

## Tiktok Promotions And Brand Image As Determinants Of Purchase Decisions For JFLOAT Bakehouse

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### Abstract

*This study aims to analyze the influence of TikTok social media promotions and brand image on purchasing decisions for JFLOAT BakeHouse products in Gorontalo City. The study employs a quantitative approach using a survey method. The study population consists of 12,780 JFLOAT BakeHouse consumers who made purchases between 2022 and 2024. The sample was determined using purposive sampling based on Yamane's formula, resulting in 100 respondents. Data were collected through observation, questionnaires, and interviews, then analyzed using multiple linear regression with the aid of SPSS. The results indicate that social media promotion has a positive and significant effect on purchasing decisions. Brand image also has a positive and significant effect on purchasing decisions. Simultaneously, social media promotions and brand image have a positive and significant effect on the purchase decision for JFLOAT BakeHouse products in Gorontalo City. Social media promotions—through content creation, content sharing, connecting with consumers, and community building—are able to increase consumer interest and provide information to consumers. Meanwhile, brand image strengthens perceptions, trust, and product value in the purchase decision-making process. Based on these results, TikTok social media promotion and brand image are factors related to JFLOAT BakeHouse consumers' purchasing decisions. This study is expected to serve as a basis for consideration in developing promotional activities and strengthening brand image. Strengthening these two aspects can support the delivery of product information to consumers in a more engaging manner.*

**Keywords:** Social Media Promotion, TikTok, Brand Image, Purchase Decisions, JFLOAT BakeHouse



## INTRODUCTION

The current state of the world, particularly in the realm of technology, is undergoing rapid changes toward digitalization. The purpose of digitalization is to simplify daily activities and work in sectors such as commerce, education, and healthcare. The digital era refers to a new type of media used in information technology that is characterized by its networked nature (Rizqina & Wikartika, 2024).

These changes have led people to adopt a new lifestyle, one in which they cannot do without electronic devices, which have become a basic necessity for everyone. This, in turn, has also impacted Micro, Small, and Medium Enterprises (MSMEs), as business owners are now required to adapt to changing consumer behavior.

According to data from the Ministry of Micro, Small, and Medium Enterprises (MSME), there were approximately 30.18 million MSMEs registered in Indonesia as of December 31, 2024. Meanwhile, according to data from the Central Statistics Agency (BPS) in 2024, Gorontalo Province had 29,423 micro enterprises and 1,482 small enterprises. The large number of MSME operators in Gorontalo indicates a high level of competition among MSMEs in the province.

One of the main challenges currently faced by MSMEs is the low rate of consumer purchasing decisions, particularly among the younger generation, who tend to be selective and dynamic in choosing products. This issue is also faced by one of the local MSMEs in Gorontalo City, namely JFLOAT BakeHouse.

This phenomenon reflects a shift in consumer behavior, as consumers no longer consider only product quality but also the experience and information they receive before making a purchase decision. In this context, social media promotion and brand image are key elements that can influence consumer behavior.

The purchasing decision is a complex process influenced by various factors, ranging from product awareness, interest, and desire to the final decision to buy (Hasan et al., 2020). A purchase decision is a process in which consumers become familiar with a particular product or brand and evaluate how well each alternative can solve their problems, which then leads to a purchase decision (Tjiptono, 2020). The following is the purchase data for Jfloat Bakehouse products in Gorontalo City.

**Table 1.1 JFLOAT BAKEHOUSE Purchase Data**

| Year  | Number of Purchases |
|-------|---------------------|
| 2022  | 4,348               |
| 2023  | 4,108               |
| 2024  | 4,324               |
| Total | 12,780              |

Source: JFLOT BAKEHOUSE, Gorontalo City, 2025



Table 1.1 shows that the total number of purchases at JFLOAT BAKEHOUSE from 2022 to 2024 reached 12,780. This data reveals fluctuations in consumer interest from year to year. In 2022, the number of buyers was recorded at 4,348, but it declined in 2023 to 4,108 buyers. This decline indicates a weakening of consumer purchasing decisions in 2023. The number of repeat purchases increased in 2024 to 4,324, indicating an improvement in consumer interest, although it has not yet surpassed the 2022 figure. Overall, this data suggests that purchasing decisions regarding JFLOAT BAKEHOUSE products remain unstable.

Based on observations of the content presented on TikTok, Jfloat Bake-house has not yet reached its full potential. This is evident from several posts with identical formats, causing the audience to become familiar with the content style to the point where they scroll past without pausing to watch. Additionally, the Jfloat Bake-house brand image in the eyes of consumers has not yet been established in a strong and consistent manner. Sometimes consumers feel the products are excellent, but at other times they feel the quality has declined. This situation has the potential to weaken consumers' interest in making a purchase decision. Therefore, it is necessary to make the most of social media promotions and brand image development to increase product exposure and drive more consistent sales growth.

Various popular social media platforms serve as a venue for businesses to promote the products they intend to market. The TikTok app itself is a short-form music video platform launched by Zhang Yiming in 2016 and owned by ByteDance. The platform is a space to express creativity through videos that create genuine, inspiring, and enjoyable experiences. TikTok allows users to create short videos accompanied by music, filters, and several other creative features. TikTok is one of the most downloaded apps worldwide in the "Non-Game" category (data as of July 2024).

