
**FROM LIKES TO RIDES: HOW SOCIAL MEDIA MARKETING ACTIVITIES
TRANSFORMS INTO PURCHASE DECISION IN BUS SERVICES**

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Kata Kunci: Aktivitas pemasaran media sosial, kualitas yang dirasakan, keterlibatan, keputusan pembelian, transportasi bus	Untuk bertahan, bisnis harus menggunakan media sosial. Hampir semua industri membutuhkan media sosial untuk mengembangkan pasar, meningkatkan kredibilitas merek, dan meningkatkan kepercayaan pelanggan. Sektor transportasi juga membutuhkan media sosial untuk menjalankan operasinya. Selama ini, penelitian tentang aktivitas pemasaran di media sosial, terutama bus, belum melakukan banyak penelitian tentang transportasi. Studi ini memberikan perspektif baru tentang upaya untuk meningkatkan keputusan pembelian dengan SMMS. Ditemukan bahwa variabel keterlibatan dan kualitas persepsi diperlukan sebagai variabel mediasi antara SMMS dan keputusan pembelian untuk mencapai hasil yang optimal. Data yang dikumpulkan dan dianalisis dalam penelitian ini diproses melalui pendekatan kuantitatif. Penelitian ini menggunakan metode purposive sampling dengan sampel 506 penumpang bis di PO Bejeu Jepara. Software Smart PLS 4.0 digunakan untuk menguji model empiris. Metode penelitian quantitative ini menggunakan mediasi perceived quality dan involvement. Sampel 506 penumpang dari moda transportasi bus, yang diolah menggunakan Smart PLS 4.0, digunakan untuk menyelidiki hubungan antara aktivitas pemasaran sosial media dan keputusan pembelian. Metode pengambilan sampel non-probability purposive digunakan. Hasil penelitian menunjukkan bahwa SMMA hanya dapat melalui Perceived Quality (H2) dan Involvement (H3) untuk mempengaruhi keputusan pembelian (H3). Penelitian ini memungkinkan pertimbangan yang lebih baik tentang transportasi, khususnya bus SMMA, dibuat.

Abstract

Keywords: *social media marketing activity, perceived quality, involvement, purchase decision, bus transportation*

Businesses must use social media to stay relevant. Nearly every industry needs social media to boost sales, increase customer trustworthiness, and increase consumer confidence. The transportation sector also needs social media to start up operations. Thus far, research on peer-to-peer activities in social media—particularly buses—has not been extensively conducted on transportation. This study offers a fresh perspective on the steps needed to increase the level of cooperation with SMMS. It is recognized that in order to get optimum results, the keterlibatan and persepsi quality variables are necessary as a mediating variable between the SMMS and the pembelian keputusan. The data that are collected and analyzed in this study are derived via quantitative research methods. This study uses the purposive sampling method with a sample of 506 employees from PO Bejeu Jepara. The Smart PLS 4.0 software is used to modify the empirical model. This quantitative research method uses mediasi perceived quality and participation. Antara aktivitas pemasaran sosial media dan keputusan pembelian, sebagaimana sampe 506 penumpang dari moda transportasi bus yang diolah using Smart PLS 4.0. The non-probability purposive sampling method is used. The study's findings indicate that SMMA can only affect the buyer's attitude via perceived quality (H2) and involvement (H3). This study enables more accurate predictions about transportation, particularly buses serving SMMA, to be made.

INTRODUCTION

Social media marketing is becoming a crucial part of modern business plans for a number of industries, including transportation. Using social media into marketing tactics for bus services allows for a multifaceted strategy to connecting and conversing with prospective customers. Making use of the internet for communication like Facebook, Twitter, Instagram, and YouTube, bus companies may effectively sell their services, respond to customer questions, and provide real-time information. Social media's interactive features enable real-time feedback and encourage a feeling of community among users, both of which may boost client loyalty and happiness. Liu, J. H. et al (2016) Keke (2022).

Marketing via social media platforms allows bus firms to reach a larger audience and broaden their reach. Businesses may boost their exposure and draw in new users who depend on digital channels for information and service suggestions by interacting with consumers on these platforms. Subriadi and Baturahmah (2022).

