

IMPLEMENTATION OF INFLUENCER MARKETING AND CUSTOMER EXPERIENCE IN IMPROVING CONSUMER PURCHASE DECISIONS IN TEMBAGA SEAFOOD MEDAN

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Abstract. This study aims to determine the effect of influencer marketing and customer experience on consumer purchasing decisions at Tembaga Seafood Medan. The background of the study is based on fluctuations in the number of consumers and business income which are thought to be influenced by marketing strategies through social media and consumer experiences when interacting with products and services. This study uses a quantitative method with a descriptive approach. A sample of 130 respondents was determined using incidental sampling techniques, with data collection through questionnaires, observations, and documentation. Data analysis techniques include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, and t-tests and F-tests. The results of the study indicate that partially influencer marketing has a significant effect on consumer purchasing decisions. Likewise, customer experience has a significant effect on purchasing decisions. Simultaneously, influencer marketing and customer experience have a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. These findings indicate that promotional strategies through social media and improving the quality of customer experience play an important role in driving consumer purchasing decisions.

Keywords: *influencer marketing; customer experience; purchasing decisions; UMKM; Tembaga Seafood*

I.

I. INTRODUCTION

The success of a business is often marked by the crowd of visitors, which reflects the business's ability to be creative and innovative in seeking business opportunities. Amidst technological advances and tight market competition, business actors are required to continue to adapt and develop the right marketing strategies. High competition requires every business actor to be able to respond to market changes with relevant innovations and strategies in order to remain in existence and superior.

In this context, purchasing decisions are an important element in determining business success. Situmorang & Suwandi (2021) stated that producers must implement various strategies so that consumers decide to buy their products. Situmorang (2022) added that purchasing decisions are a problem-solving process carried out by individuals in choosing the best alternative from several choices. Gultom et al. (2024) emphasized that purchasing decisions arise because of an interest in a product, which then drives the desire to try or own it.

The two main factors believed to influence purchasing decisions are influencer marketing and customer experience.

Influencer marketing is currently considered an efficient and effective promotional method compared to conventional media. Khoirunnisa et al. (2024) stated that influencers are

able to influence consumer behavior through interesting and personal communication. According to Chen & Lazuardi (2023), influencers have high credibility in the eyes of their followers because of their active involvement on digital platforms. Karinda & Ariandi (2024) added that influencers can build trust and reach potential markets, thereby increasing consumer motivation to buy promoted products.

In addition, customer experience is also a crucial aspect. Nuryadin et al. (2021) stated that customer experience is an internal and subjective response of consumers to direct or indirect interactions with the company. Sinaga et al. (2024) stated that this approach is supported by digital technology to understand consumer behavior and create a personal experience. Rumefti (2023) emphasized that a positive experience can encourage repeat purchases. Bahari et al. (2024) see the experience during interactions with marketers as a benchmark in the decision-making process. Meanwhile, Angelia & Rezeki (2020) explained that customer experience that touches emotions and the five senses can create a positive emotional relationship between consumers and products.

This research was conducted at Tembaga Seafood, a culinary MSME in Medan that serves seafood. This place provides

indoor and outdoor dining concepts to attract customers. However, revenue data shows fluctuations during 2020–2024. The decline in 2021 was due to a mismatch in consumer tastes, and in 2022 due to a nine-month building renovation. The years 2023 and 2024 showed an increase, which is strongly suspected to be due to the influencer marketing strategy and positive responses from customer experiences. Several consumer reviews such as "mantap masakannya enak-enak", "recommended seafood restaurant", and "typical seafood food from Panipahan city in Medan" show the positive impact of good consumer experiences on purchasing decisions. Influencer marketing at Tembaga Seafood uses social media such as Instagram to promote content about business products and services. The influencer marketing review at Tembaga Seafood Medan is shown in Figure 1 below.

