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THE ROLE OF SOCIAL MEDIA IN SHAPING CONSUMER PURCHASING DECISIONS AT SMES IN MATARAM CITY: A QUALITATIVE STUDY

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ABSTRACT

Social media has become one of the most widely used channels for consumers to obtain product information and make purchases, including products from Micro, Small, and Medium Enterprises (MSMEs). This study aims to analyze the role of social media in shaping consumer behavior toward MSME products in Mataram City. This study employs a descriptive qualitative approach. Data were collected through open-ended questionnaires distributed to 30 MSME consumers in Mataram City who actively use social media and have purchased MSME products based on information obtained through social media. Data were analyzed using thematic analysis through the processes of coding, categorization, and theme formation. The results revealed four main themes: (1) social media as a source of information regarding MSME products, (2) the credibility of promotions and consumer testimonials, (3) the role of social media in purchase decisions, and (4) post-purchase consumer experiences. Social media helps consumers obtain information about products, prices, promotions, and product quality before making a purchase. Additionally, customer reviews and testimonials play a role in building consumer trust in SME products. Purchase decisions are influenced by product visuals, price, product quality, promotions, and customer reviews available on social media. In the post-purchase stage, some consumers experience a mismatch between the expectations formed through social media and the condition of the product received. This study concludes that social media plays a significant role in shaping consumer behavior, ranging from information search, trust formation, purchase decision-making, to post-purchase evaluation of MSME products in Mataram City.

Keywords: *Social-Media, Consumer Behavior, Purchase Decisions, SMEs.*

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INTRODUCTION

Advances in information and communication technology in the digital age have transformed the way people obtain information, interact, and engage in consumer activities. Social media platforms such as Instagram, Facebook, TikTok, and WhatsApp are no longer used merely as communication tools, but have also become spaces for businesses to introduce products, build relationships with consumers, and share information related to the products and services they offer. These developments have also driven changes in how consumers search for information, evaluate options, and make purchasing decisions (Ar-Rasyid *et al*., 2023; Kotler & Keller, 2016).

Social media has become one of the primary sources of information that consumers use before making a purchase. Through social media, consumers can obtain information about products via photos, videos, customer reviews, testimonials, and other users' experiences. Indriyani and Suri (2020) explain that social media plays a role in the process from information search to purchase decision because consumers utilize the various available information as considerations before buying a product. In addition to serving as a means of obtaining information, social media also provides a space for consumers to compare various product alternatives offered by businesses (Indriyani & Suri, 2020; Schiffman & Wisenblit, 2019).

In the world of MSMEs, many exciting opportunities can be leveraged collectively to support the growth of small businesses, create a warmer and more inspiring atmosphere, facilitate access, and enable business owners to interact directly with consumers. Zuliawati et al. (2024) explain that social media provides business owners with the opportunity to convey product information through various forms of engaging content, thereby helping consumers become familiar with the products being offered. Through social media, consumers not only receive information from business owners but also gain insights from reviews, comments, and the experiences of other consumers, which can shape their perceptions and level of trust in a product. (Tuten & Solomon, 2021; Zuliawati *et al*., 2024)

Mataram City, as one of the economic hubs in West Nusa Tenggara Province, has seen rapid growth in its MSMEs. According to data from the Mataram City Department of Industry, Cooperatives, and SMEs published on the Satu Data Kota Mataram portal in 2025, there are 4,852 registered SMEs. This number continues to rise from the previous year, when there were 4,184 SMEs in 2024 (Mataram City

Department of Industry, Cooperatives, and SMEs, 2025). SMEs in Mataram continue to grow and are spread across various business sectors, such as food and beverage, retail, services, and handicrafts. This situation indicates that SMEs play a vital role in regional economic growth, necessitating marketing strategies capable of effectively reaching consumers. It also reflects the increasingly intense business competition in Mataram, meaning that business owners need to utilize various strategies to attract consumers' attention, one of which is through social media.

