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HEALTHY FOOD MARKETING ACROSS CONSUMER AND RETAIL LEVELS: A DESCRIPTIVE COMPARATIVE ANALYSIS OF PERCEPTION

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ABSTRACT

Healthy food marketing influences consumers and retailers across three stages of the decision-making process. The purpose of the study is to describe and compare how marketing cues shape consumer perception, how specific strategies influence purchase decisions, and how store level conditions affect the adoption of health-oriented marketing practices. Three peers reviewed articles form the basis of the analysis. The first article, by Li et al. (2024), explains about packaging cues related to taste and health shape consumers' beliefs about product healthfulness and their purchase intentions. Their findings show that taste-focused cues increase purchase intention but may reduce perceived healthiness, while health-focused cues enhance health perceptions across product types. The second article, by Vidal and Castellano (2022), identifies the strategies that influence purchase intention. Their work highlights the effect of front of pack labels, nutritional information, natural quality cues, and emotional appeals on consumer choice. The third article, by Houghtaling et al. (2019), reviews the factors that influence food store owners' and managers' willingness to use healthy choice architecture and marketing mix strategies. Their findings show that adoption depends on customer demand, profit expectations, staff capacity, and operational constraints. Consumers form health beliefs from marketing cues, these beliefs influence responses to targeted strategies, and store operators adjust their marketing mix in response to customer behavior and financial expectations. This study contributes an integrated understanding of how perception, strategy, and retail decision making interact, offering insights for marketers, public health planners, and store managers who aim to strengthen healthy food environments.

Keywords: Healthy Food Marketing; Consumer Perception; Retail Decision Making; Purchase Intention; Choice Architecture; Front-of-Pack Labels; Health Communication; Taste-Health Trade-off

INTRODUCTION

Food marketing shapes what people buy. It also shapes what they believe about healthy eating. Walk through any supermarket and you will see this immediately. A bottle of fruit drink promises "natural" on the front. The label suggests wholesome ingredients. Yet the product contains added sugar levels that approach daily limits. Research shows that 97% of sugar-sweetened fruit drinks in the United States carry at least one nutrition-related claim. "Natural" labels appear on 27% of breakfast cereals purchased nationwide. These claims create a health halo. Consumers assume products possess positive attributes entirely unrelated to the actual claim.

This heuristic process occurs because shoppers rarely examine detailed nutrition facts. They rely on quick visual judgments. Colors signal freshness. Images suggest authenticity. Brief claims hint at benefits. Li et al. (2024) demonstrated this experimentally. Taste-focused packaging cues significantly boost purchase intention. The same cues simultaneously reduce perceived healthiness. Health-focused cues elevate health perceptions across all product categories. Consumers respond to emotional triggers and visual shortcuts that bypass systematic evaluation.

Recent media reports also highlight concerns about misleading health claims on food packaging. An analysis of hundreds of grocery products found that front-of-package messages such as "heart healthy" or "keto-friendly" often do not correspond with the actual nutritional quality of the product, which may influence consumers' perceptions during quick purchase decisions (Malesu, 2025).

The mechanism likely involves the Elaboration Likelihood Model. This model suggests that individuals with limited motivation or cognitive capacity rely on peripheral cues. They use colors, claims, and emotional appeals rather than careful analysis of nutritional content. Logullo et al. (2024) found that nearly half of parents incorrectly believe soda with a "natural" claim contains no added sugar. Only 12% hold this belief when no claim appears. The claim functions as a peripheral cue that short-circuits rational assessment.

Yet the narrative extends beyond individual choice. Store owners and managers face practical constraints when implementing healthy marketing tools. Houghtaling et al. (2019) synthesized evidence from retail studies. Adoption depends on specific calculations. Will customers respond favorably? Can staff manage additional workload? Will profit margins remain stable? Without affirmative answers, interventions stall. This creates a feedback loop. Consumer preferences shape retail environments. Retail environments subsequently shape consumer behavior. Isolated interventions become difficult to sustain.

Marketers must recognize how cues shape long-term beliefs. Policymakers need to account for retail constraints that determine intervention reach. Store managers require evidence about which strategies work in practice. This study examines how perception, strategy, and retail decision-making interact across the complete decision chain.

