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Analysis of The Influence of Social Media Promotion, Price and Service Quality on The Decision to Use Uvers Studio Services In Batam

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Abstract

Introduction/Main Objectives: This study analyzes the effect of social media promotion, price, and service quality on customers' decisions to use Uvers Studio, a premium photography and videography service in Batam City, Indonesia. This topic is relevant as creative service providers increasingly depend on digital promotion and value-based pricing in a highly competitive market. The study aims to identify which factors most strongly influence customers' service-use decisions.

Background Problems: The research problem concerns how social media promotion, price, and service quality affect customers' decisions, both partially and simultaneously. Previous studies report inconsistent findings regarding the dominant determinants of service-use decisions, particularly in premium creative service contexts.

Research Methods: A quantitative causal-associative approach was employed by distributing structured questionnaires to 85 customers who had used Uvers Studio's services. Non-probability sampling was applied. Data were analyzed using SPSS 26 through validity and reliability testing, classical assumption tests, and multiple linear regression analysis.

Findings/Results: The results show that price has a positive and significant partial effect on service-use decisions, while social media promotion and service quality do not. However, all three variables simultaneously have a significant effect and explain a substantial portion of decision variance.

Conclusion: The study concludes that price is the dominant factor influencing customers' decisions, while social media promotion and service quality play supporting roles within the overall decision-making model.

Keyword: Social Media Promotion; Price; Service Quality; decision to use services, Uvers Studio, Batam

Introduction

The expansion of the visual content economy has positioned photography, videography, and cinematic documentation as strategic tools for branding, promotion, and event communication. In Batam, a rapidly developing trade and tourism hub in Indonesia, the demand for high-quality creative documentation is accompanied by intensifying competition among studios offering photo, video, and aerial services. Uvers Studio, established in 2018, positions itself as a premium provider specializing in cinematic and aerial visual content for corporate and personal events. However, despite its strong portfolio and premium brand image, the studio has experienced fluctuations and a recorded decline in average bookings, indicating that customers are becoming more selective in deciding which provider to hire.

In such a context, social media promotion, price, and service quality are three central elements of the marketing mix that potentially shape customers' decisions to use creative services. Prior empirical studies have found mixed evidence regarding which factor is most influential in driving purchase or service-use decisions, with some emphasizing digital promotion, others highlighting price fairness, and still others stressing service quality dimensions. This study focuses on Uvers Studio as a case to examine how social media promotion (X1), price (X2), and service quality (X3) affect the decision to use services (Y) in a premium creative service environment. The key research questions are: (1) whether each variable has a significant partial effect on service-use decisions, (2) whether they jointly influence customers' decisions, and (3) which factor plays the dominant role.

Social media promotion refers to businesses using platforms like Instagram, TikTok, and YouTube to provide value, showcase product portfolios, and engage with audiences. The literature suggests that social media promotion can increase brand awareness, shape brand image, and provide information that aids customer decision-making; however, its direct impact on the final decision may depend on the relevance of the content and the strength of the call to action. Price is not simply the amount charged; it also signals value and quality, particularly in the service category, as service outcomes are intangible and their performance is difficult to assess in advance. Research in the service and retail sectors consistently shows that perceived price fairness and value for money significantly influence purchase and usage decisions.

This study uses the SERVQUAL perspective to measure service quality, which encompasses tangibility, reliability, responsiveness, assurance, and empathy. High-quality service can reduce perceived risk, increase trust, and encourage positive after-sales service evaluations, thereby increasing customers' willingness to use and recommend the service provider. The decision to use a service is viewed as the result of an evaluation process in which customers integrate promotional information, price perceptions, and service experiences to ultimately form behavioral intentions. Previous research has found that these three variables, both individually and in combination, can explain significant differences in consumer decision-making, but their individual contributions can vary across industries and market segments. This study's contribution is to examine these relationships in the context of Batam's high-end creative service environment.

Research Methods

This study employs a quantitative causal-associative design. The population consists of customers who have used Uvers Studio's services in Batam. A total of 85 respondents were selected using non-probability sampling. Data were collected through a structured questionnaire using a Likert scale to measure social media promotion (X1), price (X2), service quality (X3), and the decision to use services (Y). The indicators for social media promotion

include content quality, posting frequency, user interaction, and testimonials and recommendations. Price is measured through affordability, price competitiveness, price–quality fit, and payment flexibility and value. Service quality is operationalized via the five SERVQUAL dimensions. The decision to use services is captured through indicators of need-fit, satisfaction with results, process convenience, and recommendation and loyalty intentions.