**Table 1.1 TikTok Users Worldwide**

| Country            | Number of Users (millions) |
|--------------------|----------------------------|
| Indonesia          | 157.6                      |
| United States      | 120.5                      |
| Brazil             | 105.2                      |
| Mexico             | 77.54                      |
| Vietnam            | 65.64                      |
| Pakistan           | 62.05                      |
| Philippines        | 56.01                      |
| Russian Federation | 56.01                      |

|            |       |
|------------|-------|
| Thailand   | 50.81 |
| Bangladesh | 41.14 |

Source: *Bisnis Tekno* 2024

TikTok has become one of the social media platforms with the potential to serve as a promotional tool for SMEs. According to data from *Bisnis Tekno*, Indonesia has a significant number of TikTok users, so this platform offers an opportunity for JFLOAT BakeHouse to expand its market reach. TikTok's algorithm, which enables content to spread rapidly, is being leveraged to introduce JFLOAT BakeHouse—a local specialty from Gorontalo—to consumers. Social media promotion is crucial because conventional methods, such as word-of-mouth marketing, have limited reach when it comes to consumers. Social media marketing is used to build awareness, recognition, recall, and action toward a brand or product. Previous research has shown mixed results regarding the impact of social media promotion on purchasing decisions, so the relationship between the two needs to be examined.

In addition to social media promotion, brand image is a factor in purchasing decisions. Brand image consists of perceptions and associations formed in consumers' memories based on their experiences and the information they receive (Wolok et al., 2026) . At JFLOAT BakeHouse, the brand image is not yet consistent because promotional content lacks variety, storytelling about product quality is limited, and the brand identity has not been consistently highlighted. These conditions can influence consumer perceptions and preferences. Previous studies on the influence of brand image on purchasing decisions have yielded mixed results. Therefore, this study was conducted to analyze the influence of TikTok social media promotions and brand image on purchasing decisions for JFLOAT BakeHouse products in Gorontalo City.

## RESEARCH METHODOLOGY

This study was conducted at JFLOAT BAKEHOUSE in Gorontalo City, one of the MSMEs in Gorontalo City located at Jl. Taman Pendidikan, Moodu, Kota Timur District, Gorontalo City, Gorontalo Province. The study was conducted from March to October 2025. This study used a quantitative approach as the basis for formulating the research problem, developing hypotheses, testing data, and drawing conclusions. A quantitative approach was used because the research data consisted of numerical values that were subsequently analyzed using statistical methods. The variables used consist of social media promotion as the first independent variable (X1), brand image as the second independent variable (X2), and purchase decision as the dependent variable (Y).

Purchasing decisions were measured using a Likert scale based on the following indicators: product choice, brand choice, retailer choice, time of purchase, and purchase



quantity. Social media promotions were measured using the following indicators: content creation, content sharing, connecting, and community building. Meanwhile, brand image is measured using the indicators of brand personality, customer perception, and brand uniqueness. The study population consists of JFLOAT BAKEHOUSE product buyers from 2022 to 2024, totaling 12,780 buyers. Sampling was conducted using nonprobability sampling with a purposive sampling technique based on the criteria that respondents had previously purchased JFLOAT BakeHouse products, were 18 years of age or older, were either male or female, and had diverse occupational backgrounds. The sample size was determined using the Yamane formula with a 10% margin of error, resulting in 99.22, which was then rounded up to 100 respondents.

Data collection was conducted through observation, questionnaires, and interviews. The data obtained were then analyzed quantitatively using multiple linear regression with the aid of SPSS software. Before conducting the regression analysis, the study first performed validity and reliability tests on the research instruments. Validity was tested by comparing the calculated  $r$  value with the table  $r$  value at a significance level of 0.1, while reliability was assessed using Cronbach's alpha with an acceptance threshold of greater than 0.6. Furthermore, descriptive statistics were used to characterize the data through measures such as the mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness.

Before performing multiple linear regression, classical assumption tests were conducted, including tests for normality, multicollinearity, and heteroscedasticity. The normality test was used to determine the distribution of the research variables; the multicollinearity test was used to detect correlations among the independent variables; and the heteroscedasticity test was used to detect unequal residual variances. Once the requirements were met, the analysis proceeded with multiple linear regression to determine the effects of social media promotion and brand image on purchase decisions. The regression equation used was  $Y = a + b_1X_1 + b_2X_2 + e$ , where  $Y$  represents the purchase decision,  $a$  is the constant,  $b_1$ – $b_2$  are the regression coefficients,  $X_1$  represents social media promotion,  $X_2$  represents brand image, and  $e$  is the standard error. Next, hypothesis testing was conducted using the coefficient of determination, the F-test to determine the simultaneous effect of the two independent variables, and the t-test to determine the partial effect of each independent variable on purchasing decisions.



