

Influence of Social Media Marketing, Product Assortment and Perceived Quality on Purchase Decision at Winod Store Semarang

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ABSTRACT

The rise of social media has prompted companies to adopt digital platforms as marketing tools to influence consumer purchasing decisions. Alongside social media marketing, product assortment and perceived quality also represent key factors considered by consumers. This study examines the impact of social media marketing, product assortment, and perceived quality on purchasing decisions at Winod Store Semarang, using a quantitative approach with non-probability sampling across 108 respondents. Data were processed through IBM SPSS version 25. Findings indicate that product assortment and perceived quality positively and significantly influence purchasing decisions, while social media marketing shows no significant effect. Collectively, all three variables significantly influence purchasing decisions, with an Adjusted R Square of 76.4%, suggesting that strengthening product assortment and perceived quality is more critical in encouraging consumer purchases.

Keywords *Social Media Marketing; Product Assortment; Perceived Quality*

Pengaruh Pemasaran Media Sosial, Ragam Produk, dan Kualitas yang Dirasakan terhadap Keputusan Pembelian di Toko Winod Semarang

Abstrak

Munculnya media sosial telah mendorong perusahaan untuk mengadopsi platform digital sebagai alat pemasaran untuk memengaruhi keputusan pembelian konsumen. Bersamaan dengan pemasaran media sosial, ragam produk dan kualitas yang dirasakan juga merupakan faktor kunci yang dipertimbangkan oleh konsumen. Studi ini meneliti dampak pemasaran media sosial, ragam produk, dan kualitas yang dirasakan terhadap keputusan pembelian di Toko Winod Semarang, menggunakan pendekatan kuantitatif dengan pengambilan sampel non-probabilitas pada 108 responden. Data diolah melalui IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa ragam produk dan kualitas yang dirasakan berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan pemasaran media sosial tidak menunjukkan pengaruh yang signifikan. Secara kolektif, ketiga variabel tersebut secara signifikan memengaruhi keputusan pembelian, dengan Adjusted R Square sebesar 76,4%, menunjukkan bahwa penguatan ragam produk dan kualitas yang dirasakan lebih penting dalam mendorong pembelian konsumen.

Kata Kunci: Pemasaran Media Sosial, Ragam Produk, Kualitas yang Dirasakan

INTRODUCTION

The swift advancement of digital technology has established the internet as a central means for individuals to communicate, gather information, and take part in economic activities. Various digital-based business services can now be accessed more easily, leading to increased internet usage to meet people's diverse needs. The high internet penetration rate, which has reached 81.72%, has also contributed to the growth of social media users in Indonesia (APJII, 2026).

According to the GoodStats (2026) report, which refers to the We Are Social survey in Digital 2026 Indonesia, the number of social media user identities in Indonesia reached around 180 million as of October 2025, accounting for 62.9% of the country's total population. WhatsApp was the most widely used platform (36.5%), followed by TikTok (22.6%) and Instagram (18.5%). The dominance of these three platforms reflects Indonesian users' strong preference for communication, visual content, and entertainment. Other data indicate that social media is widely used to seek inspiration for activities and shopping (48.4%), monitor trends (45.9%), and search for products (36.6%). The results point to the important role social media plays as a reference for consumers throughout their purchasing decision-making process. This condition encourages businesses, particularly in the fashion industry, to utilize social media more actively for product promotion and distribution to expand their market reach internationally (Syahwanda et al., 2025).

Among fashion businesses that make use of social media for promotional purposes is Winod, a local brand under PT Winod Retail Indonesia, which operates 27 department stores across Indonesia, including Winod Store Semarang. Focusing on women's fashion products such as sandals, flat shoes, heels, sneakers, and bags. Winod Store Semarang uses Instagram and TikTok as marketing platforms. This approach

reflects the characteristics of its target market, which consists of young women who actively engage with social media and stay attentive to current fashion trends. The content includes attractive product images, informative posts, and creative short videos aimed at increasing audience engagement and product awareness.