Research Purpose

Many studies explain separate parts of this process. Some focus on how consumers form beliefs about health. Others examine which marketing strategies influence purchase intention. A smaller group investigates store operator decisions related to healthy marketing tools. However, few studies compare all stages together in a connected framework (Li et al., 2024; Vidal & Castellano, 2022; Houghtaling et al., 2019).

This paper responds to that gap by using a descriptive comparative approach. Comparative reviews are commonly used to analyze patterns across multiple studies and

identify shared themes within behavioral research (Durach et al., 2021; Paré et al., 2015). This approach is suitable for connecting consumer perception, point-of-purchase strategies, and store-level decision-making, as recommended in recent marketing and nutrition research (Kos et al., 2023; Tavares et al., 2024).

The purpose of this comparison is to describe how marketing cues shape perception, how specific strategies influence purchase intention, and how store-level conditions affect the implementation of healthy marketing tools. By examining these three stages together, the study aims to highlight the interaction between consumer behavior and store practices, offering an integrated understanding of healthy food marketing influence across the full decision chain (Steiner et al., 2025; Roberto et al., 2021).

LITERATURE REVIEW

Overview of Marketing Strategies in Food Products

Marketing strategies shape how consumers judge food products. Companies design packaging, visuals, color choices, and health claims to attract attention at the point of sale. Research shows that packaging serves as both an informative and persuasive tool, signaling value within seconds while consumers make fast decisions. These signals influence beliefs about taste, quality, and health (Li et al., 2024; Steiner et al., 2025; Kos et al., 2023).

Li et al. (2024) explains that consumers rely on simple cues when deciding whether a product is healthy. Their work demonstrates that taste-focused and health-focused packaging cues shape health perceptions and purchase intentions, especially during quick decision-making moments. Taste cues increase purchase intention but reduce perceived healthiness, while health cues enhance health perceptions across product categories. These findings align with studies emphasizing heuristic thinking in food choice, where consumers form judgments rapidly based on simple cues (Tavares et al., 2024; Logullo et al., 2024).

The theoretical mechanism behind this behavior involves the Elaboration Likelihood Model. This model suggests that consumers with limited motivation or cognitive capacity rely on peripheral cues such as colors, claims, and emotional appeals rather than central route processing through careful evaluation of nutritional content (Petty & Cacioppo, 1986; Tavares et al., 2024). This explains why visual shortcuts play a dominant role in point-of-sale decisions.

Marketing Strategies That Trigger Purchasing Decisions

Vidal and Castellano (2022) identify specific marketing strategies influencing consumers when they decide to buy a product. They highlight front-of-pack labels, calorie information, ingredient descriptions, natural cues, and emotional messages as key drivers of purchase intention among young adults. Their findings support the idea that clear, simple labels enhance consumer confidence and shape perceived product healthfulness (Kos et al., 2023; Tavares et al., 2024).

This study connects perception to action. If packaging shapes beliefs, these beliefs influence how consumers respond to point-of-purchase strategies. The shortcuts described by Vidal and Castellano (2022) match the visual and message-based cues outlined by Li et al. (2024). This pattern is consistent with broader research showing that emotional and heuristic cues strongly influence consumer decisions in nutrition contexts (Roberto et al., 2021; Logullo et al., 2024).

Store Level Factors That Influence Healthy Marketing Use

Houghtaling et al. (2019) review studies on food store decision-making to explain why owners and managers choose to use healthy marketing tools. Their findings indicate that store operators are more likely to adopt strategies such as healthy choice architecture when they expect stable profits, positive customer responses, and adequate staff capacity. Conversely, they hesitate when facing financial risk, low demand, or operational constraints.

These findings align with research on retail environments showing that store-level adoption of health-oriented strategies depends on both economic feasibility and customer behavior (Cameron et al., 2022; Winkler et al., 2022). Stores increase healthy product displays when consumers show interest and reduce them when sales decline, creating a feedback mechanism between consumer choices and store implementation (Cameron et al., 2022).

