



## The Influence of Social Media, Product Quality and Brand Image on the Purchase Decision of Stone Island Brand Products

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### ABSTRACT

This study aims to identify the influence of social media, product quality, and brand image on purchasing decisions for Stone Island brand products. This research used a descriptive quantitative method with a causal associative approach to examine cause-and-effect relationships. Data were collected through an online questionnaire distributed via Google Forms to 98 respondents who use Stone Island products. The data analysis included validity tests, reliability tests, classical assumption tests, t-tests, and f-tests, with the help of SPSS version 25 software. The results showed that, partially, social media has a positive and significant influence on purchasing decisions, while product quality and brand image do not have a positive and significant impact. However, simultaneously, social media, product quality, and brand image positively and significantly affect purchasing decisions for Stone Island products. These findings provide valuable insights for companies to optimize social media use to enhance consumer purchasing decisions

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## **INTRODUCTION**

### **Background**

The phenomenal growth of social media has changed the way people interact with brands and products. Social media has not only become a platform for sharing information but also a major channel for influencing brand perception and purchasing decisions. In addition, in this era of globalization, product quality and brand image play a significant role in shaping consumer preferences. Brands with a good reputation for quality and a strong image tend to attract consumers to choose them, even at a higher price.

### **Research Focus**

Stone Island as a fashion brand known for its design innovation and emphasis on quality, offers an interesting context to analyze the influence of social media, product quality, and brand image on purchasing decisions. As a brand popular among streetwear and casual fashion enthusiasts, Stone Island has succeeded in building a vibrant community on social media and establishing its reputation for quality in the market. Therefore, understanding how the interaction between social media, product quality, and Stone Island's brand image influence consumer behavior can provide valuable insights for marketers and business decision makers in designing effective marketing strategies and strengthening brand positions in the competitive market.

It is important to understand that consumers in the streetwear and casual fashion market segments have unique preferences and needs. They are not only looking for stylish clothing, but also considering added value such as product reliability and brand credibility. In this context, Stone Island has succeeded in building a strong brand image through its design innovation and commitment to high product quality. However, in today's digital era, the role of social media is increasingly dominant in shaping consumer perceptions of brands. Interactions that occur on platforms such as Instagram, Twitter, and Facebook not only influence the way consumers view the brand, but also influence their purchasing decisions.

Stone Island as a brand originating from Italy but with a strong fan base in various parts of the world, operates in a complex and diverse environment. Factors such as local fashion trends, regional consumer preferences, and brand competition in local and global markets all play a role in shaping consumer behavior and purchasing decisions related to the Stone Island brand. Therefore, in order to optimize marketing strategies and increase brand competitiveness, a deep understanding of how social media, product quality, and Stone Island's brand image interact in a diverse and evolving market context is needed.

### **Significance of Social Media**

Social media has experienced phenomenal growth in recent years, changing the way people interact with brands and products. Not only as a platform for sharing information, social media also plays a role as a primary channel in influencing brand perceptions and consumer purchasing decisions (Indriyani & Suri, 2020). In the current context of globalization, product quality and brand image also play an important role in shaping consumer preferences. Brands with a good reputation for quality and a strong image tend to attract

consumer interest, even if the price of the product is higher (Fatmaningrum & Fadhillah, 2020).

Stone Island, as one of the fashion brands known for its design innovation and commitment to quality, offers an interesting context for this analysis. This brand has succeeded in building a solid fan community on social media and establishing a reputation for quality in the market. Understanding how the interaction between social media, product quality, and brand image influences consumer purchasing decisions can provide valuable insights for marketers in designing effective marketing strategies and strengthening brand positions in competitive markets (Arianty & Andira, 2021).