The increasing use of social media by SMEs in Mataram City indicates that social media has become an integral part of their marketing activities. Various forms of promotion, such as food photos, short videos, customer testimonials, discount information, and collaborations with content creators, are used to attract consumers' attention. However, although social media is widely used by SMEs, it is not yet fully understood how consumers interpret the various content they see, how they build trust in the information presented, how they compare available alternatives, and how social media influences their purchasing decisions. (Febrian et al., 2025).

Various previous studies have shown that social media is linked to consumer purchasing decisions. Zhafir et al. (2023) found that social media marketing activities are associated with consumer purchasing decisions regarding online food ordering services. Research by Zuliawati et al. (2024) also indicates that social media content and interactions by businesses play a crucial role in shaping consumer interest. However, most of these studies employ a quantitative approach focused on relationships between variables, thus failing to provide an in-depth understanding of consumers' experiences, perceptions, and considerations when using social media in the purchasing decision-making process (Zhafir et al., 2023; Zuliawati et al., 2024).

Most previous studies on social media and purchasing decisions have relied on quantitative approaches that focus on relationships between variables. These studies have not yet provided much insight into how consumers use social media to search for product information, assess the credibility of promotions and testimonials, and form purchasing decisions. Furthermore, research specifically examining SME consumers in Mataram City remains relatively limited, making it necessary to conduct a study capable of providing a more in-depth understanding of the consumer experience.

Based on previous findings, there are three research gaps that form the basis for this study. First, methodologically, research on social media and purchasing decisions is still dominated by quantitative approaches. Second, empirically, studies

on MSME consumers in Mataram City remain relatively limited. Third, substantively, the process of trust formation, the evaluation of promotions and testimonials, and consumers' experiences in using social media as a source of information prior to making a purchase have not been thoroughly explored.

The study was prompted by the fact that, although MSMEs in Mataram City have been using social media as a promotional and marketing tool, there is still a lack of in-depth understanding of how consumers use social media to search for product information, assess the credibility of promotions and testimonials, and how social media influences the purchasing decision-making process and the consumer experience following the purchase of MSME products.

Therefore, the research questions in this study are: (1) how consumers use social media to search for information about MSME products, (2) how consumers assess the credibility of promotions and testimonials, (3) how social media plays a role in the purchasing decision-making process, and (4) what consumers' experiences are after purchasing MSME products through social media.

Based on the research question, the objective of this study is to conduct a qualitative analysis of consumer experiences in using social media during the stages of information search, evaluation of alternatives, trust building, purchase decision-making, and post-purchase behavior regarding MSMEs in Mataram City. This study is expected to provide theoretical, practical, and policy benefits. Theoretically, this study can enrich marketing knowledge regarding consumer behavior in the digital era. Practically, this study can serve as input for MSME actors in Mataram City in developing more effective social media content strategies. In terms of policy, the results of this study can serve as material for consideration by the Mataram City Office of Industry, Cooperatives, and MSMEs in formulating empowerment programs and digital marketing training for MSME actors.

LITERATURE REVIEW

1. Social Media as a Source of Consumer Information

Social media has become one of the main sources of information for consumers before making a purchase (Erdiansyah et al., 2024; Kotler & Keller, 2016). Consumers can quickly and easily access information about products, prices, quality, and other

customers' experiences. Social media allows consumers to interact directly, share experiences, and get recommendations from other users, helping them understand and evaluate products before making a purchase (Erdiansyah et al., 2024; Kotler & Keller, 2016). In this study, the concept of social media as a source of information was used to analyze how consumers obtain information about MSME products in Mataram before making a purchase.

2. Promotional Content and Visual Appeal

Promotional content presented through social media is a key factor in capturing consumers' attention. Product visualizations such as photos, videos, graphic designs, or other creative content help consumers gain a clearer picture of the product. Marwan Asri (1991), as cited in Ehyani (2022), states that one of the fundamental goals of promotion is persuasion: convincing potential consumers to purchase the goods or services being offered. Content that is informative, engaging, and easy to understand can encourage consumers to seek further information and consider the product during the purchasing process. This phenomenon was also observed among our respondents. Most expressed an interest in purchasing when they saw attractive promotional visuals. This study employs the concepts of digital promotion and visual content to understand how product presentation, promotional design, and the delivery of information via social media influence consumer interest in MSME products in Mataram.