Comparative Insight Across the Three Articles

The three studies examine different stages of influence. The first focuses on perception, the second focuses on purchase intention, and the third focuses on store level choices. When these stages are combined, a consistent system appears (Modzelewska et al., 2021; Chen & Antonelli, 2020).

1. Visual cues shape health beliefs.
2. These beliefs influence responses to point of purchase strategies.
3. Store operators adjust strategies based on consumer behavior.

RESEARCH METHOD

Research Design

This study was conducted using a descriptive comparative approach. This method is commonly employed to analyze similarities and differences across multiple studies and is particularly suitable for exploring processes involving consumer perception and behavior (Snyder, 2024; Paré et al., 2015). Descriptive comparative research allows researchers to identify patterns and relationships across studies without conducting hypothesis testing or statistical modeling. This makes the method appropriate for examining how consumer perception, marketing strategies, and store-level decision-making interact within the literature (Durach et al., 2021; Sauer & Seuring, 2023).

Following recent methodological guidance, the comparative review was structured to evaluate the flow of evidence across selected studies, ensuring consistency with best practices in narrative and comparative analysis (Sauer & Seuring, 2023; Logullo et al., 2024). The World Health Organization (2023) also recommends systematic approaches when analyzing food marketing influences, which further supports the use of a structured comparative framework in this study.

Selection Criteria

Three peer-reviewed articles were selected based on specific criteria. First, all articles were published in peer-reviewed journals between 2019 and 2026 to ensure recency of evidence. Second, all articles were written in English to ensure accessibility and consistent interpretation. Third, all articles employ quantitative or mixed-methods approaches with experimental, survey, or systematic review designs to ensure methodological rigor. Fourth, each article examined a distinct stage of the marketing influence process: perception formation, purchase intention, or store-level implementation.

Articles were identified through systematic searches of the PubMed database and Google Scholar using combinations of keywords including “healthy food marketing”, “consumer perception”, “packaging cues”, “front-of-pack labels”, “purchase intention”, and “retail choice architecture”.

Sources of Data

The analysis was based on three peer-reviewed articles that represent different stages of the marketing influence process. Li et al. (2024) examined how packaging cues related to taste and health influence consumers’ perceptions of product healthfulness and purchase intentions. Vidal and Castellano (2022) analyzed marketing strategies that influence purchasing decisions among young adult consumers, including front-of-pack labels, nutritional information, and natural quality cues. Houghtaling et al. (2019) reviewed store-level factors affecting the adoption of healthy marketing and choice architecture strategies among food store owners and managers. Together, these studies provide complementary perspectives that allow a structured comparative analysis of consumer perception, purchasing behavior, and retail decision making.

Data Collection Procedures

All selected articles were reviewed in full, and key information was extracted from each study. This included research objectives, variables examined, methodologies applied, and primary findings. The extraction process followed recommendations for structured narrative synthesis to ensure clarity and consistency across studies (Logullo et al., 2024; Page et al., 2021). Information related to consumer perception, point-of-purchase strategies, and store-level decision factors was organized into thematic categories to support comparison.

Data Analysis Procedures

The analysis followed two main steps. First, each article was described using parallel analytical categories, including marketing focus, research population, methodological approach, and key findings. This step ensured that each study was examined using the same structural framework, which is a common practice in comparative review methods (Paré et al., 2015; Durach et al., 2021).

Second, the studies were compared to identify shared themes and differences across the stages of the marketing influence process. The comparison highlighted how consumer perception, marketing strategies, and store-level decision factors interact within the broader healthy food marketing environment. This structured comparative analysis allows the study to synthesize insights from different levels of the marketing system and present them as an integrated framework.

RESULTS AND DISCUSSION

Results

The comparative analysis identifies three clear stages of influence across the studies. Each article contributes evidence from a different part of the decision process. Li et al. (2024) studied consumer responses to food marketing signals using controlled experiments with 198 participants in China. Their research employed a between-subjects experimental design with three packaging cue conditions: taste-focused, health-focused, and neutral. Participants were randomly assigned to evaluate yogurt products with different packaging designs. The study measured both implicit associations using the Implicit Association Test (IAT) and explicit purchase intentions through self-report scales. Their results show that people form health

beliefs from simple cues such as color saturation, imagery, and short health references. They report that taste-focused cues increase purchase intention but simultaneously reduce perceived healthiness.

