

## PURCHASE INTEREST MEDIATES THE INFLUENCE OF SOCIAL MEDIA, PRICE PERCEPTION, SERVICE QUALITY ON PURCHASE DECISIONS (Case Study on Consumers of CV Catering Nyonya Warti Buleleng)

I Gusti Ayu Agung Mitha Saritha Dian Ajnya, Putu Dyah Permatha Korry

<sup>1</sup>Program Studi Magister Manajemen, Universitas Pendidikan Nasional, Bali, Indonesia

<sup>2</sup>Fakultas Ilmu Sosial dan Humaniora, Universitas Pendidikan Nasional, Bali Indonesia

Email: [sarithamitha@gmail.com](mailto:sarithamitha@gmail.com), [mithakory@undiknas.ac.id](mailto:mithakory@undiknas.ac.id)

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### Abstract

This study aims to analyze the role of purchase intention in mediating the influence of social media, price perception, and service quality on purchasing decisions at CV Catering Nyonya Warti Buleleng. The research employed a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected through online questionnaires distributed to 150 consumers of CV Catering Nyonya Warti Buleleng in Denpasar City using purposive sampling techniques. The variables examined in this study include social media, price perception, service quality, purchase intention, and purchasing decisions. The results reveal that service quality and price perception have a positive and significant effect on purchase intention, while social media does not significantly affect purchase intention. Furthermore, purchase intention has a positive and significant influence on purchasing decisions. The mediation analysis indicates that purchase intention significantly mediates the relationship between service quality and purchasing decisions, as well as between price perception and purchasing decisions. However, purchase intention does not mediate the relationship between social media and purchasing decisions. These findings suggest that service quality and price perception are essential factors in increasing consumer purchase intention and purchasing decisions in the catering business sector. The study contributes to the development of consumer behavior theory and provides managerial implications for MSMEs in designing effective marketing strategies in the digital era.

**Keywords:** *Social Media, Price Perception, Service Quality, Purchase Intention, Purchasing Decisions, Catering Business, SEM-PLS.*

### INTRODUCTION

Social media has become a crucial tool in everyday life, including in the purchasing decision-making process. These platforms make it easier for businesses to interact directly with consumers and market their products more personally (Mustapa, Machmud, & Radji, 2022). As social media becomes increasingly popular as a marketing channel, this study will explore how it can influence consumer purchasing intentions, which in turn influence their purchasing decisions (Bushara et al., 2023). Furthermore, Saripudin et al. (2021) also argue that perceptions of price and service quality play a significant role in shaping consumer attitudes toward products promoted through social media.

In today's digital era, there has been a shift in the way consumers access product information. Previously, consumers tended to rely on traditional advertising or advice from close friends to make product choices. Today, with the advent of social media, product information can be accessed quickly and easily. Consumers can read reviews, view testimonials, or interact directly with sellers through various features such as direct messaging or comments on product posts. Price perception significantly influences purchasing decisions, as a price perceived as reasonable by consumers will encourage them to purchase the product (Aisyah & Tuti, 2022). Furthermore, according to Schiffman & Wisenblit (2019), consumers will certainly pay attention to good service quality, such as seller responsiveness and a satisfying shopping experience, which contributes to increasing consumer satisfaction, which ultimately strengthens

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their decision to purchase. Sartika's (2020) research states that purchasing intention plays a role as a connecting factor between social media usage, price perception, and service quality on purchasing decisions. The use of social media as a way to interact with consumers in the business world increasingly reflects the development of technology and changes in consumer behavior. An understanding of these factors is then applied by several MSMEs in Bali because it greatly helps a business in designing more appropriate marketing strategies such as increasing their marketing effectiveness and contributing to the development of consumer behavior theory in the ever-changing digital era. MSMEs play a significant role in Indonesia's economic growth, accounting for 99% of all business units. By 2023, the number of MSMEs will reach approximately 66 million. MSMEs contribute 61% to Indonesia's Gross Domestic Product (GDP), equivalent to IDR 9,580 trillion. MSMEs employ approximately 117 million workers (97%) of the total workforce.

**Table 1.1 1Data in Bali Province 2018-2023**

Year	Number of MSMEs (Million)	Growth (%)
2018	64.19	-
2019	65.47	1.98%
2020	64.00	-2.24%
2021	65.46	2.28%
2022	65.00	-0.70%
2023	66.00	1.52%

Source: <https://kadin.id/data-dan-statistik/umkm-indonesia/> 2024

The most popular MSME business currently in demand is the F&B MSME, a food and beverage business. This is because F&B MSMEs have significant profit potential due to consistent consumer demand and needs. Catering businesses are one type of micro-enterprise operating in the food and beverage sector. Catering businesses are highly sought after for community events such as birthdays, government meetings, weddings, and other events. Catering businesses not only offer buffets but also now offer boxed meals.