### Consumer Preferences in the Fashion Market

It is important to note that consumers in the streetwear and casual fashion market segments have unique preferences and needs. They are not only looking for stylish clothes, but also considering added value such as product reliability and brand credibility. Stone Island, which originates from Italy, has a strong fan base in various parts of the world, although its products are not yet widely known in Indonesia. Social media plays an important role in strengthening Stone Island's brand image in Indonesia, with the use of platforms such as Instagram, Facebook, TikTok, and Twitter for product marketing, fan interaction, and dissemination of information about the latest product launches (We Are Social, 2024).

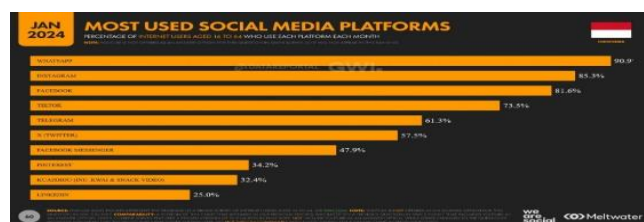


Figure 1. Internet Usage Data

The figure above shows data on social media usage in Indonesia, with WhatsApp being the most widely used application (90.9%), followed by Instagram (85.3%), Facebook (81.6%), and TikTok (73.5%). This data emphasizes the importance of social media in marketing products and strengthening brand image (We Are Social, 2024).

In addition, findings from the Consumer Report Indonesia 2023 report show that 70.13% of Indonesians often buy fashion products online. The rapid influence of social media in Indonesia is also influenced by influencers and celebrities, such as El Rumi and President Joko Widodo, who often use Stone Island products in their posts (Maramis, 2018). This reflects the major influence of social media on purchasing decisions.

Based on previous studies, product quality, brand image, and social media have been shown to have a significant influence on purchasing decisions (Febyane, 2022; Missezra, 2022; Adinar Zahra et al., 2023; Makatitanaumi, 2023; Santo Petrus Rianghepat, 2022). Therefore, this study aims to further explore how social media, product quality, and brand image influence purchasing decisions of the Stone Island brand in Indonesia.

## **Research Objectives and Hypothesis**

The hypothesis of this study is that social media, product quality, and brand image have a positive and significant influence on purchasing decisions of the Stone Island brand. This study is expected to provide a deeper understanding of the factors that influence purchasing decisions and assist in the development of more effective marketing strategies.

## **LITERATURE REVIEW**

### **Marketing**

Marketing is an essential activity for the survival of a company, interacting directly with consumers. According to Sumarwan (2015:17), marketing is the process of identifying consumer needs, producing goods or services, until transactions occur. Kotler and Armstrong (2016) define marketing as the process of creating value for customers and building strong relationships, which in turn generate value for the company. Sedjati (2018) added that marketing includes all efforts to deliver goods or services from producers to consumers to satisfy needs through exchange. Marketing is very important for advancing business and seeking profit.

### **Brand Image**

Brand image is a perception formed in the minds of consumers based on experience, information, and associations with a brand. Keller (2020:76) defines it as a brand perception reflected in brand associations in consumer memory. The importance of brand image lies in its influence on purchasing decisions. Ouwersoot and Tudorica in (M. Anang Firmansyah, 2019) state that brand image is a collection of perceptions related to brands that exist in the human mind. Tanady & Fuad (2020) refer to brand image as a scheme of thoughts, perceptions, and feelings of consumers that influence purchasing decisions.

Factors that influence consumer perception of a brand according to Feddy Rangkuti (2019) include:

1. Product Quality: Positive experiences with product quality result in positive brand perceptions.
2. Reputation: Reliability, honesty, and customer support form a good reputation and positive perceptions.
3. Customer Experience: Positive direct interactions enhance brand perceptions.
4. Marketing Communication: Consistent advertising and promotional messages form a strong brand image.
5. Recommendations and Reviews: Positive reviews reinforce positive perceptions, while negative reviews can damage them.

