crucial role in shaping purchasing behaviors; effective social media strategies have been found to enhance brand visibility and engagement, thereby increasing sales. Additionally, the use of brand ambassadors has been effective in conveying brand values and building trust among potential customers. Overall, the study confirms that a synergistic approach combining strong brand equity, strategic social media marketing, and influential brand ambassadors can significantly boost wine purchasing decisions at PT. Hatten Bali.

2.2 *Role of Social Media Marketing on Consumer Buying Behavior on Alcoholic Product inside Kathmandu Valley [8]*

This study investigates the role of social media marketing on consumer buying behavior regarding alcoholic products within Kathmandu Valley. The findings reveal that social media marketing has a profound influence on consumers' purchasing decisions. Effective social media campaigns, characterized by engaging content and targeted advertising, have significantly increased brand awareness and purchase intent among consumers in the valley. The study highlights that particularly visual content on platforms like Facebook and Instagram resonates well with the target audience, driving both online and offline sales. Moreover, the interactive nature of social media allows consumers to engage directly with brands, fostering a sense of community and loyalty. Overall, social media marketing emerges as a pivotal tool in shaping consumer behavior in the alcoholic beverage sector in Kathmandu Valley.

2.3 *The Use of Instagram Social Media as a Promotional Medium for Bali Arak Cocktail Drinks [6]*

The study on the use of Instagram as a promotional medium for Bali Arak cocktail drinks has yielded insightful results. It was found that Instagram, with its visually driven platform, is highly effective in attracting and engaging potential customers. The visual appeal of Bali Arak cocktail drinks, showcased through high-quality images and videos, significantly enhances brand visibility and appeal. Furthermore, the study indicates that interactive features such as Instagram stories, polls, and direct messaging have facilitated a higher level of consumer interaction and engagement, leading to increased consumer interest and sales conversions. Promotional strategies like contests and influencer partnerships on Instagram also played a pivotal role in amplifying reach and reinforcing brand image, thereby boosting the overall effectiveness of the marketing campaigns for Bali Arak cocktail drinks.

2.4 *The influence of the 4C Marketing Mix and Brand Image on Purchase Decision for Bintang Beer Products in Bali [9]*

The study examining the influence of the 4C Marketing Mix and brand image on purchase decisions for Bintang Beer products in Bali reveals significant insights. The 4C Marketing Mix—comprising customer solution, customer cost, convenience, and communication—was found to play a crucial role in shaping consumers' purchasing decisions. Specifically, customer solution and convenience emerged as the most influential factors, suggesting that easy accessibility and tailored offerings align well with consumer expectations in Bali. Additionally, the brand image of Bintang Beer significantly impacts consumer choices, with a strong, positive image leading to increased trust and loyalty, thereby enhancing purchase likelihood. Overall, the study highlights the synergistic effect of an effective 4C Marketing Mix coupled with a robust brand image in driving consumer purchase decisions for Bintang Beer in Bali.

2.5 The Influence of Product Quality and Brand Image on Purchasing Decisions for Frestea Beverages [10]

The study on the influence of product quality and brand image on purchasing decisions for Frestea beverages highlights critical factors driving consumer behavior. It was found that product quality is paramount, with consumers prioritizing taste, freshness, and the overall health benefits associated with Frestea beverages. These quality attributes significantly enhance customer satisfaction and loyalty. Additionally, the brand image of Frestea plays a crucial role in influencing purchasing decisions. A strong, positive brand image, recognized for consistency and reliability, greatly increases the likelihood of repeat purchases and recommendations. The combined effect of high product quality and a solid brand image effectively attracts and retains consumers, confirming their pivotal roles in shaping purchasing decisions within the beverage market.

2.6 The Influence of Brand Image on the Purchasing Decision of Deenay Hijabs (A Study on Gea Fashion Banjar Consumers) [11]

The study focused on the influence of brand image on the purchasing decisions of Deenay Hijabs among consumers at Gea Fashion Banjar provides compelling findings. It reveals that the brand image of Deenay Hijabs significantly affects consumer choices, with a positive image strongly correlating with higher purchasing decisions. Consumers perceive Deenay Hijabs as a brand that represents quality, style, and cultural relevance, which enhances their attractiveness and trustworthiness in the eyes of potential buyers. This positive perception encourages both first-time purchases and repeat buying behavior. Moreover, the study highlights that elements such as brand loyalty and identity are critical in reinforcing the impact of brand image on purchasing decisions, indicating that a strong brand image not only attracts but also retains customers in the competitive fashion market.