**Table 1.2 2of Types of Restaurants/Eating Places in Denpasar City**

Many Types of Restaurants/Eating Places in Denpasar City				
No	Information	2021	2022	2023
1	Restaurant	539	539	472
2	Restaurant	407	407	618
3	Bar	6	6	8
4	Cafe	63	63	168
5	Catering Services	172	172	159
6	Food Sales Center	2	2	22
<b>Total</b>		<b>1,189</b>	<b>1,189</b>	<b>1,447</b>

Source: Denpasar City Tourism Office, 2023

Table 1.2 shows that the number of cafes in Denpasar City from 2021 and 2022 the number of cafes in Denpasar City was 63 business units and in 2023 increased to 168 business units. This shows the rapid development of the growth of cafes in Denpasar City, thus the high business opportunities in the F&B sector so that it can improve the economy in Bali, especially Denpasar City. Shows that the number of catering services in Denpasar City in 2021 was 172 business units, in 2022 the number of catering services remained the same at 172 business units and in 2023 decreased to 159 business units. This shows that there is a decline in the number of catering services in Denpasar City. The decline in catering services shows that business actors have not been able to keep up with the competition.

Purchase intention reflects consumers' interest in purchasing CV Catering Nyonya Warti's products after being influenced by social media, price perception, and service quality. This reflects consumer demand and is influenced by their experiences with promotions, pricing, and service. Fierce competition in the catering business encourages businesses to implement effective marketing strategies, offering unique products, competitive prices, varied menus, and attractive services. Understanding consumer behavior is key to determining marketing strategies. Technological developments in the food industry are driving business innovation, including the use of social media as an effective marketing tool to reach consumers (Budiyanto et al., 2022). Social media provides businesses with the opportunity to showcase their products with interactive features such as images and videos, customer testimonials, and targeted advertising.

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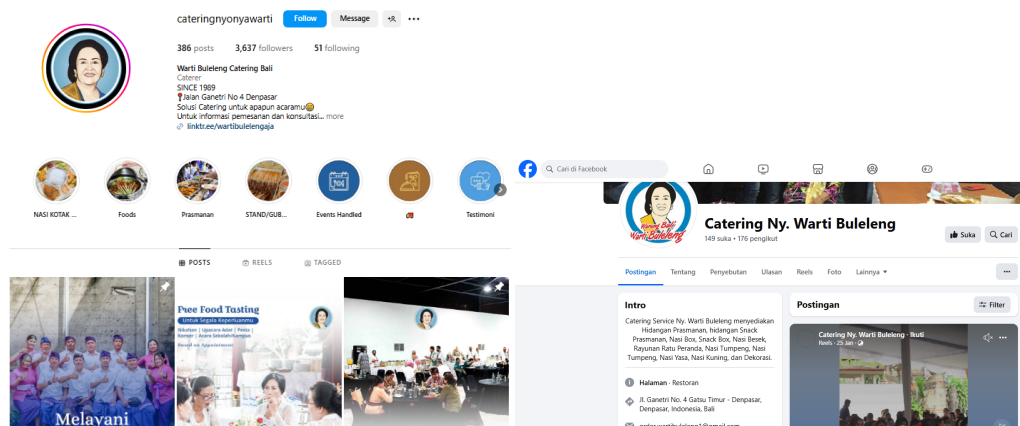


Figure 1.1 |Media of Mrs. Warti Buleleng Catering

Source: Facebook and Instagram @cateringnyonyawarti

Mrs. Warti Buleleng Catering utilizes social media platforms to promote its products widely and cost-effectively. It also makes it easier for consumers to order products according to their preferences. Promotion through social media can increase purchasing interest if consumers perceive the information provided as clear and engaging (Zuhroh Siti, 2024). In the digital era, social media is effective in building personal relationships with consumers, increasing trust through interaction and electronic word-of-mouth (eWOM), and enabling price and service adjustments. However, several studies have shown that social media does not always significantly influence purchasing decisions, especially when service quality is poor, information is unclear, or there are privacy concerns. Previous studies conducted by Alviansyach et al. (2024) and Tauran et al. (2022) found that social media use does not always significantly influence purchasing decisions, as it is influenced by service quality, insufficient product information, and privacy issues. Ahmadi & Hudrasyah (2022) also emphasized that social media is less effective in the context of high-value products or countries with high privacy sensitivity. Meanwhile, Mustapa et al. (2022) showed that social media, particularly Instagram, contributed 34.9% to MSME purchasing decisions. Ermawati et al. (2020) noted that social media helps consumers compare products, although the influence of platforms and content has not been extensively researched.

