

The Influence of Instagram Social Media Marketing and Consumer Behavior on the Purchase Decision of Orchid Ornamental Plants at Yusra Florist (Phalaenopsis) Florist

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ABSTRACT

This study aims to analyze the influence of Instagram social media marketing and consumer behavior on the purchase decision of orchid ornamental plants (Phalaenopsis) at Yusra Florist Medan Flower Shop. The research method used is a descriptive qualitative approach with a type of field research. Primary data was collected through observation, documentation, and in-depth interviews with six selected informants using purposive sampling techniques, consisting of store owners, sales staff, and customers. Data analysis applies the Miles and Huberman interactive model which includes data reduction, data presentation, and conclusion drawn. The results of the study show that marketing through the Instagram account @yusraflorist_medan.orchid is very effective in expanding the market reach and triggering consumer visual interest through regular product photo and video uploads. Meanwhile, consumer behavior is dominated by the middle and upper class of people who prioritize plant quality, aesthetic value, prestige, and service satisfaction over price sensitivity. The main obstacle found was the limited admin response (slow response) due to dual tasks. In conclusion, the synergy between attractive product visualizations on Instagram and the consistency of direct and digital service quality has proven to be crucial factors that shape customer trust and determine repurchase decisions at Yusra Florist Stores.

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1. INTRODUCTION

Yusra floris is a flower shop located on Jalan T. Amir Hmzah Medan, this shop has been open since 1996, at the Yusra Florist Shop there are various types of orchid hisa plants, there are several types of orchid plants that they cultivate themselves such as panda orchids, dendrobium orchids, black orchids and there are those who buy from the Jakarta Orchid Garden, one of which is the type of moon orchid flower, Yusra Floris store also sells orchid plants through Instagram, besides that they also collaborate

with several companies such as bank BRI, MANDIRI, and BSI. Then there are several flower shops that supply orchids from Yusra Florist stores such as Florina Floris store, Flower House, Ria Floris and there are still several other flower shops. The type of orchid flower that is in great demand by consumers is usually for events where consumers prefer local moon orchids and Taiwanese orchids.

Social media is very influential to help traders in marketing their products, one of which is Instagram, several florist accounts always update photos and status of flowers sold, with information about these flowers will affect consumer behavior towards the purchase decision of Phalaenopsis Orchid flowers. Yusra Floris' store also has an Instagram social media account, namely @yusraflorist_medan.orchid, the shop owner is quite active in sharing updated photos and videos around orchid plants. Instagram application is very often used for the current population, it is recorded that since the beginning of the 2023 period Instagram users have reached 1.63 billion and the army will increase every year.

Purchasing decisions are consumer behaviors that do not arise suddenly. But there are after going through a number of processes of information collection, comparison, and observation. The purchase decision is a stage where the customer knows the problem, digging up information related to special goods and brands and evaluating really all the alternatives that can solve the problem, then leading to a purchase decision (Istanti 2019). Noviana (2014:12) stated that the decision to buy plants is dominated by personal factors where the first element (appearance) is divided by trend and prestige. The second element (exoticism) is divided into colors and peculiarities. The third element (product price suitability) is divided into variables of plant size and price of ornamental plants.

Instagram is a photo- and video-sharing social networking service controlled by the American company, Meta Platforms. Users can explore other users' content from tags and locations, review hot content, like photos, and follow other users. According to (Odyani & Saputri, 2019) social media such as Instagram was chosen to invite customers to form purchasing decisions by offering information about products, communicating, and establishing relationships with customers. According to Dasgupta (2019), social media such as Instagram has a significant impact on the decision-making process, from the information collection process to after purchase.

The following is one of Yusra Florist's store data in the last 5 months from January to May.