**RESULTS AND DISCUSSION****Research Results****Validity Test Results****Social Media Promotion (X1) Non-Respondents****Table 1 Results of the Validity Test for Non-Respondents Regarding Social Media Promotion**

| Indicator             | Question | R-calculated | Rtable | Notes |
|-----------------------|----------|--------------|--------|-------|
| Content Creation      | 1        | 0.905        | 0.361  | Valid |
|                       | 2        | 0.948        | 0.361  | Valid |
|                       | 3        | 0.884        | 0.361  | Valid |
| Content Sharing       | 1        | 0.911        | 0.361  | Valid |
|                       | 2        | 0.879        | 0.361  | Valid |
|                       | 3        | 0.924        | 0.361  | Valid |
| Connecting            | 1        | 0.934        | 0.361  | Valid |
|                       | 2        | 0.845        | 0.361  | Valid |
|                       | 3        | 0.952        | 0.361  | Valid |
| Community Development | 1        | 0.929        | 0.361  | Valid |
|                       | 2        | 0.895        | 0.361  | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all items of the social media promotion variable (X1) show a calculated r value > table r value, which means that all social media promotion indicators are considered valid.

**Brand Image (X2) Non-Respondents****Table 2 Results of the Validity Test for Non-Respondents of Brand Image**

| Indicator         | Question | Calculated r | Rtable | Notes |
|-------------------|----------|--------------|--------|-------|
| Brand Personality | 1        | 0.937        | 0.361  | Valid |
|                   | 2        | 0.922        | 0.361  | Valid |
|                   | 3        | 0.924        | 0.361  | Valid |
|                   | 4        | 0.942        | 0.361  | Valid |
| Customer Views    | 1        | 0.858        | 0.361  | Valid |
|                   | 2        | 0.895        | 0.361  | Valid |
|                   | 3        | 0.883        | 0.361  | Valid |
|                   | 4        | 0.922        | 0.361  | Valid |
|                   | 1        | 0.871        | 0.361  | Valid |

|            |   |       |       |       |
|------------|---|-------|-------|-------|
| Brand      | 2 | 0.957 | 0.361 | Valid |
| Uniqueness | 3 | 0.918 | 0.361 | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all items of the brand image variable (X2) show a calculated  $r$  value  $>$  table  $r$  value, which means that all brand image indicators are considered valid.

### Purchase Decision (Y) of Non-Respondents

**Table 3 Results of the Validity Test for Non-Respondents Regarding Purchase Decision**

| Indicator           | Question | Calculated $r$ | $R_{table}$ | Notes |
|---------------------|----------|----------------|-------------|-------|
| Product Options     | 1        | 0.941          | 0.361       | Valid |
|                     | 2        | 0.861          | 0.361       | Valid |
|                     | 3        | 0.937          | 0.361       | Valid |
| Brand Selection     | 1        | 0.902          | 0.361       | Valid |
|                     | 2        | 0.853          | 0.361       | Valid |
| Distribution Option | 1        | 0.962          | 0.361       | Valid |
|                     | 2        | 0.927          | 0.361       | Valid |
| Time of Purchase    | 1        | 0.908          | 0.361       | Valid |
|                     | 2        | 0.922          | 0.361       | Valid |
| Total Purchases     | 1        | 0.896          | 0.361       | Valid |
|                     | 2        | 0.863          | 0.361       | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all items of the purchase decision variable (Y) show a calculated  $r$  value  $>$  table  $r$  value, which means that all purchase decision indicators are considered valid.

### Validity Test Results for Respondents

#### Social Media Promotion (X1)

**Table 4 Results of the Validity Test for Respondents on Social Media Promotion**

| Indicator        | Question | R-calculated | $R_{table}$ | Notes |
|------------------|----------|--------------|-------------|-------|
| Content Creation | 1        | 0.464        | 0.195       | Valid |
|                  | 2        | 0.425        | 0.195       | Valid |
|                  | 3        | 0.511        | 0.195       | Valid |

|                       |   |       |       |       |
|-----------------------|---|-------|-------|-------|
| Content Sharing       | 1 | 0.577 | 0.195 | Valid |
|                       | 2 | 0.587 | 0.195 | Valid |
|                       | 3 | 0.234 | 0.195 | Valid |
| Connecting            | 1 | 0.629 | 0.195 | Valid |
|                       | 2 | 0.615 | 0.195 | Valid |
|                       | 3 | 0.662 | 0.195 | Valid |
| Community Development | 1 | 0.597 | 0.195 | Valid |
|                       | 2 | 0.582 | 0.195 | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all statement items in the social media promotion variable indicator (X1) show a calculated  $r >$  table  $r$ , which means that all indicators in the social media promotion variable can be considered valid.

### Brand Image (X2)

**Table 5 Results of the Brand Image Respondent Validity Test**

| Indicator         | Question | Calculated $r$ | Rtable | Notes |
|-------------------|----------|----------------|--------|-------|
| Brand Personality | 1        | 0.679          | 0.195  | Valid |
|                   | 2        | 0.633          | 0.195  | Valid |
|                   | 3        | 0.492          | 0.195  | Valid |
|                   | 4        | 0.445          | 0.195  | Valid |
| Customer Views    | 1        | 0.614          | 0.195  | Valid |
|                   | 2        | 0.517          | 0.195  | Valid |
|                   | 3        | 0.571          | 0.195  | Valid |
|                   | 4        | 0.498          | 0.195  | Valid |
| Brand Uniqueness  | 1        | 0.383          | 0.195  | Valid |
|                   | 2        | 0.508          | 0.195  | Valid |
|                   | 3        | 0.538          | 0.195  | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all statement items in the brand image variable (X2) have a calculated  $r$  value greater than the table  $r$  value, meaning that all indicators in the Brand Image variable can be considered valid.