## LITERATURE REVIEW

### The influence of social media on purchasing decisions

Social media is one of the components that influence consumer purchasing decisions. With the rapid development of technology, social media platforms such as Instagram, Facebook, TikTok, and X are widely used by businesses for product marketing. According to research by Mustapa, Machmud, and Radji (2022), the use of social media has a significant impact on purchasing decisions, especially for MSMEs, where social media contributes 34.9% to increasing consumer purchasing decisions. According to Kotler & Keller (2012), the function of social media is as a communication channel that allows consumers to obtain information, share experiences, and communicate with producers and other users. This is in line with research conducted by Mustapa et al. (2022) on the Jiksau Food MSME, which shows that the use of social media plays a significant role in purchasing decisions. The use of Instagram allows the Jiksau Food MSME to reach a wider consumer base and increase interaction with consumers. Research data shows that the use of social media contributes positively to increased sales and consumer attraction.

**H1: Social media has a positive and significant influence on purchasing decisions.**

### The influence of price perceptions on purchasing decisions

Price perception is a consumer's subjective evaluation of the price of a product or service based on experience, expectations, and available information (Kotler & Keller, 2016). Price perception can determine whether consumers feel the price offered is commensurate with the benefits received. Factors that influence price perception include price affordability, price comparison with competitors, price suitability to product quality, and price suitability to brand image. Purchasing decisions are the result of a consumer's decision-making process in selecting a product or service that is considered to provide the best value (Kotler & Armstrong, 2017). In a business context, purchasing decisions are influenced by various factors, including price perception, product quality, promotions, and other psychological factors (Buchari, 2016). Indicators of purchasing decisions include product loyalty, repeat purchases, and recommendations to others. Research conducted by Khaira et al. (2022) on visitors to the Corner Page Cafe

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concluded that price perception had a significant effect on purchasing decisions partially. The statistical test results showed that the calculated t-value of 2.307 was greater than the t-table of 2.011 with a significance level of 0.025 ( $<0.05$ ). This means that the more positive consumers' price perceptions, the greater their decision to make a purchase. Consumers tend to compare the price of a product with competitors and consider whether the price matches the expected quality. If the price is considered too high or does not match the benefits obtained, consumers tend to delay or cancel the purchase.

**H2: Price perception has a positive and significant effect on purchasing decisions.**

### **The influence of service quality on purchasing decisions**

Service quality is a major factor influencing purchasing decisions. Service quality focuses on meeting customer desires and needs and delivering them promptly to achieve customer satisfaction. Poor service quality makes a product less attractive to consumers. Therefore, service quality must be measured across several dimensions, such as empathy, assurance, responsiveness, reliability, and tangibles (Akbar, 2023). According to Kotler & Keller (2016), service quality is a tool and attribute of a product or service that influences its ability to meet consumers' explicit or implicit needs. The higher the quality of service received, the more likely customers are to make purchases and become loyal customers.

This statement is in line with research by Pranoto et al. (2022) that service quality has a significant effect on purchasing decisions. The results of statistical tests show that the t-count of 3.240 is greater than the t-table of 1.96 with a significance level of 0.001 ( $<0.05$ ). In line with research by Patmala & Fatihah (2021) on UKM Mart Kartika Widya Utama customers, it was found that service quality has a significant effect on purchasing decisions. The results of statistical tests show that the t-count of 5.995 is greater than the t-table of 1.688 with a significance level of 0.000 ( $<0.05$ ). Consumers generally compare aspects of service speed, employee friendliness, and service accuracy in making decisions to make repeat purchases at the same location. If service quality does not meet consumer expectations, then the purchasing decision may shift to competitors who offer better service.

**H3: Service quality has a positive and significant effect on purchasing decisions.**

### **The influence of purchasing interest on purchasing decisions**

Purchase intention is a psychological component that significantly influences buyer decisions. Purchase intention can be defined as a person's desire or urge to purchase an item after evaluating the benefits and value offered (Assael, 1998). Marketers often use purchase intention as a key indicator for predicting customer behavior before they ultimately decide to purchase something. Purchase intention is one of the factors that determines whether a customer will reach the final step in the purchase decision-making process. Studies have shown that purchase intention influences purchase decisions. A study conducted by Stansyah et al. (2023) found a positive and significant relationship between purchase intention and the decision to use the Go Food app to purchase food and beverages. The results showed that the greater a person's interest in purchasing something, the more likely they are to decide to purchase the desired product or service. To examine the relationship between variables in this study, simple linear regression analysis was used. The results showed that purchase intention significantly influenced purchase decisions (Stansyah et al., 2023). Another study conducted by Salhab et al. (2023) in an international journal also found that aspects such as brand image and brand trust *significantly* influence purchasing intention, which ultimately impacts consumer purchasing decisions. In this study, marketing via social media was shown to contribute to building trust and positive views of a brand, which in turn drives consumer purchasing interest in the products provided.