The TikTok and Instagram insights of Winod Store Semarang during February–May 2026 showed fluctuating performance. TikTok views reached approximately 16,000 in late February to early March before declining and remaining relatively stable in the following months. Meanwhile, Instagram views increased to more than 49,000 during certain periods. This fluctuation indicates that Winod's social media marketing strategy has not yet consistently maintained audience engagement.

In addition to social media marketing, product assortment can influence consumer attraction and purchase decisions. A wide range of products provides consumers with more alternatives and encourages them to visit and make purchases (Faradila et al., 2022). Winod Store Semarang applies this strategy by offering various women's fashion products, including flat shoes, sneakers, heels, sandals, and bags, with different models, colors, and designs that follow current fashion trends. Nainggolan & Siregar (2025) found that product assortment has a positive and significant effect on purchase decisions, whereas Ragelia et al. (2025) reported no significant effect.

Perceived quality is another factor that may influence purchase decisions. It refers to consumers' evaluation of a product or brand based on their experience of using it (Sirait & Sisnuhadi, 2021). High perceived quality can increase consumer confidence and encourage purchase decisions (Faradila et al., 2022). Consumer reviews of Winod products on social media show varying perceptions. Some consumers reported that the products were easily damaged or peeled, while others considered them durable, comfortable, and equipped with soft soles. These variations

point to the significance of perceived quality in determining consumers' assessments and their subsequent purchase decisions. Prayoga & Imbayani (2024) found a positive and significant effect of perceived quality on purchase decisions for the local brand Slashrock, while Qodlyzzaka & Harsoyo (2025) found no significant effect for Roughneck 1991.

The fluctuating social media performance, differences in perceived product quality, and inconsistent findings from previous studies indicate a research gap concerning the effects of variable independent on variable dependent. Research focusing on local brands such as Winod remains limited despite its active use of social media marketing. Therefore, this study examines the effects of social media marketing, product assortment, and perceived quality on purchase decisions at Winod Store Semarang. The study aims to analyze these effects both partially and simultaneously.

Literature Review

The Stimulus-Organism-Response (SOR) Theory

The *Stimulus-Organism-Response* (S-O-R) theory was introduced by Mehrabian and Russell (1974) and later adapted by Jacoby (2002) to explain consumer behavior. The model describes a dynamic relationship in which external *stimulus* (S) influence an individual's psychological state or *organism* (O), which then leads to a behavioral *response* (R) (Bigne et al., 2020). The model also recognizes that decision-making involves complex cognitive and emotional processes rather than a strictly linear sequence.

In this study, the S-O-R theory explains social media marketing (X1) and product assortment (X2) as *Stimulus* that provide external influences to consumers. These stimuli are processed internally, forming perceived quality (X3) as the *Organism*, which reflects consumers' subjective evaluation of product quality. This

perception then influences purchase decisions (Y) as the *Response*, represented by consumers' actual decision to purchase Winod products.

Social Media Marketing

Social media marketing represents a strategy that companies utilize to present their products and brands to consumers. Social media marketing refers to marketing activities that utilize social media to provide consumers with information about offered products or services and support increased company sales (Pramudita & Suharyati, 2024). Social media marketing seeks to develop brand awareness, generate consumer interest, and encourage consumers to make purchases. Muljadi et al. (2022) state that social media marketing helps companies better understand customers' needs and preferences, enabling more effective and efficient relationships between companies and consumers. The following indicators are contained in the combination and internalization according Giantari et al. (2025); Entertainment, Interaction, Informativeness, Community, and E-WOM.

Product Assortment

Product assortment is an important strategy in the retail sector. It refers to the range and number of products offered across different categories, with each product having its own identity and code (Faradila et al., 2022). A wider product assortment provides consumers with more alternatives that can be matched with their preferences, needs, and purchasing ability. Product assortment refers to the range of product types and choices in terms of color, material, size, quality, and availability (Marlina & Vildayanti, 2025). A wider product assortment makes it easier for consumers to find products that meet their needs and preferences. The following indicators are contained in the combination and internalization according Marlina & Vildayanti (2025); Variety in Size, Types, Materials, Designs, and Quality Tiers.