3. Reviews, Testimonials, and Building Consumer Trust

Consumer trust is a key factor in social media transactions. Consumers typically look for reviews or testimonials from previous customers to assess product quality and seller credibility. Online customer reviews are comments from previous buyers that can be used to evaluate products sold online or through third-party websites (Liu et al., 2021). Reviews and testimonials help consumers form perceptions of a product and build confidence in making a purchase.

Active interaction between sellers and consumers via social media can also build trust, for example, through prompt responses to consumer questions or complaints. Therefore, attractive promotions alone are not enough to drive purchasing decisions if they are not supported by social proof in the form of other consumers' experiences. The concepts of e-WOM and consumer trust in this study are used to

analyze how comments, reviews, testimonials, and seller interactions influence consumers' confidence in MSME products in Mataram City.

4. SMEs and Digital Marketing

SMEs use social media as a marketing tool because of its relatively low cost and wide reach. Digital marketing is a form of direct marketing that connects consumers with sellers electronically using interactive technologies such as email, websites, social media and newsgroups, interactive television, mobile communications, and so on (Kotler & Amstrong, 2018). In this study, the concept of digital marketing is used to understand how social media is utilized as a marketing communication medium that enables consumers to become familiar with SME products in Mataram City and ultimately make purchasing decisions.

5. Consumer Purchase Decisions

A purchase decision is the process consumers go through to select a product they believe meets their needs and desires. In the digital age, purchase decisions are influenced by information obtained through social media, reviews, and relevant promotions. Consumers tend to search for information, compare product alternatives, and evaluate various factors before making a purchase. Social media serves as one of the key tools consumers use in this process (Schiffman & Wisenblit, 2019; Kotler & Keller, 2016). The concept of the purchasing decision is used to understand the factors consumers consider when deciding to purchase SME products after obtaining information through social media.

6. Model of the Consumer Purchase Decision Process

(Kotler & Amstrong, 2018) In *Principles of Marketing* outline the consumer decision-making process as consisting of five main stages:

a. Recognition of a need (problem recognition): Consumers realize they have a need or desire that needs to be fulfilled.
b. Information search: Consumers seek information about products through various sources, including social media.
c. Evaluation of alternatives: Consumers compare several product options based on the information they have obtained.

d. Purchase decision: Consumers decide which product to buy after considering various alternatives.
e. Post-purchase behavior: Consumers evaluate their experience using the product, including satisfaction, likelihood of repurchase, and recommendations to others.

The purchase decision-making model serves as a foundation for understanding how social media influences each stage of the consumer's purchase decision-making process. Through this model, it is possible to analyze how consumers search for information about SME products, evaluate various alternatives, build trust through reviews and testimonials, make purchase decisions, and assess their post-purchase experience.

RESEARCH METHOD

This study employs a descriptive qualitative approach to understand the role of social media in the consumer decision-making process regarding MSMEs in Mataram City. This approach is used to explore consumers' experiences, perceptions, and considerations regarding their use of social media as a source of information before making a purchase (Erdiansyah et al., 2024; Kotler & Keller, 2016). Research informants were selected using purposive sampling, with the criteria being consumers residing in Mataram City who actively use social media and who have purchased MSME products after obtaining information through social media. Respondents were recruited through the distribution of open-ended questionnaires. Data were collected through an open-ended questionnaire distributed to respondents.

The questions were designed to explore respondents' experiences in searching for information about MSME products, assessing promotions and consumer testimonials, considering purchases, and evaluating their post-purchase experiences. Data was analyzed using thematic analysis through the stages of reading all respondent answers, coding, grouping codes into categories, forming themes, and interpreting the research findings. Data validity was ensured through source triangulation by comparing responses from participants with different demographic backgrounds, including age, gender, and social media platforms used. The consistency of information regarding product information search, customer reviews,

promotional credibility, purchasing considerations, and post-purchase experiences was examined across respondents. This approach helped strengthen the credibility and trustworthiness of the findings.