**H4: Purchase interest has a positive and significant effect on purchasing decisions.**

### **The influence of social media on purchasing decisions through the mediating variable of purchasing interest**

Technological advances and digitalization have significantly changed consumer behavior, particularly in how they make purchasing decisions. Social media serves as an efficient marketing tool for increasing interactions between brands and customers. Utilizing social media not only strengthens brand awareness but also creates closer connections with potential consumers (Wahyudi et al., 2024). A study by Welsa et al. (2023) found that social media marketing (SMM) has a positive impact on consumer purchasing decisions, but this impact is even greater when mediated by consumer purchase intention. Social media marketing can attract customers, and high purchase intention is a key factor in purchasing decisions. The interaction between brands and consumers, the quality of the information presented, and the visual appeal of social media content influence purchase intentions. After receiving information, consumers show interest in a product and consider its benefits, a process known as purchase intention (Kotler &

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Keller, 2016). Findings from Wahyudi et al.'s (2024) research indicate that the Instagram social media platform has a direct impact on purchasing choices at Kukukubdl Bandar Lampung with a high level of significance. This suggests that the presence of social media in marketing strategies not only influences brand awareness but can also shape consumers' mindsets in making purchasing decisions.

**H5: Social media has a positive and significant influence on purchasing decisions through the mediating variable of purchasing interest.**

### **The influence of price perception on purchasing decisions through the mediating variable of purchasing interest**

One important factor influencing consumer purchasing decisions is their response or perception of price. According to Kotler & Keller (2016), price perception is how consumers assess a price based on the value of the benefits they obtain from a product or service. Consumers typically compare price with the quality of available products before deciding to purchase, and the more favorable consumers perceive the price, the more likely they are to show greater interest in purchasing. Rosdiana et al. (2020) studied the online platform Shopee and found that price influences purchase intention and purchase choices. The study found that when a product's price is perceived as reasonable and commensurate with the benefits provided, consumers tend to show greater interest in purchasing the product. This is consistent with research by Winurma & Hapsari (2024), which showed that product price has a positive and significant influence on consumer decisions to purchase Sp Aluminum products in Yogyakarta.

**H6: Price perception has a positive and significant effect on purchasing decisions through the mediating variable of purchasing interest.**

### **The influence of service quality on purchasing decisions through the mediating variable of purchasing interest**

According to Kotler & Keller (2016), one of the important factors influencing customer purchasing decisions is service quality, which indicates the extent to which a company can meet customer expectations in terms of service. Good service not only impacts customer experience but can also increase their interest in purchasing, ultimately contributing to purchasing decisions. A study by Novianti and Saputra (2023) found that purchase intention and product quality influenced purchasing decisions at the Victoria Tiban Minimarket. The findings of this study indicate that if customers are satisfied with the quality of service provided, they are more likely to make a purchase. This is especially true for things like product availability, store cleanliness, and employee responsiveness to customers. Furthermore, research conducted by Sari et al. (2023) on the ShopeeFood platform showed that purchase intention is influenced by service quality, which in turn influences consumers' decisions to purchase something.

**H7: Service quality has a positive and significant influence on purchasing decisions through the mediating variable of purchasing interest.**

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## Conceptual Framework

This section should be presented as a diagram of the concepts or variables to be studied. The research framework can be seen in Figure 2.1 below. This research framework is followed by a brief explanation of the conceptual framework.