Perceived Quality

Perceived quality refers to consumers' subjective evaluation of a product's quality or superiority based on its functional performance compared with alternatives (Supiyandi et al., 2022). Consumer perception of quality is a factor that companies need to consider, given that it represents the subjective judgment consumers form regarding a product's quality. Perceived quality refers to consumers' subjective evaluation of the overall superiority of a product or service (Handayani & Malebra, 2024). A favorable perception of quality can increase consumers' confidence and encourage them to purchase the offered product (Prayoga & Imbayani, 2024). The following indicators are contained in the combination and internalization according Yeo et al. (2022); Intrinsic Quality, Relative Superiority, Influence of Feedback, and Overall Quality.

Purchase Decision

Purchase decision can be defined as the final phase of the process through which consumers make their decisions. Faradila et al. (2022) define it as the process of selecting and purchasing a product from available alternatives, influenced by social, cultural, personal, and psychological factors, including considerations of the product, brand, seller, and purchase timing. A purchase decision requires consumers to evaluate available alternatives and have sufficient confidence and information about the product to make an appropriate choice. The following indicators are contained in the combination and internalization according Giantari et al. (2025); According to Needs, Have a Benefits, Accuary in Buying Product, and Repeat Purchases.

Social Media Marketing and Purchase Decision

A study by Ardiansyah & Sarwoko (2020) revealed that social media marketing

exerts a significant effect on purchase decisions. found that social media marketing has a significant effect on purchase decisions. Their findings indicate that more intensive social media marketing can increase brand awareness and encourage consumers' purchase decisions. In contrast, Hanaysha (2018) found no significant effect of social media marketing on purchase decisions. The inconsistency observed in these findings implies that the effectiveness of social media marketing in driving purchases may vary depending on how companies apply their marketing strategies. Drawing on these discrepancies identified in earlier research, the hypothesis below is proposed:

HI: Social Media Marketing has a significant effect on purchase decision

Product Assortment and Purchase Decision

Lestari & Huda (2024) found that product assortment, has a significant effect on consumer purchase decisions. A wider range of products provides consumers with more options to meet their needs and preferences, which may increase their willingness to purchase. In contrast, Hantoro et al. (2026) found that product assortment does not have a significant effect on consumer purchase decisions. This finding suggests that product assortment is not necessarily the primary factor influencing purchases, as consumers may consider other factors when making their decisions. In accordance with the findings from previous studies, the followingg hypothesis is put forward:

H2: Product assortment has a significant effect on purchase decisions

Perceived Quality and Purchase Decision

Ardiyanti et al. (2026) found that perceived quality has a significant effect on purchase decisions, signifying that consumers show a greater tendency to buy products when their perception of the product's quality is positive. In contrast, Suarniki et al. (2022)

found that perceived quality does not significantly affect purchase decisions. This finding indicates that consumers are likely to consider additional factors, including brand awareness, popularity, and reputation, particularly when product quality is perceived as relatively equal among alternatives. In accordance with the findings from previous studies, the following hypothesis is put forward:

H3: Perceived quality has a significant effect on purchase decisions

Social Media Marketing, Product Assortment, Perceived Quality and

Purchase Decision

When social media marketing, product assortment, and perceived quality meet or exceed consumer expectations, they can positively influence purchase decisions. Conversely, when these factors fail to meet consumer expectations, consumers may postpone or cancel their purchases. It is therefore important to understand how these factors relate to purchase decisions, as this understanding contributes to business success.

H4: Social media marketing, product assortment, and perceived quality have a significant effect on purchase decisions.