Table 1. 1 CV.Yusra Florist Ornamental Plant Sales Data January-May 2024

No	Moon	Target Sales Unit	Realization		Remarks	
			Units Sold	Presses	Achieved	No
1	May	50	65	130%	✓	
2	June	50	62	124%	✓	
3	July	50	50	100%	✓	
4	August	50	46	92%		✓
5	September	50	44	88%		✓
6	October	50	40	80%		✓

Based on the table above, it can be seen that from May to June it can exceed the target with each 130% to 124% increase in demand for orchid planting due to the orchid ornamental plant event that attracts the interest of many consumers and flower shop admins Yusra Floris includes many photos and videos of interesting and beautiful orchids such as orchid flowers that have been assembled and there are rare types of orchids, The content also contains information about orchid plants. The event not only increased public awareness of ornamental plants, but also triggered an increase in the purchase of orchid plants, in July to August sales were stable which was 100%, this stable is likely due to the large demand for orchid plants making the Instagram admin of the Yusra Floris store a little bit of a mess so that chats from customers

are ignored and also from seasonal factors or decreased interest can also affect the stability of demand, while from September to October there was a decrease to 92% to 80% this decrease could be caused because the Instagram admin of the Yusra Floris store rarely included photo content and videos of orchid flowers, less attractive content such as taking photos that did not fit, then the admin did not include sales testimonials on Instagram so that consumers became hesitant to buy even though it was one of the attractions in sales, There is no information about orchid flowers, the admin rarely replies to comments and DMs from customers, the competition is getting tighter in addition to other problems such as overstocking or oversupply, which causes consumers to feel that the supply of orchids is sufficient and does not need additional in the near future. The relatively expensive price of orchids makes consumers prefer other ornamental plants that are more affordable.

Consumer behavior when buying flowers is greatly influenced by several factors. The opinion of Schiffman & Kanuk (2007) explains that consumer behavior is a study related to the stages that take place when one or many people select, buy, use, or end the use of products, services, ideas, or experiences for the purpose of satisfying special needs. Consumer behavior discusses how a person shapes the decision to spend the resources that exist and have them (time, money, and effort) in order to obtain the products or services they want to choose. Important factors that influence consumer behavior are cultural factors, social factors, personal factors, and psychological factors. Consumer behavior when buying flowers is greatly influenced by several factors. If the price is not listed, consumers may feel confused and hesitant to buy the product. A slow response from an admin can make consumers feel ignored, thus lowering their interest. In addition, the appearance of flowers that are less attractive in photos and videos can make consumers lose interest. This factor shows that consumers want clear information, quick responses, and engaging visual content to help them consider the needs, wants, and prices that consumers can encounter when making purchasing decisions. Opinion (Jimea & Mea 2021) Instagram social media is chosen to invite consumer contributions when making purchase decisions by presenting information about products, communicating, and strengthening positive bonds with customers.

2. METHODS

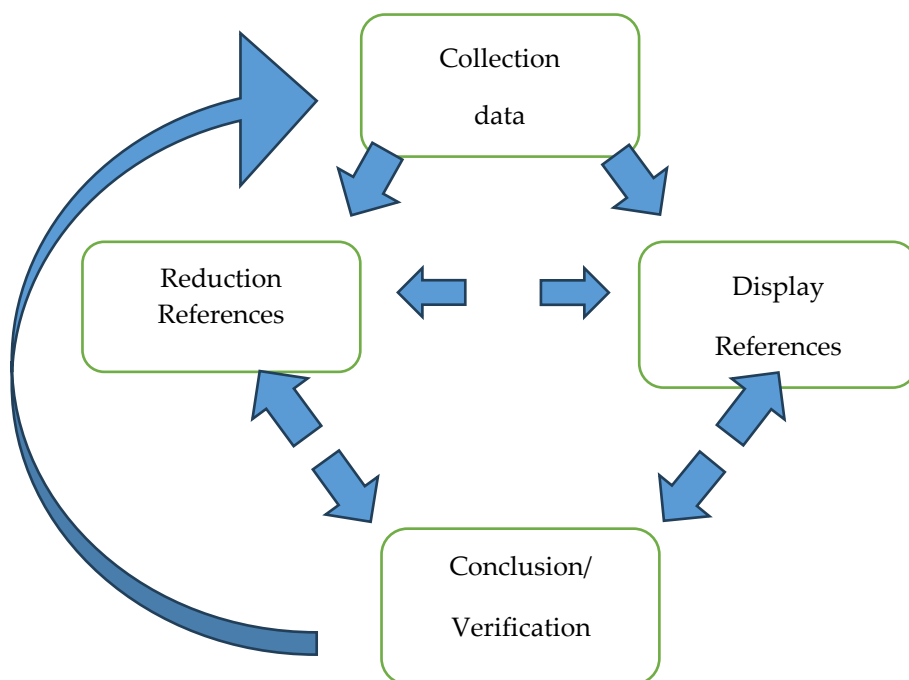
The approach used in this study is a qualitative approach with a descriptive method. The research approach used by the researcher in this study is Field Research, which is carried out by directly visiting the research object in order to collect data, information from sources in a relevant and accurate manner. This research was conducted at the Yusra Florist Flower Shop which is located at Jl. T Amir Hamzah No 1 C Sei Agul Medan Barat, Kec. Medan, Medan City, North Sumatra, This research is estimated to take three months from May-July 2024. There are 6 research subjects, namely: Mr. Yusman as the owner of Yusra Florist Flower Shop, Ayu as sales staff and social media admin of Yusra Florist Flower Shop, Ari as sales staff at Yusra Florist Flower Shop, Mrs. Betty as a customer of Yusra Florist Flower Shop, Mrs. Linda as a customer of Yusra Florist Flower Shop and Mr. Tomi as a customer of Yusra Florist Flower Shop