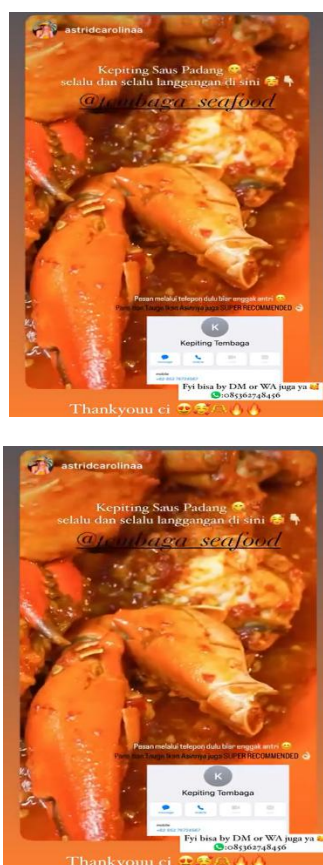


Figure 1. Influencer Marketing Review at Tembaga Seafood Medan

Data Source: bit.ly/3BG1MCa, bit.ly/3ZSnGv1, 2024

From the image above, influencer marketing says positive things about the food at Tembaga Seafood. The reviews in figure 1. are like the Padang sauce crab always and always a regular here and the Indomie crab promotion. From the results of the influencer review, the number of consumers who come to Tembaga Seafood is known, which can be seen in table 1 below.

Based on Table 1, there is instability in the number of Tembaga Seafood consumers which is influenced by the effectiveness of influencer marketing. Marketing through

Instagram social media carried out by influencers has not been fully successful in increasing the reach and popularity of Tembaga Seafood. This is because the majority of influencers used are included in the micro category, so their influence is limited in reaching a wider audience.

Table 1. Number of Consumers from Influencers in 2020-2024

Year	Total Consumers	% Difference in Number of Consumers
2020	116	-
2021	111	-4,31%
2022	13	-88,29%
2023	59	353,85%
2024	48	-18,64%

Data Source: Tembaga Seafood Medan, 2024

In addition, consumer purchasing decisions are also influenced by the customer experience they experience. Based on reviews from customers who have eaten at Tembaga Seafood, several negative experiences were found that had an impact on decreasing consumer satisfaction. One consumer complained about the inadequate dining area, especially in the outdoor area which is not spacious, so that when it rains, water gets into the food. Other complaints relate to the long waiting time for food, which is around 15-20 minutes, and the unfriendly service from employees.

This finding is in line with the opinion of Rumeft (2023) who stated that negative customer experience can reduce the possibility of repeat purchases. Bahari et al. (2024) also emphasized that customer interaction with marketers is an important benchmark in making purchasing decisions.

From the data collected, it can be seen that negative reviews on online platforms have a direct impact on the decline in the number of consumers and revenue. This is supported by the finding that 90% of consumers read online reviews, and 88% of them believe them as if they were personal recommendations. In 2020, Tembaga Seafood's revenue was recorded at IDR 178,000,000, but even though renovations were carried out in 2024, revenue actually decreased to IDR 139,800,000. This fact shows that negative reviews circulating online significantly affect the perceptions of potential consumers and lead to a decline in business performance. Based on the background above, the objectives of this study are as follows: (1) To find out whether the use of influencer marketing has an effect on consumer purchasing decisions at Tembaga Seafood Medan. (2) To find out whether customer experience has an effect on consumer purchasing decisions at Tembaga Seafood Medan. (3) To find out whether the use of influencer marketing and customer experience has an effect on consumer purchasing decisions at Tembaga Seafood Medan.

II. RESEARCH METHOD

This research was conducted at Tembaga Seafood Medan located at Jl. Tembaga No.6, Sei Rengas II, Medan Area

District, Medan City, North Sumatra. The research took place from February to April 2025.

The type of data used in this study is quantitative data, expressed in the form of numbers (Abdullah et al., 2021). Data sources consist of primary and secondary data. Primary data was obtained directly through distributing questionnaires to Tembaga Seafood Medan consumers, while secondary data came from various documents and other sources relevant to the research variables (Abdullah et al., 2021).

The population in this study were consumers who made purchases at Tembaga Seafood Medan in 2024, although the exact number is unknown (Sinaga et al., 2023). Therefore, the determination of the sample used the Hair method, which was suggested by Hidayatullah et al. (2023) for an unknown population. The number of indicators in the study was 13, multiplied by 10 according to the Hair method's suggestion, so that the number of samples used was 130 respondents. The sampling technique uses the incidental method, namely anyone who is considered suitable and happens to meet the researcher (Purba et al., 2021).

Data collection techniques include observation, questionnaires, and documentation. Observations are carried out by directly observing the phenomena in the field, while questionnaires are given to obtain written responses from respondents. Documentation is carried out by collecting data in the form of writing, pictures, or notes related to the research object (Purba et al., 2021).

Data analysis is carried out in several stages. The validity test is used to measure the extent to which the items in the questionnaire are able to reveal the intended concept. According to Ghozali (2021), a question is considered valid if the $r_{count} > r_{table}$ and has a positive value. The reliability test uses the Cronbach Alpha technique, where the construct is said to be reliable if $\alpha > 0.70$ (Ghozali, 2021).

