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MARKETING STRATEGY IN IMPROVING PURCHASE DECISIONS IN SYIFA HYDROPONIC FARMING BUSINESS IN MEDAN CITY

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Abstract. This study aims to analyze marketing strategies in hydroponic farming businesses, focusing on the impact of price, social media, attitudes, and subjective norms on purchasing decisions, with purchase intention serving as an intervening variable. Grounded in the Theory of Reasoned Action (TRA), the research employs a quantitative methodology, utilizing Structural Equation Modeling Partial Least Square (SEM-PLS) for data analysis. The study was conducted at Syifa Hidroponik, a hydroponic company located in Medan, Indonesia. A Simple Random Sampling technique was used to select 109 participants. The findings reveal that price positively influences purchase intention, suggesting that consumers are more inclined to buy when they perceive the pricing as favorable. This aligns with previous research indicating that competitive pricing can enhance purchase intentions. Social media also exerts a positive effect on purchase intention, highlighting the role of platforms like Instagram and Facebook in shaping consumer behavior. This is consistent with studies demonstrating the effectiveness of social media in promoting products and engaging customers. Attitude and subjective norms were found to positively influence purchase intention as well, indicating that personal beliefs and perceived social pressures significantly impact consumers' intentions to purchase hydroponic products. Finally, purchase intention positively affects actual purchasing decisions, confirming the mediating role of purchase intention in the relationship between the studied variables and purchasing behavior. These insights suggest that hydroponic businesses should consider competitive pricing strategies and leverage social media platforms to enhance consumer attitudes and align with societal norms, thereby boosting purchase intentions and actual sales.

Keywords: price, social media, attitude, subjectve norms, purchase intentions, purchasing decisions

I. INTRODUCTION

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Hydroponics is a method of cultivating plants without using soil media. The term "hydroponics" comes from Greek, consisting of the words "hydro" which means water, and "ponos" which means work or effort. Literally, hydroponics means "operating with water". This term was introduced by Dr. William Frederick Gericke in 1937 to refer to the method of growing plants without soil, but using nutrient-enriched water as a growth medium (Sutanto, 2015).

However, in accordance with the latest technological advances, hydroponics is applied to plant growth by regulating nutrients according to their specific needs. Nutrient solutions or nutrients as a source of water and minerals are crucial factors for the growth and quality of plant yields in hydroponic cultivation. The use of nutrient solutions in hydroponic plants must consider their type and requires proper control. The mismatch of nutrient levels with plant needs causes stunted plant growth, characterized by stunted size, yellowing, and leaf drop. Hydroponics is becoming increasingly popular as an urban agricultural solution to overcome the problem of land and water resource shortages (Indrawati, 2012).

Hydroponics has attracted the attention of researchers and agricultural practitioners due to its efficiency in resource use. The hydroponic approach in agriculture eliminates dependence on large areas of land and replaces it with a more efficient water-based system. In addition, hydroponic technology allows better control over environmental factors such as nutrients, humidity, quality and abundant production, protection from pests and diseases, the ability to be applied sustainably regardless of the season, and soil pH. The use of hydroponics also opens up opportunities to develop vertical farming where plants can be planted in tiered layers. This provides the potential to increase food production in limited land and provides a solution to food security problems in densely populated areas (Waluyo et al., 2021). The use of hydroponic technology in Indonesia has experienced significant development. History records that hydroponic technology was introduced in Indonesia in the 1970s and began to develop industrially in 1982. Since then, this

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technology has become a major focus in the development of the agricultural sector in Indonesia (Subandi et al., 2020). The development of hydroponic agriculture in Indonesia, especially for vegetable crops, shows bright prospects. The use of hydroponic technology in Indonesia has opened up new opportunities in the development of the agricultural sector, making a significant contribution to food sustainability and the country's economic growth. This certainly makes hydroponic farming a very profitable business opportunity. Hydroponic plant cultivation has various advantages, one of which is the use of less water, up to 90% compared to conventional farming and does not require soil at all, so it can be applied in areas with less fertile soil or even indoors. Plants with hydroponic techniques often grow faster because nutrients are directly absorbed by the roots. (Lorian, 2023).

