

The Role of Social Media as a Digital Marketing Strategy in Influencing Consumer Purchase Decisions for Mie Gacoan

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Abstract : The rapid growth of social media has significantly transformed digital marketing strategies, particularly within the culinary industry. Social media functions not only as a promotional tool but also as an interactive communication medium capable of shaping consumer perceptions, trust, and purchasing decisions. This study aims to synthesize and analyze empirical findings regarding the role of social media as a digital marketing strategy in influencing purchase decisions of Mie Gacoan consumers. A Systematic Literature Review (SLR). Relevant academic articles published between 2020 and 2025 were retrieved from Google Scholar and selected based on predefined inclusion and exclusion criteria. The findings indicate that social media strategies—especially engaging visual content, active consumer interaction, and electronic word of mouth (eWOM)—significantly enhance brand awareness, brand image, and consumer trust. These results confirm that well-planned and sustainable social media management is a crucial factor in improving marketing effectiveness and maintaining competitive advantage in the highly competitive culinary industry.

Keywords: *Social Media; Digital Marketing; Purchase Decision; eWOM; Culinary Industry.*

INTRODUCTION

The growth of internet users and increasing social media penetration in Indonesia is a structural phenomenon that reflects a shift in the global communications and marketing ecosystem. In the early stages of digital marketing development, strategies implemented by industry players generally relied on a one-way approach, such as the use of static websites, banner ads, and email marketing, which served as an extension of conventional marketing. This strategy positioned consumers as passive recipients of information with relatively limited interaction opportunities. However, with advances in information technology and the development of social media platforms, the digital marketing paradigm has undergone a significant transformation toward a more interactive, participatory, and data-driven model. This development has impacted consumer behavior patterns at various stages, including information search, evaluation of product alternatives, and selection and purchase decisions. Consumers no longer rely solely on promotional

messages delivered by manufacturers, but also consider user reviews, experience-based content, and recommendations circulating in the digital space.

Mie Gacoan can be categorized as a culinary brand that is effective in utilizing social media to reach market segments that are mostly from the millennial and Generation Z generations. This achievement is closely related to the brand's ability to influence every stage of the consumer purchasing decision-making process. In the need recognition phase, the presentation of visual content that emphasizes the product display, store atmosphere, and consumer experience plays a role in fostering interest and forming the perception of a need for the product. Furthermore, in the information search phase, consumers obtain various references through posts, responses, reviews, and content generated by other users (user-generated content) that is widely distributed on various social media platforms (Tsabitah et al., 2025).

Several empirical studies have revealed that social media, especially Instagram and TikTok, play an important role in increasing consumer engagement levels and influencing purchasing decisions through the presentation of visual content, viral marketing strategies, and two-way communication patterns (Dea Pramita et al., 2050). In the alternative evaluation phase, exposure to popular content and recommendations from other users contribute to favorable perceptions and consumer preferences for a brand. Furthermore, reciprocal interactions between brands and consumers, such as responding to comments and participating in digital trends, contribute to strengthening trust and emotional engagement, which in turn encourages consumers to make purchasing decisions.

This study also confirms that electronic word of mouth (eWOM) and online reviews play a significant role in shaping consumer perceptions and trust levels in culinary brands. Information shared by other consumers through comments, ratings, and recommendations on digital platforms is perceived as a relatively credible source because it is based on real-life experiences. In the context of culinary brands like Mie Gacoan, positive eWOM can strengthen brand image and reduce consumer uncertainty before making a purchase, thereby increasing consumer confidence and likelihood of choosing the product (Amilatuzzakiyah et al., 2023). However, the results of this study are still scattered and discuss variables partially, so they do not provide a comprehensive picture of the pattern of findings and research trends related to the role of social media in influencing consumer purchasing decisions for Mie Gacoan.

Therefore, a systematic study using a Systematic Literature Review (SLR) approach is needed to synthesize previous research findings in a structured manner. This study aims to identify and analyze the role of social media as a digital marketing strategy in influencing consumer purchasing decisions for Mie Gacoan, based on published scientific findings.