These early impressions shape long-term beliefs even when the nutritional value does not match the message (Steiner et al., 2025; Tavares et al., 2024). Vidal and Castellano (2022) examined young adult consumers using survey-based data from 256 respondents in Spain. Their research utilized a quantitative survey design with structured questionnaires measuring purchase intention, health consciousness, and responses to various marketing cues. The sample consisted of university students aged 18-30 years, selected through convenience sampling. Their results show that front-of-pack labels, calorie information, ingredient descriptions, and natural quality cues increase purchase intention. They also report that emotional triggers influence these choices. Respondents favored products with simple, easy-to-read labels. These results match the cues identified by Li et al. (2024) and align with recent findings that consumers rely heavily on simplified visual cues when evaluating healthfulness (Kos et al., 2023; Roberto et al., 2021).

Houghtaling et al. (2019) reviewed 87 studies that examined store-level decision-making among food store owners and managers in the United States. Their research employed systematic literature review methodology, searching multiple databases including PubMed, Web of Science, and Scopus. Studies were included if they examined retail food environment interventions and reported qualitative or quantitative data from store owners or managers. Their results show that operators support healthy choice architecture when they expect stable profit, positive customer response, and available labor. They also show that operators hesitate to apply healthy marketing strategies when they face low demand, financial risk, or limited staff resources. Similar conclusions appear in newer research, which finds that retail adoption of healthy marketing tools depends on both economic viability and perceived customer interest (Winkler et al., 2022; Cameron et al., 2022).

Taken together, the results show a connected sequence. Marketing cues shape health beliefs. These beliefs influence responses to point-of-purchase strategies. Store operators then adjust their actions based on the way consumers behave. This sequence appears consistently across the three articles and is supported by broader models of consumer food decision-making (Modzelewska et al., 2021; Logullo et al., 2024).

Discussion

The findings show that the three studies form a complete model of how healthy food marketing influences decision-making. The first article explains how perceptions form. The second shows how these perceptions shape purchase intention. The third explains how store operators respond to these patterns. When these stages are combined, the influence process becomes clearer and supports existing behavioral frameworks.

Li et al. (2024) provides the foundation by showing that consumers rely on fast and simple judgments. Their experimental design with randomized assignment and mixed-methods measurement (IAT plus self-report) strengthens the validity of these findings. These cues activate heuristic thinking, meaning consumers make quick decisions without detailed evaluation. Recent studies reinforce that heuristic cues such as colors, images, and health tags remain dominant influences at the point of sale (Logullo et al., 2024; Tavares et al., 2024).

Vidal and Castellano (2022) show how these early perceptions influence behavior. Their survey-based approach with a defined population of young adults allows for generalization within this demographic. They identify specific strategies that activate the beliefs formed during the first stage. Their respondents reacted strongly to simple labels, natural cues, and

ingredient lists. These findings align with more recent research showing that consumers prefer minimalistic, transparent labeling systems, especially when making fast health judgments (Tavares et al., 2024; Kos et al., 2023).

Houghtaling et al. (2019) demonstrate that store-level choices depend on consumer behavior and economic conditions. Their systematic review methodology with comprehensive database searching and inclusion criteria ensures broad coverage of existing evidence. Operators support healthy marketing strategies when they see positive results. They reduce these strategies when sales are low or when operational costs rise. This creates a feedback loop in which consumer preferences shape the retail environment and the retail environment shapes consumer choices. More recent work also highlights the importance of retailer perceptions of risk and profit (Winkler et al., 2022; Cameron et al., 2022).

Based on the combined evidence, healthy food marketing does not operate in isolation but instead forms a continuous behavioral chain. The strength of this chain depends on whether the cues at each stage reinforce each other. For example, if packaging creates strong health impressions but store placement is weak, the influence may break. Conversely, consistent signals across perception, labeling, and store layout create a stronger behavioral push toward healthier purchases. This perspective aligns with multi-level marketing models that emphasize synergy across consumer and retail environments (Modzelewska et al., 2021; Logullo et al., 2024).