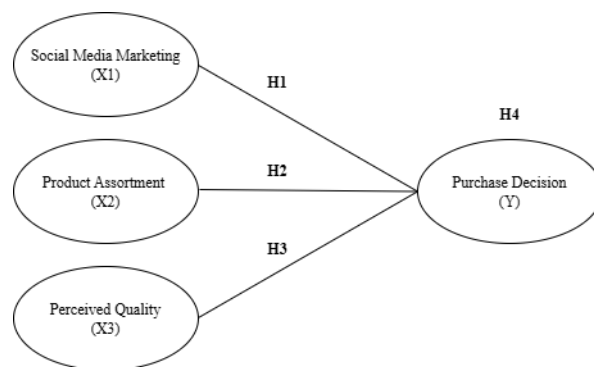


Figure 1. Research Model

RESEARCH METHOD

This research adopted a quantitative approach, utilizing questionnaire data gathered through Google Forms from 108 consumers of Winod Store Semarang. Due to the unknown population size, purposive sampling under a non-probability approach was used. A structured, validity and reliability tested six-point Likert scale questionnaire served as the data collection instrument. Analysis was performed using IBM SPSS version 25, including descriptive statistics, classical assumption testing (normality, multicollinearity, heteroscedasticity), and multiple linear regression to determine the partial and simultaneous influence of social media marketing, product assortment, and

perceived quality on purchase decisions, with the t-test, F-test, and R^2 used to assess model significance and explanatory power.

FINDINGS AND DISCUSSION

Respondents Characteristics

The respondent profile serves to illustrate the socio-demographic characteristics as well as the consumer behavior of the subjects involved in this study. This study involved 108 consumers of Winod Store Semarang, categorized by gender, age, occupation, monthly income, and frequently used social media. The 108 respondents were predominantly female (95.4%), aged 21–25 years (87%), students (72.2%), and had a monthly income below

IDR 1,000,000 (48.1%). Instagram (48.1%) and TikTok (45.4%) were the most frequently used social media platforms, indicating that the respondents were predominantly young, active social media users who align with Winod Store Semarang's target market.

Validity Test

The purpose of the validity test was to ensure that each item used in the measurement adequately corresponded to the intended construct and generated reliable, accurate outcomes. An item is considered valid when the significance level is below 0.05 and the calculated r-value exceeds the critical r-value (Ghozali, 2021).

Table 1 Validity Test Result

Variable	Code	Sig.	Corrected Item - Total Correlation	Information
Social Media Marketing (X1)	SMM1	0.003	0.531	Valid
	SMM2	0.000	0.640	Valid
	SMM3	0.000	0.740	Valid
	SMM4	0.006	0.493	Valid
	SMM5	0.000	0.802	Valid
Product Assortment (X2)	PA1	0.000	0.785	Valid
	PA2	0.000	0.799	Valid
	PA3	0.000	0.791	Valid
	PA4	0.012	0.452	Valid
	PA5	0.000	0.675	Valid
Perceived Quality (X3)	PQ1	0.000	0.891	Valid
	PQ2	0.000	0.939	Valid
	PQ3	0.000	0.846	Valid
	PQ4	0.000	0.926	Valid
Purchase Decision (Y)	PD1	0.000	0.846	Valid
	PD2	0.000	0.818	Valid
	PD3	0.000	0.899	Valid
	PD4	0.000	0.909	Valid

The validity test showed that all questionnaire items for all variable were valid, with calculated r-values exceeding the critical r-value and significance levels below 0.05.

Reliability Test

As stated by Nunnally and Bernstein (1994), a construct is regarded as reliable if its Cronbach's Alpha value is above 0.60. The reliability test results corresponding to each variable in this research are displayed in the table 2.

Table 2 Reliability Test Result

Variable	Cronbach's Alpha	Information
SMM	0.651	Reliable
PA	0.739	Reliable
PQ	0.923	Reliable
PD	0.888	Reliable

The reliability test also confirmed that all constructs were reliable, with Cronbach's Alpha values of social media marketing (0.651), product assortment (0.739), perceived Quality (0.923), and purchase decision (0.888), respectively, exceeding the minimum threshold of 0.60 (Nunnally & Bernstein, 1994) .