**Purchase Decision (Y)****Table 6 Results of the Validity Test for Purchase Decision Respondents**

| Indicator            | Question | Calculated r | Rtable | Notes |
|----------------------|----------|--------------|--------|-------|
| Product Options      | 1        | 0.556        | 0.195  | Valid |
|                      | 2        | 0.537        | 0.195  | Valid |
|                      | 3        | 0.653        | 0.195  | Valid |
| Brand Selection      | 1        | 0.659        | 0.195  | Valid |
|                      | 2        | 0.631        | 0.195  | Valid |
| Distribution Options | 1        | 0.651        | 0.195  | Valid |
|                      | 2        | 0.636        | 0.195  | Valid |
| Time of Purchase     | 1        | 0.637        | 0.195  | Valid |
|                      | 2        | 0.673        | 0.195  | Valid |
| Total Purchases      | 1        | 0.626        | 0.195  | Valid |
|                      | 2        | 0.683        | 0.195  | Valid |

Source: Data processed using SPSS by the researcher (2026)

Based on the validity test results table above, all statement items in the purchase decision variable (Y) indicators show a calculated r value > table r value, which means that all indicators in the Purchase Decision variable can be considered valid.

**Reliability Test Results****Table 7: Reliability Test Results**

| Research Variables     | Cronbach's Alpha | Significance Level | Question Item | Notes    |
|------------------------|------------------|--------------------|---------------|----------|
| Social Media Promotion | 0.752            | 0.60               | 11            | Reliable |
| Brand Image            | 0.754            | 0.60               | 11            | Reliable |
| Purchase Decision      | 0.850            | 0.60               | 11            | Reliable |

Source: Data processed using SPSS by the researcher (2026)

Based on the reliability test results table above, all items in the research variables are deemed reliable because the *Cronbach's Alpha* value is > 0.60, meaning all variables are considered reliable.

**Descriptive Data Analysis****Table 8 Results of Descriptive Data Analysis**

| <b>Descriptive Statistics</b> |     |         |         |         |                    |
|-------------------------------|-----|---------|---------|---------|--------------------|
|                               | N   | Minimum | Maximum | Mean    | Standard Deviation |
| Social Media Promotion        | 100 | 20.00   | 55.00   | 49.6200 | 3.50405            |
| Brand Image                   | 100 | 21.00   | 55.00   | 49.6700 | 3.35765            |
| Purchase Decisions            | 100 | 1:00 PM | 55.00   | 49.8600 | 4.20442            |
| Valid N (Listwise)            | 100 |         |         |         |                    |

Source: Data processed using SPSS by the researcher (2026)

Based on the table above, the study involved 100 respondents with complete data on social media promotion, brand image, and purchase decisions. Social media promotion has a minimum value of 20.00, a maximum of 50.00, a mean of 49.62, and a standard deviation of 3.50. Brand image has a minimum value of 21.00, a maximum of 55.00, a mean of 49.67, and a standard deviation of 3.35. Purchase decisions have a minimum value of 13.00, a maximum of 55.00, a mean of 49.86, and a standard deviation of 4.20. Overall, all three variables have high mean values, with relatively low data variation. These results provide an initial overview of the characteristics of the data used for further analysis.

**Distribution of Respondent Answers**

The researcher used the following formula to determine the scale categories on the continuum:

$$\begin{aligned} \text{Range} &= \frac{\text{skor tertinggi} - \text{Skor terendah}}{\text{skala}} \\ &= \frac{5 - 1}{5} \\ &= 0,8 \end{aligned}$$

Based on the above calculations, the scale categories in the table are as follows:

**Table 9 Scale Ranges**

| <b>Interval</b> | <b>Description</b> |
|-----------------|--------------------|
| 1.0–1.8         | Very Low           |
| >1.8–2.6        | Low                |
| >2.6–3.4        | Moderate           |
| >3.4–4.2        | Strong             |
| >4.2–5.0        | Very Strong        |



Source: Ghozali (2018)

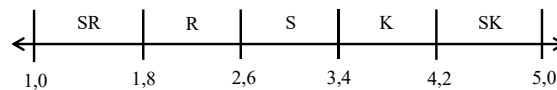


Figure 1: Continuum Line

Once the mean score of the respondents' answers was determined, the results were interpreted using the continuum scale as follows:

### Distribution of Respondent Answers (Social Media Promotion)

The results of the respondents' answers regarding the social media promotion variable are explained as follows.