According to the report, social media marketing activities (SMMA) have a noteworthy effect on the aviation industry brand equity, including brand recognition and image. According to a Seo and Park (2018) According to the survey, trends and customization are the two most significant SMMA components that positively affect customer responses and brand perception. Social media marketing initiatives also had a noteworthy consequence on consumers' willingness to purchase products and services connected to transportation (SMMA). It was shown that perceived value and trust were important intermediaries in the partnership between SMMA and purchase intention, Moslehpour *et al.* (2021).

Seo and Park (2018) carried out the first study on SMMA in the transportation sector and discovered a substantial positive association between SMMA and airline customer commitment, brand awareness, and image. Additional study by Saraç (2023) shown that the purchase intentions and brand recognition of airline customers are positively and significantly correlated with SMMA. Using previous SMMA research as a basis, no one has examined the direct relationship between SMMA and transportation purchasing decisions. Table 1 lists

every study on SMMA's conducted in the transportation sector.

This research looks at the connection between sales choices and SMMA carried out by transportation businesses. Additionally, this research suggests that characteristics such as perceived quality and engagement may act as mediators between SMMA and choices to employ bus transportation services.

Table 1: State of the art SMMS in transportation

Year-writer	Research Area	Objective	Primary Findings	Limits
(Seo and Park 2018)	Utilising social media platforms for airline marketing	Compare how social media advertising efforts affect consumer reaction and brand equity	Trendiness is most important; SMMA affects brand awareness, image, and commitment.	The research was restricted to airline passengers in South Korea and did not examine
(Moslehpour, Dadvari et al. 2021)	Social media marketing, aviation industry	Analyse how social media marketing affects consumers' intent to buy.	The beliefs and values perceived mediate SMM factors and purchasing intentions	centred on Indonesian customers; may not apply to other demographics
(Prasetio, Rahman et al. 2022)	Social media marketing, brand equity, airlines	Examine how social media marketing affects consumer reaction and brand equity	The use of social media marketing benefits on brand awareness, image, e-WOM, and commitment	restricted to Indonesian Water Batik; could not be applicable in other situations
(Liu, Wang et al. 2023)	Generation Z Travelling Practices and Social Media Marketing	Examining how social media marketing initiatives (SMMA's) affect the travel habits of Generation Z	Compared to other generations, Generation Z is more affected by SMMA's when it comes to travel and is willing to pay more for them	Focus on Chinese Gen Z consumers who may be different from other countries
(Saraç 2023)	Activities using social media marketing (SMMA's) in the aviation sector	Understanding the impact of SMMA's on brand credibility and purchase intent	SMMA's affect brand credibility and purchasing intentions; brand credit mediates some SMMA's and purchase intentions	The study focused on the aviation industry in Turkey, not generalized to industry or other countries

LITERATURE REVIEW AND HYPOTHESIS

Social Media Marketing Activity

Social media, according to research by Liu, Wang, and Qiao (2022), is a collection of media, applications, and web platforms that enable material sharing, collaboration, and communication amongst users. Businesses have several possibilities to engage with customers and build connections in the marketing space via social media. Social media is a kind of web 2.0 application that allows users to create and share content online. It may be either mobile or web-based. There are several types of social media, including blogs, wikis, social networks, microblog sites, and more (Prsetio, Rahman, Sary, Pasaribu, & Sutjipto, 2022). Effectively reaching customers via media is less expensive than using more conventional channels like print, radio, and television (Ahmed, 2022). Social media is important when a business uses it

to reach consumers and develop personal connections with them via marketing initiatives (Kelly, Kerr, & Drennan, 2013).

Experts assert that social media is a crucial instrument for developing a brand (Ismail, 2017). Social networks are channels in the social media community zone that focus on collaboration, conversation, and user sharing. On social networks, there are a variety of unique types of virtual life, including individual friendships, group communities, and business partnerships (Ebrahim, 2019). Users of social media access brand-related content for leisure, amusement, and relaxation. Moreover, SMMA's interaction component outlines how consumers engage in a social media accounts of the firm platform to connect and converse with like-minded individuals over the particular brand or product (Kim & Ko, 2012) (Muntinga et al., 2011).

We might draw the following conclusions from the several definitions of social media marketing activities (SMMA) that have surfaced: To start and foremost, SMMA uses social media platforms as marketing tools to speak with clients in both directions and provide them with offers that are beneficial, raise awareness of the company, goods, or service, and promote client involvement. Second, SMMA makes communication, content exchange, and information sharing possible (Chang, Yu, & Lu, 2015). Thirdly, SMMA tackles user reactions to companies or social media platforms, including perceptions and trust (Chi, 2011).

