# THE EFFECTS OF SOCIAL MEDIA MARKETING, STORE ENVIRONMENT, AND SALES PROMOTION ON CONSUMER PURCHASE DECISION AT PT MEGAMAS PLAZA BANGUNAN, MEDAN

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| ARTICLEINFO | ABSTRACT |
|---|---|
| *Keywords*:<br>Social media marketing<br>Store environment<br>Sales promotion<br>Consumer purchase decision | The decrease in the consumer purchase decision in Home Smart Medan contrasted with the trend in 2021, where home projects rose and building material demand increased. With the means to survive the digital era and the pandemic COVID-19, social media marketing, store environment, and sales promotion played significant roles. Thus, research is purposed to analyze the effects of social media marketing, store environment, and sales promotion on consumer purchase decision at Home Smart, Medan. The research is using a quantitative approach in which primary data collection is done through questionnaire distribution. The research is using Lemeshow formula to determine the sample size, which is 96 people who have ever visited Home Smart Medan. The study used multiple linear regression analysis. The result shows that the social media marketing, store environment, and sales promotion simultaneously affect consumer purchase decision at Home Smart Medan. Partially, each independent variable, which is social media marketing, store environment, and sales promotion, has positive significant effect. |
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## 1. INTRODUCTION

Retail business has been facing problems since the breakout of the pandemic COVID-19. Long before it happens, consumers had started to shift into new habits of online shopping because of the convenience. According to McKinsey & Company[1], there is a likelihood for consumer to shop online, adopting the stay-at-home orders, even in post-pandemic. It means retail businesses cannot expect everything to be back to the normal way as in prior to the COVID-19 pandemic, including PT Megamas Plaza Bangunan (Home Smart), Medan.

Retail can be defined as the activity of selling goods and services from a person or a business entity to the end-user. Retail is known to be a part of supply chain because a retailer does direct purchase to the manufacturer of a product or the wholesaler and resell it in a smaller quantity. As the second or third hand to the end-users, there might be several retailers that sell similar products from the same industry. Retailers compete in many ways to market their products and marketing strategy is essential for the continuity of the business.

It is important to note that the implementation of online business has been challenging for most of the existing minimarkets, supermarkets, and hypermarkets in Indonesia. The shifting to online business is necessary today for businesses to be able to remain in the industry in this digital era[2]. While Home Smart Medan was aware of this, the official Instagram page of Home Smart Medan has a poor engagement, which rates only at 0.08%. Experts in social media marketing suggest 1% to 5% as a good engagement rate[3]. Social media marketing can be defined as marketing efforts for commercial purpose of which social media is used to influence consumer buying behavior in a positive way[4]. Social media marketing activities significantly affect several aspects like brand equity and purchase intentions[5]. The success of social media marketing can be marked by several indicators, including online communities, interaction, sharing of content, accessibility, and credibility[6].

Store environment speaks of the in-store condition that is affected by many factors, including lighting, scent, music, presence of sales representative, crowd inside the store, display, layout of the store, and color, which have impulsive influence on consumer purchase desire[7]. Some problems related to the store environment of Home Smart Medan include the scent of building material products, the air conditioning inside the store, and product grouping. The significance of store environment connects with how consumers evaluate the overall business cognitively before making purchases, and it begins when

consumers are entering the store[8]. Some of the indicators of store environment are cleanliness, music, scent, temperature, lighting, color, and display/layout[7].

It is also known that Home Smart Medan uses sales promotion to boost sales to reach the targets. Price discounts, premiums, and vouchers are the most common sales promotion technique, yet after analyzing the contribution of these promotion tools on the applied product categories, the researchers found ineffectiveness by comparing the frequency of the promotions and the sales of the product category applied. Sales promotion refers to a part of the promotional mix that happens in a short period that uses customers-oriented strategies to attract customers to purchase a product[9]. Sales promotion can also be defined as the direct stimulus to end consumers that focuses on offering extra value or incentive to aim for immediate sale[10]. Sales promotion can be evaluated from indicators like sales promotion timing and sales promotion value[11].