METHOD

This study used the Systematic Literature Review (SLR) method, adhering to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses guidelines. This method was chosen because it allows researchers to systematically search, select, and synthesize literature in a transparent, replicable, and reproducible manner.

The literature search was conducted through Google Scholar using keywords related to social media marketing, digital marketing, purchase decisions, and Mie Gacoan. The selected articles were scientific publications published between 2020 and 2025. Inclusion criteria included articles discussing digital marketing or social media and their influence on purchasing decisions in the culinary industry. Articles that were irrelevant, not available in full text, or did not present empirical findings were excluded from the analysis.

The SLR process includes article identification, screening, eligibility, and inclusion. Articles that meet all criteria are then analyzed and synthesized to identify patterns of findings, research trends, and dominant variables influencing consumer purchasing decisions.

Table 1. Article Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	Articles published in the last 5 years (2020-2025)	Articles published before 2020
Publication Type	Academically reviewed journal articles, conference proceedings, and research reports	Articles in the form of opinions, general reviews, or editorials
Language	English or Indonesian language articles	Articles written in languages other than English and Indonesian
Research Subjects	Research that discusses digital marketing, social media strategies, purchasing decisions in the culinary business, especially Mie Gacoan or similar industries	Research that addresses topics outside of digital marketing, social media, purchasing decisions, or is irrelevant to
Research Result	Articles that provide empirical data or clear findings regarding the influence of social media on purchasing decisions	Articles that do not present research data or do not have a relationship that can be analyzed
Accessibility	Articles can be accessed in full (full-text) and can be analyzed in full	Articles available only in abstract or closed access form

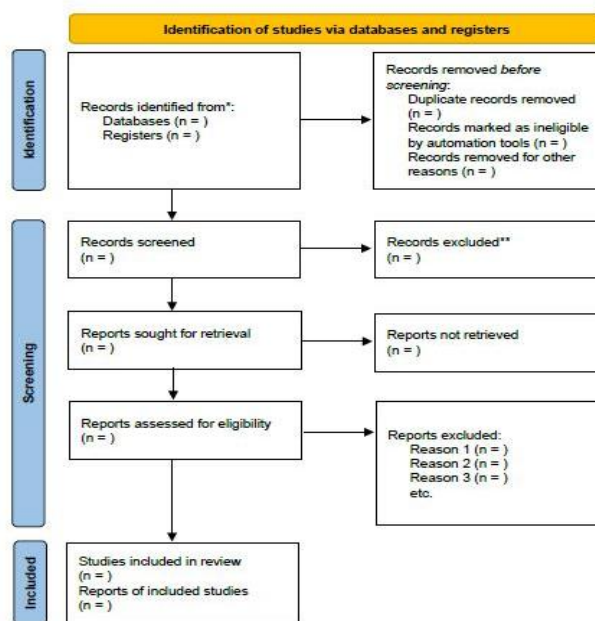


Figure 1. SLR Flowchart Diagram

The literature selection process in this study followed the following stages: identification, screening, eligibility, and inclusion. During the identification stage, approximately 100 articles were obtained from an initial Google Scholar search using keywords relevant to the research topic. Subsequently, during the screening stage, duplicate articles were removed and selected based on titles and abstracts, leaving 38 articles deemed relevant.

During the eligibility stage, the full texts of the articles were reviewed to ensure they met the established inclusion and exclusion criteria. From this stage, 23 articles were excluded because they did not provide sufficient empirical data or did not directly address the influence of social media on purchasing decisions in the culinary industry. Thus, 15 scientific articles met all criteria and were used for analysis in this Systematic Literature Review. The literature selection process is visualized in the flowchart in Figure 2.

RESULTS AND DISCUSSION

RESULT

Based on the literature selection process using a flow diagram (Figure 2), 15 scientific articles were obtained that met the inclusion criteria and were analyzed further.