Descriptive statistics are used to describe data through the average, standard deviation, variance, maximum, minimum, kurtosis, and skewness (Syafina, 2019). Next, a classical assumption test is carried out which includes normality, multicollinearity, and heteroscedasticity tests. The normality test aims to ensure that the residuals are normally distributed, which can be seen from the graph or Kolmogorov-Smirnov test (Riyanto & Hatmawan, 2020). The multicollinearity test is carried out to see the correlation between independent variables; if $VIF < 10$ and $tolerance > 0.10$, then there is no multicollinearity. The heteroscedasticity test is carried out with a scatterplot to detect the inequality of residual variances (Riyanto & Hatmawan, 2020). This study also uses multiple regression analysis to determine the effect of two independent variables, namely Influencer Marketing (X1) and Customer Experience (X2), on the dependent variable, namely Purchase Decisions (Y). The regression model used is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

(Riyanto & Hatmawan, 2020)

Hypothesis testing is carried out using the t-test (partial) and F_{test} (simultaneous). The t_{test} tests the effect of each independent variable on the dependent variable, and the results are significant if $t_{count} \geq t_{table}$ (Riyanto & Hatmawan, 2020). Meanwhile, the F-test tests the effect of the

independent variables together on the dependent variable; significant if $F_{count} \geq F_{table}$.

Finally, a determination coefficient (R^2) test is carried out to determine the extent to which the independent variables explain the variation of the dependent variable. According to Riyanto & Hatmawan (2020), the higher the R^2 value, the greater the proportion of variance that can be explained by the model.

III. RESULT AND DISCUSSION

Characteristics of Respondents

Respondent characteristics need to be presented in this study in order to describe the conditions or circumstances of respondents who can provide additional information to understand the results of the study. The presentation of descriptive data in this study aims to see the profile of the research data and the relationship between the variables used in the study. This study is a field study in which the method of collecting information or data needed by researchers regarding respondent responses is by using a questionnaire. The research respondents were 130 consumers at Tembaga Seafood.

Based on the characteristics of respondents by gender, it can be explained that there are 69 male respondents or 53.08% and 61 female respondents or 46.92%.

Based on the characteristics of respondents based on age, it can be explained that respondents aged <20 years are 13 people or 10.00%, respondents aged 20-30 years are 60 people or 46.15%, respondents aged 30-40 years are 42 people or 32.31% and respondents aged > 40 years are 15 people or 11.54%.

Based on the characteristics of respondents based on income, it can be explained that respondents who have an income of <5 million are 37 people or 28.46%, respondents who have an income of 5-10 million are 75 people or 57.69% and respondents who have an income of > 10 million are 18 people or 13.85%.

Based on the characteristics of respondents based on whether you live in Medan, it can be explained that respondents who live in the city of Medan are 107 people or 82.31% and respondents who do not live in the city of Medan are 23 people or 17.69%.

Based on the characteristics of respondents based on having opened IG Tembaga Seafood, it can be explained that respondents who have opened IG Tembaga Seafood are 86 people or 66.51% and respondents who have never opened IG Tembaga Seafood are 44 people or 33.85%.

Validity and Reliability Test

Validity Test

Table 2. Results of the Validity Test of Influencer Marketing Variables

No.	Statement	r_{count}	r_{table}	Information
1.	Influencers at Tembaga Seafood have many followers	0,616	0,361	Valid

No.	Statement	r _{count}	r _{table}	Information
2.	When reviewing food at Tembaga Seafood, Influencers are liked by followers	0,684	0,361	Valid
3.	Consumers trust the credibility of influencers when reviewing food	0,904	0,361	Valid
4.	Influencers have tried Tembaga Seafood food	0,867	0,361	Valid
5.	Influencers at Tembaga Seafood have an attractive appearance	0,884	0,361	Valid
6.	Influencers at Tembaga Seafood look happy when reviewing food	0,658	0,361	Valid
7.	Influencers are able to convince me to buy food at Tembaga Seafood	0,674	0,361	Valid
8.	Influencers have the influence to attract my interest in coming to Tembaga Seafood	0,758	0,361	Valid

Source: Research Results, 2025 (Data processed)

Based on table 2, it shows that the calculated r value is greater than the r table of 0.361, so it is concluded that all statement instruments from the Influencer Marketing variables used are valid.