In this study, primary data was obtained through observation, interviews and documentation with informants. In determining the informant, this researcher uses a technique that is purposive sampling is a sample determination technique with certain criteria that have been formulated in advance by the researcher, the researcher in this sample is the shop owner or employee in charge of the Yusra Florist Flower Shop. Therefore, based on the suitability of the criteria, the following information samples are determined: Shop Owner and Yusra Florist Flower Shop staff, Yusra Florist Flower Shop Instagram Admin, Yusra Florist Flower Shop Customer, Have enough time to be interviewed, Convey information according to facts in the field and. Understanding and mastering

Data Types

And by using the classical assumption test on this primary data, the researcher conducted a multi-normality test, a multicollinearity test, and a heteroscedasticity test. Then in terms of the validity of the research data, this time two types of triangulation are used, namely source triangulation and technique triangulation. In this study, the researcher used interactive data analysis techniques according to Miles

and Huberman (1996). The following are the stages along with the flow of data analysis techniques with interactive models presented by Miles and Huberman:



Miles and Huberman Interactive Model Data Analysis Components

3. FINDINGS AND DISCUSSION

Findings

Based on the results of data collection through interviews with six resource persons consisting of store owners, two staff, and three customers, it shows that Instagram is an effective medium in influencing consumer behavior. Attractive visual content, clear product information, and active interaction with consumers are able to encourage consumer trust and interest in purchasing orchid ornamental plants. In addition, consumer behavior that tends to look for references, reviews, and trends through social media also strengthens purchasing decisions.

The influence of Instagram social media on the decision to purchase orchid ornamental plants at Yusra Florist Flower Shop

In this sub-chapter, the researcher will explain the influence of social media marketing on the purchase decision of orchid ornamental plants Social media is an online medium that makes it easier for users to participate, helping us connect with other people and businesses. Selling through social media also requires several stages including, creating social media accounts, creating engaging content, providing good customer service including clear information about products and providing secure payment options.

"How do stores attract the attention of consumers through Instagram, on this social media we upload photo and video content related to orchid plant products when there are new items until or when there is a request for orchid flower arrangements from consumers, we will create content in a week there are 4-6 photos or videos that we upload (the results of an interview with bang Ari, Tuesday, April 20, 2026 at Yusra Florist Florist)."

Judging from the results of the diats interview, it can be concluded that the first thing to do when you want to attract the attention of customers Sellers must create interesting content and display

customer testimonials, positive reviews to increase consumer trust in the Yusra Florist store. Using Instagram social media to introduce the Yusra Floris store to a wider range of others.

The most effective media is applied according to the sales staff resource person

"By far the most effective social media is Instagram, because Instagram has a wide scope, currently almost everyone uses Instagram, not only teenagers or mothers from the upper classes to offices or companies use Instagram, even though the features are almost the same as other social media." (the result of an interview with Ayu, Tuesday, April 20, 2026 at Yusra Florist Flower Shop).