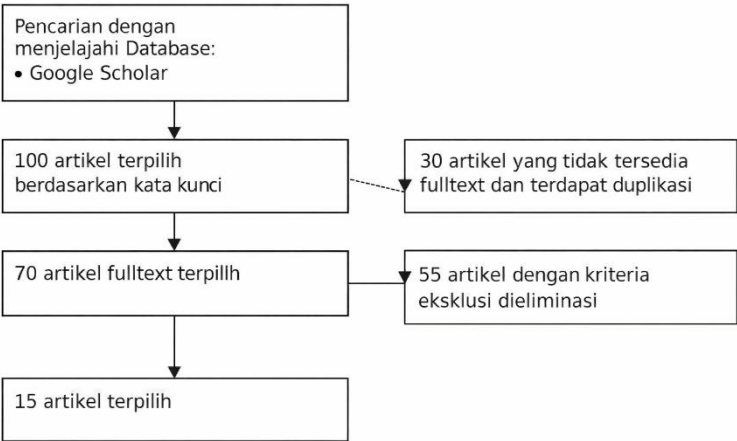


Figure 2. Literature Selection Process

The following table presents a comparison of research results obtained from various scientific journals that have been analyzed and assessed as relevant to the title of this research.

Table 2. Comparison of Previous Research Results

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
1	Athiya Aradhana Utami, Arif Sugiono, & May Roni (2025)	<i>The Influence of Digital Marketing, Online Customer Reviews, and Place On Purchasing Decisions</i>	Quantitative with explanatory research approach and PLS-SEM analysis	Digital Marketing (X ₁), Online Customer Reviews (X ₂), and Place (X ₃) on Purchasing Decisions (Y)	All three variables partially and simultaneously have a positive and significant influence on consumer purchasing decisions in Bandar Lampung. The "Place" variable has the greatest impact (38%)
2	Syafina Fauziyah Aini, Nur Hendrsato, & Abdullah Haidar (2025)	<i>Assessing the Impact of</i>	Qualitative descriptive through	Marketing Mix (Product, Price, Place, Promotion) and Halal	Product, location, and promotion significantly influence purchasing decisions in Karawang.

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
		<i>Marketing Mix and Halal Awareness on Consumer Purchase Behavior : A Case in Indonesia</i>	literature study and review of related studies	Awareness on Purchasing Decisions	However, price and halal awareness do not
3	Indah Ayu Puji Lestari, Rusnandari Retno Cahyani, & Annisa Indah Mutiasari (2025)	<i>The Influence Of Product Quality, Price Perception, And Location On The Purchasing Decisions Of Mie Gacoan Among Students In Solo Raya</i>	Quantitative with multiple linear regression analysis	Product Quality, Price Perception, and Location on Purchasing Decisions	Product quality and price perceptions had a positive and significant influence on student purchasing decisions in Solo Raya. Location was found to have no significant partial influence
4	Syifa Fauziah Hamidah, Roro Arinda Reswanti Julian Pratama, & Lindi Utami	<i>The influence of fomo and brand</i>	Quantitative with multiple linear regression	Fear of Missing Out (FOMO) and Brand Image towards E-Impulse	FOMO and brand image significantly influence consumer impulse buying behavior in Bandung

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
	Marquetter (2025)	<i>image on e-impulse Buying gofood at mie gacoan bandung</i>	n analysis	Buying via the GoFood application	via GoFood. The combination of the two explains approximately 61% of the variation in this behavior
5	Candra Hidayat, Doni Muhandiansyah, Sofian Lusa, Sri Mariati, & Saptarining Wulan (2025)	<i>Studies Management and Finance Economics, of Journal The Influence of Brand Image and E-WOM on Purchase Decision s of Mie Gacoan in Jakarta, Indonesia</i>	Quantitative with multiple regression analysis	Brand Image and Electronic Word-of-Mouth (E-WOM) on Purchasing Decisions	Both brand image and e-WOM have a significant and positive influence on purchasing decisions in Jakarta. Brand image was found to have a stronger influence than e-WOM
6	Nabila Nurul Fahriza Siregar, dkk. (2024)	<i>The Influence of Viral Marketing and Halal Awareness on</i>	Quantitative, Multiple Linear Regression Analysis (SPSS)	Viral Marketing (X ₁), Halal Awareness (X ₂), and Purchasing Decision (Y)	Viral Marketing and Halal Awareness partially and simultaneously have a positive and significant influence on purchasing decisions at the Dr.