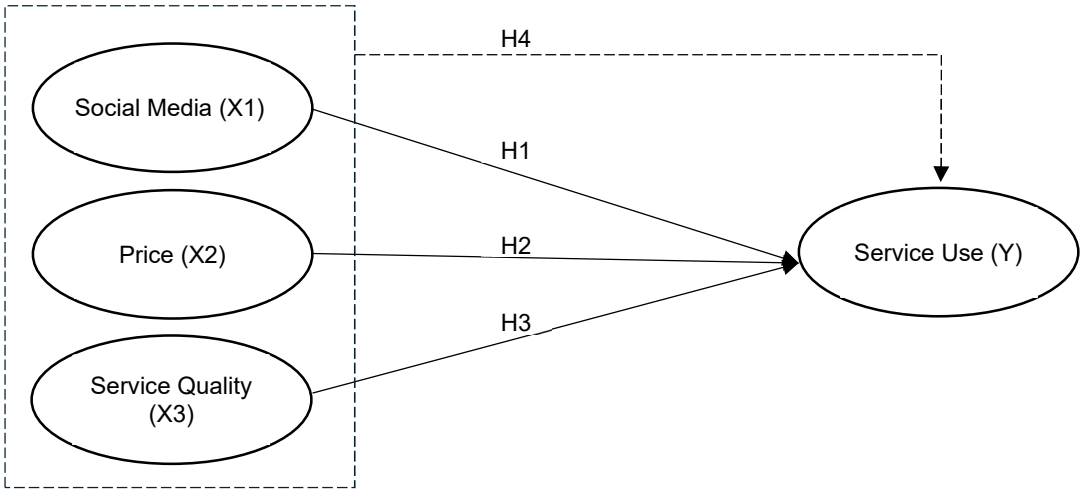
Data were collected using a structured questionnaire with Likert-type scales to measure perceptions of social media promotion, price, service quality, and service-use decisions. In line with Sugiyono, the questionnaire functions as the main research instrument for capturing respondents' attitudes and evaluations toward the constructs under study. Instrument quality was assessed through validity and reliability testing. Item validity was evaluated using item–total correlations and significance levels, while internal consistency reliability was examined using Cronbach's alpha. Following Hair et al., constructs are considered reliable when Cronbach's alpha values exceed 0.70, indicating acceptable internal consistency among items in each scale.

Data analysis was performed using multiple linear regression with SPSS version 26. procedure included validity and reliability testing of the measurement scales. Multiple regression is a multivariate technique used to analyze the effect of two or more independent variables on one dependent variable measured on at least an interval scale, with the goal of explaining and predicting changes in the dependent variable as the independent variables vary. According to Ghozali and Hair et al., proper application of multiple regression requires that the classical assumptions be tested, namely normality, multicollinearity, heteroskedasticity, and autocorrelation, so that the estimated coefficients are unbiased, efficient, and consistent (BLUE). Accordingly, this study conducts normality testing on residuals, examines multicollinearity using tolerance and VIF values, tests heteroskedasticity, and checks for autocorrelation using Durbin–Watson and the run test. Once the assumptions are met, regression coefficients are interpreted through t-tests for partial effects and F-tests for simultaneous effects, and the coefficient of determination (R^2) is used to assess how much variance in the decision to use services is explained jointly by social media promotion, price, and service quality.

Result

A.Statistic Test Result

Figure 1 Conceptual Framework



Description: ——————→ Partial

- - - - - - - - → Simultant

According to (Yusuf & Nurmahdi, 2020), a concept is a theoretical construction intended to organize reality and is not something that has a visual representation. Meanwhile, a conceptual framework is a constructed model that explains how a theory relates to several elements of the research.