Table 1. Questionnaire Respondents

Informant Code	Age (Years)	Gender	Platforms Used
Q1	17-20	Women	TikTok
Q2	17-20	Man	Others
Q3	17-20	Women	TikTok
Q4	21-25	Women	TikTok
Q5	17-20	Women	TikTok
Q6	21-25	Women	TikTok
Q7	17-20	Women	Instagram
Q8	21-25	Women	Instagram
Q9	21-25	Women	TikTok
Q10	21-25	Man	Instagram
Q11	21-25	Women	Instagram
Q12	21-25	Man	TikTok
Q13	21-25	Man	WhatsApp
Q14	21-25	Man	WhatsApp
Q15	21-25	Women	Instagram
Q16	26-30	Women	WhatsApp
Q17	21-25	Man	WhatsApp
Q18	17-20	Women	Instagram
Q19	21-25	Women	TikTok
Q20	21-25	Man	Instagram
Q21	21-25	Women	WhatsApp
Q22	21-25	Man	Instagram
Q23	21-25	Man	WhatsApp
Q24	17-20	Man	Instagram
Q25	17-20	Man	Instagram
Q26	17-20	Man	Instagram
Q27	21-25	Man	WhatsApp
Q28	17-20	Man	WhatsApp
Q29	17-20	Man	WhatsApp
Q30	>30	Women	Instagram

Source: Primary data processed in 2026

Table 2. Respondents Who Served as the Primary Sources of Quotes.

Code	Age Range	Gender	Residence	Platform	Reasons for Selection	Data Types
Q3	17-20	Woman	Mataram	TikTok	Actively seeking information and considering purchasing products from MSMEs via TikTok.	Questionnaire
Q4	21-25	Woman	Mataram	TikTok	Have you ever bought a product from a small and medium-sized enterprise after seeing promotions and reviews on social media?	Questionnaire
Q5	17-20	Woman	Mataram	TikTok	Using TikTok to look up information about SME products before making a purchase.	Questionnaire
Q6	21-25	Woman	Mataram	TikTok	Actively consider customer reviews and comments when making a purchase.	Questionnaire
Q7	17-20	Woman	Mataram	Instagram	Using Instagram to view product information and customer reviews for small and medium-sized businesses.	Questionnaire
Q8	21-25	Woman	Mataram	Instagram	Actively purchase MSME products promoted on social media.	Questionnaire
Q13	21-25	Man	Mataram	WhatsApp	Have you ever discovered and purchased MSME products based on information found on social media?	Questionnaire
Q14	21-25	Man	Mataram	WhatsApp	Have experience purchasing MSME products after	Questionnaire

					obtaining information online.	
Q18	17-20	Woman	Mataram	Instagram	Actively uses social media to assess product quality through reviews and product content.	Questionnaire
Q20	21-25	Man	Mataram	Instagram	Have you ever purchased products from small and medium-sized enterprises based on content posted on social media?	Questionnaire
Q21	21-25	Woman	Mataram	WhatsApp	Interested in purchasing MSME products because of promotions featured on social media.	Questionnaire
Q22	21-25	Man	Mataram	Instagram	Actively accesses SME content on social media as a source of product information.	Questionnaire
Q23	21-25	Man	Mataram	WhatsApp	Reviews photos, videos, and product information on social media before purchasing products from small and medium-sized enterprises.	Questionnaire

Source: Primary data processed in 2026

Table 3. Coding Process and Data Categories

Theme/Category	Subcategory	Summary of Findings	Quote	Code	Interpretation
Social Media as a Source of Information on MSME Products	Product information	Participants consistently reported that social media serves as their primary source of information when exploring MSME products before making a purchase.	"Product listings, MSME locations, and prices."	Q5	Social media has become the primary source of information about MSME products.