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
		<i>Purchasing Decision s at The Mie Gacoan Branch Dr. Mansyur Medan</i>			Mansyur Medan branch
7	Intani Dewi et al., (2023)	<i>Marketing Strategy and Consumer Satisfaction in Gen Z's Purchasing Decision (Study Case at Mie Gacoan Bogor)</i>	Descriptive Quantitative, Customer Satisfaction Index (CSI)	Gen Z purchasing decision process and consumer satisfaction levels	A CSI score of 89.7% indicates that Gen Z consumers in Bogor are "Very Satisfied." All service quality dimensions have a positive gap
8	Restu Putri Permatasari et al., (2023)	<i>Pengaruh Brand Image, Presepsi Harga, Dan Promosi Terhadap Keputusan</i>	Quantitative, Smart PLS Analysis	Brand Image (X ₁), Price Perception (X ₂), Promotion (X ₃), and Purchase Decision (Y)	Brand Image, Price Perception, and Promotion positively and significantly influence product purchasing decisions in the Solo area

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
		<i>Pembelian Produk Mie Gacoan Di Wilayah Solo</i>			
9	(Syakhira et al., 2025)	<i>The Impact of Taste and Service Quality on Adolescents' Purchase Decisions: A Study of Mie Gacoan in Padang City</i>	Associative Quantitative, Multiple Linear Regression	Taste (X_1), Service Quality (X_2), and Purchasing Decision (Y)	Taste and service quality partially and simultaneously have a positive and significant influence on the purchasing decisions of teenagers in Padang, with taste as the dominant factor (66%)
10	Putri & Marlien (2022)	<i>Pengaruh Digital Marketing terhadap Keputusan Pembelian Online</i>	Quantitative analysis using multiple linear regression analysis. A sample of 120	1. Digital Marketing (X_1) 2. Influencer Marketing (X_2) 3. Online Customer Reviews (X_3) 4. Online Purchasing Decisions (Y)	Digital marketing and online customer reviews have a positive and significant influence on online purchasing decisions. However, influencer marketing did not significantly influence online purchasing decisions in this study

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
			Shopee user respondents was selected using the proportional sampling technique		
11	Sachin Yadav & Dr. Vivek Kumar (2025)	<i>Impact of Social Media Marketing on Consumer Purchase Decisions</i>	Qualitative and Quantitative (including Nike case study)	Brand visibility, user engagement, social proof, personalized advertising, brand perception, trust, and purchase intent	There is a significant correlation between active social media marketing and increased consumer response, particularly among younger demographics. Nike's campaign saw an increase in brand trust (60%) and purchase intent (45%)
12	Feby Yulia Lestari, Muji Gunarto, & Sulaiman Helmi (2025)	<i>Digital Marketing Strategies: An Analysis of the Influence of Social Media on Consumer Purchase</i>	Quantitative with online survey techniques (200 respondents)	Content elements, brand-consumer interactions, and consumer trust in purchasing decisions	Content, interaction, and consumer trust have a significant influence on purchasing decisions ⁹ . Consumer trust has the largest contribution ($R^2=0.65$) in influencing these decisions

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
		<i>Decision s</i>			
13	Bharat Kumar Sharma & Dr. Brahmanand Sharma (2025)	<i>The Impact of Social Media Marketing on Consumer Buying Behaviour</i>	Mixed-methods (Structured survey of 300 respondents and in-depth interviews)	Consumer perception, engagement, the role of influencers, peer reviews, and brand loyalty	68% of respondents agree that social media advertising influences their purchasing decisions. Instagram (78%) is the most dominant platform. Influencers and user reviews are crucial in building credibility
14	Ambika Singh & Priyank Shrivastava (2025)	<i>Impact of Social Media Marketing on Consumer Purchase Decision</i>	Descriptive Quantitative (Survey of 60 respondents)	Product/brand awareness, content type (advertising, influencer, UGC), demographic factors, and perceived authenticity	Social media plays a crucial role in increasing product visibility and credibility. However, challenges include low trust in sponsored content and inconsistent direct purchase intentions
15	Dian Rosalia (2025)	<i>Strategi Komunikasi Digital dalam Pemasaran: Studi Peran Media Sosial dalam Keputusan Pembelian</i>	Qualitative (In-depth interviews, observations, and literature analysis)	Social media influence, effectiveness of digital communication strategies (content, influencers, paid advertising), and customer loyalty	Social media significantly shapes purchasing decisions through targeted advertising and customer reviews. Instagram, TikTok, and YouTube are more effective at building customer loyalty than Facebook and Twitter due to their enhanced personalization features