The development of hydroponics in Indonesia can meet domestic needs and capture export opportunities. An efficient hydroponic system can produce high-quality crops consistently throughout the year, without being affected by seasonal changes. Plants produced through hydroponic cultivation have premium quality and are healthier than plants grown conventionally. Plants produced through hydroponic cultivation do not contain pesticides and chemicals that are harmful to human health. Therefore, hydroponics not only provides innovative solutions in modern agriculture, but also opens up new sustainable economic opportunities. (Sayekti, 2023).

The Indonesian hydroponic product market has experienced significant growth in recent years, along with increasing consumer knowledge about health, the dangers of pesticides for consumption, and sustainable environmental issues. This has made the demand for hydroponic vegetables increasingly popular with the public. Hydroponic plant cultivation has various advantages, one of which is the use of less water, up to 90% compared to conventional farming and does not require soil at all, so it can be applied in areas with less fertile soil or even indoors. Plants with hydroponic techniques often grow faster because nutrients are directly absorbed by the roots (Umar et al., 2018). Hydroponic farming also has several problems, including the initial investment for the hydroponic system is quite high compared to conventional farming, so this makes the selling price of hydroponic vegetable products higher than conventional vegetables because the production costs are more expensive. This will certainly be an obstacle for consumers who are sensitive to price, eventually becoming a new problem when hydroponics begins to be distributed to traditional markets. Utilization of social media, product exhibitions, and collaboration with restaurants or modern markets can help increase product visibility. An effective marketing strategy must include the use of creative and informative content and active interaction with consumers (Widiati et al., 2024). Marketing hydroponic products in Indonesia requires an effective strategy to reach various market segments, from household consumers to culinary businesses and supermarkets. A crucial marketing strategy is the marketing mix. The marketing mix includes a combination of marketing elements consisting of product, price, place, and promotion, known as the 4Ps (Product, Price, Place, Promotion). The marketing mix provides justification for consumers to buy a product. This marketing strategy includes various tactics designed to influence consumers (Artana & Sujianto, 2019).

Medan City is one of the metropolitan cities in Indonesia with high population growth and density, and has significant potential in business development, including hydroponic farming. Medan City has implemented the concept of vertical farming in a number of tall buildings, including in shopping centers. The production from this garden is used for domestic consumption. Urban commercial farming is established for the purpose of profitability και can be combined with a 'commercial kitchen' to produce

value-added food and market the products to farmers' markets and restaurants. Hydroponic farming has emerged as an innovative solution to address the challenges of agricultural land conversion in urban areas. (Garcia, 2022). Syifa Hydroponics is a micro, small, and medium enterprise (MSME) engaged in hydroponic farming. Syifa Hydroponics was founded by Ir. Suardi Raden in 2014 and is located at Jalan Bromo Lorong Amal No.11, Tegal Sari III, Medan Area District, Medan City, North Sumatra. Syifa Hydroponics provides various raw materials for hydroponic plant cultivation, hydroponic plant consultation services, and distributes various processed products from hydroponic cultivation. This business started from the hobby of a husband and wife who cultivated plants around their residence by utilizing used goods that were still functional to meet their household vegetable needs. Syifa Hydroponics provides various equipment and products related to hydroponic cultivation. Syifa Hydroponics also innovates by marketing various plant products. The first derivative product offered by Syifa Hydroponics is vegetable nuggets.

"Syifa Hydroponics Medan is an example in the fresh vegetable industry, especially in hydroponic cultivation in Medan. The hydroponic system has proven to be an effective alternative for agriculture in areas with limited land, making it an attractive choice for farmers in the city (As'ad et al., 2024)."

Table 1Sale Vegetables Hydroponics in Syifa Hydroponics

Type Vegetables	2020 (Kg)	2021 (Kg)	2022 (Kg)	2023 (Kg)	Price (Kg)/ year
Basil	150 kg	144 kg	100kg	80kg	Rp.80.000
Sawi	360 kg	360 kg	240kg	180kg	Rp.20.000
Bayam	200 kg	150 kg	150kg	100 kg	Rp.25.000
Kangkung	150 kg	120 kg	80kg	80kg	Rp.25.000

Based on the table above, sales of hydroponic vegetables at Syifa Hydroponics decreased from 2023 to 2020. This decrease had an impact on the sales turnover of hydroponic vegetables, which of course also decreased. The decrease in vegetable sales at Syifa Hydroponics was caused by several factors, including the fairly high selling price of conventional vegetables. Where for basil vegetables grown

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conventionally, the average price (kg)/year is IDR 40,000, while mustard greens are IDR 15,000/kg, spinach IDR 20,000/kg and kale IDR 20,000/kg

Consumer decisions to buy a product offered are greatly influenced by their perceptions of the price, product, promotion, and location (marketing mix) applied by the company. There is a relationship between price and purchasing decisions. The higher the price, the lower the decision to buy tends to be. Conversely, if the price is lower, the tendency to make a purchasing decision will increase (Kotler et al., 2005).