Interactivity, informativeness, personalisation, trends, and word-of-mouth communication are all taken into account while performing SMMA (Guha, Mandal, & Kujur, 2011). Furthermore (Bilgin, 2018) looked into, the effects of SMMA activities on customer brand loyalty, brand awareness, and brand image in the context of the airline business, with five elements taken into consideration: entertainment, interaction, trends, advertising, and customisation. Analogous research has been conducted in other sectors, including fashion, aviation, and e-commerce, to examine how social media marketing enhances customers' propensity to make purchases by fostering brand trust.

Perceived Quality

The opinion of the customer of the overall superiority of the product is known as perceived quality. It is a high-level construct that refers to the product or service overall rather than to a particular feature of it. This idea is not the same as objective quality, which describes quantifiable qualities of a product or service that satisfy predetermined criteria. A crucial component of how people perceive a brand is perceived quality. It speaks of the intangible opinions, assessments, ideas, and convictions about a product's quality (Ramaseshan & Tsao, 2007). (Datta, Ailawadi, & van Heerde, 2017).

Customers often have a tendency to link the cost of an commodity or service to its perceived quality (Asshidin, Abidin, & Borhan, 2016) A description of perceived quality is an assessment of the general superiority of a brand based on both external (brand name) and intrinsic (performance and durability) benefits. Seen quality boosts worth. for customers by giving them a cause to buy and differentiating the brand from competitors.

Involvement

A person's engagement in traditional activities is referred to as their level of involvement or investment in a certain activity, duty, or objective. A person's subjective perceptions of attention, apprehension, significance, and individual relevance, and significance associated with an attitude are connected to their level of involvement (Olsen, 2007). In most studies, engagement is related to a specific product, product class, or product category (Homburg & Giering, 2001).

In the realm of branding, the idea of involvement has attracted a lot of attention during

the last thirty years (Warrington & Shim, 2000). Terms that convey interest, care, worry, or interest in the attitude, object, problem, or action are often used to quantify involvement (O'cass, 2000). In light of the above explanation, participation is described as an imperceptible level of drive, excitement, or interest in the use (activity) of a specific product category (item) (Olsen, 2007).

Purchase Decision

According to (Armstrong Principles of Marketing -14/E, 2012), The decision-making stage when customers make their purchase decisions is known as the Purchase Decision. A number of elements, including as product quality, price competitiveness, social impact, and internet reviews, all have a part in the difficult procedure for purchasing. The purchase decision is the evaluation stage that entails developing buy values and mentally organizing consumers' brands. Consumers will typically choose a preferred brand at a fair price (Hermiyenti & Wardi, 2019). The purchase decision process involves a sequence of choices consumers make before purchasing (Hanysha, 2017). According to (Kotler & Keller, 2012), A purchase decision includes many components, including the choice of goods, brand, supplier, quantity purchased, visitation schedule, and mode of payment. The phase of the decision-making process when customers decide what to buy is called the buying decision.

The Impact of Social Media Marketing Activities on Perceived Quality

Actions for Social Media Marketing interaction with Perceived Quality has been the subject of several studies. Based on research (Chen, Shen, et al. 2021) discovered that SMM had a profound impact on perceived quality via a variety of channels, such as online reviews, brand reputation, and consumer engagement. As well as Kim and Lee (2021) demonstrates how SMM may raise brand trust and customer involvement to increase perceived quality. Contemporary business strategies heavily depend on social media marketing initiatives, especially when it comes to increasing public awareness of a brand. Companies can effectively convey the value and uniqueness of their brand by reaching a wider and more diverse audience through social media channels. In addition, social media provides a convenient channel of communication with customers, allowing companies to promptly respond to inquiries, complaints, and reviews. This improves customer satisfaction while also providing valuable data about the needs and preferences of their target market. As such, social media marketing initiatives are more than just an advertising tool; they also contribute to the improvement of overall company strategy and customer interactions. The previous clarification allows for the formulation among the following hypothesis:

H1 : SMMA has a significant positive effect on Perceived Quality.