Table 1 Research Instrument Validity Test X1

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	x1.11	TOTAL
x1.1	Pearson Correlation	1	.100	.183	-.079	.070	.030	.082	.060	.084	.195	.113	.327**
	Sig. (2-tailed)		.360	.095	.471	.527	.786	.456	.583	.443	.074	.302	.002
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.2	Pearson Correlation	.100	1	-.186	.247*	.380**	-.067	.048	.465**	.256*	-.024	.544**	.549**
	Sig. (2-tailed)	.360		.088	.022	.000	.540	.663	.000	.018	.827	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.3	Pearson Correlation	.183	-.186	1	.076	-.142	.029	-.041	-.051	-.042	.304**	-.100	.194
	Sig. (2-tailed)	.095	.088		.492	.196	.793	.709	.643	.701	.005	.361	.076
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.4	Pearson Correlation	-.079	.247*	.076	1	.300**	.373**	.376**	.144	.269*	.104	.291**	.626**
	Sig. (2-tailed)	.471	.022	.492		.005	.000	.000	.189	.013	.342	.007	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.5	Pearson Correlation	.070	.380**	-.142	.300**	1	.097	-.048	.504**	.256*	-.020	.557**	.576**
	Sig. (2-tailed)	.527	.000	.196	.005		.378	.660	.000	.018	.853	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.6	Pearson Correlation	.030	-.067	.029	.373**	.097	1	.376**	.029	.051	.160	.021	.396**
	Sig. (2-tailed)	.786	.540	.793	.000	.378		.000	.793	.643	.145	.848	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.7	Pearson Correlation	.082	.048	-.041	.376**	-.048	.376**	1	.013	.217*	.077	.265*	.456**
	Sig. (2-tailed)	.456	.663	.709	.000	.660	.000		.906	.046	.485	.014	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.8	Pearson Correlation	.060	.465**	-.051	.144	.504**	.029	.013	1	.181	.015	.545**	.564**
	Sig. (2-tailed)	.583	.000	.643	.189	.000	.793	.906		.098	.893	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.9	Pearson Correlation	.084	.256*	-.042	.269*	.256*	.051	.217*	.181	1	-.166	.383**	.479**
	Sig. (2-tailed)	.443	.018	.701	.013	.018	.643	.046	.098		.130	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.10	Pearson Correlation	.195	-.024	.304**	.104	-.020	.160	.077	.015	-.166	1	-.085	.300**
	Sig. (2-tailed)	.074	.827	.005	.342	.853	.145	.485	.893	.130		.442	.005
	N	85	85	85	85	85	85	85	85	85	85	85	85
x1.11	Pearson Correlation	.113	.544**	-.100	.291**	.557**	.021	.265*	.545**	.383**	-.085	1	.689**
	Sig. (2-tailed)	.302	.000	.361	.007	.000	.848	.014	.000	.000	.442		.000
	N	85	85	85	85	85	85	85	85	85	85	85	85
TOTAL	Pearson Correlation	.327**	.549**	.194	.626**	.576**	.396**	.456**	.564**	.479**	.300**	.689**	1

	Sig. (2-tailed)	.002	.000	.076	.000	.000	.000	.000	.000	.000	.005	.000	
	N	85	85	85	85	85	85	85	85	85	85	85	85