### **Product Quality**

A product is anything offered to the market to satisfy a consumer's wants or needs, whether it be a physical good, service, idea, person, place, or organization (Kotler and Armstrong, 2019; 266). Fandy Tjiptono (2015:231) defines a product as a producer's subjective understanding of something that can be offered to achieve organizational goals by meeting consumer needs. Product quality refers to the ability of a product or service to meet consumer expectations

(Harjadi & Arraniri, 2021) and greatly influences consumer attitudes (Tjiptono in Aldini et al., 2022).

The dimensions of product quality according to Kotler and Keller (2016:400) include:

1. Performance: The main functional aspects of the product.
2. Features: Additional functions that complement the basic product.
3. Reliability: Low likelihood of failure.
4. Conformance to specification: The degree of conformity of the product to the established standards.
5. Durability: The length of time the product can be used.
6. Aesthetic: The visual and sensory appeal of the product.

Product quality is a standard measure of goods and services that are in accordance with reliability, additional features, content, taste, and performance functions that can meet customer expectations.

### **Social Media**

Digital marketing is the grand theory of this study, which is an evolution of traditional marketing by utilizing digital technology to interact with consumers (Kotler et al., 2017). This theory integrates marketing, information technology, consumer psychology, and communication, focusing on the influence of the internet on consumer behavior. Digital marketing uses the basic principles of marketing with an interactive and personal approach through analytical data, social media, search engines, and digital content. Concepts such as omni-channel marketing and personalization are also emphasized (Chaffey and Ellis-Chadwick, 2019).

Social media is a digital platform for interacting, sharing content, and connecting online. According to Keller in (Batee, 2019), social media is media used by consumers to share information (text, images, audio, video) with both individuals and companies. Social media has a major influence on product marketing, allowing companies to interact directly with consumers, collect feedback, understand market preferences, build brand image, increase brand awareness, and promote products effectively. Various innovative marketing strategies such as paid campaigns, influencer endorsements, and contests can be implemented through social media, allowing companies to reach the right audience and build strong relationships with customers.

### **Stone Island**

Stone Island is an Italian fashion brand founded by Massimo Osti, known for its casual wear and distinctive designs. Originally associated with football hooligans in England, the brand has managed to transform its image into a symbol of luxury and trendy lifestyle. Stone Island's appeal to hooligans is its durable and tough reputation, with its iconic technical jackets bearing the compass logo. Over time, the brand has attracted a wider audience through clever marketing and designer collaborations, becoming recognized as a luxury fashion brand with innovative designs and high quality.

The brand's popularity has risen again with the fashion trend inspired by hooligan culture, making it an essential brand in clothing, especially with the use of soccer jerseys and layering. Stone Island is in demand by many influencers

because of its design and comfort, even public figures such as former President Jokowi Dodo have been seen wearing this brand. Influencers in Indonesia such as El Rumi and Sanditile also often post their use of Stone Island on social media, sparking fan interest.

Stone Island produces various products other than jackets, such as shirts, hoodies, pants, and accessories. The price of Stone Island products is quite expensive because they are branded goods. The determining factors for pricing according to Kotler and Keller (2016: 491-492) include:

1. Product demand and competition: Affects the selling price.
2. Target market: The higher the target, the more precise the pricing.
3. Marketing mix as a strategy.
4. New products: High or low price strategies have advantages and disadvantages
5. Competitor reactions: Important to monitor in a competitive market.
6. Product costs and cost behavior.
7. Government and environmental policies or regulations.

Table 1. Stone Island Product Price List

| No | Types of products | Price                          |
|----|-------------------|--------------------------------|
| 1. | Jacket            | Rp. 4.000.000 - Rp. 85.000.000 |
| 2. | Overshirt         | Rp. 4.000.000 - Rp. 6.000. 000 |
| 3. | Hoodie            | RP. 3.000.000 - Rp. 7.000.000  |
| 4. | Trousers          | Rp. 2.000.000 - Rp. 5.000.000  |
| 5. | Hat               | Rp. 3.000.000 - Rp. 4.000.000  |

The price of Stone Island in Indonesia is very expensive, ranging from 2 million to 85 million Rupiah. Because there is no official factory in Indonesia, many sellers take advantage of this opportunity by selling imported goods at a higher price.