Purchase decision, according to Tiwow et al.[12], is an explanation for how a consumer chooses to buy a product based on need, desire, and expectation, with the goal to reach satisfaction or dissatisfaction to the product. In making purchase decision, consumer involves decision making process. There are five stages of consumer decision making process according to John Dewey[13], which are problem/need recognition, information search, evaluation of alternatives, purchase, and outcome. The research use five indicators to define consumer purchase decision, which are need, information, alternatives, purchase, and satisfaction[14].

The social media marketing in a business plays an essential role in affecting purchase decision. As stated by Ansari et al.[15], the virtual communities of brands on social media produce consumer participation and trust, which lead to purchase desire and less concern about the product. Store environment is also an important element that affect consumer purchase decision for retail business. It is noted by Fatoni[16] that "physical environment enables service providers to differentiate their brand from competing brands and influencing consumer purchasing decision". Sales promotion has a crucial influence on consumer purchase decision as it attracts consumers' attention, gives information, and direct consumers to make purchase[17]. These variables combined are believed to be effective to influence purchase decision as many previous research reported that predictors like corporate social responsibility, social media marketing, store atmosphere, perceived value, and sales promotion are important in defining consumer purchase behavior and brand choice[18].

## 2. METHOD
### 2.1 Type and Data Source
The type of data used in this research is primary data and secondary data. The primary data is the original, first collected data that is gathered to process, analyze, and achieve the goal of the study[19]. This research is using questionnaire and observation to collect the primary data. Secondary data can be defined as the research findings that are collected from previous data analysis on similar topics that was conducted by other researchers who were not involved in the current research[20]. For this research, secondary data is collected from journals, books, and articles.

### 2.2 Analysis Method
This study uses quantitative research, which depends on the methods of natural science that result in numerical data and hard facts about cause and effect between two or more variables[21]. This study also uses descriptive research method, which is the research method that is used to describe an existing phenomenon after certain treatment[22]. Prior to the questionnaire, an observation was conducted physically and virtually. The physical observation is to achieve full comprehension of the condition of the store environment. The virtual observation is to understand the performance of the company's official social media page. Necessary data was then asked to the manager to analyze the relationship between selected variables, such as the sales record, product categories, and organizational structure. After constructing the research model, the researchers continued to questionnaire distribution. This research is using multiple linear regression to predict the outcome of the dependent variable.

The population of this research is consumer visitors of Home Smart Medan. It is unlikely to determine the fixed number of the population of Home Smart Medan visitors as the total number of the consumer visitors of this study is unknown. Therefore, the writer uses Lwanga & Lemeshow[23] formula to determine the sample size.

The study uses validity test and reliability test for test of research instrument. Validity[24] is a confirmation that an instrument accurately represents features that is designed to describe, explain, or theorize, that an account accurately represents those features that it is intended to describe, explain, or

theorize. The questionnaire is considered valid if $r_{value}$ is bigger than $r_{table}$. The accepted value of rtable for 30 respondents is 0.361[25]. Reliability[26] is "the degree to which what we measure is free from random error and therefore relates to a situation where the ER (random error) is zero." For this research, statement will be confirmed as reliable if the value of Cronbach Alpha is larger than 0.70.

The descriptive statistics include frequencies, measures of central tendency, and measures of dispersion. Frequencies are most likely shown along with percentage or graphical presentation because it is easier to analyze the data visually[27]. The measure of central tendency used in this study includes three methods of data analysis, which are mean, median, and mode. Measure of dispersion used in this study are variance and standard deviation.