Descriptive Analysis of Respondents

The analysis showed that all variable in the high category. Social media marketing had an index of 78,20, product assortment had

an index of 79.96, perceived quality 76.69, and purchase decisions 81.70. The descriptive analysis showed that all four research variables were rated at a high level. The index values indicate favorable respondent assessments of all variable independent recording the highest index.

Normality Test

Normality was examined through the use of a histogram, a Normal Probability Plot (P-P Plot), and the Kolmogorov-Smirnov test, with the results presented as Figure 2.

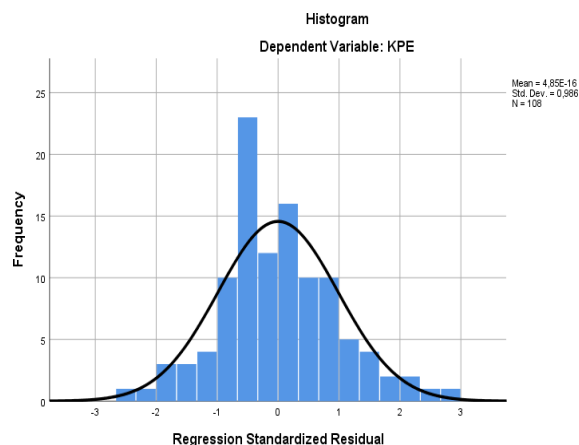


Figure 2. Normality Test Results Using a Histogram

The histogram from the normality test reveals that the residuals are symmetrically distributed, forming a bell-

shaped curve, which signifies that the residuals exhibit a normal distribution pattern.

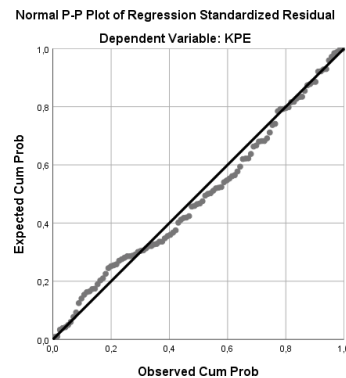


Figure 3. Test Results Using P-Plot

The P–P Plot of Regression Standardized Residual reveals that the plotted residual points lie close to the diagonal line,

signifying that the residuals meet the assumption of normal distribution.

Table 3. Kolmogorov-Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		108
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,48085672
Most Extreme Differences	Absolute	,064
	Positive	,064
	Negative	-,057
Test Statistic		,064
Asymp. Sig. (2-tailed)		,200 ^{c,d}

The Kolmogorov–Smirnov test was conducted to assess whether the regression residuals followed a normal distribution. The Asymp. Sig. (2-tailed) value was 0.200, exceeding 0.05, indicating that the data statistically met the normality assumption.

Multicollinearity Test

A model is considered free from problematic multicollinearity when the VIF is below 10 and the tolerance value exceeds 0.10 (Ghozali, 2021).

Table 4. Multicollinearity Test Result

Constant	Tolerance	VIF
SMM	0,517	1,936
PA	0,679	1,472
PQ	0,538	1,860

The results of the multicollinearity test indicated that all independent variables recorded tolerance values exceeding 0.10 and VIF values under 10, indicating that the regression model was not affected by multicollinearity.

Heteroscedasticity Test

This heteroscedasticity test aimed to evaluate whether the variance of the residuals remained stable across the observed dataset. The findings of this test are presented as Figure 4.

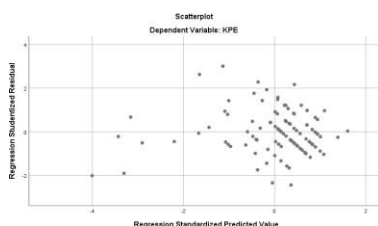


Figure 4. Heteroskedasticity Test Results Using the Scatterplot Test

The heteroscedasticity test showed that the residual points were randomly distributed without a clear pattern (Ghozali, 2021). This finding suggests that the regression model was free from heteroscedasticity and fulfilled the underlying assumption needed for subsequent regression analysis.