	Customer Reviews	Most participants emphasized the importance of customer reviews, comments, and testimonials when assessing MSME products.	"Because there are direct reviews in the comments section."	Q6	Customer reviews build trust in a product.
	Product details and promotions	Promotional information and product details are of interest to consumers	“Discounts, free shipping, customer reviews, and product details.”	Q4	Comprehensive information helps consumers evaluate products.
Credibility of Promotions and Customer Testimonials	Engaging promotional content	Digital promotions can capture attention and spark curiosity.	"Products promoted on social media are more appealing and intriguing."	Q8	Promotional content plays a role in boosting consumer interest.
	Product visuals	Product photos and videos influence consumer interest	"I am more interested in MSME products when the content is visually attractive, provides clear product information, and is presented creatively. Such content makes me curious and encourages me to learn more about the product	Q22	This response indicates that social media expands consumers' access to information about local MSME products. Beyond functioning as a promotional platform, social media

			before making a purchase."		enables consumers to discover new products and businesses that may have limited visibility through traditional marketing channels.
	Content appeal	Social media content is a key factor in driving interest in products	"The content is very important to me. When a product is presented with attractive photos, clear descriptions, and positive interactions in the comments section, I become more interested in learning about the product and eventually purchasing it."	Q20	Creative content influences consumer attention.
	Sales promotion	The promotions offered are a draw for consumers	"Promotions such as discounts, free shipping, and limited-time offers	Q21	Promotional programs can stimulate purchasing interest

			often attract my attention and encourage me to consider buying products that I had not previously planned to purchase."		
The Role of Social Media in Purchasing Decisions	Recommendations and references	Consumers look for recommendations before buying a product.	“I need advice or recommendations from others to help me decide whether to buy.”	Q5	Consumers research information before making a decision.
	The impact of comments	Consumers check other buyers' reviews to ensure the product's quality.	“I always check other customers’ comments on social media.”	Q8	Customer reviews serve as a source of social validation.
	The Impact of Visual Quality	An attractive product display boosts purchasing interest.	"Products that are attractively packaged or displayed can increase the desire to buy."	Q3	Product visuals influence consumer perception and interest.
	Proof of product quality	Consumers view reviews as proof of a product's quality.	"Yes, because it serves as tangible proof of the product's quality."	Q18	Reviews help reduce uncertainty before making a purchase.
	The appeal of photos	Product photos and videos influence	"It makes a difference because if	Q23	Visual content influence

	and videos	purchasing interest.	the product photos or videos are good, viewers will be interested."		s purchasing decisions.
Post-Purchase Customer Experience	Introduction to MSME Products	Social media helps consumers find products from local small and medium-sized enterprises.	"Social media really helps me discover local MSME products that I would not have known about otherwise. Through Instagram and TikTok, I can find unique products, promotions, and recommendations that are not easily available through conventional sources."	Q13	This response indicates that social media expands consumers' access to information about local MSME products. Beyond functioning as a promotional platform, social media enables consumers to discover new products and businesses that may have limited visibility through traditional marketing channels.
	Easy access to information	Consumers can more easily find out where MSME products	"Yes, social media makes it much	Q18	This response suggests that

		are available.	easier for me to find information about MSME products. I can quickly access product details, prices, locations, and customer reviews without having to visit the store directly."		social media improves information accessibility by allowing consumers to obtain product-related information efficiently and conveniently.
	Digital communication	Social media makes it easier for consumers to find information about MSME products.	"Yes, social media makes it much easier for me to find information about MSME products. I can quickly access product details, prices, locations, and customer reviews without having to visit the store directly."	Q14	This finding indicates that social media facilitates two-way communication between consumers and MSME owners, thereby supporting the purchasing decision process.
Consumer Purchase Decisions	Purchasing considerations	Consumers consider a product's appearance, reviews, and price before	"First, the product's appearance in the post; second, buyer	Q7	Purchasing decisions are influenced by

		making a purchase.	reviews; third, the price."		visual, social, and economic factors.
	The impact of reviews	Customer reviews are a key factor in purchasing decisions.	"Before deciding to buy a product, I always pay attention to reviews from other customers. Their experiences help me understand the quality of the product, whether it matches the description provided by the seller, and whether the product is worth purchasing. "	Q13	This response indicates that consumer reviews serve as an important source of information and trust. Consumers rely on the experiences of previous buyers to reduce uncertainty and evaluate product quality before making purchasing decisions .
	Product quality	Product quality and reviews are key factors in making a purchase.	"Before purchasing MSME products, I always consider product quality and customer reviews. Reviews help me understand	Q18	Consumers evaluate product quality before making a purchase.

			whether the product matches consumer expectations and whether the seller is trustworthy. "		
	The impact of content	Social media content is a factor that influences purchasing decisions.	"The content shared on social media greatly influences my interest in a product. Attractive visuals, clear product descriptions, and informative posts help me understand the product better and increase my confidence in making a purchase."	Q20	This response indicates that content quality plays an important role in influencing consumer interest and purchasing decisions. Consumers tend to be attracted to content that is visually appealing, informative, and capable of clearly communicating product value.