Source: SPSS version 26.0., data processed, 2025

Table 2 Research Instrument Validity Test X2

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2. 8	x2.9	x2.10	x2.11	x2.12	Total
x2.1	Pearson Correlation	1	-.207	.175	-.016	.137	-.233*	-.048	-.314**	-.233*	.226*	.124	-.160	.054
	Sig. (2-tailed)		.057	.110	.888	.213	.032	.660	.003	.032	.037	.259	.143	.623
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.2	Pearson Correlation	-.207	1	.007	.420**	.129	.381**	.364**	.521**	.434**	.069	-.045	.184	.621**
	Sig. (2-tailed)	.057		.953	.000	.241	.000	.001	.000	.000	.531	.680	.092	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.3	Pearson Correlation	.175	.007	1	-.022	.589**	.089	.575**	-.035	.135	.185	.331**	.106	.580**
	Sig. (2-tailed)	.110	.953		.844	.000	.417	.000	.750	.220	.091	.002	.334	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.4	Pearson Correlation	-.016	.420**	-.022	1	.132	-.108	-.194	.308**	-.122	.071	-.047	.075	.282**
	Sig. (2-tailed)	.888	.000	.844		.228	.327	.075	.004	.266	.519	.671	.493	.009
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.5	Pearson Correlation	.137	.129	.589**	.132	1	.099	.189	.067	.034	.441**	.146	.430**	.629**
	Sig. (2-tailed)	.213	.241	.000	.228		.368	.083	.543	.759	.000	.181	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.6	Pearson Correlation	-.233*	.381**	.089	-.108	.099	1	.474**	.080	.379**	-.099	-.013	.265*	.447**
	Sig. (2-tailed)	.032	.000	.417	.327	.368		.000	.467	.000	.367	.905	.014	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.7	Pearson Correlation	-.048	.364**	.575**	-.194	.189	.474**	1	.052	.560**	-.047	.306**	.189	.644**
	Sig. (2-tailed)	.660	.001	.000	.075	.083	.000		.638	.000	.671	.004	.083	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.8	Pearson Correlation	-.314**	.521**	-.035	.308**	.067	.080	.052	1	.037	-.042	.164	.181	.388**
	Sig. (2-tailed)	.003	.000	.750	.004	.543	.467	.638		.738	.706	.133	.098	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.9	Pearson Correlation	-.233*	.434**	.135	-.122	.034	.379**	.560**	.037	1	-.122	.025	.062	.420**
	Sig. (2-tailed)	.032	.000	.220	.266	.759	.000	.000	.738		.266	.821	.572	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.10	Pearson Correlation	.226*	.069	.185	.071	.441**	-.099	-.047	-.042	-.122	1	-.003	.176	.335**
	Sig. (2-tailed)	.037	.531	.091	.519	.000	.367	.671	.706	.266		.977	.107	.002
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.11	Pearson Correlation	.124	-.045	.331**	-.047	.146	-.013	.306**	.164	.025	-.003	1	.294**	.418**
	Sig. (2-tailed)	.259	.680	.002	.671	.181	.905	.004	.133	.821	.977		.006	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
x2.12	Pearson Correlation	-.160	.184	.106	.075	.430**	.265*	.189	.181	.062	.176	.294**	1	.528**
	Sig. (2-tailed)	.143	.092	.334	.493	.000	.014	.083	.098	.572	.107	.006		.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Total	Pearson Correlation	.054	.621**	.580**	.282**	.629**	.447**	.644**	.388**	.420**	.335**	.418**	.528**	1
	Sig. (2-tailed)	.623	.000	.000	.009	.000	.000	.000	.000	.000	.002	.000	.000	

	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85

Source: SPSS version 26.0., data processed, 2025

Table 3 Research Instrument Validity Test X3

		x3.1	x3.2	x3.3	x3.4	x3.5	x3.6	x3.7	x3.8	x3.9	x3.10	x3.11	x3.12	x3.13	x3.14	Total
x3.1	Pearson Correlation	1	-.055	.028	-.190	.118	.447**	-.118	-.036	-.118	.008	.099	.078	.239*	.035	.303**
	Sig. (2-tailed)		.620	.802	.082	.281	.000	.280	.741	.280	.941	.365	.476	.027	.750	.005
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.2	Pearson Correlation	-.055	1	-.207	.567**	.080	-.087	.297**	.406**	.264*	-.161	.066	.083	-.050	.217*	.469**
	Sig. (2-tailed)	.620		.058	.000	.466	.430	.006	.000	.015	.140	.550	.449	.652	.046	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.3	Pearson Correlation	.028	-.207	1	.046	.017	.124	.033	-.039	.033	.172	.073	.567**	.232*	-.270*	.322**
	Sig. (2-tailed)	.802	.058		.675	.876	.259	.765	.722	.765	.116	.506	.000	.033	.012	.003
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.4	Pearson Correlation	-.190	.567**	.046	1	.079	-.103	.070	.219*	.098	-.253*	.101	.039	-.168	.088	.311**
	Sig. (2-tailed)	.082	.000	.675		.473	.349	.527	.044	.372	.020	.360	.722	.125	.422	.004
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.5	Pearson Correlation	.118	.080	.017	.079	1	.163	.230*	.237*	.129	.133	.187	-.052	.156	.122	.482**
	Sig. (2-tailed)	.281	.466	.876	.473		.136	.034	.029	.239	.227	.087	.639	.153	.266	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.6	Pearson Correlation	.447**	-.087	.124	-.103	.163	1	-.142	-.113	-.010	.241*	.056	.150	.199	.044	.367**
	Sig. (2-tailed)	.000	.430	.259	.349	.136		.195	.305	.924	.027	.610	.170	.068	.687	.001
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.7	Pearson Correlation	-.118	.297**	.033	.070	.230*	-.142	1	.627**	.154	-.157	.037	.161	-.061	-.014	.403**
	Sig. (2-tailed)	.280	.006	.765	.527	.034	.195		.000	.159	.151	.734	.140	.579	.902	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.8	Pearson Correlation	-.036	.406**	-.039	.219*	.237*	-.113	.627**	1	.159	-.162	.072	.231*	.002	.147	.526**
	Sig. (2-tailed)	.741	.000	.722	.044	.029	.305	.000		.146	.138	.511	.034	.986	.180	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.9	Pearson Correlation	-.118	.264*	.033	.098	.129	-.010	.154	.159	1	.374**	-.257*	.192	.065	.018	.403**
	Sig. (2-tailed)	.280	.015	.765	.372	.239	.924	.159	.146		.000	.017	.078	.556	.873	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.10	Pearson Correlation	.008	-.161	.172	-.253*	.133	.241*	-.157	-.162	.374**	1	-.182	.124	.545**	.082	.326**
	Sig. (2-tailed)	.941	.140	.116	.020	.227	.027	.151	.138	.000		.096	.259	.000	.455	.002
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.11	Pearson Correlation	.099	.066	.073	.101	.187	.056	.037	.072	-.257*	-.182	1	-.239*	-.020	.465**	.266*
	Sig. (2-tailed)	.365	.550	.506	.360	.087	.610	.734	.511	.017	.096		.028	.856	.000	.014
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85