The Impact of Social Media Marketing Activities on Involvement

(Li, Larimo et al. 2021) The function that social media marketing plays in increasing customer participation via different marketing tactics is discussed in this research, which lends credence to the notion, this study demonstrates how social media marketing tactics that work may improve consumer engagement and involvement, which is crucial for company success. The customer equity of fashion businesses was also measured using the same approach in several studies, including one about consequences of social media marketing on customer equity, which is directly tied to consumer engagement (Kim and Ko 2011). Through more awareness, intensive interaction, compelling information, consumer empowerment, social influence, and interactive campaigns, well-designed marketing initiatives may improve customer engagement. Therefore, building solid and long-lasting connections with customers is a key component of good social media marketing tactics in addition to advertising. Using the justification provided, the following theory may be put forward. :

H2 : Social Media Marketing Activity has a positive effect on Involvement

The Impact of Social Media Marketing Activities on Purchase Decision

As stated by (Upadana and Pramudana 2020) (Ardiansyah and Sarwoko 2020) Purchase choices are significantly and favourably impacted by social media marketing. According to their study, social media presence and successful marketing techniques may increase customer interests and purchase choices. Social media use will encourage more individuals to make purchases, because trustworthy customer evaluations and easily accessible product information may be found on social media (Goodrich and Mooij 2013). Social media has grown into a platform for brand-customer communication (Tsai and Men 2013). Through consistent and transparent interaction in social media online, companies can build closer relationships with their customers, increase loyalty, and encourage re-purchase. Using the justification provided, the following theory may be put forward :

H3 : Social Media Marketing Activity has a positive effect on purchase decisions.

The Impact of Perceived Quality on Purchase Decision

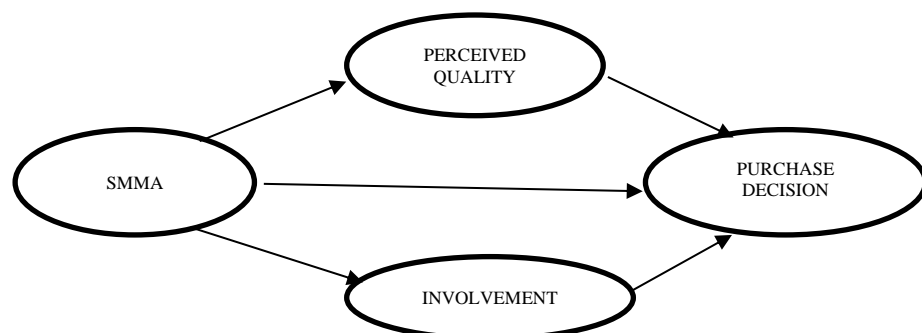
(Ratama 2013) The results of the research show that while purchasing interest was determined by perceived quality, perceived quality also indirectly influenced judgements about what to buy, guiding and ultimately motivating the achievement of the right goal (Alamsyah and Angliawati 2015) A substantial inverse relationship was found in between the perceptions of risk and quality and the purchase behaviour of organic vegetable products. Furthermore, purchasing choices are greatly influenced by one's perception of risk and quality (Limento and Lukman 2020) It asserts that customer purchase choices are positively and significantly impacted by perceived quality. The reasoning above allows for the subsequent hypotheses to be developed. :

H4 : Perceived quality has a positive effect on purchase decision.

The Impact of Involvement on Purchase Decision

Practically speaking, highly involved customers are eager to learn more about the product and digest information about it thoroughly, perhaps because they are more worried about choosing the best course of action(Puccinelli, Goodstein et al. 2009). The results imply that the phenomena of customer interaction is intricate and multidimensional that requires mental, sentimental, and behavioral aspects of customer exchanges with brands (Hollebek, Glynn et al. 2014) The current study shows that consumer engagement in electronic commerce has a positive impact on purchase decisions through The goal of customer engagement.

H5 : Involvement has a positive effect on purchase decision



METHODOLOGY

The methodology for this investigation is quantitative with a clientele of PO Bejeu Jepara. Both in-person interviews and the dissemination of online surveys using Google forms were used to gather primary data. The sample approach used in this case study was a combination of non-probability sampling and purposeful sampling. There were 506 responders

who were legitimate consumer samples that were gathered. The structural equation modelling (SEM) method is used in data analysis approach using SmartPLS version 4.0 software as an analytical tool. The Inner Model Test, Hypothesis Test, Mediation Test, and Outer Model Test are among the tests that are used.