Table 3. Results of the Validity Test of the Customer Experience Variable

No.	Statement	r _{count}	r _{table}	Information
1.	The taste of the food and drinks offered is delicious	0,634	0,361	Valid
2.	The aroma of the food served at Tembaga Seafood is fragrant	0,667	0,361	Valid
3.	It didn't take me too long to receive the menu ordered at Tembaga Seafood	0,708	0,361	Valid
4.	I received friendly and polite service from Tembaga Seafood employees	0,617	0,361	Valid
5.	The prices offered by Tembaga Seafood are affordable	0,825	0,361	Valid
6.	Tembaga Seafood guarantees the cleanliness of its products	0,822	0,361	Valid
7.	The menu offered by Tembaga Seafood is different from its competitors	0,576	0,361	Valid
8.	The location of Tembaga Seafood is easy to reach	0,827	0,361	Valid
9.	Tembaga Seafood maintains good relations with its consumers	0,641	0,361	Valid
10.	Statement	0,650	0,361	Valid

Source: Research Results, 2025 (Data processed)

Based on table 4. shows that the calculated r value is greater than the r table of 0.361, so it is concluded that all statement instruments from the Customer Experience variables used are valid.

Table 4. Results of the Validity Test of Purchase Decision Variables

No.	Statement	r _{count}	r _{table}	Information
1.	I come to Tembaga Seafood because the food is delicious	0,834	0,361	Valid
2.	I come to Tembaga Seafood because the price is not expensive	0,622	0,361	Valid
3.	I usually buy food at Tembaga Seafood	0,864	0,361	Valid
4.	Before eating at Tembaga Seafood, I look for information first	0,795	0,361	Valid
5.	I recommend others to come and eat at Tembaga Seafood	0,864	0,361	Valid
6.	I invite my family to eat at Tembaga Seafood	0,598	0,361	Valid
7.	I still buy food at Tembaga Seafood even though there are negative reviews	0,622	0,361	Valid
8.	I will buy food at Tembaga Seafood again	0,549	0,361	Valid

Source: Research Results, 2025 (Data processed)

Based on table 4, it shows that the calculated r value is greater than the r table of 0.361, so it is concluded that all statement instruments from the purchasing decision variables used are valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Influencer Marketing	0,894	8
Customer Experience	0,884	10
Purchase Decision	0,871	8

Source: Research Results, 2025 (Data processed)

Based on the results of the reliability test in table 5, it can be seen that the conbrach alpha value for influencer marketing, customer experience and purchasing decisions has a conbrach alpha value greater than 0.60, so all questionnaire items are declared reliable.

Descriptive Statistics

Table 6. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	130	11	32	23.86	4.862
Customer Experience	130	18	37	29.52	4.000
Purchase Decision	130	11	32	24.12	4.396

Source: Research Results, 2025 (Data processed)

Based on table 6 above, it can be seen that:

1. The number of data used is 130 consumers who eat and drink at Tembaga Seafood.

2. The influencer marketing variable has a minimum value of 11, a maximum value of 32, an average value of 23.86 and a standard deviation value of 4.862.
3. The customer experience variable has a minimum value of 18, a maximum value of 37, an average value of 29.52 and a standard deviation value of 4,000.
4. The purchasing decision variable has a minimum value of 11, a maximum value of 32, an average value of 24.12 and a standard deviation value of 4.396.

Classical Assumption Test Normality Test

Table 7. Normality Test Results (Kolmogorov-Smirnov)

Information	Unstandardized Residual
N	130
Test Statistic	0,067
Asymp. Sig. (2-tailed) ^c	0,200 ^d

Source: Research Results, 2025 (Processed Data)

From table 7, it can be seen that the research data is normally distributed. This can be seen from the asymp.sig value (2-tailed) which has a value of 0.200 above the significance level of 0.05 or 5%.

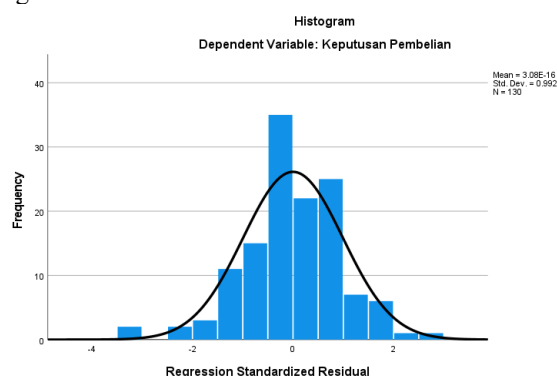


Figure 2. Normality Test Results (Histogram Graph)
Source: Research Results, 2025 (Processed Data)

Based on Figure 2, it shows that the histogram graph has provided a distribution pattern with data that does not deviate to the right or left and forms a bell-shaped curve line so that the data has been distributed normally.