### **Purchase Decision**

A purchase decision is the process of evaluating and selecting products from various alternatives (Kotler & Amstrong, 2014). Kotler and Keller (2016:194-201) explain five stages of the buyer decision-making process: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

### **Factors Influencing Purchasing Decisions**

According to Tjiptono (2011:235), the factors influencing purchasing decisions are the emotional bond between customers and producers, which provides added value. According to Tjiptono (2011:235), there are four dimensions of value:

1. Emotional value: Utility from positive feelings when consuming a product.
2. Social value: Benefits that enhance the consumer's social self-image.
3. Quality value: Utility from short-term and long-term cost reductions.
4. Functional value: Value from product features that provide direct functionality.

### **Decision-Making Stages**

The five stages of decision-making according to Kotler and Armstrong (2012) are:

1. Need recognition: Consumers recognize a problem or need.
2. Information search: Consumers seek further information.
3. Alternative evaluation: Consumers evaluate alternative brands.
4. Purchase decision: Consumers decide which brand to buy.
5. Post-purchase purchase: Consumers take action after purchase, based on satisfaction or dissatisfaction.

### **METHODOLOGY**

This study uses quantitative methods to explore the influence of social media, product quality, and brand image on purchasing decisions of the Stone Island brand. The research was conducted at the ASMI Jakarta Business and Multimedia Institute, starting from March 2024 to August 2024. The target of this research was students of the ASMI Jakarta Business and Multimedia Institute, with a sample determined based on the Margin Of Error Max formula, so that a minimum of 98 respondents were obtained.

The research procedure consists of several main steps. First, data is collected through observation of the Stone Island brand, distributing questionnaires to predetermined respondents, and literature studies from various relevant sources. The questionnaire used consists of items that measure social media variables, product quality, brand image, and purchasing decisions using a Likert scale.

The main instrument in this study is a questionnaire that measures four main variables: social media (X1), product quality (X2), brand image (X3), and purchasing decisions (Y). The data collection technique is carried out by distributing questionnaires directly to respondents and conducting observations and literature studies to complete the necessary information.

The collected data will be analyzed using descriptive statistical techniques to provide an overview of the characteristics of the data. In addition, validity and reliability tests will be carried out to ensure the accuracy and consistency of the research instrument, with the Cronbach's Alpha value used as an indicator of reliability. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, will be performed to ensure that the data meets the requirements for multiple linear regression analysis.

The main data analysis was conducted using multiple linear regression to test the effect of independent variables (social media, product quality, and brand image) on the dependent variable (purchase decision). Hypothesis testing was conducted using the t-test to measure the effect of each independent variable individually and the f-test to test the simultaneous effect of all independent variables on the dependent variable. With this approach, the study is expected to provide a deep understanding of the factors that influence the purchase decision of the Stone Island brand among students.

## RESULT AND DISCUSSION

### Research Results

Stone Island was founded in 1982, when Massimo Osti had just discovered a new formula for making fabric with technical characteristics and functions similar to military truck tarpaulins, a windproof fabric that had a typical military-style worn-out color named Tela Stella, unfortunately his experimental fabric was deemed incompatible with the concept of his brand at that time, namely CP Company, therefore Osti decided to create a new sub-brand that would produce various special clothing with this Tela Stella material. This new sub-brand was named Stone Island, from here the history of Stone Island began to be written, from a study and experiment.