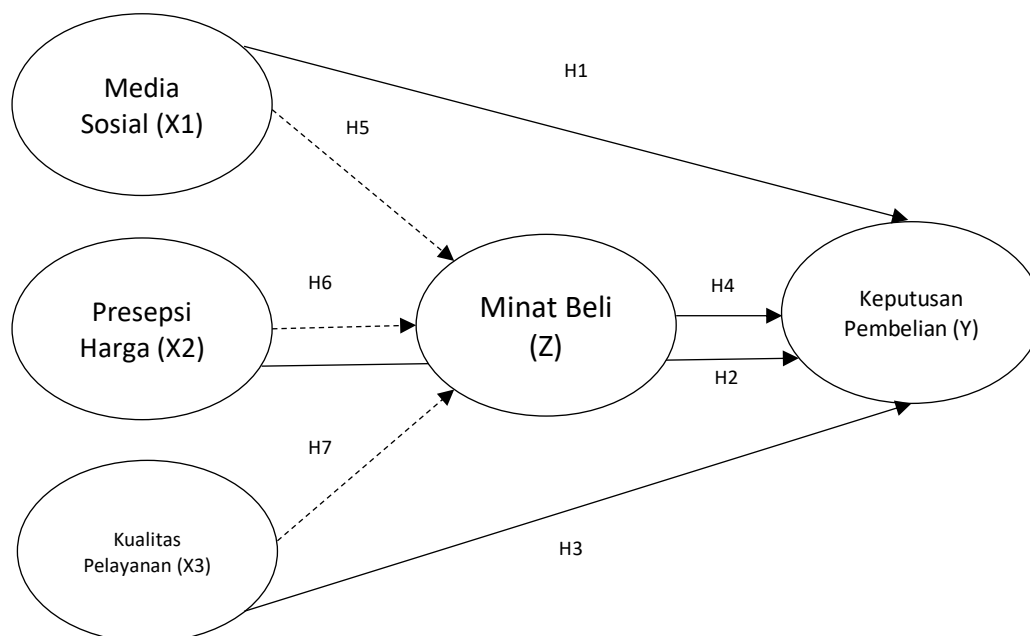


Figure 1 Research Framework

## METHOD

This research method uses a population consisting of all consumers of CV Catering Nyonya Warti Buleleng. The sampling technique was carried out through purposive sampling, which determines the sample based on certain considerations, with a minimum of 150 respondents. Respondent requirements include a minimum of high school education, having shopped at CV Catering Nyonya Warti, and residing in Denpasar City. The variables used include the dependent variable (purchase decision), independent variables (social media, price perception, service quality), and mediating variables (purchase intention). Data collection was carried out through a Likert-based questionnaire, which was distributed online using Google Forms. This study was designed to measure the influence of social media, price perception, and service quality on purchasing decisions, with purchase intention as a mediating variable that bridges the relationship.

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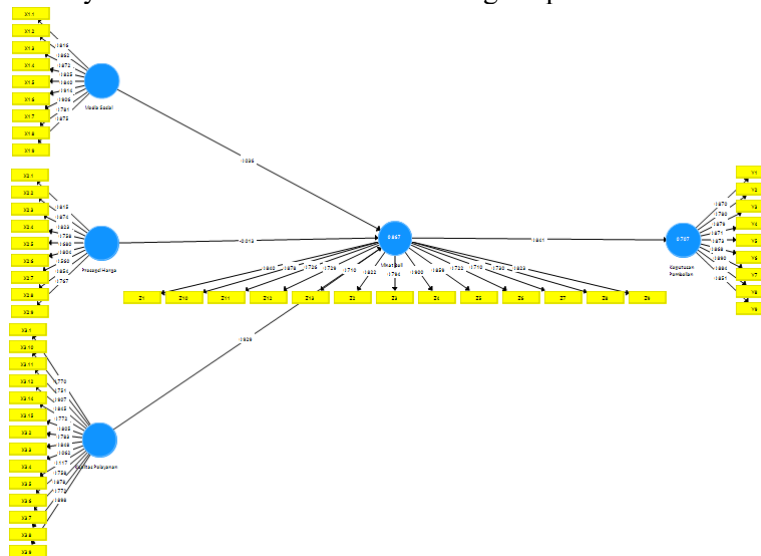
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**RESULTS AND DISCUSSION**

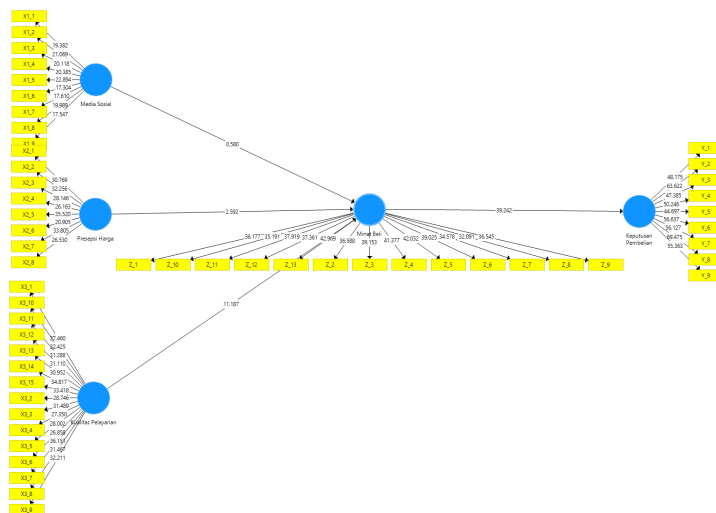
**Analisis Outer Model**

All variables latent in study This measured use method recursive, then if mark *loading factor* No fulfil condition Which determined, indicators mayissued from testing And testing can be run return. Results model measurement from model survey This served in table factor sausage exposure external the following :



**Figure 4.1** Outer Model Output Image  
Source : Primary Data Personal Processing (2025)

**Analisis Inner Model**



**Figure 4.3** 2Least Square Inner Model Analysis

Based on picture 4.4 in on, in this research Which into exogenous variables, namely purchasing interest, influence of social media, price perception, service quality and the endogenous variable, namely purchasing decisions.

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## Test $R$ -square ( $R^2$ )

Table 1R2 Test Output

	R Square	R Square Adjusted
Buying decision	0.740	0.738
Purchase Interest	0.720	0.714

Source : Primary Data Personal Processing (2025)

Based on the results of the determination coefficient test (R Square), it is known that the Purchasing Decision variable has an R Square value of 0.740 with an Adjusted R Square of 0.738. This shows that 74% of the variation in purchasing decisions can be explained by the independent variables used in the research model, namely social media, price perception, service quality, and purchase interest, while the remaining 26% is explained by other variables outside the research model.