Social media functions as a consideration factor in purchasing decisions by presenting information and news that interests consumers. Consumers who are interested in information on social media will be influenced in the decision to buy or not buy a product.

This consumer decision can also have a further impact by providing recommendations to other consumers through their social media. Research by Mileva (2018) shows that social media has a significant influence on purchasing decisions. This shows that effective and attractive social media management can improve purchasing decisions.

Based on the background that has been explained, the researcher is interested in conducting a study entitled "Marketing Strategy in Increasing Purchasing Decisions in Syifa Hydroponic Farming Business in Medan City" The selection of this title is based on the urgency to understand and develop effective marketing strategies. This analysis is expected to not only help increase sales but also expand the market share of hydroponic products. Thus, this research will make a significant contribution to creating a sustainable and profitable agricultural ecosystem, as well as helping hydroponic business actors in overcoming various marketing challenges faced. This is what underlies the development of a hydroponic vegetable business requiring an effective marketing strategy analysis to improve purchasing decisions

II. RESEARCH METHODS

This study employs a quantitative research methodology grounded in positivist philosophy, as described by Nadirah et al. (2022), aiming to test predefined hypotheses through statistical analysis of specific populations and samples. Conducted at Syifa Hidroponik, a hydroponic vegetable processing industry located at Jalan Bromo Lorong Amal No. 11, Medan, North Sumatra, the research spanned from June to December 2024. The operational definitions of variables were established to assess the relationships between factors, encompassing variables such as price, social media, attitude, subjective norms, purchase intention, and purchase decision. The study's population comprised 150 consumers of Syifa Hidroponik over a one-month period. Utilizing simple random sampling and applying Slovin's formula, a sample size of 109 respondents was determined. Data sources included primary data, obtained directly from respondents through questionnaires, and secondary data, derived from records or historical reports. Data collection methods encompassed interviews, questionnaires, and direct observation. For data analysis, the study employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS software, facilitating the identification of both direct and indirect causal relationships between observed variables and the accurate measurement of components contributing to the constructs. The measurement model (outer model) was evaluated through validity and reliability tests, ensuring that indicators met the criteria as valid and reliable measurement parameters. The structural model (inner model) assessment involved analyzing R-square values to determine the influence of independent latent variables on dependent latent variables, with R-square values of 0.75, 0.50, and 0.25 indicating strong, moderate, and weak models, respectively. Additionally, Q-square values were examined to assess the model's predictive relevance, where values greater than zero signify adequate predictive relevance. Hypothesis testing was conducted using t-statistics and probability values, with a t-statistic threshold of >1.96 and a p-value of <0.05 indicating statistical significance.

III. RESULT AND DISCUSSION

Outer Model

1. Test Validity

As for results processing data For testing test validity, is as follows :

Table 2 Test Validity

	Attitude (X3)	Price (X1)	Buying decision (Y)	Intention Buy (Z)	Social Media (X2)	Subjective Norm (X4)
A1	0.853					
A2	0.943					
A3	0.942					
A4	0.979					
A5	0.860					
H1		0.937				
H2		0.939				
H3		0.770				
H4		0.769				
KP1			0.887			
KP2			0.788			
KP3			0.890			
KP4			0.782			
KP5			0.793			
NB1				0.854		
NB2				0.987		
NB3				0.925		
NB4				0.824		
SM1					0.867	
SM2					0.881	
SM3					0.943	
SM4					0.935	
SN1						0.834
SN2						0.867
SN3						0.841
SN4						0.963
SN5						0.937

Source: data processed researcher (2024)

Based on results test validity using SMARTPLS on Table 4.1, can seen mark *loading factor* on Items statement from

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each more variables of 0.7. This shows that the instrument of each variable is declared valid.