With social media, this is an effective way. The function of social media to increase sales because this is the era of technology, if we do not keep up with the times, our business will be left behind, monitoring market trends and consumer needs through the media to adjust the product offerings that we can do. Using social media makes it easier to interact socially and interact directly with customers. Businesses can answer questions, provide support, and receive feedback from customers quickly and efficiently, helping to increase customer loyalty.

"According to the resource person, Yusra Florist Flower Shop customer

"It is very effective, because it makes it easier for us who are mageran

especially now what is online shopping so I don't have to leave the house,

If you like to just chat with the admin, transfer the goods to be delivered." (the result of an interview with Betty's mother, Wednesday, May 6, 2026 at the Yusra Floris Shop)."

Judging from the results of the interview above, it can be concluded that social media is indeed very effective because it is more. We can reach customers anywhere and anytime, can convey messages and information in various forms in the form of writing, images, or short videos that can attract customers and create a brand image.

The influence of consumer behavior on the purchase decision of orchid ornamental plants at Yusra Florist Flower Shop

In this sub-chapter, the researcher will explain how consumer behavior affects the purchase decision of orchid ornamental plants at the Yusra Florist store. Consumer behavior can be seen from consumers' interest in the quality of plants, prices, services, and the appearance of the products offered.

As explained earlier, the Yusra Floris Shop provides many types of orchid plants that can adjust customer requests and then friendly service, always prioritize customer satisfaction, and try to meet customer desires to feel comfortable when making purchases. In addition, healthy plant conditions, attractive flower displays, and appropriate prices are also the reasons consumers are interested in buying ornamental plants at the Yusra Florist Shop. This makes customers feel satisfied so that they can increase the satisfaction of purchasing ornamental plants at the Yusra Florist Shop. This is in line with the results of the interview with the Yusra Florist Shop staff resource person.

"We as sellers always prioritize the quality of plants, service, and customer satisfaction so that they always trust us and for the price problem of our customers they know the quality, aesthetics of orchid plants and the market price of orchid plants so for the price is not a problem for them because our customers are mostly those from the middle to upper class of officials, companies, and entrepreneurs. "(the result of an interview with Ayu, Tuesday, April 20, 2026 at Yusra Florist Flower Shop).

Judging from the results of the conclusion of the interview above, it can be concluded that consumers' purchasing decisions at the Yusra Floris Store are influenced by the quality of the product and the service experience provided, consumers consider orchid plants not only as decorations, but also have beauty and prestige value.

"I think as an orchid lover I already know that the orchid market is indeed for some people who only like orchids will think about buying orchids whose one stalk can be two hundred thousand or even more, but for people like me, orchids are not just display flowers, but have aesthetic value, beauty, and creativity, especially if the orchids have been assembled and not many people can assemble orchids, In my opinion, orchids are in accordance with the market price." (Results of an interview with Linda's mother, Wednesday, May 6, 2026, at Yusra Florist Flower Shop).

Therefore, customers are still willing to buy because they feel they are getting a product that is comparable to the quality offered. Customer trust and loyalty are also formed because Yusra Florist stores are able to maintain quality standards and provide satisfactory service

"As the owner, I always ensure that orchid flowers are of good quality so that customers trust us and the stock is always there when customers want certain types of flowers, our orchid stock is always ready." (Results of an interview with Mr. Yusman, Wednesday, May 20, 2026, at Yusra Florist Flower Shop).

From the results of the interview conclusion above, I found new findings, this is also in line with the results of interviews conducted by researchers with customer sources.

"If I always decide to go back and buy orchids here (Yusra Floris Shop) because in terms of service I fast when I want to request any orchid flower arrangement they can, whatever type of orchid plant I ask for they always try to have it even if they have to wait a few days for ready stock and if the price problem is ours as orchid plant lovers we both know the price and it doesn't matter to me." (results of interview with Betty's mother, Wednesday, May 6, 2026)"

From the results of the conclusion of the interview above, I found new findings that are in line with the results of interviews conducted by researchers with customer sources.