The methodological diversity across the three studies strengthens the overall findings. Li et al. (2024) used experimental methods with random assignments, establishing causal relationships between packaging cues and consumer responses. Vidal and Castellano (2022) employed survey methods with a specific population, enabling demographic-specific insights. Houghtaling et al. (2019) utilized systematic review methods, providing comprehensive evidence synthesis. This triangulation of methods increases confidence in the identified patterns and suggests that the three-stage model holds across different research approaches and contexts.

CONCLUSION

This study examined how healthy food marketing influences consumers and store-level decisions across three stages: perception formation, purchase intention, and store implementation. The comparative analysis revealed a connected sequence that operates as a behavioral chain.

First, visual and taste cues shape consumers' health beliefs. Li et al. (2024) demonstrated that packaging cues activate heuristic processing, where taste-focused cues increase purchase intention while simultaneously reducing perceived healthiness. This suggests that early perceptual judgments are formed rapidly based on simple visual elements.

Second, these beliefs influence purchase decisions through specific mechanisms. Vidal and Castellano (2022) identified that front-of-pack labels, ingredient descriptions, and emotional triggers convert health perceptions into buying behavior. The effectiveness of these strategies depends on their alignment with the heuristic shortcuts consumers use at the point of sale.

Third, store operators adjust marketing strategies based on consumer responses, profit expectations, and operational capacity. Houghtaling et al. (2019) showed that adoption of healthy choice architecture depends on economic viability, customer demand, and staff availability. This creates a feedback loop where consumer behavior and retail environments continuously influence each other.

The findings have practical implications for three audiences. Marketers should design clear, simple, and emotionally engaging cues that align with heuristic processing to influence early perceptions. Policymakers may strengthen regulations on labeling to prevent misleading health claims, particularly those that exploit automatic associations between visual cues and healthfulness. Store managers can optimize healthy marketing tools by combining clear information with supportive placement strategies when customer demand and profit expectations are favorable.

Limitations include variations in methodological approaches across the reviewed studies, differences in cultural and economic contexts between the Chinese, Spanish, and US samples, and the cross-sectional nature of most primary studies included in the reviews. Future research should examine these stages in diverse populations beyond the current samples, explore longitudinal effects of repeated exposure to marketing cues, and investigate how digital marketing channels might alter the three-stage sequence. Overall, the study contributes an integrated understanding of healthy food marketing influence, linking perception, choice, and store behavior in a single decision-making chain.

APPENDIX

There are no additional materials or raw data to be included in the appendix. All information used in this paper is derived from the three reviewed journal articles, and all relevant analysis has been presented in the main text.

Tabel 1. Appendix A – Article Comparison

Article	Sample / Population	Method	Key Findings	Stage of Influence
Li et al. (2024)	198 Chinese adults	Between-subjects experiment with IAT and self-report scales	Taste-focused cues increase purchase intention but reduce perceived healthiness; health-focused cues enhance health perceptions across categories; heuristic thinking activated	Perception
Vidal and Castellano (2022)	256 Spanish university students aged 18-30	Quantitative survey with structured questionnaires	Front-of-pack labels, calorie information, ingredient descriptions, natural cues, and emotional messages increase purchase intention; simple labels preferred	Purchase Intention
Houghtaling et al. (2019)	87 studies of US food store owners and managers	Systematic literature review of PubMed, Web of Science, and Scopus	Store adoption of healthy marketing strategies depends on customer demand, profit expectations, and available labor; hesitation occurs when financial risk or low demand exists	Store Implementation