2. *Test Reliability*

For evaluate *composite reliability* , there is two tool measuring that is *internal consistency* And cronbach's alpha. In measurement This, If mark obtained more than 0.70, then the construct is considered to have high reliability (Ghozali & Latan, 2015). The results of data processing for reliability testing are as follows:

Table 3 Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Price (X1)	0.897	1,003	0.901	0.699
Social Media (X2)	0.764	0.915	0.859	0.643
Attitude (X3)	0.953	0.976	0.963	0.841
Subjective Norm (X4)	0.848	0.914	0.887	0.634
Buying decision (Y)	0.755	0.813	0.841	0.529
Intention Buy (Z)	0.825	0.918	0.882	0.669

Source: data processed researcher (2024)

The variables of Price (X1), Social Media (X2), Attitude (X3), Subjective Norm (X4) Purchase Decision (Y), and Intention (Z) above show very consistent results with *Cronbach's Alpha values* of more than 0.70, as shown in Table 4.2 above. Therefore, the items from these variables can be used for further measurement.

Inner Model

1. R- Square

The evaluation of the inner model begins by looking at the *R-square value* for each dependent latent variable. This interpretation is similar to the interpretation in regression. Changes in *the R-square value* are used to assess the substantive influence of the independent latent variable on the dependent latent variable. *R-Square values* of 0.75, 0.50, and 0.25 indicate that the model has strong, moderate, and weak (Ghozali & Latan, 2015). As for results processing data for the *R-Square* test , is as follows:

Table 4 Results *R- Square* Test

	R- square	R-square adjusted
Decision Purchase (Y)	0.635	0.593
Intention Buy (Z)	0.599	0.565

Source :data processed by researchers (2024)

Based on the results of data processing for *R-Square* in Table 4, the *R-Square value* for Purchase Intention is 0.599, which indicates that the regression model of the influence of Price, Social Media, Attitude, and Subjective Norm on Purchase Intention has moderate strength because the *R-Square value is greater than 0.50 and less than 0.75 (0.50 <0.599 <0.75). While the R-Square* value for purchasing decisions of 0.635 which shows that the model The regression of the influence of price, social media, attitude, and subjective norm on purchasing decisions through Purchase Intention has moderate strength because the *R-Square value* is less than 0.50 and greater than 0.25 (0.25 < 0.635 < 0.50).

2. Q- Square

Q-Square measures how well the model and its parameter estimates produce the observed values. *A Q-Square value* greater than 0 shows that the model has *predictive relevance* , while *the Q-Square value* Which not enough from 0 show that model not enough have *predictive relevance* (Ghozali & Latan, 2015). As for results processing data For *Q-Square* test , is as follows:

Table 5 Results Test *Q- Square*

	SSO	SSE	Q^2 (=1- SSE/SSO)
Intention Buy (Z)	447,000	384,136	0.141
Purchase Decision (Y)	447,000	387,017	0.134
Price (X1)	484,000	484,000	
Social Media (X2)	349,000	349,000	
Attitude (X3)	484,000	484,000	
Subjective Norm (X4)	495,000	495,000	

Source: data processed researcher (2024)

Based on the results of data processing for *Q-Square* in Table 5, a *Q-Square value* greater than 0 is obtained. Where the *Q-Square value* for purchase intention is 0.134 greater than 0 (0.134> 0) which indicates that the regression model of the influence of price, social media, *attitude* , and *subjective norm* on purchase intention has *predictive relevance* . While the *Q-Square value* for purchasing decisions is 0.141 greater than 0 (0.141> 0) which indicates that the regression model of the influence of price, social media, *attitude* , and *subjective norm* on purchase decisions through purchase intention has *predictive relevance* .

3. Test Statistics

Hypothesis testing can be seen from the t-statistic value and probability value. For hypothesis testing using statistical values, at alpha 5%, the t-statistic value used is 1.696. The criteria for accepting or rejecting the hypothesis are Ha is accepted and H0 is rejected when the t-statistic > 1.696. To reject or accept the hypothesis based on probability, Ha is accepted if the value $p < 0.05$ (Ghozali & Latan, 2015). As for results processing data For hypothesis testing, is as follows:

a. Influence Direct (*Directly Effect*)

1) *Equality 1 ($Z = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \varepsilon$)*

The results of data processing for testing the hypothesis test in equation 1 are as follows:

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Table 6. Results Test Hypothesis Equality 1

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Price (X1) -> Purchase Intention (Z)	0.052	0.048	0.211	2,246	0.008
Social Media (X2) -> Purchase Intention (Z)	0.036	0.022	0.115	2,317	0.016
Attitude (X3) -> Purchase Intention (Z)	0.148	0.149	0.097	2,517	0.013
Subjective Norm (X4) -> Intention Buy (Z)	0.272	0.295	0.095	2,851	0.005