The study uses three classical assumption tests, namely the normality test, the multicollinearity test, and the heteroscedasticity test. Normality test, according to Kwak & Park[28], is purposed to check whether the distribution of the sample mean is satisfactory to fulfill the normal distribution. This research will be using the Kolmogorov-Smirnov test to perform the normality test. The normality test is desired to produce the value of data distribution more than 0.05 (p-value > 0.05). Multicollinearity test refers to a method of statistical measure to find out the correlation between two or more variables in a multiple linear regression[29]. It is suggested that the VIF for the research conducted is not more than 3 (VIF ≤ 3). Heteroscedasticity test is purposed to show whether the variance of the data residuals is spread evenly or not. The Glesjer test proposes that the significant value above 0.05 indicates there is no heteroscedasticity (Sig. > 0.05)[30].

For hypothesis testing, this research uses determination test, t test, and F test. The determination test is using the coefficient of determination as a measure of goodness of fit in multiple linear regression[31]. The t-test is a test that shows the extent of the influence of one independent variable individually in explaining the dependent variable[32]. It is suggested that the t value calculated is less than 0.05 (t < 0.05). The F-test is purposed to simultaneously control the extent of independent variable towards the dependent variable[33]. It is suggested that the F value calculated is less than 0.05 (F < 0.05).

## 2.3. Hypotheses

Based on the assumption, the hypothesis of this research is constructed as follows.

$H_1$: Social Media Marketing has partial effect on Consumer Purchase Decision in PT Megamas Plaza Bangunan, Medan.

$H_2$: Store Environment has partial effect on Consumer Purchase Decision in PT Megamas Plaza Bangunan, Medan.

$H_3$: Sales Promotion has partial effect on Consumer Purchase Decision in PT Megamas Plaza Bangunan, Medan.

$H_4$: Social Media Marketing, Store Environment, and Sales Promotion have simultaneous effects on Consumer Purchase Decision in PT Megamas Plaza Bangunan, Medan.



Figure 1. Research Model

## 3.    RESULT AND DISCUSSION

## 3.1    Result of Validity Test

Pilot test is conducted to test the correlation between each variable. The questionnaire is distributed to 30 respondents that have ever visited Home Smart Medan. The result is as follows.

Table 1. The Result of Validity Test

*The Effects of Social Media Marketing, Store Environment, and Sales Promotion on Consumer Purchase Decision at PT Megamas Plaza Bangunan, Medan.  **Alfonsius, et.al***