**Table 10 Distribution of Respondent Answers on Social Media Promotion**

| Question Item         | Response Scores |   |   |    | N  | Sum | Mean |      | TCR (%) | KET         |
|-----------------------|-----------------|---|---|----|----|-----|------|------|---------|-------------|
|                       | 1               | 2 | 3 | 4  | 5  |     |      |      |         |             |
| Content Creation      |                 |   |   |    |    |     |      |      |         |             |
| Statement 1           | 0               | 2 | 8 | 36 | 54 | 100 | 442  | 4.42 | 88.4    | Very Strong |
| Statement 2           | 0               | 0 | 1 | 40 | 59 | 100 | 458  | 4.58 | 91.6    | Very Strong |
| Statement 3           | 0               | 1 | 1 | 42 | 56 | 100 | 453  | 4.53 | 90.6    | Very Strong |
| Total                 |                 |   |   |    |    |     | 4.51 |      | 90.2    | Very Strong |
| Content Sharing       |                 |   |   |    |    |     |      |      |         |             |
| Statement 1           | 0               | 1 | 0 | 56 | 43 | 100 | 441  | 4.41 | 88.2    | Very Strong |
| Statement 2           | 1               | 0 | 0 | 45 | 54 | 100 | 451  | 4.51 | 90.2    | Very Strong |
| Statement 3           | 0               | 0 | 1 | 47 | 52 | 100 | 451  | 4.51 | 90.2    | Very Strong |
| Total                 |                 |   |   |    |    |     | 4.47 |      | 89.5    | Very Strong |
| Connecting            |                 |   |   |    |    |     |      |      |         |             |
| Statement 1           | 1               | 0 | 1 | 44 | 54 | 100 | 450  | 4.50 | 90      | Very Strong |
| Statement 2           | 1               | 0 | 0 | 45 | 54 | 100 | 451  | 4.51 | 90.2    | Very Strong |
| Statement 3           | 1               | 0 | 0 | 36 | 64 | 100 | 461  | 4.61 | 92.2    | Very Strong |
| Total                 |                 |   |   |    |    |     | 4.54 |      | 90.8    | Very Strong |
| Community Development |                 |   |   |    |    |     |      |      |         |             |
| Statement 1           | 1               | 0 | 0 | 51 | 48 | 100 | 445  | 4.45 | 89      | Very Strong |
| Statement 2           | 0               | 1 | 0 | 38 | 61 | 100 | 459  | 4.59 | 91.8    | Very Strong |
| Total                 |                 |   |   |    |    |     | 4.52 |      | 90.4    | Very Strong |

Source: Processed Data (2026)



Based on the table above, the study involved 100 respondents with complete data on social media promotion, brand image, and purchase decisions. Social media promotion has a minimum value of 20.00, a maximum of 50.00, a mean of 49.62, and a standard deviation of 3.50. Brand image has a minimum value of 21.00, a maximum of 55.00, a mean of 49.67, and a standard deviation of 3.35. Purchase decisions have a minimum value of 13.00, a maximum of 55.00, a mean of 49.86, and a standard deviation of 4.20. Overall, all three variables have high mean values, with relatively low data variation. These results provide an initial overview of the characteristics of the data used for further analysis.

### Distribution of Respondent Answers (Brand Image)

The results of the respondents' answers regarding the brand image variable are described as follows.

**Table 11 Distribution of Respondent Answers on Brand Image**

| Question Item         | Response Scores |   |   |    |    | N   | Sum | Mean | TCR (%) | KET         |
|-----------------------|-----------------|---|---|----|----|-----|-----|------|---------|-------------|
|                       | 1               | 2 | 3 | 4  | 5  |     |     |      |         |             |
| Brand Personality     |                 |   |   |    |    |     |     |      |         |             |
| Statement 1           | 1               | 0 | 0 | 48 | 51 | 100 | 448 | 4.48 | 89.6    | Very Strong |
| Statement 2           | 1               | 0 | 0 | 43 | 56 | 100 | 453 | 4.53 | 90.6    | Very Strong |
| Statement 3           | 0               | 1 | 1 | 40 | 58 | 100 | 455 | 4.55 | 91      | Very Strong |
| Statement 4           | 0               | 0 | 1 | 46 | 53 | 100 | 452 | 4.52 | 90.4    | Very Strong |
| Total                 |                 |   |   |    |    |     |     | 4.52 | 90.4    | Very Strong |
| Customer Reviews      |                 |   |   |    |    |     |     |      |         |             |
| Statement 1           | 1               | 0 | 0 | 45 | 54 | 100 | 451 | 4.51 | 90.2    | Very Strong |
| Statement 2           | 0               | 1 | 0 | 48 | 51 | 100 | 449 | 4.49 | 89.8    | Very Strong |
| Statement 3           | 0               | 1 | 0 | 48 | 51 | 100 | 449 | 4.49 | 89.8    | Very Strong |
| Statement 4           | 0               | 1 | 0 | 40 | 59 | 100 | 457 | 4.57 | 91.4    | Very Strong |
| Total                 |                 |   |   |    |    |     |     | 4.51 | 90.3    | Very Strong |
| Brand Distinctiveness |                 |   |   |    |    |     |     |      |         |             |
| Statement 1           | 0               | 0 | 1 | 43 | 56 | 100 | 455 | 4.55 | 91      | Very Strong |
| Statement 2           | 0               | 1 | 0 | 42 | 57 | 100 | 455 | 4.55 | 91      | Very Strong |
| Statement 3           | 0               | 1 | 0 | 42 | 57 | 100 | 443 | 4.43 | 88.6    | Very Strong |
| Total                 |                 |   |   |    |    |     |     | 4.51 | 90.2    | Very Strong |

Source: Processed Data (2026)

Based on the table above, the brand image variable shows that the brand personality indicator has the highest value, with a mean of 4.52 and a TCR of 90.4%.