In the early years of its emergence, Stone Island was immediately adapted by Paninari activists, a luxury clothing style subculture formed by Italian teenagers. This subculture developed rapidly in Italy, especially in Milan, Paninari activists are usually seen in fast food restaurants, driving luxury vehicles, and wearing clothes from expensive brands, including Stone Island. After disappearing in the 80s, the casual subculture began to re-emerge in the early 90s, uniquely, activists of this new casual era did not wear clothes from brands worn by their predecessors such as Fred Perry and Lacos, they instead chose clothes from premium brands that had never been worn before such as CP Company and Stone Island, from here the close relationship between Stone Island and the casual subculture began and has lasted until now. In 1993, Carlo Rivetti and his sister Cristina decided to leave GFT, he acquired Stone Island, since then Carlo Rivetti and Cristina have taken over Stone Island completely. Unfortunately in 1995 the Founder and brain of Stone Island Massimo Osti left Stone Island, fortunately after a year later in 1995 Carlo Rivetti found a replacement for Massimo Osti, the person was named Paul Harvey. Paul Harvey is a metal clothing activist, then he experimented with the use of kevlar material on Stone Island and created Nylon Metal and Tank Shield fabrics.

This study aims to analyze the influence of social media, product quality, and brand image on purchasing decisions for Stone Island brand products. Data collection was carried out through an online questionnaire distributed to 98 respondents who used Stone Island products. Data analysis was carried out using SPSS software version 25.

#### 1. Validity and Reliability Test

The results of the validity test show that all questionnaire items are valid because the item correlation value is greater than 0.3. The reliability test shows that the Cronbach's Alpha value for the variables of social media, product quality, brand image, and purchasing decisions are each more than 0.7, indicating that the research instrument is reliable.



## 2. Classical Assumption Test

The normality test using the Kolmogorov-Smirnov test shows that the data is normally distributed. The multicollinearity test shows that the VIF value is below 10, indicating that there is no multicollinearity between the independent variables. The heteroscedasticity test using the residual plot graph shows that the data does not experience heteroscedasticity, thus meeting the requirements for multiple linear regression analysis.

## 3. Multiple Linear Regression Test

The results of multiple linear regression show that the regression model used meets the goodness-of-fit criteria with an  $R^2$  value of 0.764, which means that 76.4% of the variation in purchasing decisions can be explained by social media, product quality, and brand image.

## 4. Hypothesis Testing

### a) t-Test (Partial):

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | .731                        | 1.273      |                           | .574  | .571 |
| Media Sosial              | .509                        | .134       | .571                      | 3.810 | .001 |
| Kualitas Produk           | .360                        | .209       | .371                      | 1.721 | .097 |
| Brand Image               | .059                        | .285       | .040                      | .207  | .838 |

a. Dependent Variable: Keputusan Pembelian

Based on the data obtained that has been processed in SPSS, the following conclusions were obtained:

1. The social media variable has an effect on purchasing decisions because  $t\text{-count} > t\text{-table}$ , namely  $3.810 > 1.986$ . The significant value of social media (X1) is  $\text{Sig.} = 0.001 < 0.05$ , which means it significantly influences purchasing decisions (Y1).
2. The product quality variable does not affect purchasing decisions because  $t\text{-count} < t\text{-table}$ , namely  $1.721 < 1.986$ . The significant value of product quality (X2) is  $\text{Sig.} = 0.097 > 0.05$ , which means that product quality does not significantly affect purchasing decisions (Y1).
3. The brand image variable does not affect purchasing decisions because  $t\text{-count} < t\text{-table}$ , namely  $0.207 < 1.986$ . The significant value of brand image (X3) is  $\text{Sig.} = 0.838 > 0.05$ , which means that brand image does not significantly affect purchasing decisions (Y1).

Thus, the t-count and t-table can be concluded as follows:

### Hypothesis 1:

- 1)  $H_0: \beta = 0$ , meaning that there is no influence between variable X1 (social media) on variable Y1 (purchase decision).
- 2)  $H_a: \beta \neq 0$ , meaning that there is an influence between variable X1 (social media) on variable Y1 (purchase decision).

Based on data analysis, it is known that social media partially affects purchasing decisions on the Stone Island brand, because  $t\text{-count} > t\text{-table}$ , which

is  $3.810 > 1.986$ , the significant value of social media (X1) is  $\text{Sig.} = 0.001 < 0.05$ . Therefore, the decision is  $H_a$  accepted  $H_o$  rejected.