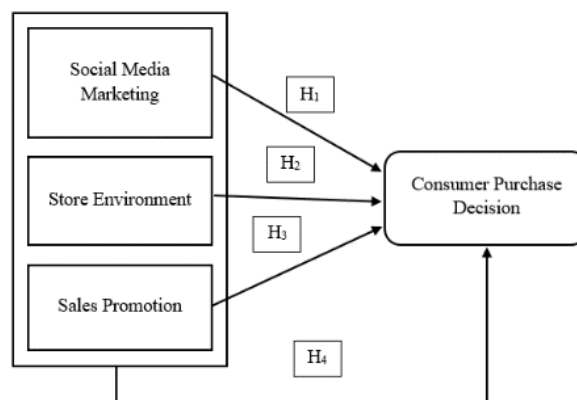| Questions | Validity Value ($r_{value}$) | Critical Value ($r_{table}$) | Result | Notes |
|---|---|---|---|---|
| SMM1 | 0.611 | 0.361 | $r$value > $r$table | valid |
| SMM2 | 0.533 | 0.361 | $r$value > $r$table | valid |
| SMM3 | 0.547 | 0.361 | $r$value > $r$table | valid |
| SMM4 | 0.636 | 0.361 | $r$value > $r$table | valid |
| SMM5 | 0.627 | 0.361 | $r$value > $r$table | valid |
| SMM6 | 0.501 | 0.361 | $r$value > $r$table | valid |
| SMM7 | 0.544 | 0.361 | $r$value > $r$table | valid |
| SMM8 | 0.456 | 0.361 | $r$value > $r$table | valid |
| SMM9 | 0.608 | 0.361 | $r$value > $r$table | valid |
| SMM10 | 0.605 | 0.361 | $r$value > $r$table | valid |
| SE1 | 0.788 | 0.361 | $r$value > $r$table | valid |
| SE2 | 0.699 | 0.361 | $r$value > $r$table | valid |
| SE3 | 0.784 | 0.361 | $r$value > $r$table | valid |
| SE4 | 0.721 | 0.361 | $r$value > $r$table | valid |
| SE5 | 0.691 | 0.361 | $r$value > $r$table | valid |
| SE6 | 0.732 | 0.361 | $r$value > $r$table | valid |
| SE7 | 0.804 | 0.361 | $r$value > $r$table | valid |
| SE8 | 0.676 | 0.361 | $r$value > $r$table | valid |
| SE9 | 0.753 | 0.361 | $r$value > $r$table | valid |
| SE10 | 0.749 | 0.361 | $r$value > $r$table | valid |
| SE11 | 0.651 | 0.361 | $r$value > $r$table | valid |
| SE12 | 0.741 | 0.361 | $r$value > $r$table | valid |
| SE13 | 0.746 | 0.361 | $r$value > $r$table | valid |
| SE14 | 0.778 | 0.361 | $r$value > $r$table | valid |
| SP1 | 0.705 | 0.361 | $r$value > $r$table | valid |
| SP2 | 0.621 | 0.361 | $r$value > $r$table | valid |
| SP3 | 0.553 | 0.361 | $r$value > $r$table | valid |
| SP4 | 0.77 | 0.361 | $r$value > $r$table | valid |
| SP5 | 0.821 | 0.361 | $r$value > $r$table | valid |
| SP6 | 0.815 | 0.361 | $r$value > $r$table | valid |
| CPD1 | 0.706 | 0.361 | $r$value > $r$table | valid |
| CPD2 | 0.366 | 0.361 | $r$value > $r$table | valid |
| CPD3 | 0.544 | 0.361 | $r$value > $r$table | valid |
| CPD4 | 0.757 | 0.361 | $r$value > $r$table | valid |
| CPD5 | 0.782 | 0.361 | $r$value > $r$table | valid |
| CPD6 | 0.845 | 0.361 | $r$value > $r$table | valid |
| CPD7 | 0.67 | 0.361 | $r$value > $r$table | valid |
| CPD8 | 0.801 | 0.361 | $r$value > $r$table | valid |
| CPD9 | 0.841 | 0.361 | $r$value > $r$table | valid |
| CPD10 | 0.857 | 0.361 | $r$value > $r$table | valid |

The table shows the $r_{value}$ of the 40 items inside the questionnaire are larger than 0.361, which indicates that each item is valid.

### 3.2 Result of Reliability Test

Reliability test is conducted for each variable of the research, which are Social Media Marketing (SMM), Store Environment (SE), Sales Promotion (SP), and Consumer Purchase Decision (CPD). The results are shown as follows.

Table 2. The Result of Reliability Test

| Variable | Cronbach's Alpha | N of Items |
|---|---|---|
| Social Media Marketing ($X_1$) | 0.855 | 10 |
| Store Environment ($X_2$) | 0.949 | 14 |
| Sales Promotion ($X_3$) | 0.877 | 6 |
| Consumer Purchase Decision (Y) | 0.907 | 10 |

This research uses the coefficient 0.70 as the low limit for the variables' Cronbach's Alpha. In conclusion, all the items in each variable are consistent and reliable.