Source: data processed researcher (2024)

Based on the test results in Table 4.5, the direct influence of price, social media, *attitude* , and *subjective norms* on purchase intention can be explained as follows:

1. Influence from Price (X1) against Intention (Z). Based on the test results in Table 4.5, the regression coefficient value is 0.052 and the t-statistic value is 2.246 with a *probability value* of 0.008. The *probability value* is greater than the specified error tolerance (0.008 <0.05). This shows that Price has a positive and significant effect on Intention, so H1 is accepted.
2. The Influence of Social Media (X2) on Intention (Z). Based on the test results in Table 4.5, the regression coefficient value was obtained as 0.036 and the t-statistic value was of 2,317 with *probability* value as big as 0.016. The *probability* value is smaller than the established error tolerance (0.016 < 0.05). This shows that Social Media has a positive and significant effect on Intention, so H2 is accepted.
3. The Influence *of Attitude* (X3) on Intention (Z). Based on the test results in Table 4.5, the regression coefficient value is 0.148 and the t-statistic value is 2.517 with a *probability value* of 0.013. The *probability value* is smaller than the specified error tolerance (0.013 < 0.05). This shows that *Attitude* has a positive and significant effect on Intention, so H3 is accepted.
4. The Influence of *Subjective Norm* (X4) on Intention (Z). Based on the results testing in Table 4.5, obtained a regression coefficient value of 0.272 and a t-statistic value of 2.851 with a *probability value* of 0.005. The *probability value* is smaller than the specified error tolerance (0.005 <0.05). This shows that *Subjective Norm* has a positive and significant effect on Intention, so H4 is accepted.

2) *Equality 1 ($Y = \alpha + \beta 1Z + \varepsilon$)*

The results of data processing for testing the hypothesis test in equation 2 are as follows:

Table 7. Results Test Hypothesis Equality 2

	Original sample (O)	Sample mean (M)	Standard deviation	T statistics (|O/STDEV|	P values
Intention Buy (Z) -> Purchase Decision (Y)	0.067	0.056	0.115	2,583	0.006

Source: data processed researcher (2024)

Based on the test results in Table 4.5, the direct influence of price, social media, *attitude* , and *subjective norms* on purchasing decisions can be explained as follows:

5. The Influence of Intention (Z) on Purchasing Decision (Y). Based on the test results in Table 4.6, the regression coefficient value is 0.067 and the t-statistic value is 2.583 with a *probability value* of 0.006. The *probability value* is smaller than the specified error tolerance (0.006 <0.05). This shows that Intention has a positive and significant effect on purchasing decisions, so H9 is accepted.

1) Influence Price To Intention Buy

The results of the statistical analysis for testing the first hypothesis show that price has a positive and significant effect on purchase intention at Syifa Hidroponik, with a regression coefficient value of 0.052, t-statistic of 2.246, and a probability of 0.008 which is smaller than the error tolerance limit of 0.05, so H1 is accepted. This means that the better the price perception, the higher the consumer's purchase intention, especially if the price is considered reasonable and in accordance with the quality of the product. Syifa Hidroponik owners need to pay attention to pricing strategies in order to remain competitive in the market and attract consumer interest, especially since consumers tend to choose products based on their advantages over other similar products. The characteristics of the study respondents show that the majority are 31-35 years old and are married, where the price factor greatly influences purchasing decisions. In addition, the majority of respondents are women who generally consider price more before buying, and have a last education of S1, which shows that they tend to be more rational in assessing the appropriateness of a product's price. The results of this study are also in line with the theory of Sandy & Ernungtyas (2020), which emphasizes that price is an important factor in shaping consumer purchasing intentions, so companies must continue to maintain a competitive pricing strategy to remain relevant in the market.