### Hypothesis 2:

- 1)  $H_o: \beta = 0$ , meaning there is no influence between variable X2 (product quality) on variable Y1 (purchase decision).
- 2)  $H_a: \beta \neq 0$ , meaning there is an influence between variable X2 (product quality) on variable Y1 (purchase decision).

Based on data analysis, it is known that partially product quality does not affect the purchase decision of the Stone Island brand, because  $t\text{-count} < t\text{-table}$ , namely  $1.721 < 1.986$ , the significant value of product quality (X2) is  $\text{Sig.} = 0.097 > 0.05$ . Therefore, the decision is  $H_a$  is rejected  $H_o$  is accepted.

### Hypothesis 3:

- 1)  $H_o: \beta = 0$ , meaning there is no influence between variable X3 (brand image) on variable Y1 (purchase decision).
- 2)  $H_a: \beta \neq 0$ , meaning there is an influence between variable X3 (brand image) on variable Y1 (purchase decision).

Based on data analysis, it is known that partially brand image does not affect the purchasing decision of the Stone Island brand, because  $t\text{-count} < t\text{-table}$ , namely  $0.207 < 1.986$ , the significant value of brand image (X3) is  $\text{Sig.} = 0.838 > 0.05$ . Therefore, the decision is  $H_a$  is rejected  $H_o$  is accepted.

- **Social Media (X1):** The t-test results show a t-count value of 5.962 with a significance of  $0.000 < 0.05$ , indicating that social media has a positive and significant effect on purchasing decisions.
- **Product Quality (X2):** The t-test results show a t-count value of 1.632 with a significance of  $0.105 > 0.05$ , indicating that product quality does not have a positive and significant effect on purchasing decisions.
- **Brand Image (X3):** The t-test results show a t-count value of 1.234 with a significance of  $0.220 > 0.05$ , indicating that brand image does not have a positive and significant effect on purchasing decisions.

### b) F Test (Simultaneous):

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 1835.746       | 3  | 611.915     | 123.121 | .000 <sup>a</sup> |
|       | Residual   | 129.221        | 26 | 4.970       |         |                   |
|       | Total      | 1964.967       | 29 |             |         |                   |

a. Predictors: (Constant), Brand Image, Media Sosial, Kualitas Produk  
b. Dependent Variable: Keputusan Pembelian

The results of the F test show a calculated F value of 123.121 with a significance of  $0.000 < 0.05$ , which means that social media, product quality, and brand image simultaneously have a positive and significant effect on purchasing decisions.

## Discussion

### The Influence of Social Media on Purchasing Decisions

Social media has been shown to have a positive and significant effect on purchasing decisions for Stone Island brand products. This finding is consistent with Karamang's (2023) research which shows a significant influence of social

media marketing on purchasing decisions. Social media influences purchasing decisions through promotional content, interactions with customers, and dissemination of information about new products. Effective use of social media can increase brand awareness and drive consumer purchasing decisions, in accordance with research results indicating that platforms such as Instagram, Facebook, and TikTok have a major impact on consumer decisions (We Are Social, 2024).

#### **The Influence of Product Quality on Purchasing Decisions**

Product quality does not show a positive and significant effect on purchasing decisions in this study. This is different from several previous studies that show product quality as an important factor in purchasing decisions (Fatmaningrum & Fadhillah, 2020). One possibility is that in the context of the Stone Island brand, product quality may be considered a baseline standard that does not significantly differentiate between purchase decisions or not. Although product quality is an important element, there may be other factors that have a more direct influence on purchase decisions.

#### **The Influence of Brand Image on Purchase Decisions**

Brand image also did not show a positive and significant influence on purchasing decisions in this study. This finding is contrary to several studies that emphasize the importance of brand image in influencing purchasing decisions (Yunita, 2022). Although brand image is important in shaping brand perception, in the context of this study, its influence may not be strong enough to significantly influence purchasing decisions. This could be due to the fact that brand image may have already been formed strongly among product users, so there is no significant change in purchasing decisions based on brand image alone.