Source: Primary data processed in 2026

RESULTS AND DISCUSSION

Based on the analysis of responses from 30 participants, four main themes emerged that illustrate the role of social media in shaping consumer purchasing decisions regarding MSMEs in Mataram City, namely: (1) social media as a source of information about MSME products, (2) the credibility of promotions and consumer testimonials, (3) the role of social media in purchasing decisions, and (4) the post-purchase experience.

1. Social Media as a Source of Information on MSME Products

The dominance of social media as an information source reflects the increasing digitalization of consumer behavior in Mataram City. Consumers prefer social media because it provides instant access to product information, customer reviews, and promotional content in a single platform. This finding supports Kotler and Keller's consumer decision-making model, which emphasizes information search as an essential stage before purchasing decisions.

Q5: "Product appearance, MSME location, and price."
Q4: "Discounts, free shipping, customer reviews, and product details."
Q13: "It really helps to find hidden gems."

The findings indicate that social media makes it easier for consumers to quickly and easily obtain information about MSME products before making a purchase.

2. Credibility of Promotions and Customer Testimonials

The importance of reviews and testimonials demonstrates the growing influence of electronic word of mouth (e-WOM) in shaping consumer trust. In the context of MSMEs, where consumers often have limited prior knowledge about products, customer reviews help reduce uncertainty and perceived risk before purchase decisions are made.

Q6: "Because there are direct reviews in the comments section."
Q8: "I always check other customers' comments on social media."
Q18: "Yes, because it serves as tangible proof of the product's quality."

Q3: "Yes, because the reviews provide an indication of the quality of the product you're going to buy."

This finding is consistent with Tuten and Solomon (2021), who argue that peer-generated content significantly affects consumer perceptions and purchasing behavior in digital environments.

3. The Role of Social Media in Purchasing Decisions

The results of the study show that consumers' purchasing decisions are influenced by various types of information available on social media, such as product visuals, price, product quality, promotions, and other consumers' experiences.

Q7: "First, the product’s appearance in the post; second, buyer reviews; and third, a price that’s within my budget."
Q13: "Other people's reviews of the product."
Q18: "Quality and reviews."
Q20: "The content."

The findings suggest that purchasing decisions are influenced by a combination of informational and persuasive elements available on social media. Consumers evaluate product quality, pricing, reviews, and promotional offers simultaneously before making decisions. This indicates that social media functions not only as a communication channel but also as a decision-support platform.

4. Post-Purchase Customer Experience

The results of the study show that after making a purchase, consumers evaluate the product they receive by comparing its condition with the information they obtained through social media.

Q7: "The item I received didn't meet my expectations; the taste was unclear, and the quality was poor by the time it arrived."
Q8: "Sometimes it doesn't live up to expectations."
Q3: "The shape does not match what was advertised (change in shape) and the taste does not meet expectations."

Q14: "Does not match the review."

The findings indicate that some consumers experience a mismatch between the expectations formed through social media and the condition of the product they receive after purchase.

Discussion

1. Social Media as a Source of Information on MSME Products

The findings demonstrate that social media has become an essential part of consumers' information-search process before purchasing MSME products in Mataram City. This phenomenon occurs because social media provides easy and immediate access to product information, including prices, locations, promotions, and customer experiences. In a highly competitive MSME environment, consumers prefer digital platforms because they allow them to compare various product alternatives efficiently without visiting physical stores. This finding supports the consumer decision-making model proposed by Kotler and Keller (2016), which identifies information search as a crucial stage before purchase decisions are made. Furthermore, social media increases the visibility of local MSMEs and enables consumers to discover products that may not be widely known through conventional marketing channels.