2.7 The Influence of Product Quality, Brand Trust, Price, and Word of Mouth on Coffee Beer Purchases [12]

This study assessed the impact of product quality, brand trust, price, and word of mouth on coffee beer purchases, revealing a multifaceted influence on consumer behavior. Product quality emerged as a fundamental determinant, with consumers prioritizing the flavor, freshness, and unique attributes of the coffee beer. Brand trust

significantly enhances this effect, as consumers are more likely to purchase from brands they deem reliable and consistent. Price sensitivity also plays a crucial role; competitive pricing strategies aligned with perceived value can sway purchasing decisions. Additionally, word of mouth proved to be a powerful influencer, with positive recommendations from peers substantially increasing the likelihood of trying and buying coffee beer. Overall, these factors collectively shape consumer preferences and decisions in the dynamic market of coffee beer.

2.8 *The Influence of Reference Groups and Word of Mouth on Purchase Decisions (A Study on Consumers of Pocari Sweat Isotonic Drinks at Gunasalma Kawali Supermarket)* [13]

The study investigating the influence of reference groups and word of mouth on purchase decisions for Pocari Sweat isotonic drinks at Gunasalma Kawali Supermarket highlights significant social factors in consumer behavior. It found that reference groups—such as peers, family, and sports communities—strongly influence consumers' choices, acting as a key source of information and reassurance about the product's benefits. Word of mouth further amplifies this effect; positive feedback and recommendations from trusted individuals within these groups significantly boost the likelihood of purchases. The findings underscore that consumers value the opinions and experiences of their social circles, particularly in products associated with health and wellness, like isotonic drinks, suggesting that marketing strategies for Pocari Sweat should capitalize on engaging these influential groups to drive sales effectively.

2.9 *The influence of Word of Mouth on Purchase Decisions at Warren Store in Palopo City* [14]

The study on the influence of word of mouth on purchase decisions at Warren Store in Palopo City underscores the power of interpersonal communication in shaping consumer behavior. It reveals that word of mouth is a critical driver for purchases at this location, with positive comments and testimonials from satisfied customers significantly boosting the store's credibility and attractiveness. Consumers rely heavily on the recommendations of friends and family when choosing where to shop, reflecting a trust in personal experiences over traditional advertising. The study highlights that effective word-of-mouth marketing can lead to increased customer foot traffic and higher sales volumes, suggesting that Warren Store could benefit from encouraging and facilitating customer reviews and shared experiences to leverage this influential marketing channel.

3. METHODS

The study that is being carried out is quantitative in character, and the positivist paradigm is serving as the methodological framework that underpins the entire process of doing research. In order to facilitate the presentation of a comprehensive and comprehensive account of the phenomenon that is being examined, this approach is being utilized. This summary will cover a wide range of topics, such as people's opinions regarding social media marketing, the image of the business, word of mouth, and the elements that influence purchasing decisions. A comprehensive understanding of the ways in which the three factors influence purchase decisions in the region that are directly relevant to Bali Arak items can be gained via the conduct of research in Bali. Over the

course of six months, beginning in February 2024 and ending in August 2024, this study was carried out in the province of Bali. Based on the age range of 15-64 years, the population that falls under the purview of this study is comprised of all individuals who consume Bali Arak in the province of Bali, which amounts to a total of 3,067,108 individuals. This represents roughly 70.96% of the entire population of 4,317,404 people who dwell in the province of Bali. The formula developed by Slovin was utilized to ascertain the sample size for this study, which was determined to be one hundred participants. During the course of this inquiry, the method of sample that was applied was known as random sampling. Since random sampling helps ensure that diverse types of consumers, including those who meet the requirements for research inclusion, are sufficiently represented, this method was utilized. This is because random sampling helps ensure that different types of consumers are. The collecting of data was accomplished through the use of a questionnaire, which was filled out by one hundred individuals who participated in the survey. Twenty-one statements were included in the questionnaire, each of which was produced with a variety of relevant questions on the basis of which the variables were measured. The SPSS software version 29 was utilized for the purpose of carrying out the data processing in order to carry out a variety of tests and numerous distinct ways of multiple regression analysis that were incorporated into the research process.