RESULTS AND DISCUSSION

Outer Model (Measurement Model)

In this model two types of measuring exist, namely the test:

1. *Convergent Validity*

This measurement is considered fulfilled when the outer loading is above 0.7 and a minimum value of 0.5 for the AVE value (Ulum, Ghozali et al. 2008). Minimum value of 0.5 (Ulum, Ghozali, & Chariri, 2008). Table 1 displays the findings of the study model's convergent validity test.

Table 1. Convergent Validity Test

Indicator	Outer loading	AVE	Result
SMM1	0.908	0.846	Valid
SMM2	0.897		
SMM3	0.948		
SMM4	0.943		
SMM5	0.945		
SMM6	0.894		
SMM7	0.958		
SMM8	0.863		
INV1	0.842	0.797	Valid
INV2	0.920		
INV3	0.920		
INV4	0.928		
INV5	0.850		
PERC1	0.862	0.812	Valid
PERC2	0.929		
PERC3	0.940		
PERC4	0.867		
PERC5	0.904		
PUR1	0.787	0.754	Valid
PUR2	0.932		
PUR3	0.885		
PUR4	0.863		

Source: SmartPLS version 4.0 output data (Processed)

The indicators measuring the variables Social Media Marketing Activity, Perceived Quality, Involvement, and Purchase Decision may be deemed valid based on these findings, because their AVE value is greater than 0.5 and a value over 0.7 in the convergent validity test.

2. *Reliability Test*

While it is not an absolute benchmark, Composite dependability (Cr) is a measure of variable dependability that identifies a trustworthy value of over 0.7. Cronbach's Alpha is a metric that ranges from zero to one and represents the dependability of all indications. A value is considered dependable if it is higher than 0.7.

Table 3. Composite reliability & Cronbach's alpha

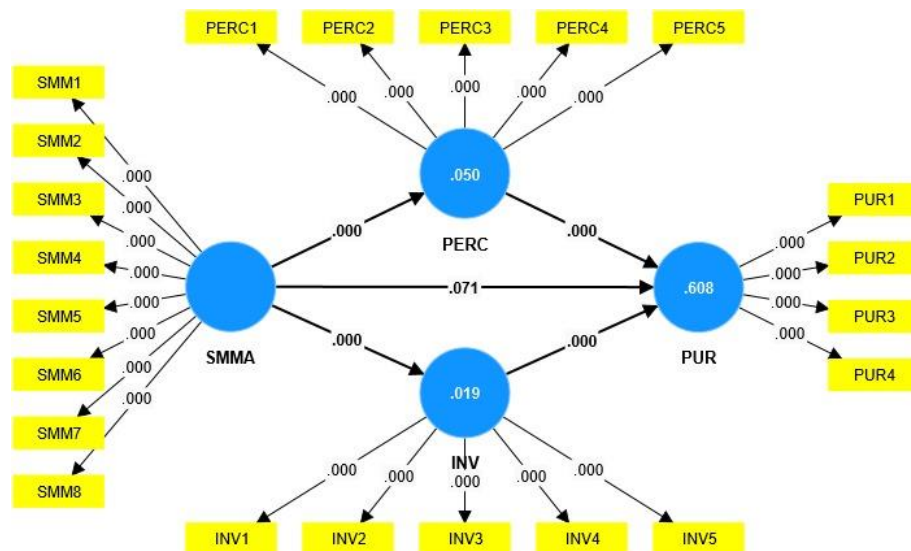
Variable	Composite reliability	Cronbach' alpha	Keterangan
INV	0.978	0.974	Reliabel
PERC	0.951	0.936	
PUR	0.956	0.942	
SMMA	0.924	0.890	

Source: Output data from SmartPLS version 4.0 (Processed)

If the reliability test outcomes indicate that all variable indications get values larger than 0.7, it could be considered reliable.

Inner Model (Measurement Model)

An inner model refers to a model that is used to establish causal connections among hidden variables and variables that are not directly observable.

**Figure 1. Structural Model**

R-square

Using the R-square test, one may ascertain the extent to which the uncorrelated variable exerts impact on the dependent variable. The effect of the R-square is deemed strong when it approaches 0.67, moderate when it approaches 0.33, and weak when it approaches 0.19.