This indicates that respondents have a very positive assessment of the JFLOAT BakeHouse brand personality. The customer perception indicator ranks next, with a mean of 4.51 and a TCR of 90.3%, and features the highest-scoring statement, namely statement number 4, with a TCR of 91.4%.

Meanwhile, the brand uniqueness indicator had the lowest score—a mean of 4.51 and a TCR of 90.2%—but still fell into the “very strong” category. The statement with the lowest score was statement number 3, with a TCR of 88.6%. Overall, all indicators under the brand image variable fell into the “very strong” category.

### Distribution of Respondent Answers (Purchase Decision)

The results of the respondents' answers regarding the purchase decision variable are described as follows.

**Table 12 Distribution of Respondent Answers on Purchase Decision**

| Question Item       | Response Score |   |   |    |    | N   | Sum | Mean | TCR (%) | KET         |
|---------------------|----------------|---|---|----|----|-----|-----|------|---------|-------------|
|                     | 1              | 2 | 3 | 4  | 5  |     |     |      |         |             |
| Product Options     |                |   |   |    |    |     |     |      |         |             |
| Statement 1         | 0              | 1 | 0 | 41 | 58 | 100 | 456 | 4.56 | 91.2    | Very Strong |
| Statement 2         | 0              | 1 | 0 | 46 | 53 | 100 | 451 | 4.51 | 90.2    | Very Strong |
| Statement 3         | 1              | 0 | 0 | 35 | 64 | 100 | 461 | 4.61 | 92.2    | Very Strong |
| Total               |                |   |   |    |    |     |     | 4.56 | 91.2    | Very Strong |
| Brand Selection     |                |   |   |    |    |     |     |      |         |             |
| Statement 1         | 1              | 0 | 0 | 49 | 50 | 100 | 447 | 4.47 | 89.4    | Very Strong |
| Statement 2         | 1              | 0 | 1 | 47 | 51 | 100 | 447 | 4.47 | 89.4    | Very Strong |
| Total               |                |   |   |    |    |     |     | 4.47 | 89.4    | Very Strong |
| Distributor Options |                |   |   |    |    |     |     |      |         |             |
| Statement 1         | 1              | 0 | 0 | 33 | 66 | 100 | 463 | 4.63 | 92.6    | Very Strong |
| Statement 2         | 1              | 0 | 0 | 48 | 51 | 100 | 448 | 4.48 | 89.6    | Very Strong |
| Total               |                |   |   |    |    |     |     | 4.55 | 91.1    | Very Strong |
| Time of Purchase    |                |   |   |    |    |     |     |      |         |             |
| Statement 1         | 1              | 0 | 1 | 36 | 62 | 100 | 458 | 4.58 | 91.6    | Very Strong |
| Statement 2         | 1              | 0 | 0 | 44 | 55 | 100 | 452 | 4.52 | 90.4    | Very Strong |
| Total               |                |   |   |    |    |     |     | 4.55 | 91      | Very Strong |
| Number of Purchases |                |   |   |    |    |     |     |      |         |             |
| Statement 1         | 1              | 0 | 2 | 36 | 61 | 100 | 456 | 4.56 | 91.2    | Very Strong |
| Statement 2         | 1              | 0 | 0 | 49 | 50 | 100 | 447 | 4.47 | 89.4    | Very Strong |
| Total               |                |   |   |    |    |     |     | 4.51 | 90.3    | Very Strong |

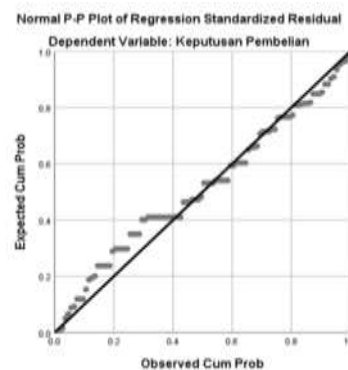
Source: Processed Data (2026)



Based on the table above, the product selection indicator has the highest mean of 4.56 with a TCR of 91.2%. Next, the distributor choice indicator has a mean of 4.55 and a TCR of 91.1%, with the highest item being the statement about choosing products through easily accessible distributors at 92.6%. The purchase timing indicator has a mean of 4.55 and a TCR of 91.1%, while the purchase quantity indicator has a mean of 4.51 and a TCR of 90.3%. Meanwhile, the brand choice indicator had the lowest mean of 4.47 with a TCR of 89.4%, yet it still fell into the “very strong” category. The lowest scores were found in the statements regarding brand appeal compared to competitors and the influence of promotions on product selection decisions, each with a TCR of 89.4%.

### Classical Assumption Test

#### Normality Test



Source: Data processed using SPSS by the researcher (2026)

Figure 4.2: Probability Plot for the Normality Test

Based on the results of the normality test (*P-plot of standardized regression residuals*) shown in the figure above, it can be seen that the data are normally distributed.