2) Influence Social media To Intention Buy

The results of the statistical analysis show that social media has a positive and significant influence on purchase intention at Syifa Hidroponik, with a regression coefficient value of 0.036, a t-statistic of 2.317, and a probability of 0.016 which is smaller than the error tolerance limit of 0.05, so H2 is accepted. This means that the more active someone is in using social media such as Instagram, the more likely

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they are to be interested in buying the products they see on the platform . Social media, as a means of sharing information and social interaction, provides easy access for consumers to find, assess, and decide to purchase a product. The characteristics of the study respondents show that the majority are 31-35 years old, married, and active on social media, so promotions and reviews on the platform greatly influence purchasing decisions. In addition, the majority of respondents are women who tend to consider reviews and advertisements before buying, and have a bachelor's degree, which shows that they are more selective in assessing product quality based on promotions on social media. This finding is in line with the research of Sayekti et al. (2023) and Lestari et al. (2023), which emphasizes that social media is an important factor in increasing consumer purchasing intentions online.

3) Influence *Attitude* To Intention Buy

The results of the statistical analysis show that attitude has a positive and significant effect on purchase intention at Syifa Hidroponik, with a regression coefficient value of 0.148, a t-statistic of 2.517, and a probability of 0.013 which is smaller than the error tolerance limit of 0.05, so H3 is accepted. This means that the more positive the consumer's attitude towards a product, the higher their intention to buy. The characteristics of the respondents show that the majority are aged 31-35 years and are married, so they are more selective in choosing products consumed for their families. In addition, the majority of respondents are women who tend to consider the positive and negative aspects of a product before buying, and have a bachelor's degree, which shows that they are more rational in assessing the feasibility of the product. This finding is in line with Ajzen's TRA theory, which states that attitude is an important factor in predicting human behavior. Research by Mranani & Lastianti (2022) also supports these results, showing that consumers' positive attitudes towards healthy food products can increase their purchase intentions, because it reflects their awareness and knowledge of the importance of consuming healthy foods.

4) Influence *Subjective Norm* To Intention Buy

The results of the statistical analysis show that subjective norms have a positive and significant influence on purchase intention at Syifa Hidroponik, with a regression coefficient value of 0.272, t- statistics of 2.851, and a probability of 0.005 which is smaller than the error tolerance limit of 0.05, so H4 is accepted. This means that external factors such as family, friends, and colleagues play a role in shaping consumer purchase intentions, where input from the social environment can influence decisions by up to 45%. Subjective norms are also influenced by cultural factors, where in collective societies such as Muslim culture, individuals are more likely to consider social norms in decision making compared to individualistic societies that prioritize personal interests. Previous studies have also shown that subjective norms act as predictors of purchase intentions, with a strong influence from social and cultural factors, such as religion and social relationships, which also determine consumer behavior in making purchases.

5) Influence Intention Buy To Decision Purchase

The results of the statistical analysis show that intention has a positive and significant influence on purchasing decisions at Syifa Hidroponik, with a regression coefficient value of 0.067, t-statistic 2.583, and a probability of 0.006 which is smaller than the error tolerance limit of 0.05, so H9 is accepted. This shows that the higher the consumer's purchase intention, the more likely they are to buy the product. According to Mranani & Lastianti (2022), purchase interest is a stage of tendency before consumers actually decide to buy, which can be influenced by stimuli from the company. The purchasing decision itself is a process that involves searching for information, evaluating alternatives, and finally choosing a product, where consumers tend to consider recommendations from friends, family, or social media. In this study, the purchase decision of hydroponic vegetables was analyzed using the Theory of Reasoned Action (TRA) approach, which emphasizes that purchasing behavior is driven by intention, which is influenced by price factors, social media, attitudes, and subjective norms. Consumers who have a better understanding of the health benefits, food safety, and environmental advantages of hydroponic vegetables tend to have positive attitudes that strengthen their purchase intentions. Therefore, education about nutritional value, safe production processes, and environmental sustainability are key to increasing consumer interest in purchasing this product.

IV. CONCLUSIONS

Penelitian ini menguji pengaruh harga, media sosial, sikap (attitude), dan norma subjektif terhadap keputusan pembelian dengan niat beli sebagai variabel mediasi pada konsumen Syifa Hidroponik Medan. Hasil analisis menunjukkan bahwa keempat variabel tersebut berpengaruh positif dan signifikan terhadap niat beli, yang pada akhirnya juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan temuan ini, disarankan agar penelitian selanjutnya dapat memperluas cakupan dengan melibatkan lebih banyak objek penelitian dan variabel lain yang memengaruhi niat beli serta keputusan pembelian. Selain itu, bagi Syifa Hidroponik Medan, diharapkan dapat mengembangkan strategi promosi yang lebih efektif untuk meningkatkan penjualan produk.

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