4. RESULT AND DISCUSSION

According to the analysis of the data, the social media marketing variable (X1), the brand image variable (X2), and the word of mouth variable (X3) all have a strong positive influence on the purchasing decision (Y) in a partial and simultaneous manner. As a consequence of this, the following discoveries are made for every single formula and study idea that has been established:

4.1 The Influence of Social Media Marketing on Purchasing Decisions

Table 1. Results of T-Test (Partial) on Social Media Marketing Variables

	Model	t	Sig.
1	(Constant)	3.862	<,001
	X1	4.538	<,001

Source: SPSS v29 Data Process Results (2024)

According to the data that was shown in Table 1.1, which was mentioned earlier, it is common knowledge that the significant value (Sig) of the social media marketing variable is lower than 0.001. Because the Sig value is less than the threshold of 0.05 and the t value is more than 1.660, it is possible to reach the conclusion that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This is because the Sig value is lower than the threshold threshold. As a result of this, it can be concluded that social media marketing (X1) exerts a significant and positive influence on the choices that customers make with regard to their purchases (Y).

4.2 The Influence of Brand Image on Purchasing Decisions

Table 2. Results of T-Test (Partial) on Brand Image Variables

	Model	t	Sig.
1	(Constant)	3.625	<,001
	X2	2.732	.007

Source: SPSS v29 Data Process Results (2024)

It is common knowledge that the value of the brand image variable that is considered to be significant (Sig) is 0.007. All of this information is included in Table 1.2, which can be found in the previous section. Because the Sig value is less than the threshold of 0.05 and the t value is more than 1.660, it is possible to reach the conclusion that the null hypothesis (H0) is rejected and the alternative

hypothesis (H2) is accepted. This is because the Sig value is lower than the threshold threshold. Taking all of this into consideration, it is possible to draw the conclusion that the brand image (X2) has a significant and positive impact on the purchase choice (Y).

4.3 The Influence of Word of Mouth on Purchasing Decisions

Table 3. Results of T-Test (Partial) on Word of Mouth Variables

	Model	t	Sig.
1	(Constant)	3.625	<,001
	X3	3.327	.001

Source: SPSS v29 Data Process Results (2024)

Taking into mind the facts presented in Table 1.3, it is well-known that the significant value (Sig) of the word of mouth variable is 0.001. Because the Sig value is less than the threshold of 0.05 and the t value is more than 1.660, it is possible to reach the conclusion that the null hypothesis (H0) is rejected and the alternative hypothesis (H3) is accepted. This is because the Sig value is lower than the threshold threshold. The conclusion that can be drawn from this is that there is a significant beneficial influence of word of mouth (X3) on the decisions that are made about purchasing (Y).

4.4 The Influence of Social Media Marketing, Brand Image, and Word of Mouth on Purchasing Decisions

Table 4. Results of F-Test (Simultaneous)

	Model	F	Sig.
1	Regression	44.433	<,001 ^b
	Residual		
	Total		

Source: SPSS v29 Data Process Results (2024)

It has been established that the computed f value between social media marketing, brand image, and word of mouth is 44.433, which is larger than 3.090. This conclusion was reached after doing the calculations that are provided in Table 1.4. In addition to this, the significant value (Sig) is observed to be lower than 0.001. Because the Sig value is less than the threshold of 0.05, it is possible to reach the conclusion that the null hypothesis (H0) is rejected and the alternative hypothesis (H4) is accepted. This is because the Sig value is lower than the threshold. It can be deduced from this that marketing through social media (X1), brand image (X2), and word of mouth (X3) all have a significant and favorable influence on purchasing decisions (Y) at the same time.

CONCLUSION

The following conclusions can be made since they are based on the outcomes of the data processing and analysis:

1. The findings of the partial t-test indicate that social media marketing (X1) has a significant positive influence on the purchasing choice (Y) of Bali Arak drinks in Bali Province. This was demonstrated by the significance of the relationship between the two variables. Given that the significance value (Sig) is lower than 0.05, it can be concluded that the hypothesis (H1) is considered to be correct.
2. Based on the findings of the partial t-test, it can be concluded that there is a significant positive influence of brand image (X2) on the decision to purchase Bali Arak beverages in the province of Bali. The null hypothesis (H2) is accepted since the significance value (Sig) is 0.007, which is lower than the threshold of 0.05. This indicates that the null hypothesis is accepted.

3. The findings of the partial t-test reveal that there is a significant relationship between word of mouth (X3) and the decision to purchase Bali Arak beverages in Bali Province. This relationship is positive and strong. Given that the significance value (Sig) is 0.001, which is lower than the threshold of 0.05, it may be concluded that the hypothesis (H3) is accepted.
4. The F-test was performed simultaneously, and the results showed that there is a significant positive influence between social media marketing (X1), brand image (X2), and word of mouth (X3) on the purchasing choice (Y) of Arak Bali drinks in Bali Province. This results in the conclusion that there is a strong positive influence between these three factors. Due to the fact that the significance value (Sig) is lower than 0.05, it can be concluded that the hypothesis (H4) is accepted.

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