

**ANALYSIS OF THE INFLUENCE OF SOCIAL FACTORS ON
PURCHASING DECISIONS FOR GLAD2GLOW PRODUCTS
(A CASE STUDY OF THE COMMUNITY IN BENGKALIS CITY)**

Student Name : Helmalia Siregar
Student ID Number : 5604221007
Adviser : Erma Domos, BA., MTCSOL

Abstract

This study aims to analyze respondents' perceptions regarding social factors and purchasing decisions, as well as to examine the influence of social factors on the purchasing decisions for Glad2Glow products among the residents of Bengkalis City. A quantitative approach was employed, involving 100 respondents selected through non-probability sampling specifically, purposive sampling. Data were collected via questionnaires and analyzed using simple linear regression with SPSS version 25 software. The results indicate that social factors have a positive and significant influence on purchasing decisions for Glad2Glow products. This is evidenced by the regression equation $Y = 17.659 + 0.559X$, implying that a one-unit increase in social factors leads to a 0.559 unit increase in purchasing decisions. The coefficient of determination (R-squared) of 0.490 (49%) indicates that social factors account for 49% of the influence on purchasing decisions, while the remaining 51% is attributed to variables outside the scope of this study. The t-test results show a t_{count} of 9.699, which exceeds the t_{table} value of 1.984, with a significance level of 0.000 (< 0.05). Thus, it can be concluded that social factors exert a positive and significant influence on purchasing decisions for Glad2Glow products among the residents of Bengkalis City.

Keywords: Social Factors, Purchasing Decisions, Glad2Glow, Product, Skincare.