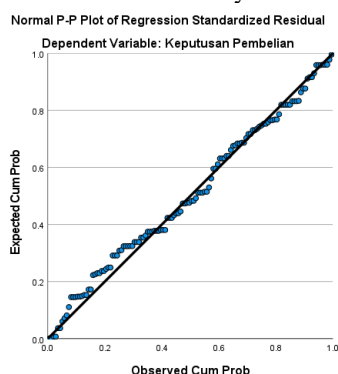


Figure 3. Normality Test Results (Normality Probability Plot Graph)

Source: Research Results, 2025 (Processed Data)

Based on Figure 3, it shows the points whose distribution follows the direction of the diagonal line that has been determined so that it can be said that the data has been distributed normally.

Multicollinearity Test

Table 8. Multicollinearity Test Results

No	Variables	Collinearity Statistics	
		Tolerance	VIF
1	Influencer Marketing	0.456	2.195
2	Customer Experience	0.456	2.195

Source: Research Results, 2025 (Processed Data)

Based on table 8, it can be seen that the VIF value of influencer marketing and customer experience is smaller or below 10 (VIF <10) which is 1.610, meaning that there is no multicollinearity between the independent variables in the regression model.

The tolerance value of influencer marketing and customer experience is greater than 0.1, which is 0.621, meaning that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

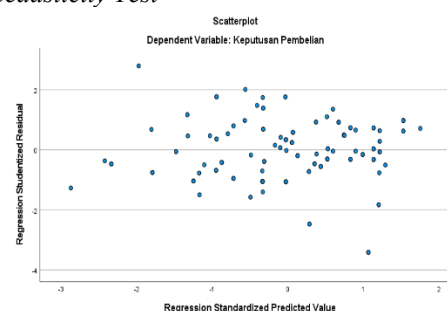


Figure 4. Heteroscedasticity Test Results (Scatterplot Graph)

Source: Research Results, 2025 (Processed Data)

Based on the scatterplot graph results, the data emission does not show a particular pattern. The data is spread randomly where the points spread above and below 0 on the Y axis, thus concluding that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Test Results

No	Variabel	Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4.270	1.895	
2	Influencer Marketing	0.522	0.077	0.577
3	Customer Experience	0.250	0.094	0.228

Source: Research Results, 2025 (Processed Data)

Based on table 9 above, the multiple regression equation in the study is:

$$\text{Purchase Decision} = 4.270 + 0.522 \text{ Influencer Marketing} + 0.250 \text{ Customer Experience} + e$$

The explanation of the multiple regression equation can be explained below.

1. The Constant value (a) of 4.270 means that if the value of the independent variables, namely influencer marketing and customer experience, is equal to zero, then the value of the change in purchasing decisions seen from the Y value remains at 4.270.
2. The influencer marketing value (b1) of 0.522 indicates that if the influencer marketing variable increases by one unit, the purchasing decision will also increase by 0.522 units assuming other independent variables are considered zero.
3. The customer experience value (b2) of 0.250 indicates that if the customer experience variable increases by one unit, then the purchasing decision will also increase by 0.250 units assuming other independent variables are considered zero.

Hypothesis Test

t Test (Partial)

Table 10. t Test Results

No	Variables	t	Sig.
1	Influencer Marketing	6.767	0.000
2	Customer Experience	2.671	0.009

Source: Research Results, 2025 (Processed Data)

Based on table 10 above, it shows that the influencer marketing variable has a t-value of $6.767 > t\text{-table of } 1.979$ and a significance value of $0.000 < \alpha \text{ level of } 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted, which means that influencer marketing has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan.

The customer experience variable has a t-value of $2.671 > t\text{-table of } 1.979$ and a significance value of $0.009 < \alpha \text{ level of } 0.05$, it can be concluded that H_0 is rejected and H_2 is accepted, which means that customer experience has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan.

F Test (Simultaneous)

Table 11. F Test Results

Model	F	Sig.
Regression	87.372	.000 ^b

Source: Research Results, 2025 (Processed Data)

Based on table 11, the results show that the Fcount value is $87.372 > F\text{table of } 3.07$ and the significant value is $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_3 is accepted, which means that the influencer marketing and customer experience variables have a significant effect on consumer purchasing decisions at Tembaga Seafood Medan.