### 3.3 Respondent Characteristics

After the questionnaires are distributed to 126 respondents, 96 of them come back valid and are fit for the research. The characteristics of the respondents are classified into two big categories, namely the gender of the respondents and the age of the respondents. The number of respondents of the questionnaire is 96 in total, consisting of 57 male respondents (59.38%) and 39 female respondents (40.63%). Home Smart Medan are mostly visited by male customers. The result is relatable with the industry because Home Smart Medan sells building material products male of which are more knowledgeable of. The collected data from the questionnaires shows the distribution of respondents' age. There are 5 respondents (5.21%) who are below 18 years old, 82 respondents (85.42%) who are in the range of 18 to 40 years old, 9 respondents (9.38%) who are in the range of 41 to 60 years old, and none (0.00%) are above 60 years old. It can be concluded that majority of the visitors of Home Smart Medan are aged between 18 to 40 years old. This age pool consists of people who are accounted as productive age and some respondents shop as a representative of a company.

### 3.4 Result of Normality Test

The normality test conducted for this research is using Kolmogorov- Smirnov test (K-S test), which desires to produce the value of data distribution more than 0.05 (p-value > 0.05). The K-S test is conducted using SPSS Version 25 and gives result as follows.

Table 3. The Result of Kolmogorov-Smirnov Test for Normality Test

**One-Sample Kolmogorov-Smirnov Test**

|  |  | Unstandardized Residual |
|---|---|---|
| N |  | 96 |
| Normal Parameters[a,b] | Mean | .0000000 |
|  | Std. Deviation | 3.21809208 |
| Most Extreme Differences | Absolute | .090 |
|  | Positive | .090 |
|  | Negative | -.084 |
| Test Statistic |  | .090 |
| Asymp. Sig. (2-tailed) |  | .053[c] |

The table above shows the significance value of the normality test, which is 0.053. According to the result, it can be concluded that the data is normally distributed as the p-value surpasses 0.05.

### 3.5 Result of Multicollinearity Test

Multicollinearity test is conducted using SPSS Version 25. The Variance Inflation Factor (VIF) limit used for this research is 3. Therefore, the VIF for each variable should not be more than 3 (VIF ≤ 3). The result is as follows.

Table 4. The Result of Multicollinearity Test

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 6.367 | 2.860 | | 2.226 | .028 | | |
| | SMM | .267 | .100 | .245 | 2.665 | .009 | .460 | 2.173 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| SE | .173 | .066 | .268 | 2.619 | .010 | .371 | 2.695 |
| SP | .592 | .139 | .388 | 4.256 | .000 | .468 | 2.135 |

a. Dependent Variable: CPD

The table above shows the VIF of each independent variable. As the desired VIF is below 3 and tolerance above 0.33, therefore, it can be concluded that there is no multicollinearity happening in the regression model.

### 3.6    Result of Heteroscedasticity Test

Heteroscedasticity test is conducted using SPSS Version 25. The heteroscedasticity test is to find if the residuals are evenly spread or not. The writer used the Glejser test, and the result is as follows.

Table 5. The Result of Heteroscedasticity Test

**Coefficientsª**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.987 | 1.962 | | 2.542 | .013 |
| | SMM | -.002 | .069 | -.005 | -.030 | .976 |
| | SE | .001 | .045 | .003 | .016 | .987 |
| | SP | -.112 | .095 | -.176 | -1.176 | .242 |

a. Dependent Variable: ABS_RES

The table above shows the significant value of the absolute value of the residuals, starting with Social Media Marketing with 0.976, Store Environment with 0.987, and Sales Promotion with 0.242, which all of them are more than 0.05.
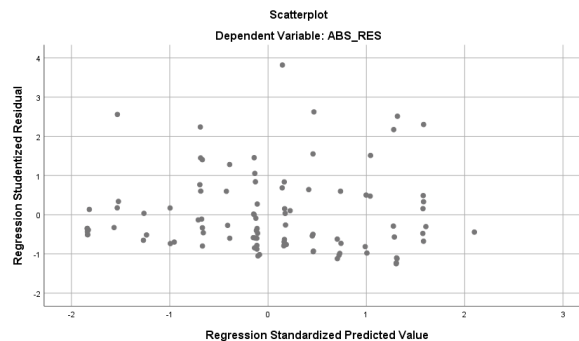


Figure 2. Scatterplot Representing the Disperse of Residuals

The scatterplot above also shows that there is no pattern formed. Therefore, there is no heteroscedasticity in the data, and it is fit to continue to multiple linear regression testing.