Table 4. R-square

Variabel	R-square	R-square adjusted
INV	0.019	0.017
PERC	0.050	0.048
PUR	0.608	0.606

Source: Output data from SmartPLS version 4.0 (Processed)

The data table shows that the Calculated R-square value is 0.017 and the R-square value for Involvement is 0.019. This implies that social media marketing activity has a small influence on 1.9% of Involvement. The remaining 98.1%, however, may be explained by other variables and markers that were left out of this study.

Perceived quality has an R-square value of 0.050 and an Adjusted R-square value of 0.048. This suggests that social media marketing activity has a limited effect (about 5%) on

perceived quality. While additional factors and indicators not included in this research may account for the remaining 95%.

Additionally, the buying decision's R-square score is 0.608, meaning that external factors account for 60.8% of the variance in Y, showing a substantial effect. The adjusted R-square value is 0.606. The remaining 39.2%, however, may be explicated by other factors and markers that this research did not include.

Mediation Test

There are three situations in the mediation context. First, nonmediation happens when there is a positive relations among the mediating factors and the dependent and independent variables, but a negative relationship between them. Second, full mediation occurs when there is a positive link between There exists a negative link between the mediating factors and the independent and dependent variables. Third, when there is a positive connection between the mediating factors and the independent variable and dependent variables, partial mediation takes place. The P value may be used to evaluate the test findings when using the bootstrapping approach with SmartPLS 4.0. A P value of less than 0.05 indicates a positive impact, A P value greater than 0.05 suggests a detrimental effect. A P value < 0.05 indicates the presence of indirect, specific effects.

Table 5. Path Coeffien

Variable	initial sample (O)	Mean of sample (M)	The standard deviation (STDEV)	T statistics (O/STDEV)	P-value
SMMA -> INV	0.137	0.138	0.036	3.848	0.000
SMMA -> PERC	0.223	0.224	0.034	6.529	0.000
SMMA -> PUR	0.061	0.060	0.034	1.808	0.071
INV -> PUR	0.294	0.297	0.060	4.921	0.000
PERC -> PUR	0.548	0.546	0.057	9.544	0.000

Source: SmartPLS version 4.0 output data (processed)

Table 6. Specific Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value
SMMA -> PERC -> PUR	0.122	0.122	0.021	5.797	0.000
SMMA -> INV -> PUR	0.040	0.041	0.014	2.868	0.004

Source: Output data from SmartPLS version 4.0 (Processed)

The conclusion drawn from the tables 5 and 6 that are attached is:

The Influence of Social Media Marketing Activity on Purchase Decision is mediated by Perceived Quality.

Table 5 indicates a negative link between the Path Coefficient of Social Media Marketing Activity and Purchase Decision, with a P value of $0.071 > 0.05$. Furthermore, P value = $0.000 < 0.05$ shows a positive association between the Specific Indirect Effect of Social Media Marketing Activity on Purchase Decision mediated by Perceived Quality in Table 6. Consequently, it falls within the category of Full Mediation.

The Influence of Social Media Marketing Activity on Purchase Decision mediated by Involvement

Table 5 indicates a negative link between the Path Coefficient of Social Media Marketing Activity and Purchase Decision, with a P value of $0.071 > 0.05$. Furthermore, P value

= 0.004 < 0.05 indicates a positive association between the Specific Indirect Effect of Social Media Marketing Activity on Purchase Decision Mediated by Perceived Quality in Table 6. Consequently, it falls within the category of Full Mediation.

Hypothesis Test

P value and T statistics are shown in hypothesis testing. When the P-value is less than 0.05, it is possible to accept the hypothesis. To ascertain this, use the Path Coefficient feature of the SmartPLS version 4.0 software, which was calculated using the Bootstrapping methodology.

Table 7. Hypothesis Test Results

Hypothesis	Analysis
SMMA -> INV	Coefficient = 0.137
	P value = 0.000
	T statistic = 3.848
	T-table = 1.645
	T statistic > T-table
SMMA -> PERC	Coefficient = 0.223
	P value = 0.000
	T statistic = 6.529
	T-table = 1.645
	T statistic > T-table
SMMA -> PUR	Coefficient = 0.061
	P value = 0.071
	T statistic = 1.808
	T-table = 1.645
	T statistics > T-table
INV -> PUR	Coefficient = 0.294
	P value = 0.000
	T statistic = 4.921
	T-table = 1.645
	T statistic > T-table
PERC -> PUR	Coefficient = 0.548
	P value = 0.000
	T statistic = 9.544
	T-table = 1.645
	T statistics > T-table

Source: Output data from SmartPLS version 4.0 (Processed)

Hypothesis 1: The Effect of Social Media Marketing Activity on Involvement

As soon as the P-value (0.000) is less than 0.05 and the coefficient value (0.137) and T statistics (3.848) show that they are both more than the crucial value from the T-table (1.645), H₀ is rejected and H_{a1} is approved. Thus, it follows that it indicates a positive and significant influence between the Social Media Marketing Activity changeable on Involvement.