Linearity Test

Linearity is indicated when the significance value for linearity is below 0.05, suggesting a linear relationship between the variables (Ghozali, 2021).

Table 5. Linearity Test Result

Independent Variabel	Linearity	Information
Social Media Marketing	0,000	Linear
Product Assortment	0,000	Linear
Perceived Quality	0,000	Linear

The results of the linearity test indicated that each independent variable was linearly related to the dependent variable, as shown by significance values below 0.05 which confirms the existence of a linear association between the independent and dependent variables.

Multiple Liniear Regression Analysis

In this study, the analysis evaluates the effects of social media marketing (X1), product assortment (X2), and perceived quality (X3) on purchase decisions (Y).

Table 6 Multiple Linier Regression Analysis Test Result
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4,437	1,161	3,821	,000
	SMM	,008	,063	,125	,901
	PA	,142	,048	2,973	,004
	PQ	,630	,052	12,090	,000

a. Dependent Variable: PD

The multiple linear regression yielded the equation $Y = 4.437 + 0.008X_1 + 0.142X_2 + 0.630X_3$, indicating positive coefficients for all independent variables. Perceived quality had the largest coefficient (0.630), followed by product assortment (0.142) and social media marketing (0.008), making perceived quality the most dominant variable in the model.

t-Test

Based on the t-test, social media marketing was found to have no significant impact on purchase decisions (sig. 0.901 > 0.05), while product assortment demonstrated a significant impact (sig. 0.004 < 0.05).

Perceived quality likewise showed a significant effect on purchase decisions, as indicated by a significance value of $0.000 < 0.05$. These results suggest that social media marketing did not significantly affect consumers' purchase decisions. In contrast, product assortment and perceived quality significantly influenced purchase decisions, indicating that broader product choices and better perceived quality increase consumers' likelihood of purchasing.

F-Test

The effect is considered significant when the significance value is below 0.05 (Ghozali, 2021).

Table 7 F-Test Result
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	787,022	3	262,341	116,276	,000 ^b
	Residual	234,644	104	2,256		
	Total	1021,667	107			

a. Dependent Variable: PD

b. Predictors: (Constant), PQ, PA, SMM

The F-test results showed a significance value of 0.000, which is below 0.05. This indicates that social media marketing, product assortment, and perceived quality simultaneously have a significant effect on purchase decisions.

Coefficient of Determination

The coefficient of determination test yielded an Adjusted R Square value of 0.764, suggesting that social media marketing, product assortment, and perceived quality

jointly explain 76.4% of the variation in purchase decisions, with the remaining 23.6% influenced by factors outside this study's model.

CONCLUSIONS

Drawing on the findings of the multiple linear regression analysis, the following conclusions can be made concerning the factors affecting purchase decisions:

1. Social media marketing demonstrates a positive but non-significant influence on purchase decisions at Winod Store Semarang, showing that these marketing activities have yet to directly push consumers toward completing a purchase.
2. Product assortment has a positive and significant effect on purchase decision at the Winod Store Semarang, The findings indicate that offering a wider range of products can increase consumer satisfaction by enabling them to select products that best match their needs and preferences. A greater variety of choices also gives consumers a stronger sense of control when selecting the most suitable product to purchase.
3. Perceived quality has a positive and significant effect on purchase decision at the Winod Store Semarang, The findings reveal that consumers take into account not only how well a product functions but also its perceived sense of exclusivity.. A stronger perception of product quality increases consumers' confidence that the product is worth purchasing.

Limitation & Further Research

The limited research period was a constraint in recruiting respondents and completing the study. This limitation required the data collection and questionnaire distribution processes to be conducted efficiently within the available timeframe. Subsequent research is advised to extend the current model by adding other variables that could influence purchase decisions, such as price, brand

image, brand trust, and customer experience. Future studies may also expand the research area and sample size to improve the generalizability of the findings

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