### Multicollinearity Test

Table 13 Results of the Multicollinearity Test

| Model |                        | Collinearity Statistics |       |
|-------|------------------------|-------------------------|-------|
|       |                        | Tolerance               | VIF   |
| 1     | Social Media Promotion | .184                    | 5,448 |
|       | Brand Image            | .184                    | 5,448 |

Source: Data processed using SPSS by the researcher (2026)

Based on the data in the table above, the VIF value for both variables is 5.448, which is less than 10, and the tolerance value is 0.184, which is greater than 0.1;

therefore, it can be concluded from this data that there is no multicollinearity among the independent variables.

### Heteroscedasticity Test

**Table 14 Results of the Heteroscedasticity Test**

| Model |                | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | T      | Sig.  |
|-------|----------------|------------------|-------------------------|--------------------------------|--------|-------|
| 1     | (constant)     | 2.224            | 1,309                   |                                | 1,699  | 0.093 |
|       | X1             | 0.044            | 0.058                   | 0.175                          | 0.747  | 0.457 |
|       | X <sup>2</sup> | -0.070           | 0.061                   | -0.272                         | -1.156 | 0.250 |

Source: Data processed using SPSS by the researcher (2026)

Based on the data in the table above, the results of the heteroscedasticity test using the significance approach as described by [author] show that the significance value for variable X1 is 0.457 and for variable X2 is 0.250. The significance values for both variables are greater than the significance level of 0.05. Therefore, the null hypothesis is accepted because there is no evidence of heteroscedasticity in the tested independent variables. Thus, it can be concluded that the regression model in this study satisfies the classical assumption of heteroscedasticity. Consequently, the results can be used as a basis for decision-making in further analysis.

### Multiple Linear Regression Analysis

**Table 15 Multiple Linear Regression Analysis**

| Model |            | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | T      | Sig.  |
|-------|------------|------------------|-------------------------|--------------------------------|--------|-------|
| 1     | (constant) | -9.728           | 1.892                   |                                | -5.143 | 0.000 |
|       | X1         | 0.585            | 0.084                   | 0.488                          | 6,940  | 0.000 |
|       | X2         | 0.615            | 0.088                   | 0.491                          | 6.989  | 0.000 |

Source: Data processed using SPSS by the researcher (2026)

Based on the table above, the regression equation derived from this study is as follows:

$$Y = -9.728 + 0.585 + 0.615 + e$$

Notes:

Y : Purchase Decision

a : Constant

b1 : Regression Coefficient between the Social Media Promotion and Purchase Decision Variables

b2 : Regression coefficients between the Brand Image and Purchase Decision variables

X1 : Social Media Promotion

X2 : Brand Image

e : Error

From this equation, it can be explained that:

1. The value of a, which is -9.728, represents the constant or the state when the purchase decision variable is not yet influenced by the Social Media Promotion (X1) and Brand Image (X2) variables. If the independent variables are absent, the employee performance variable remains unchanged.
2. The regression coefficient for X1, 0.585, indicates that the Social Media Promotion variable has a positive effect on the Purchase Decision, meaning that for every unit increase in the Social Media Promotion variable, employee performance increases by 0.585. Assuming that other variables were not examined in this study
3. The regression coefficient value for X2 is 0.353, indicating that the Brand Image variable has a positive influence on the Purchase Decision, meaning that for every unit increase in the Purchase Decision variable, it will affect the Purchase Decision by 0.353, assuming that other variables are not examined in this study.

## Hypothesis Testing

### Test of the Coefficient of Determination $R^2$

**Table 16 Results of the Coefficient of Determination Test**

| Model | R                 | R-Square | Adjusted R-Square | Standard Error of the Estimate |
|-------|-------------------|----------|-------------------|--------------------------------|
| 1     | .955 <sup>a</sup> | .912     | .910              | 1.259                          |

Source: Data processed using SPSS by the researcher (2026)

From the table above, the R value of 0.955 indicates that the correlation between purchase decisions and the variables of social media promotion (X1) and brand image (X2) is strong. The R-squared value of 0.912 indicates that 91.2% of the variation in purchase decisions can be explained by the two independent variables—social media promotion and brand image—while the remaining 8.8% is explained by other variables not accounted for in this model.

**Simultaneous Test (F-Test)****Table 17 Results of the Simultaneous Test (F)**

| Model |            | Calculated F | F-table | Sig  |
|-------|------------|--------------|---------|------|
| 1     | Regression | 503.042      | 3.09    | .000 |

Source: Data processed using SPSS by the researcher (2026)

Based on the table above, it can be seen that the F-table value is at a significance level of  $< 0.05$ , which means that  $H_a$  is accepted and  $H_0$  is rejected, while the calculated F-value of 503.042 allows us to conclude that the calculated F-value (503.042)  $>$  the table F-value (3.09), meaning that social media promotion and brand image simultaneously influence purchasing decisions at Jfloat Mochi in Gorontalo City.

**Partial Test (t-Test)**

According to Bahri (2018), the partial test (t-test) is used to test the hypothesis regarding the individual influence of independent variables on the dependent variable.