No	Author Name and Year	Title	Method	Aspects Measured	Research Result
		<i>Konsumen</i>			

Based on an analysis of 15 relevant scientific articles, social media was found to have a positive and significant influence on consumer purchasing decisions in the culinary sector, specifically Mie Gacoan. Platforms like Instagram and TikTok are the most dominant platforms for building brand awareness and attracting young consumers through visual content and viral marketing.

Additionally, electronic word of mouth (eWOM) and online customer reviews have been shown to play a significant role in shaping brand trust and image. Consumers tend to consider the experiences and recommendations of others before making purchasing decisions, making a company's interaction and responsiveness to consumers on social media crucial (Hidayat et al., n.d. 2025)

Although digital marketing strategies have a dominant role, several studies also show that traditional factors such as product quality, price, and location still have an influence as supporting factors in the purchasing decision-making process (F. Y. Lestari et al., 2025). This shows that the success of a culinary marketing strategy lies in the integration of digital strategy and the quality of the products offered.

In general, the study results indicate that the social media variables that most dominantly influence purchasing decisions are the quality of visual content, the intensity of interaction with consumers, and electronic word of mouth (eWOM). These findings are consistent across various regional contexts and methodological approaches, confirming that social media-based digital marketing strategies play a key role in determining culinary consumer purchasing behavior, particularly for the Mie Gacoan brand.