#### **Simultaneous Influence of Social Media, Product Quality, and Brand Image**

Simultaneously, all three variables—social media, product quality, and brand image—have a positive and significant influence on purchasing decisions for Stone Island brand products. This shows that although product quality and brand image are not significant individually, the combination of the three contributes to purchasing decisions. This emphasizes the importance of an integrated marketing strategy that includes social media, product quality management, and brand image development to influence consumer purchasing decisions.

This study provides valuable insights into the factors that influence product purchasing decisions, especially the Stone Island brand. In the rapidly developing digital era, social media plays an increasingly important role in shaping consumer preferences. This study highlights that social media has a significant influence on consumer purchasing decisions, while product quality and brand image factors do not show a significant influence individually on purchasing decisions. However, when the three variables are analyzed simultaneously, they show a positive influence on consumer purchasing decisions.

The influence of social media on purchasing decisions is becoming increasingly important because platforms such as Instagram, TikTok, Facebook,

and Twitter have become dominant tools in promoting products and building interactions between companies and consumers. Social media allows companies to communicate directly with their target market, offer interesting content, and promote products in a more personal and interactive way. In the context of this study, social media is proven to be the variable that has the greatest influence on purchasing decisions for Stone Island products. Consumers tend to be influenced by the content they see on social media, such as product reviews, influencer marketing, and targeted advertisements.

However, the finding that product quality and brand image do not have a significant influence individually on purchasing decisions is interesting to discuss further. This could be due to several factors. First, consumers may focus more on the visual and promotional aspects displayed on social media than on the quality of the product itself. In fashion, especially for brands like Stone Island, aesthetics and visual appeal may be the primary factors influencing consumer purchase intention, beyond considerations of quality that are often only felt after purchase. In addition, brand image also does not seem to have a significant influence individually. This could be due to Stone Island's well-established brand awareness among their target market, so that consumers no longer consider brand image as a primary factor in purchasing decisions. Strong brands may have reached a point where consumers do not feel the need to evaluate brand image in depth before making a purchase. They rely more on information from social media and emerging trends in their digital environment.

However, when the three variables—social media, product quality, and brand image—were analyzed together, the study found that all three had a positive influence on purchasing decisions. This suggests that there is an interaction between various factors that can strengthen consumer purchasing decisions. For example, although social media plays a major role in influencing purchase intention, product quality remains an important consideration once consumers become interested in a product through a digital platform. Similarly, although brand image does not have much influence individually, a strong brand presence still provides added value when supported by good product quality and effective promotion through social media.

These findings have important implications for companies, especially in developing effective marketing strategies. Companies are advised to focus more of their efforts on maximizing the use of social media as a primary marketing tool. Marketing strategies that focus on social media involve not only product promotion but also interaction with consumers through relevant content, influencer campaigns, and advertisements tailored to the preferences of the target market.

In addition, companies also need to pay attention to the interaction between product quality and brand image. Although these two factors do not have a significant influence individually, it is important for companies to maintain product quality standards and strengthen their brand image in the long term. By combining these three variables—social media, product quality, and brand image—companies can create a powerful synergy that will ultimately improve consumer purchasing decisions.

Overall, this study provides important insights for companies, especially in the fashion industry, to further leverage the potential of social media and ensure that they continue to innovate in terms of product quality and brand image building. With the right strategy, companies can increase sales and build consumer loyalty in an increasingly competitive market.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that social media significantly influences purchasing decisions for Stone Island brand products, while product quality and brand image do not show significant effects individually on purchasing decisions. These findings suggest that in the context of Stone Island product marketing, strategies that utilize social media effectively have greater potential to influence consumer purchasing decisions. The implication of these results is that companies need to focus on strengthening their social media presence to improve purchasing decisions, while still paying attention to customer feedback for continuous product quality improvement.

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