When viewed from the Purchase Intention variable, it has an R Square value of 0.720 and an Adjusted R Square of 0.714, which indicates that 72% of the variation in purchase intention can be explained by social media variables, price perception, and service quality, while the remaining 28% is influenced by other factors not included in the model. Overall, this high R Square value indicates that the research model has strong explanatory power and is able to explain the relationship between variables well.

## Test Fit Model

Table 2Fit Models

	Saturated Model	Estimated Model
SRMR	0.042	0.043
d <sub>ULS</sub>	2,638	2,774
d <sub>G</sub>	2,524	2,526
Chi-Square	1,744,912	1,745,711
NFI	0.813	0.813

Source : Primary Data Personal Processing (2025)

The  $d_{ULS}$  value for *the saturated model* is 2.638 and *the estimated model* is 2.774, and the  $d_G$  value is 2.524 and 2.526, respectively, indicating that the difference between the empirical and model covariance matrices is relatively low. These values are within the acceptable range for SEM-PLS analysis, thus it can be concluded that the model has an adequate level of fit and does not show any significant discrepancies. In addition, the Chi-Square value for *the saturated model* is 1,744,912 and for *the estimated model* is 1,745,711, indicating that the difference between the theoretical model and the empirical data is relatively small. In the context of SEM-PLS, the Chi-Square value is used as a supporting measure and not as a primary criterion, so these results still indicate that the research model is suitable for use. The Normed Fit Index (NFI) value of 0.813 for both *the saturated model* and *the estimated model* indicates that the model is able to explain approximately 81.3% of the fit compared to the null model. An NFI value above the minimum limit of 0.80 indicates that the research model has a good level of fit, so overall it can be concluded that the research model has met the model fit criteria and is suitable for further hypothesis testing.

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## Test Hypothesis

Table 3 Output Path Coefficient

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV)</i>	<i>P Values</i>
Service Quality -> Purchase Interest	0.695	0.696	0.062	11,187	0.000
Social Media -> Purchase Interest	-0.033	-0.030	0.056	0.580	0.562
Purchase Interest -> Purchase Decision	0.860	0.859	0.022	39,242	0.000
Price Perception -> Purchase Interest	0.209	0.204	0.081	2,592	0.010

Source : Primary Data Personal Processing (2025)

### Hypothesis 1 (H1): The Effect of Service Quality on Purchase Intention

The test results show that Service Quality has a positive and significant effect on Purchase Intention. This is evidenced by the path coefficient value of 0.695, the *t-statistic value* of 11.187 ( $> 1.96$ ), and the *p-value* of 0.000 ( $< 0.05$ ). The better the service quality perceived by consumers, the higher the purchase interest in Mrs. Warti Buleleng catering products. This study **accepts Hypothesis 1**, which confirms that service quality is the main factor in shaping consumer purchase interest.

### Hypothesis 2 (H2): The Influence of Social Media on Purchase Interest

Based on the test results, Social Media does not have a significant effect on Purchase Intention. This is indicated by a path coefficient value of -0.033, a *t-statistic value* of 0.580 ( $< 1.96$ ), and a *p-value* of 0.562 ( $> 0.05$ ). The hypothesis stating that there is a positive influence of social media on purchase intention **is rejected**. These results indicate that social media activities carried out have not been able to directly increase consumer purchase intention in the research object.

### Hypothesis 3 (H3): Influence of Purchase Interest on Purchase Decisions

The results of the hypothesis test show that Purchase Intention has a positive and significant effect on Purchase Decisions. This is indicated by the path coefficient value of 0.860, the *t-statistic value* of 39.242 ( $> 1.96$ ), and the *p-value* of 0.000 ( $< 0.05$ ). **This research hypothesis is accepted**, which means that the higher the consumer's purchase interest, the greater the possibility of consumers to make a purchase decision for Mrs. Warti Buleleng catering products.

### Hypothesis 4 (H4): The Influence of Price Perception on Purchase Intention

Based on the test results, Price Perception has a positive and significant effect on Purchase Intention. This is evidenced by the path coefficient value of 0.209, the *t-statistic value* of 2.592 ( $> 1.96$ ), and the *p-value* of 0.010 ( $< 0.05$ ). The hypothesis stating that price perception has a positive effect on purchase intention **is accepted**. This means that the more appropriate the price perceived by consumers is to the benefits obtained, the more consumer purchase intention will increase.

### Goodness Test of Fit

*Goodness of Fit (GoF)* is a hypothesis test that aims to demonstrate the overall suitability and accuracy of a model, which serves as validation in PLS-SEM. The following is the calculation of the GoF value in this study:

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**Table 4 Goodness of Fit Test**

	SSO	SSE	Q <sup>2</sup> (=1- SSE/SSO)
Buying decision	1,350,000	436,335	0.677
Quality of Service	1,800,000	711,938	0.604
Social media	1,350,000	462,978	0.657
Purchase Interest	1,950,000	844,636	0.567
Price Perception	1,050,000	453,994	0.568

Source : Primary Data Personal Processing (2025)

The Goodness of Fit value is 0.693, which means it can be concluded that The research model is good. Testing This GoF itself is a very important goal in the use of SEM where the test This GoF is used to determine the extent to which the hypothesized model matches the existing sample data. In this study, the GoF value was 0.693 signify that eligibility model SEM Which used Already fulfil requirements for acceptance, especially if the value is included in the GoF category big.