**Table 18 Results of the Partial Test (t)**

| Model |                        | Calculated t | Table t | Sig  |
|-------|------------------------|--------------|---------|------|
| 1     | Social Media Promotion | 6,940        | 1,984   | ,000 |
|       | Brand Image            | 6,989        | 1,984   | ,000 |

Source: Data processed using SPSS by the researcher (2026)

Based on the results of the (partial) t-test in the table above, the findings can be summarized as follows:

**1. The Effect of Social Media Promotion on Purchase Decisions**

Based on the results of the t-test (partial), Social Media Promotion ( $X_1$ ) has a positive and significant effect on Purchase Decision ( $Y$ ) at JFLOAT BakeHouse in Gorontalo City. According to Jusuf et al. (2023), Social Media Promotion is a means for consumers to share various information in the form of text, images, videos, and audio with one another and with companies, and vice versa. This can be seen from the significance value of the t-test results for social media promotion, namely  $0.000 < 0.05$ , and the calculated t-value of  $6.940 >$  the critical t-value of 1.984; therefore,  $H_0$  is rejected and  $H_1$  is accepted. Thus, the hypothesis regarding the partial effect of social media promotion on purchasing decisions is accepted.

## **2. The Effect of Brand Image on Purchase Decisions.**

Based on the results of the (partial) t-test, brand image (X2) has a positive and significant effect on purchase decisions (Y) at JFLOAT BakeHouse in Gorontalo City. According to Umar et al. (2025), brand image also plays an important role in consumer purchase decisions. Brand image also plays an important role in consumer purchase decisions. This can be seen from the significance value of the t-test results for brand image, namely  $0.000 < 0.05$ , and the calculated t-value of  $6.989 >$  the table t-value of 1.984; therefore,  $H_0$  is rejected and  $H_a$  is accepted. Thus, the hypothesis regarding the partial effect of brand image on purchasing decisions can be accepted.

## **DISCUSSION**

### **The Effect of Social Media Promotion on Purchase Decisions**

Based on the results of the (partial) t-test, Social Media Promotion (X1) has a positive and significant effect on Purchase Decision (Y) at JFLOAT BakeHouse in Gorontalo City. High-quality social media promotion can build consumer interest in the products offered and increase the likelihood of making a purchase. Promotion via TikTok also provides information and serves as a reference for consumers in selecting products Wolok, et al.(2026) . The aspects of content creation, content sharing, networking, and community building also support these promotions. These findings align with Ratana's (2018) theory and consumer behavior theory. The research results also align with those of Kaulansyah et al. (2025), but differ from those of Nasional et al. (2024), who indicated that the impact of promotions may vary depending on consumer conditions and content quality.

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

Based on the results of the (partial) t-test, Brand Image (X2) has a positive and significant effect on Purchase Decision (Y) at JFLOAT BakeHouse in Gorontalo City. A strong brand image increases consumer preference to purchase because it reinforces the perceived value of the product Djaafar, et al.(2023) . Brand image also shapes an identity that distinguishes a product from competitors through quality, trust, and satisfaction Taan,(2026) . Aspects of brand personality play a dominant role in shaping consumer perceptions Lahay and Wolok,(2020) . These findings are consistent with the theories of Keller and Swaminathan (2020) as well as consumer behavior theory. The research results are also consistent with those of Nasional et al. (2024), but differ from those of Ash-shiddiqy et al. (2025), who found that brand image does not influence purchasing decisions among consumers of Teh Desa.

### **The Influence of Social Media Promotions and Brand Image on Purchase Decisions**

Based on the results of the F-test, Social Media Promotion (X1) and Brand Image (X2) simultaneously have a positive and significant effect on Purchase Decision (Y) at JFLOAT BakeHouse in Gorontalo City. Social media promotion is capable of attracting attention, fostering interaction, and providing information, while brand image strengthens trust and perceptions of product quality Mohamad, et al.(2026) . Purchase decisions encompass product choice, brand choice, distributor choice, timing of purchase, and purchase quantity. These findings are consistent with Tjiptono's (2020) theory and Kotler and Keller's (2008) theory of consumer behavior. The research results are also consistent with those of Nasional et al. (2024), which indicate that social media promotions and brand image jointly influence consumer purchasing decisions at JFLOAT BakeHouse.

### **CONCLUSION**

Based on the results of the research and discussion, the following conclusions can be drawn:

1. Social media promotion has a positive and significant effect on purchasing decisions at Jfloat Bakehouse in Gorontalo City. This indicates that the more effective the promotion carried out through social media, the higher the tendency for consumers to make a purchase. Promotions that are engaging, informative, and interactive can build consumer attention, trust, and interest in the product. Thus, appropriate social media promotion is a key factor in driving an increase in consumer purchasing decisions.
2. Brand image has a positive and significant influence on purchasing decisions at Jfloat Bakehouse in Gorontalo City. This indicates that the stronger and more positive the brand image formed in consumers' minds, the higher their tendency to make a purchase. A good brand image builds trust, reinforces perceptions of quality, and fosters consumer confidence in the product. Thus, brand image is a key factor in driving consumer purchasing decisions.
3. Social media promotion and brand image simultaneously have a positive and significant impact on purchasing decisions at Jfloat Bakehouse in Gorontalo City. This indicates that the combination of effective social media promotion and a strong brand image can increase consumers' propensity to make purchases. Social media promotion plays a role in attracting attention and building interaction, while brand image reinforces trust and perceptions of product quality in consumers' minds. Thus, the synergy between these two variables is a key factor in optimally driving consumer purchasing decisions.

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