"I have subscribed to the Yusra Florist store for a long time and always order orchid flower arrangements for events or big holidays such as Chinese New Year, Vesakha or birthday events of higher-ups and I always request the type of orchid and its color after everything is ready, suddenly I ask for a change of orchid warrant and other types of orchids, then they want to replace it and make a new series, From here I feel very satisfied with the service different from other orchid shops." (Results of an interview with Mr. Tomi, May 6, 2026, at Yusra Florist Flower Shop).

From the results of the interview above, it can be concluded that consumers' purchasing decisions at Yusra Florist Stores are influenced by consumer behavior that prioritizes product quality, service satisfaction, and comfort when shopping. Consumers are satisfied because the store always tries to meet customer demands, both in terms of the type, color, and arrangement of orchid flowers they want. The service that is fast, friendly, and willing to accept change requests from customers also makes consumers feel appreciated. This caused a sense of trust and satisfaction so that customers decided to continue to make repurchases at the Yusra Florist Shop.

The Influence of Instagram Social Media and Consumer Behavior on Orchid Ornamental Plant Purchase Decisions

In this sub-chapter, the researcher understands that everything that is done must have challenges and obstacles as time goes by. The existence of problems that are a challenge for Yusra Florist's store makes the store staff more able to understand and observe carefully what is needed with customers.

All businesses have their own challenges, this is how we deal with them because if left unchecked, it will have a bad effect and can lead to misunderstandings among old customers or new customers.

"If the problem is usually that customer requests, especially for flower arrangements, are many, especially if we are close to the big day, we don't have time to reply to chats from customers, and we prioritize customers who come directly, while online customers ask for a quick response, so sometimes customers have to wait for a reply from the admin because we also focus on preparing many orders. But we still try to provide good service so that customers remain comfortable and willing to buy in our store." (Results of an interview with Mr. Yusman, Monday, April 20, 2026, at Yusra Florist Flower Shop).

Seeing the results of the interview above, it is also in line with the results of the interview conducted by the researcher with the following store customer resource persons.

"If the problem is due to slow response chat, sometimes it is replied 1 hour later because the admin is only one Ayu, and maybe because there are a lot of orders, the rest is not an obstacle for me." Results of an interview with Linda's mother, Wednesday, May 6, 2026, at Yusra Florist Flower Shop).

From the interview above, it can be concluded that the problem or challenge of the Yusra Florist Shop is the slow response chat, this is because the social media admin is only Ayu and Ayu is also a

sales staff so Ayu does not always check the cellphone, because it precedes existing orders and people come directly, if there is free time, then Ayu replies to the chat.

When before using Instagram social media and after using social media, there must be differences *"Before we use social media, buyers have to go to the store first to see the plants they will buy, usually this is an obstacle for buyers whose homes are far from the store or buyers who do not have time to come to the store because they are busy with work, while the Yusra Floris store closes at 6 o'clock, so customers do not have time to come to the store. Since we use Instagram, customers don't have to come to the store to get information about the orchid plants they want, and if customers want to order, just chat with the store admin. From here, Yura Floris stores are increasingly known to many customers from outside the region".* (Results of an interview with Ayu, Tuesday, April 20, 2026, at Yusra Florist Flower Shop)."

So it can be concluded that there are many differences before and after using Instagram social media, starting from sales, services and transactions, this is one of the ways that the Yusra Floris store can make it easier for customers to provide other alternatives for transactions, with customers not directly seeing and buying flowers directly makes the Yusra Floris store feel responsible for the trust given by customers.

Convincing customers is not an easy thing, especially selling online because surely customers have checked other flower shops, and especially in this day and age there are so many who have sold orchid ornamental plants, it will certainly make customers confused to choose us as their subscription orchid store.

"Of course we explain to customers about the orchid plants we sell, how to care for them, what are the types, the various colors, then the price and we also recommend orchids that suit the customer's wishes or adjust to the customer's event concept, in addition to personal use, usually they buy orchids for religious events, office events, or birthday gifts.." (Results of an interview with bang ari, Tuesday, April 20, 2026, at the Yusra Florist Shop)."