x3.12	Pearson Correlation	.078	.083	.567**	.039	-.052	.150	.161	.231*	.192	.124	-.239*	1	.029	-.075	.428**
	Sig. (2-tailed)	.476	.449	.000	.722	.639	.170	.140	.034	.078	.259	.028		.795	.496	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.13	Pearson Correlation	.239*	-.050	.232*	-.168	.156	.199	-.061	.002	.065	.545**	-.020	.029	1	-.174	.371**
	Sig. (2-tailed)	.027	.652	.033	.125	.153	.068	.579	.986	.556	.000	.856	.795		.112	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
x3.14	Pearson Correlation	.035	.217*	-.270*	.088	.122	.044	-.014	.147	.018	.082	.465**	-.075	-.174	1	.321**
	Sig. (2-tailed)	.750	.046	.012	.422	.266	.687	.902	.180	.873	.455	.000	.496	.112		.003
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85
Total	Pearson Correlation	.303**	.469**	.322**	.311**	.482**	.367**	.403**	.526**	.403**	.326**	.266*	.428**	.371**	.321**	1
	Sig. (2-tailed)	.005	.000	.003	.004	.000	.001	.000	.000	.000	.002	.014	.000	.000	.003	
	N	85	85	85	85	85	85	85	85	85	85	85	85	85	85	85

Source: SPSS version 26.0., data processed, 2025

Table 4 Research Instrument Validity Test Y

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Total
Y1	Pearson Correlation	1	.024	-.065	.225*	-.005	.279**	.264*	-.070	.082	.256*	.257*	.617**	.515**
	Sig. (2-tailed)		.826	.553	.038	.964	.010	.014	.524	.458	.018	.018	.000	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y2	Pearson Correlation	.024	1	.049	.383**	.103	.518**	.208	.070	-.085	.111	.047	-.041	.437**
	Sig. (2-tailed)	.826		.655	.000	.349	.000	.056	.522	.437	.313	.667	.707	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y3	Pearson Correlation	-.065	.049	1	.016	.918**	-.068	.077	.042	.046	.103	.154	-.013	.424**
	Sig. (2-tailed)	.553	.655		.882	.000	.534	.486	.706	.673	.348	.159	.906	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y4	Pearson Correlation	.225*	.383**	.016	1	.103	.445**	.007	.264*	.133	.278*	.036	.100	.549**
	Sig. (2-tailed)	.038	.000	.882		.349	.000	.950	.015	.224	.010	.745	.362	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y5	Pearson Correlation	-.005	.103	.918**	.103	1	-.014	.136	-.015	.041	.162	.211	.015	.495**
	Sig. (2-tailed)	.964	.349	.000	.349		.896	.213	.895	.707	.139	.053	.892	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y6	Pearson Correlation	.279**	.518**	-.068	.445**	-.014	1	.248*	-.065	.046	-.023	.298**	.218*	.527**
	Sig. (2-tailed)	.010	.000	.534	.000	.896		.022	.555	.674	.837	.006	.045	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y7	Pearson Correlation	.264*	.208	.077	.007	.136	.248*	1	.024	.137	.007	.224*	.295**	.475**
	Sig. (2-tailed)	.014	.056	.486	.950	.213	.022		.827	.210	.950	.040	.006	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y8	Pearson Correlation	-.070	.070	.042	.264*	-.015	-.065	.024	1	.038	.324**	-.217*	-.038	.249*
	Sig. (2-tailed)	.524	.522	.706	.015	.895	.555	.827		.730	.002	.046	.730	.022
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y9	Pearson Correlation	.082	-.085	.046	.133	.041	.046	.137	.038	1	-.152	.245*	.196	.324**