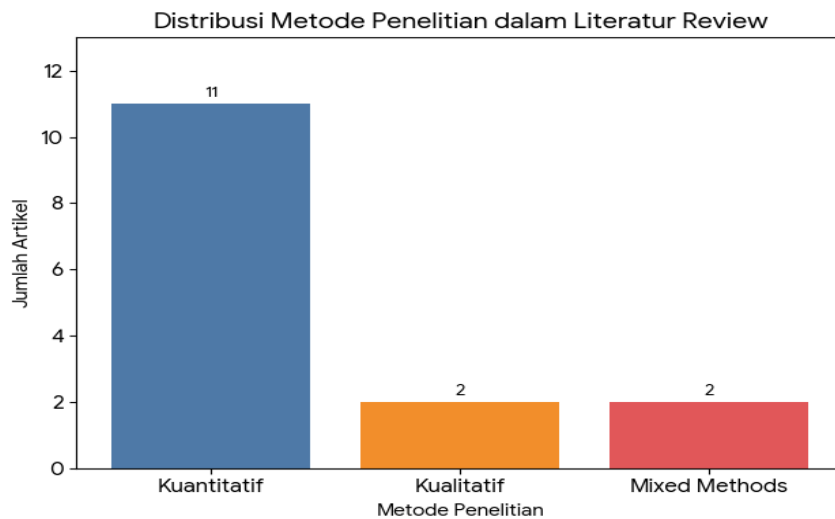


Figure 3. Distribution of Articles Based on Research Methods

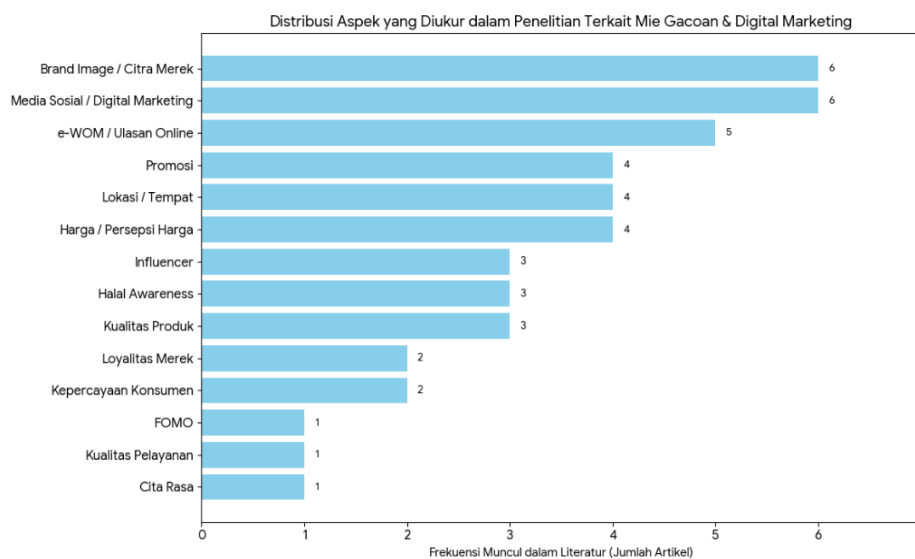


Figure 4. Distribution of Articles Based on Measured Aspects

Based on these two graphs, it can be concluded that research on digital marketing strategies in the culinary sector, particularly Mie Gacoan, is dominated by quantitative approaches that rely on statistical data to demonstrate the influence of social media on consumer purchasing decisions. The primary focus of research is on social media and brand image variables as the most frequently studied factors, which emphasizes the importance of brand visualization and digital interactions in shaping consumer perceptions. Although digital strategies are a primary focus, traditional variables such as price, location, and product quality are still considered as supporting factors in the decision-making process. Overall, these findings reflect

a research trend toward integrating digital strategies with fundamental factors in the culinary industry to create an effective and competitive marketing approach.

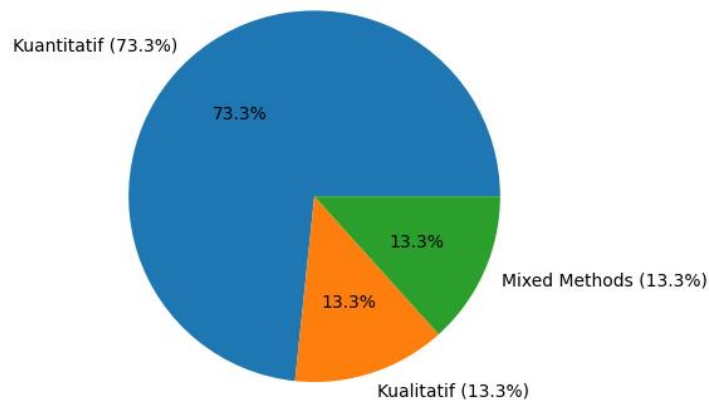


Figure 5. Percentage of Research Methods in the Analyzed Articles

Based on an analysis of 15 scientific articles reviewed, the research methods used were dominated by quantitative approaches, with a percentage of 73.3%. This indicates that most research on social media and Mie Gacoan purchasing decisions focuses on statistically testing the relationship between variables. Meanwhile, qualitative and mixed methods were used at 13.3% each, generally aimed at deepening understanding of the context, digital communication strategies, and consumer perceptions. This dominance of quantitative methods indicates an opportunity for further research to develop qualitative or mixed approaches to gain a more holistic understanding.

DISCUSSION

This discussion begins with a synthesis of empirical findings regarding the role of social media as a digital marketing strategy in influencing consumers' purchasing decisions for Mie Gacoan. Based on the results of a Systematic Literature Review of 15 analyzed scientific articles, social media has been shown to play a strategic role in shaping consumer interests, preferences, and purchasing decisions. Instagram and TikTok have consistently been reported as the most dominant platforms, particularly in reaching the younger generation. These findings align with research (Tsabitah et al., 2025) which shows that visual content, short videos, and viral trends on TikTok and Instagram can increase consumer interest and accelerate the purchasing decision-making process.