In addition to maintaining the quality of orchid plants, stores must also maintain the quality of service because this can be an attraction that distinguishes our store from other competitors.

"If the quality at the Yusra Florist store is not in doubt because I have been a subscriber here for a long time, the service is very, very satisfied and informative, sometimes I chat when the store is closed, even though it is no longer operational hours," (Results of an interview with Mr. Tomi, Wednesday, May 6, 2026

From the results of the interview above, it can be concluded that the quality of service has an important influence on the decision to purchase orchid ornamental plants at the Yusra Florist Shop. Friendly, patient service, and the ability of sellers to understand customer needs can provide a positive shopping experience so that customers feel comfortable and confident to make a purchase.

In addition, good service is also related to the influence of Instagram social media, because through Instagram customers can see how the store interacts, provide product information, and respond to customer questions. This can shape consumer behavior in assessing the quality of store service before making a purchase. With good service both directly and through Instagram, customers become more confident in making decisions to buy orchid plants at the Yusra Florist store.

Discussion

Based on the interview excerpts that will be discussed, namely:

How does Instagram social media marketing affect purchasing decisions?

From the results of the interviews, 3 resource persons from the Yusra Florist Flower shop are very synchronous between their staff and shop owners to carry out marketing strategies through social media to increase sales by utilizing the Instagram application

Because in this day and age, anything can be done from home, including to increase our business. In my opinion, the strategy implemented by Yusra Florist Flower Shop is right, we must keep up with the current times, especially now in the era of social media technology, if we do not follow the times, we will be left behind and this will later have a bad impact on our business, because every business actor always thinks about how to develop his business, so that he can compete and sell in the market

with good quality and not disappoint customers, Because customer satisfaction is number 1 when customers are satisfied and believe in our quality and service, they will still choose our store among many other stores to meet their needs.

How does consumer behavior affect purchasing decisions

From the results of interviews with store staff and store customers, it can be concluded that this is very synchronous and yesterday when I was doing research at the Yusra Florist Flower Shop I witnessed for myself the fact that when customers came directly to the store, Ayu Floris' store immediately welcomed customers and asked what type of flowers the customer wanted, Ayu immediately showed several types of orchid flowers and provided complete information about the orchid flowers and then offered several other types of orchids, after the customer deals to buy bang Ari immediately prepares some orchid flowers for the customer to assemble, the friendly and informative peacock sangan makes customers feel comfortable and confident to decide to buy flowers at the Yusra Florist Shop

How does Instagram social media marketing and consumer behavior affect purchasing decisions

Social media has a very important influence on purchase decisions, therefore we as sellers must also learn how Instagram works and the effectiveness of business promotion on this platform. Effectiveness is measured by factors such as the frequency of customer visits, length of visits, number of followers, likes, comments, and interactions between consumers and businesses. Research shows that Instagram can effectively capture customers' attention, but it may need to arouse interest, desire, and product purchase decisions more effectively. Purchasing decisions involve evaluating several options and choosing one, which is influenced by factors such as emotional, social, quality, and functional value as well as cultural, social, personal, and psychological factors. The process includes need identification, information search, alternative evaluation, purchase, and post-purchase satisfaction assessment. To attract consumers, effective promotions, including sales promotion through social media, are essential (Lin et al., 2022; Yang et al., 2023)

The phenomenon described in this study is trying to dig up information, describe, describe or find out how Instagram social media promotion affects purchase decisions.

4. CONCLUSION

In accordance with what has been explained by the researcher, in this study, conclusions can be drawn from the outline that the use of Instagram social media influences the decision to purchase orchid ornamental plants at the Yusra Florist Shop. Initially, the store only relied on direct sales, but with the development of social media and the number of people shopping online, Mr. Yusman began to use Instagram as a marketing medium to compete with other stores. Therefore, Mr. Yusman made a social media staff managed by Mrs. Ayu, introducing orchid plant products through photos and videos uploaded 3-4 times a week. Interesting content, and good service through social media make customers interested and trust the products sold. In addition, the behavior of consumers who are currently often looking for information and viewing products through social media also influences the purchase decision of orchid ornamental plants at the Yusra Florist Shop.

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