2. Credibility of Promotions and Customer Testimonials

The importance of reviews, comments, and testimonials indicates that consumer trust is increasingly influenced by information generated by other consumers rather than by promotional messages created by businesses. In the context of MSMEs, where consumers may have limited prior knowledge of products, customer reviews function as a mechanism for reducing uncertainty and perceived risk. Positive testimonials strengthen product credibility, whereas negative experiences can discourage potential buyers. These findings support the concept of electronic word of mouth (e-WOM), which emphasizes the role of digital consumer interactions in shaping perceptions and purchase intentions (Tuten & Solomon, 2021). Therefore, maintaining positive customer experiences is essential for MSMEs seeking to build long-term trust through social media.

3. The Role of Social Media in Purchasing Decisions

The findings suggest that purchasing decisions are influenced by a combination of informational and persuasive elements available on social media. Consumers do not rely on a single factor but simultaneously evaluate product quality, price, visual presentation, promotional offers, and customer reviews before making a decision. This behavior reflects the evaluation-of-alternatives stage in the consumer decision-making process, where consumers compare available options and select products that best meet their needs. The results also indicate that social media functions not only as a marketing communication tool but also as a decision-support platform that helps consumers assess product value and reduce decision uncertainty.

4. Post-Purchase Customer Experience

The discrepancy reported by some consumers between online information and the actual products received highlights a significant challenge for MSMEs in Mataram City. Although attractive promotional content can successfully attract consumer attention, unrealistic product representations may create expectations that cannot be fulfilled. According to post-purchase behavior theory (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019), consumers evaluate products by comparing perceived performance with prior expectations. When products fail to meet expectations, dissatisfaction emerges and may negatively affect future purchasing intentions and trust in the business. Consequently, MSMEs should ensure that promotional content accurately reflects product quality and characteristics to maintain customer satisfaction and strengthen long-term consumer relationships.

CONCLUSION AND SUGGESTION

A. Conclusion

This study shows that social media has a strong influence on consumer behavior regarding the purchase of MSME products in Mataram City. Consumers use social media as a source of information to learn about products, obtain information on prices, promotions, and product quality, and seek references before making a purchase. The ease of accessing information available through social media helps

consumers consider various MSME product options that suit their needs. In addition to serving as a source of information, social media also plays a role in building consumer trust through reviews, comments, and testimonials from other customers. Information shared by social media users is a key factor influencing consumers' perceptions of the quality and credibility of SME products. Customer reviews provide insights into product usage experiences, thereby helping consumers reduce uncertainty before making a purchase.

The research findings also indicate that consumer purchasing decisions are influenced by various elements presented on social media, such as product visuals, price, product quality, promotional content, and customer reviews. These factors form the basis of consumers' considerations when evaluating products and making purchasing decisions. In the post-purchase stage, consumers assess the product they receive by comparing it with the information they previously obtained through social media. When the received product meets expectations, consumers tend to feel satisfied. Conversely, a mismatch between the information presented and the actual condition of the product can lead to consumer dissatisfaction. Therefore, the alignment between promotions conducted via social media and the quality of the received product is a critical factor in creating a positive purchasing experience for MSME consumers.

B. Suggestion

Based on the results and discussion of this study, there are several suggestions that can be considered to strengthen this research. Theoretically, researchers could incorporate a more specific theoretical framework, such as the Theory of Planned Behavior (TPB) or customer satisfaction theory, to deepen the analysis of the post-purchase stage. Methodologically, the study should be supplemented with data triangulation techniques and a more detailed explanation of informant criteria to strengthen the research's validity. Practically, the findings that confirm a mismatch between social media promotions and the products received indicate that SME operators need to ensure the accuracy of the information presented, manage consumer expectations through honest descriptions, and actively respond to negative reviews to build trust. For future research, it may be worthwhile to examine differences in perceptions based on consumer age or gender, investigate specific social media platforms in greater depth, or use a mixed-methods approach to obtain a more comprehensive picture of consumer behavior toward SME products in Mataram City.

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