R² Test (Coefficient of Determination)

Table 12. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Regression	0.761a	0.579	0.572	2.875

Source: Research Results, 2025 (Processed Data)

Based on table 12 above, the value used to see the coefficient of determination is the r square value of 0.579, meaning that 57.9% of the purchasing decision variables can only be explained by the influencer marketing and customer experience variables and the remaining 42.1% of the purchasing decision variables are explained by other variables not included in the research model such as food quality, price and social media.

Contribution of Research Variables

Table 13. Results of the Dominant Role of Independent Variables

Model	Variables Entered	Variables Removed	Method
1	Influencer Marketing		Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$, Probability-of-F-to-remove $\geq .100$).
2	Customer Experience		Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$, Probability-of-F-to-remove $\geq .100$).

a. Dependent Variable: Buying decision

Source: Research Results, 2025 (Processed Data)

From the test results, it is known that the influencer marketing variable has a more dominant influence on purchasing decisions because its position is at the top after the customer experience variable. Furthermore, it is necessary to know how much strength the contribution of each independent variable is in explaining the strength of its influence on purchasing decisions. To find out the contribution of each independent variable, you must first know the value of the correlation coefficient. Here are the test results:

Table 14. Beta Coefficient and Correlation Coefficient Values

Variables	Standardized Coefficients Beta	Correlation Coefficient
Influencer Marketing	0,577168	0,745296
Customer Experience	0,227851	0,653735

Based on these results, the next step is to find out how much influencer marketing and customer experience contribute to purchasing decisions. The formula for finding the contribution of variable X to Y is as follows:

Contribution of Variable X = Standardized Coefficient x Correlation Coefficient

Based on this formula, here is the calculation to determine the partial contribution of influencer marketing and customer experience to purchasing decisions:

1. Influencer marketing contribution = $0.577168 \times 0.745296 = 0.430161$

2. Customer experience contribution = $0.227851 \times 0.653735 = 0.148954$

3. Simultaneous contribution = $0.430161 + 0.148954 = 0.579115$ is the same as the value of R square

Based on this calculation, several things can be explained in the following description:

1. The magnitude of the contribution of influencer marketing to purchasing decisions is 0.430161, this means that partially influencer marketing is able to explain the strength of its influence on purchasing decisions by 43.02%.

2. The magnitude of customer experience's contribution to purchasing decisions is 0.148954, which means that partially customer experience is able to explain the strength of its influence on purchasing decisions by 14.89%.

3. The magnitude of the simultaneous contribution to purchasing decisions is 0.579115, which means that influencer marketing and customer experience together are able to explain the strength of its influence on purchasing decisions by 57.91%. This result is in line with the r square value in the results of the determination coefficient test.

The Influence of Influencer Marketing on Purchasing Decisions

The results of this hypothesis test show that partially the influencer marketing variable has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. The results of this study indicate that high influencer marketing will be followed by high purchasing decisions as well. Conversely, low influencer marketing will be followed by low purchasing decisions.

The results of this study are in line with the research of Prasetya et al. (2022) which states that influencer marketing has a significant effect on purchasing decisions. The similarity is that this study uses the influencer marketing variable as an independent variable and purchasing decisions as a dependent variable. The difference is that this study did not use the same research object as this study and did not use online advertising and content marketing variables.

The Influence of Customer Experience on Purchasing Decisions

The results of this hypothesis test indicate that partially the customer experience variable has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. The results of this study indicate that high customer experience will be followed by high purchasing decisions as well. Conversely, low customer experience will be followed by low purchasing decisions.

The results of this study are in line with the research of Yusnia & Burhanudin (2020) which states that customer experience has a significant effect on purchasing decisions. The similarity is that this study uses the customer experience variable as an independent variable and purchasing decisions as a dependent variable. The difference is that the study does not use the same research object as this study and does not use product differentiation and product quality variables.

IV. CONCLUSIONS

The conclusion of the study is as follows. Based on the analysis of partial hypothesis testing (t-test), the results of the study indicate that the influencer marketing variable has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. This means that the first hypothesis is accepted.

Based on the analysis of partial hypothesis testing (t-test), the results of the study prove that the customer experience variable has a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. This means that the second hypothesis is accepted.

Based on the analysis of simultaneous hypothesis testing (F-test), the results of the study prove that the influencer marketing and customer experience variables have a significant effect on consumer purchasing decisions at Tembaga Seafood Medan. This means that the third hypothesis is accepted.

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