### 3.7    Multiple Linear Regression Testing

The multiple linear regression testing is purposed to the relationship between the three independent variables, which are Social Media Marketing, Store Environment, and Sales Promotion, and the dependent variable, which is Consumer Purchase Decision. The result of the multiple linear regression analysis is as follows.

Table 6. The Result of Multiple Linear Regression Test

**Coefficientsª**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.367 | 2.860 | | 2.226 | .028 |
| | SMM | .267 | .100 | .245 | 2.665 | .009 |

| | | | | | |
|---|---|---|---|---|---|
| SE | .173 | .066 | .268 | 2.619 | .010 |
| SP | .592 | .139 | .388 | 4.256 | .000 |

a. Dependent Variable: CPD

The constant value 6.367 ($\beta_0$) indicates that if the variable Social Media Marketing, Store Environment, and Sales Promotion are zero, then Consumer Purchase Decision will be 6.367 with assumption that other variables are constant. The coefficient of regression 0.267 ($\beta_1$) indicates that the increase in Social Media Marketing by 1 unit will increase Consumer Purchase Decision by 0.267 with assumption that other variables are constant. The coefficient of regression 0.173 ($\beta_2$) indicates that the increase in Store Environment by 1 unit will increase Consumer Purchase Decision by 0.173 with assumption that other variables are constant. The coefficient of regression 0.592 ($\beta_3$) indicates that the increase in Sales Promotion by 1 unit will increase Consumer Purchase Decision by 0.592 with assumption that other variables are constant. Based on the interpretation, it can be concluded that the improvement in social media marketing, store environment, and sales promotion can accelerate consumer's decision-making process to make a purchase.

### 3.8    Result of Determination Test

The table below shows the $r^2$ value of the model, which is the coefficient of determination. The adjusted $r^2$ is preferred to represent a more accurate value, which is 0.631 or 63.1%. This means that 63.1% of Consumer Purchase Decision is influenced by Social Media Marketing, Store Environment, and Sales Promotion, while the rest 36.9% is affected by other factors out of the study, such as perceived value, corporate social responsibility, brand awareness, price, etc.

Table 7. The Result of Determination Test
**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .801[a] | .642 | .631 | 3.27014 |

a. Predictors: (Constant), SP, SMM, SE
b. Dependent Variable: CPD

### 3.9    Result of T-Test

The purpose of t-test is to show whether each independent variable has partial effect on the dependent variable. The table below is the result of the test.

Table 8. The Result of T-Test
**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.367 | 2.860 | | 2.226 | .028 |
| | SMM | .267 | .100 | .245 | 2.665 | .009 |
| | SE | .173 | .066 | .268 | 2.619 | .010 |
| | SP | .592 | .139 | .388 | 4.256 | .000 |

a. Dependent Variable: CPD

Based on the result, the significant level for Social Media Marketing is 0.009, which is below 0.05. This means Social Media Marketing has significant partial effect on Consumer Purchase Decision. Therefore, **H₁ is accepted**.

The significant level for Store Environment is 0.010, which is below 0.05. This result shows that Store Environment has significant partial effect on Consumer Purchase Decision. Therefore, **H₂ is accepted**.

The significant level for Sales Promotion is 0.000, which is also below 0.05. This can conclude that Sales Promotion has significant partial effect on Consumer Purchase Decision. Thus, **H₃ is accepted**.

### 3.10    Result of F-Test

The purpose of f-test is to show whether the independent variables have simultaneous effect on the dependent variable. The table below is the result of the test.