	Sig. (2-tailed)	.458	.437	.673	.224	.707	.674	.210	.730		.165	.024	.072	.002
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y10	Pearson Correlation	.256*	.111	.103	.278*	.162	-.023	.007	.324**	-.152	1	.187	.162	.439**
	Sig. (2-tailed)	.018	.313	.348	.010	.139	.837	.950	.002	.165		.087	.138	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y11	Pearson Correlation	.257*	.047	.154	.036	.211	.298**	.224*	-.217*	.245*	.187	1	.348**	.511**
	Sig. (2-tailed)	.018	.667	.159	.745	.053	.006	.040	.046	.024	.087		.001	.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Y12	Pearson Correlation	.617**	-.041	-.013	.100	.015	.218*	.295**	-.038	.196	.162	.348**	1	.515**
	Sig. (2-tailed)	.000	.707	.906	.362	.892	.045	.006	.730	.072	.138	.001		.000
	N	85	85	85	85	85	85	85	85	85	85	85	85	85
Total	Pearson Correlation	.515**	.437**	.424**	.549**	.495**	.527**	.475**	.249*	.324**	.439**	.511**	.515**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.022	.002	.000	.000	.000	
	N	85	85	85	85	85	85	85	85	85	85	85	85	85

Source: SPSS version 26.0., data processed, 2025

Validity is used to determine the extent to which the statement items in the questionnaire are able to measure the intended variable. Ghozali (2018:53) states that a statement item is considered valid if its calculated r-value is greater than the calculated r-value at a significance level of 0.05 (df = n - 2).

Decision-making criteria:

· If r-calculated ≥ r-value (α = 0.05) → The item is valid.

· If r-calculated ≤ r-value → The item is invalid.

Results

x1, r-calculated x1.1 0.327 ≥ r-table 0.2133

x2, r-calculated x2.2 0.621 ≥ r-table 0.2133

x3,r-calculated x3.1 0.303 ≥ r-table 0.2133

Y, r-calculated Y 0.515 ≥ r table 0.2133

The conclusion is valid.

Table 5 Research Instrument Reliability Test

Variable	Cronbach's Alpha Value
Wsocial Media Promotion	0,652
PrPrice	0,643
PuService Quality	0,535
ThDecision to use services	0,650

Source: SPSS version 26.0., data processed, 2025

Reliability testing is used to determine the consistency of respondents' responses to the questionnaire. Ghozali (2018:59) states that reliability is measured using Cronbach's Alpha, with the following criteria:

· $\alpha \geq 0.60 \rightarrow$ Reliable (consistent).

· $\alpha < 0.60 \rightarrow$ Unreliable.

In conclusion, the results of $\alpha \geq 0.60 = 0.65 \geq 0.60 \rightarrow$ Reliable (consistent).

B. Classical Assumption Tests Result

Prior to conducting multiple linear regression, a series of classical assumption tests were performed to ensure that the estimated coefficients meet the Best Linear Unbiased Estimator (BLUE) criteria.

Normality Test

The normality of the regression residuals was assessed using the Kolmogorov–Smirnov test and visual inspection of the histogram and Normal P–P Plot. The Kolmogorov–Smirnov test produced a significance value greater than 0.05, and the points in the Normal P–P Plot were distributed closely around the diagonal line. These results indicate that the residuals are normally distributed, so the normality assumption is satisfied.

Multicollinearity Test

Multicollinearity was examined using tolerance and Variance Inflation Factor (VIF) values for each independent variable. The tolerance values for social media promotion (X1), price (X2), and service quality (X3) were all above 0.10, while the corresponding VIF values were well below the threshold of 10. This indicates that there is no multicollinearity problem among the independent variables and that each predictor contributes unique information to the model.