Hypothesis 2: The effect of Social Media Marketing Activity on Perceived Quality

Indicates that the coefficient value (0.223) and T statistics (6.529) > T-table (1.645) and P value (0.000) < 0.05, then H₀ is rejected and H_{a2} is accepted. This suggests that there is a strong and beneficial interaction between the Social Media Marketing Activity variable on Perceived Quality.

Hypothesis 3: The Effect of Social Media Marketing Activiyy on Purchase Decision

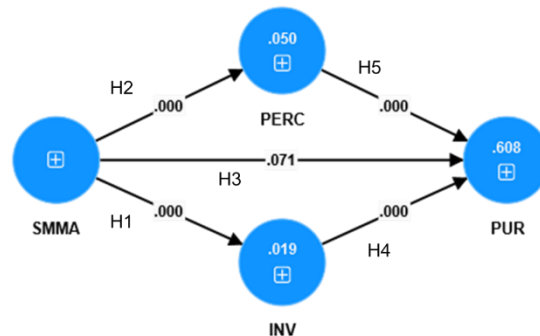
Indicates that the coefficient value (0.061) and T statistics (1.808) > T-table (1.645) and P value (0.071) > 0.05, then H0 is turned down and Ha3 is accepted. This means that it indicates a negative and significant influence between the Social Media Marketing Activity variable on Purchase Decision.

Hypothesis 4: The Effect of Involvement on Purchase Decision

Indicates that the coefficient value (0.294) and T statistics (4.921) > T-table (1.645) and P value (0.000) < 0.05, then H0 has been shut down. and Ha4 is accepted. This means that it indicates a positive is a strong correlation between the Involvement variable on Purchase Decision.

Hypothesis 5: The Effect of Perceived Quality Activiy on Purchase Decision

Indicates that the coefficient value (0.548) and T statistics (9.544) > T-table (1.645) and P value (0.000) < 0.05, after which Ha5 is approved and H0 is denied. This means that it indicates a positive and significant influence between Perceived Quality variables on Purchase Decision.



CONCLUSION

This research looks at the connection between SMMA and the choices that consumers at the transport firm make while making purchases. The results show that SMMA can not influence Purchase Decision (H3), but must be through Perceived Quality (H2) and Involvement (H3). This is different from the research by Khan and Services (2022) which shows a a successful and notable partnership between SMMA and Purchasing Decision.

To ensure that Social Media Marketing Agency (SMMA) has a good and substantial impact on the decision to make a purchase, it can be through Perceived Quality (H2) and (H5) or through Involvement (H1 and H4). Table 6 shows that, in order for the maximum outcome to be obtained to increase the influence of SMMA on Purchasing decision, it is preferable through Perceived Quality, which has a greater influence (p=0,000) than through a smaller Involvement (p =0,004).

This research provides a new horizon in developing purchase decisions in transportation, especially buses using SMMA. Previous research on the use of SMMA in transportation more research on its impact on Trust, Moslehpour et al. (2021), Brand Image and Brand Awareness, Prasetio et al. (2022), and Destination Preference J. Liu et al. (2023) Previously, a lot of research was done on the aircraft transportation industry, not on the bus fleet.

The findings of this study will help bus transportation firms improve their ability to optimize two factors: involvement and perceived quality. Perceived quality includes a number of factors, encompassing the quality of the business's fleet, its inventiveness, the availability of full and accurate information, the amenities both inside and outside the bus, and its standards for exceptional performance. Participation in activities such as using the service because it fits

with one's lifestyle, constantly choosing to utilize bus transportation, relishing the experience of using the service, keeping an eye out for information about the service, and wanting other people to know about the service while using it.

Results are anticipated to be more broadly applicable and not often focused on a single bus company, since more research may be conducted using passenger samples from different bus companies. Other research endeavors may also aim to establish other mediating factors between SMMA and the bus company's buying choice.

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