**Test Intervening**

**Table 5 Specific Indirect Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Service Quality -> Purchase Interest -> Purchase Decision	0.598	0.598	0.056	10,618	0.000
Social Media -> Purchase Interest -> Purchase Decision	-0.028	-0.026	0.048	0.582	0.560
Price Perception -> Purchase Interest -> Purchase Decision	0.180	0.175	0.069	2,604	0.009

Source : Primary Data Personal Processing (20251)

The test results show that Service Quality has a **positive and significant effect** on Purchasing Decisions through Purchase Intention. This is indicated by the indirect effect coefficient value of 0.598, a t-statistic value of 10.618 (> 1.96), and a p-value of 0.000 (< 0.05). Purchase Intention is able to **significantly mediate** the relationship between Service Quality and Purchase Decisions. This means that improving service quality will increase consumer purchase interest, which ultimately encourages purchasing decisions.

Based on the results of the mediation test, it is clear that social media **does not significantly influence** purchasing decisions through purchase intention. This is evidenced by the indirect effect coefficient of -0.028, the t-statistic of 0.582 (<1.96), and the p-value of 0.560 (>0.05). Thus, purchase intention is unable to mediate the influence of social media on purchasing decisions. These results indicate that the role of social media in the research object is not strong enough to shape purchase intention that leads to purchasing decisions.

The subsequent test results indicate that Price Perception **has a positive and significant effect** on Purchasing Decisions through Purchase Intention. This is indicated by the indirect effect coefficient of 0.180, a t-statistic of 2.604 (> 1.96), and a p-value of 0.009 (< 0.05). Thus, Purchase Intention acts as a significant mediating variable in the

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relationship between Price Perception and Purchase Decisions. This means that appropriate price perception will increase consumer purchase interest and encourage purchase decisions.

### **Interpretation Results**

#### **The Influence of Social Media on Purchase Interest**

Based on the results of hypothesis testing using the SEM-PLS method, a path coefficient value of  $-0.033$  was obtained, with a *t-statistic* of  $0.580$  and a *p-value* of  $0.562$  ( $>0.05$ ). These results indicate that social media does not significantly influence purchase intention, thus rejecting the hypothesis stating that social media influences purchase intention. The insignificant influence of social media on purchasing intention indicates that the presence and activity of social media carried out by Mrs. Wartu Buleleng Catering has not been able to directly encourage customer interest in making a purchase. This may occur because social media in local catering businesses functions more as a means of initial information, rather than as a primary factor in forming purchasing intention. Customers tend to use social media only to view menus, prices, or event documentation, while the decision to purchase is more influenced by service experiences and recommendations from others.

#### **The Influence of Price Perception on Purchase Intention**

Based on the results of hypothesis testing using the SEM-PLS method, a path coefficient value of  $0.209$  was obtained, with a *t-statistic* of  $2.592$  and a *p-value* of  $0.010$  ( $<0.05$ ). These results indicate that price perception has a positive and significant effect on purchase intention, thus the hypothesis stating that price perception has an effect on purchase intention is accepted. This positive and significant influence indicates that the better the customer's perception of the set price, the higher the purchase interest in Mrs. Wartu Buleleng Catering products. Price perception is not only related to cheapness or expensiveness, but also concerns the suitability between the price paid and the product quality, portion, taste, and service received by the customer. When customers assess that the offered price is commensurate with the benefits obtained, they will be interested in making a purchase.

#### **The Influence of Service Quality on Purchase Interest**

Based on the results of hypothesis testing using the SEM-PLS method, a path coefficient value of  $0.695$  was obtained with a *t-statistic* of  $11.187$  and a *p-value* of  $0.000$  ( $<0.05$ ). These results indicate that service quality has a positive and significant effect on purchase intention, thus the hypothesis stating that service quality has an effect on purchase intention is accepted. This positive and significant influence indicates that the better the quality of service perceived by customers, the higher the purchasing interest in Mrs. Wartu Buleleng Catering products. Service quality in the context of a catering business does not only remember the aspects of speed and accuracy of service, but also includes employee friendliness, responsiveness in responding to customer requests, clarity of information, and the ability of service providers to meet consumer needs and expectations. Customers tend to feel more confident and trusting when they receive professional and consistent service, thus encouraging the emergence of interest in making a purchase.