Table 9. The Result of F-Test

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|--|---------------|-----|-------------|---|------|
| 1 | Regression | 1766.909 | 3 | 588.970 | 55.076 | .000[b] |
| | Residual | 983.831 | 92 | 10.694 | | |
| | Total | 2750.740 | 95 | | | |

a. Dependent Variable: CPD
b. Predictors: (Constant), SP, SMM, SE

Based on the result, the significant level is 0.000, which is below 0.05. It can be concluded that Social Media Marketing, Store Environment, and Sales Promotion have simultaneous effects on Consumer Purchase Decision. Therefore, **H₄ is accepted**.

### 3.11 Discussion

This study finds the significant partial effect of social media marketing on consumer purchase decision in Home Smart Medan. This research result is in line with the statement from Ansari et al.[15], which speaks of the contribution of online-based activities by the community and information sharing experience that can lead to trust-building and purchase desire. The result of this research is also supported by the finding in the previous research by Chen & Lin[4], which confirmed that social media marketing activities have significant influence on purchase intention that can lead to purchase decision. It is also supported by Angelyn & Kodrat[34] that also found that the social media marketing contributes positively to consumer purchase decision. Similarly, Maulid et al.[35] also found that social media marketing has significant impact on purchase decision.

It is also found in the study that store environment has significant partial effect on consumer purchase decision in Home Smart Medan. The result is in line with the statement from Fatoni[16]that claims that store environment becomes one of the factors that makes differentiation between one brand to another, and it can influence consumer purchase decision. This statement reinforces the result of this research that also finds the positive effect of store environment on consumer purchase decision. This is also supported by the previous research by Haudi et al.[36], which also found that the variable of store environment significantly affects the purchase decision. Rusmawati & Rosyad[37] also found similar result for store atmosphere in which it affects purchase decision positively and significantly. Similarly, Solihin et al.[38] found that store atmosphere has significant influence on purchase intention that leads to purchase decision.

Furthermore, sales promotion shows significant partial effect on consumer purchase decision in Home Smart Medan. This is in line with the statement from Helmi et al.[39], which also claim that besides for information sharing and brand exposure, sales promotion is also purposed to affect the purchase decision. In addition, it is also supported by the finding in the previous research by Haudi et al.[36] and Yaputra[40]found the same significance of sales promotion in affecting consumer purchase decision. Similarly, Aquino et al.[41] found that sales promotion tools play a major role in affecting purchase decision. Yusuf & Sunarsi[42] also found that promotion has a significant effect on purchase decision.

The result of the conducted F-test shows that social media marketing, store environment, and sales promotion have positive significant effects on purchase decision at Home Smart Medan. This result is in line with the statement from Hanaysha[18], which mentioned that social media marketing, store environment, and sales promotion, along with other factors, such as corporate social responsibility and perceived value, have significant roles in affecting consumers' purchase decision. It is also supported by the finding by Yaputra[40], who found that social media marketing, store environment, sales promotion, and perceived value simultaneously affect the purchase decision.

### 4. CONCLUSION

Based on the results of the research and discussion, it is concluded that the consumer purchase decision in Home Smart Medan is influenced by social media marketing, store environment, and sales promotion where the amount of all these factors is 63.1% and the rest is influenced by other factors out of the regression model. Social media marketing ($X_1$) has a positive significant effect on consumer purchase decision in Home Smart Medan. This means improvement in the social media marketing will better affect customers in making decision to purchase a product in Home Smart Medan. It is found to be effective in

increasing exposure about new products and promotions that were occurring at the moment. Store environment ($X_2$) has a positive significant effect on consumer purchase decision in Home Smart Medan. This is because the store environment is crucial in creating comfort in shopping that leads to a better decision making. Sales promotion ($X_3$) has a positive significant effect on consumer purchase decision in Home Smart Medan. This result is based on the positive reaction and interest by respondents towards promotions held in Home Smart Medan, especially instantaneous monetary reward.

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