Heteroskedasticity Test

Heteroskedasticity was tested using the Glejser test and a scatterplot of the standardized residuals against the predicted values. The significance values (Sig.) for all independent variables in the Glejser test were greater than 0.05, and the scatterplot did not show a clear pattern or funnel shape. These findings suggest that the variance of the residuals is homogeneous across the range of predicted values, meaning that the model does not suffer from heteroskedasticity.

Autocorrelation Test

Although the data are cross-sectional, an autocorrelation test was carried out to verify the independence of residuals. The Durbin–Watson statistic was 1.678, with lower and upper critical values of dL = 1.5752 and dU = 1.7210, placing the statistic in the inconclusive region between dL and dU. Because the Durbin–Watson test did not yield a definitive conclusion, a run test was conducted on the unstandardized residuals. The run test produced an Asymp. Sig. (2-tailed) value of 0.446, which is greater than 0.05. Therefore, it can be concluded that the residuals occur in a random pattern and there is no autocorrelation problem in the model. Overall, the results of the normality, multicollinearity, heteroskedasticity, and autocorrelation tests confirm that the regression model meets the classical assumptions, and the subsequent multiple linear regression analysis can be considered statistically reliable.

C. Hypothesis Testing

Hypothesis testing in this study was conducted using t-tests for partial effects and an F-test for the simultaneous effect of social media promotion (X1), price (X2), and service quality (X3) on the decision to use services (Y).

Partial (t-test) Results

The t-test results show that the significance value (Sig.) for social media promotion (X1) is greater than 0.05, indicating that X1 does not have a statistically significant partial effect on the decision to use Uvers Studio's services. Similarly, the Sig. value for service quality (X3) is greater than 0.05, so X3 also does not exert a significant partial effect on Y. In contrast, the Sig. value for price (X2) is less than 0.05, and the corresponding regression coefficient is positive, which means that price has a positive and significant partial effect on the decision to use services. Thus, H1 (the effect of X1 on Y) and H3 (the effect of X3 on Y) are not supported, while H2 (the effect of X2 on Y) is accepted.

Table 6. Results of Multiple Regression Coefficient Analysis

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	29.043	7.289		3.985	.000
	X1	.027	.133	.027	.204	.839
	X2	.280	.126	.281	2.218	.029
	X3	.126	.120	.127	1.048	.298

Source: SPSS version 26.0., data processed, 2025

If the Sig level value is 0.839 ≥0.05 → X1 does not have a significant effect on Y.

If the Sig level value is 0.029 ≤0.05 → **X2 has a significant effect on Y.**

If the Sig level value is 0.298. ≥ 0.05 → **X3 does not have a significant effect on**

Simultaneous (F-test) Results

The F-test was used to assess the joint effect of X1, X2, and X3 on Y. The ANOVA output shows that the model's Sig. (F) value is less than 0.05, indicating that social media promotion, price, and service quality together have a statistically significant effect on the decision to use services. This result confirms H4, which states that the three independent variables simultaneously influence customers' decisions to use Uvers Studio's services. The model summary further shows that the coefficient of determination (R^2) has a moderate-to-high value, meaning that a substantial proportion of the variance in Y is explained collectively by X1, X2, and X3, while the remainder is attributed to other factors not included in the model.

Table 7. Results of ANOVA Analysis of Social Media, Price, and Service Quality Variables on the Decision to Use Uvers Studio Services in Batam

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.948	3	45.316	4.272	.007[b]
	Residual	859.299	81	10.609		
	Total	995.247	84			

Source: SPSS version 26.0., research data analysis results, 2025

The result of calculated f value = 4.272 ≥ f.table = 2.717, then **X1, X2, X3 have a significant influence on Y**

Coefficient of Determination (R^2)

Table 8. Results of Simultaneous Linear Regression Summary Model Analysis from X1, X2 and X3 to Y

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370a	.137	.105	3.257

a. Predictors: (Constant), Service Quality,Price,Media Social Promotion
Source: SPSS version 26.0., research data analysis results, 2025

The summary table results show an R value of 0.370 and a determination coefficient of R^2 of 0.137. Using SPSS 26.0 for Windows software and the formula KP = 0.137 × 100% = 13.7%, the results show that the independent variables (X1), X2, and X3 have an influence of 13.7% on the dependent variable (Y). The remaining 86.3% is influenced by other variables.

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