#### **The Influence of Purchase Interest on Purchase Decisions**

Based on the results of hypothesis testing using the SEM-PLS method, a path coefficient value of  $0.860$  was obtained, with a *t-statistic* of  $39.242$  and a *p-value* of  $0.000$  ( $<0.05$ ). These results indicate that purchase intention has a positive and significant effect on purchasing decisions, thus the hypothesis stating that purchase intention has an effect on purchasing decisions is accepted. This positive and significant influence indicates that purchase intention is a very strong factor in driving customers to make purchasing decisions at Mrs. Wartu Buleleng Catering. Purchase intention reflects a consumer's desire, interest, and readiness to purchase a product or service. When customers have a strong purchase intention, the likelihood of that interest being translated into a purchase increases.

#### **The Influence of Social Media on Purchasing Decisions through the Mediating Variable of Purchase Intention**

Based on the results of the indirect influence test using the SEM-PLS method, a path coefficient value of  $-0.028$  was obtained with a *t-statistic value* of  $0.582$  and a *p-value* of  $0.560$  ( $>0.05$ ). These results indicate that social media does not have a significant effect on purchasing decisions through the mediating variable of purchase intention, so the hypothesis stating that there is an influence of social media on purchasing decisions through purchase intention is rejected. The insignificant effect indicates that social media has not been able to generate strong enough purchasing interest to encourage customers to make a purchase decision at Mrs. Wartu Buleleng Catering. Although social media can be used as a means of conveying information about products, menus, or documentation of catering activities, this

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information has not effectively influenced customer interest in making a purchase. As a result, purchasing interest is not optimally formed, so purchasing decisions are also not driven through this channel.

### **The Influence of Price Perception on Purchasing Decisions through the Mediating Variable of Purchase Intention**

Based on the results of the indirect influence test using the SEM-PLS method, a path coefficient value of 0.180 was obtained with a *t-statistic value* of 2.604 and a *p-value* of 0.009 (<0.05). These results indicate that price perception has a positive and significant effect on purchasing decisions through the mediating variable of purchase intention, so the hypothesis stating that there is an influence of price perception on purchasing decisions through purchase intention is accepted. These results indicate that price perception not only directly influences purchasing decisions but also first shapes customers' purchase intention, which then drives the purchase decision. Purchase intention acts as a mediating variable, strengthening the relationship between price perception and purchase decisions. This means that when customers have a positive perception of the offered price, they will develop purchase intention, which ultimately translates into a purchase decision.

### **The Influence of Service Quality on Purchasing Decisions through the Mediating Variable of Purchase Intention**

Based on the results of the indirect influence test using the SEM-PLS method, a path coefficient value of 0.598 was obtained with a *t-statistic value* of 10.618 and a *p-value* of 0.000 (<0.05). These results indicate that service quality has a positive and significant effect on purchasing decisions through the mediating variable of purchase intention, so the hypothesis stating that there is an influence of service quality on purchasing decisions through purchase intention is accepted. These results indicate that service quality not only directly influences purchasing decisions but also first shapes customer purchase intention, which then drives the purchase decision. Purchase intention acts as a mediating variable, strengthening the relationship between service quality and purchase decisions. This means that the better the service quality perceived by customers, the higher the purchase intention, thus increasing the likelihood of customers making a purchase.

## **CONCLUSION**

1. Social media has no significant impact on purchase intention. Research findings indicate that social media activity has not been able to directly increase customer purchase intention. This indicates that social media still plays a supporting role in information and has not yet become a primary factor in shaping purchase intention at Mrs. Wartu Buleleng Catering.
2. Price perception has a positive and significant impact on purchase intention. Perceiving a price that aligns with the quality and benefits customers receive has been shown to increase purchase intention. A price perceived as reasonable and commensurate with the product's value encourages customers to be interested in making a purchase.
3. Service quality has a positive and significant impact on purchase intention. The results of the study indicate that good service quality can increase customer purchase intention at Mrs. Wartu Buleleng Catering. Friendly, responsive service, and the ability to meet customer needs are the main factors that drive customer interest in making a purchase.
4. Purchase Intention has a positive and significant influence on Purchase Decisions. Purchase intention plays a very strong role in driving customers to make purchasing decisions. The higher a customer's purchase intention, the more likely they are to make a purchase from Mrs. Wartu Buleleng Catering.
5. Social media does not significantly influence purchasing decisions through purchase intention. Purchase intention is unable to mediate the influence of social media on purchasing decisions. This indicates that social media is not yet effective in shaping purchase intention, which ultimately leads to purchasing decisions for customers of Mrs. Wartu Buleleng Catering.
6. Price perception has a positive and significant influence on purchasing decisions through purchase intention. Purchase intention acts as a significant mediating variable in the relationship between price perception and purchase decisions. Positive price perception will increase customer purchase intention, thus indirectly driving purchase decisions.
7. Service quality has a positive and significant effect on purchasing decisions through purchase intention. Purchase intention has been shown to mediate the influence of service quality on purchasing decisions. This

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means that good service quality will increase purchase intention, which in turn will drive purchase decisions.

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