In the purchasing decision-making stage, social media plays a role throughout the entire process, from need recognition to the final decision. Visual content showcasing the product, the store atmosphere, and the consumer experience serve as the initial stimulus that shapes consumer awareness and interest in Mie

Gacoan products. Furthermore, in the information search and alternative evaluation stages, consumers utilize various reviews, comments, and user-generated content spread across social media as primary references. This reinforces the findings Hidayat et al. (2025) which states that digital interactions and exposure to social media content contribute significantly to building positive perceptions and brand preferences.

The study also shows that electronic word of mouth (eWOM) is one of the most influential variables in shaping consumer trust. Reviews and recommendations provided by other consumers are perceived as more credible because they are based on real-life experiences. This finding is consistent with research (Amilatuzzakiah et al., 2023) which confirms that eWOM has a positive and significant influence on consumer purchasing decisions for Mie Gacoan. Positive eWOM can reduce consumer uncertainty and strengthen brand image, thereby increasing consumer likelihood of making a purchase.

Although social media strategies have a dominant influence, the results of the literature synthesis indicate that traditional factors still play a role as supporting variables in the purchasing decision process. Furthermore, (Lenza Lambang et al., n.d.) emphasizes that product quality and promotion are important factors in building initial interest and final consumer decisions. This suggests that social media serves as a trigger for purchase intention, but the sustainability of purchase decisions is heavily influenced by product quality and direct consumption experiences.

From a theoretical perspective, the results of this study reinforce the view that social media serves not only as a promotional tool but also as a space for shaping consumer perceptions, trust, and emotional attachment. The variables of consumer engagement, content quality, and eWOM can be positioned as key determinants in consumer purchasing decision models in the digital era.

Practically, the results of this discussion offer important implications for Mie Gacoan managers and similar culinary businesses. Optimizing digital marketing strategies should focus on creating engaging and consistent visual content, enhancing two-way interactions with consumers, and managing responsive online reviews. This strategy aligns with the findings (Rosalia, 2025) which emphasizes the importance of effective digital communication in building customer loyalty through social media. Integrating social media strategies with high product quality is believed to increase the competitiveness of culinary businesses amidst increasingly fierce competition.

This discussion also acknowledges the limitations of the literature review, particularly related to the limited database and the dominance of quantitative approaches in previous research. Therefore, future research is recommended to

expand the database sources, develop qualitative or mixed methods approaches, and explore other variables such as the role of influencers, social media algorithms, and consumer psychology. Thus, future studies are expected to provide a more in-depth and comprehensive understanding of the role of social media in influencing consumer purchasing decisions in the culinary industry.

CONCLUSION

Based on the results of the Systematic Literature Review (SLR), social media has been proven to play a very significant role in digital marketing strategies in the culinary industry, particularly in influencing consumer purchasing decisions for Mie Gacoan. Social media functions not only as a promotional tool but also as an interactive communication medium that shapes perceptions, trust, and long-term relationships between companies and consumers through various forms of digital content and interactions. Thus, the strategic use of social media is a key factor in driving marketing effectiveness and consumer purchasing behavior.

This study contributes to scientific research by presenting a systematic synthesis of various empirical findings addressing the role of social media as a digital marketing strategy. The results indicate that previous research tends to address variables fragmentarily, thus failing to provide a comprehensive picture of the influence of social media on purchasing decisions for Mie Gacoan. Therefore, this study strengthens the literature by comprehensively mapping research findings and trends within the context of digital culinary marketing.

Key elements of a social media strategy, such as high-quality, engaging content, consistent promotions, active engagement with consumers, and electronic word of mouth (eWOM), have been shown to contribute to increased brand awareness and positive brand image. The influence of these elements is strongest among millennials and Generation Z, who have high social media usage intensity. However, the effectiveness of a digital marketing strategy must be supported by product and service quality to generate sustainable purchasing decisions.

This study has limitations related to the use of secondary data sources and the limited database available on Google Scholar. These conditions potentially limit the scope and variety of research perspectives analyzed in this study. Therefore, future research is recommended to combine the SLR approach with empirical research and expand data sources to deepen our understanding of digital marketing in the culinary industry

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