Table 2. Appendix B – Coding

Article	Research Question	Variables / Cues	Method	Key Findings	Notes
Li et al. (2024)	How do packaging cues influence perception and purchase intention of healthy food?	Packaging color saturation, taste, focused cues, health-focused cues, imagery, short health references	Controlled experiment with randomized assignment and Implicit Association Test	Consumers form health beliefs rapidly from visual cues; taste cues increase purchase intention but reduce perceived healthiness; health cues enhance health perceptions across product categories	Early-stage perception crucial for shaping beliefs; dual process theory explains heuristic processing
Vidal and Castellano (2022)	Which marketing strategies influence purchase intention?	Front-of-pack labels, caloric information, Ingredient lists, natural cues, emotional triggers	Survey (n=256) with convenience sampling	Clear, simple labels and emotional cues increase purchase intention; aligns with early perception cues; young adults prefer minimalistic, transparent labeling	Links perception to action; elaboration likelihood model explains peripheral cue processing
Houghtaling et al. (2019)	How do store-level factors influence adoption of healthy marketing?	Profit expectations, customer demand, staff availability, operational constraints, financial risk	Systematic literature review with narrative synthesis	Adoption of healthy marketing strategies occurs when demand and profit expectations are positive; reduced under low demand or limited labor; feedback loop exists	Feedback loop: consumer behavior affects store strategies; economic viability determines implementation

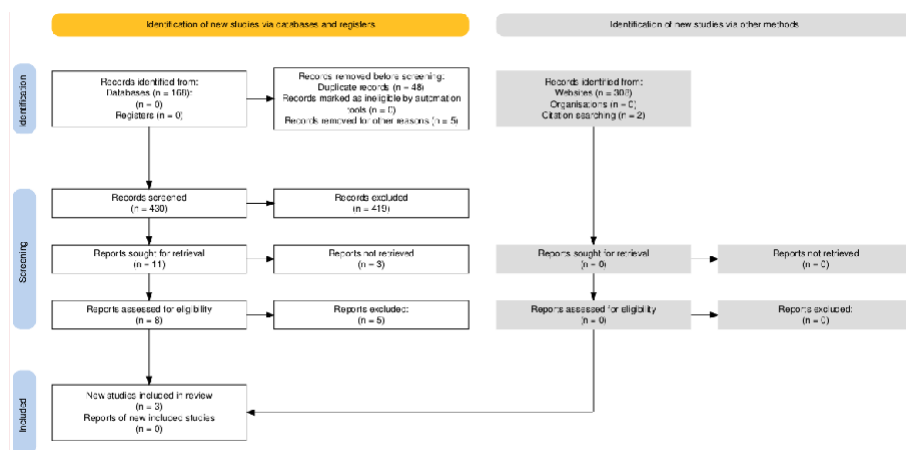


Figure 1. Appendix C - PRISMA Flow Diagram and Conceptual Framework

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A MULTIPLE LINEAR REGRESSION ANALYSIS OF TIKTOK'S MARKETING STRATEGIES AND E-COMMERCE SUSTAINABILITY IN GREATER JAKARTA, INDONESIA

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ABSTRACT

Indonesia's rapidly expanding digital economy has positioned TikTok as a dominant force in social commerce. However, empirical evidence regarding the effectiveness of TikTok marketing strategies in supporting sustainable E-commerce performance remains limited. This study examines how TikTok's marketing strategies influence key dimensions of E-commerce sustainability in JaBoDeTaBek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), Indonesia's most digitally active metropolitan region. Using survey data from 65 active TikTok users, multiple linear regression analysis was conducted to evaluate the effects of platform usage, content strategy, engagement tactics, and advertising strategy on purchase intention, brand recognition, and customer engagement. The results show that platform usage is the strongest predictor of purchase intention ($\beta = 0.586$, $p < 0.001$; $R^2 = 0.671$). Content strategy significantly influences all three outcomes, including purchase intention ($\beta = 0.285$, $p = 0.022$), brand recognition ($\beta = 0.563$, $p < 0.001$), and customer engagement ($\beta = 0.497$, $p < 0.001$). Engagement tactics demonstrate a positive effect on customer engagement but do not significantly predict brand recognition, while advertising strategy shows no significant independent effect across the models. These findings indicate that narrative-driven and algorithm-compatible content plays a more critical role than conventional advertising in shaping consumer responses on TikTok. The study contributes to the growing literature on social commerce and provides practical insights for digital marketers and MSMEs seeking sustainable E-commerce performance in emerging markets.

Keywords: TikTok Marketing; Social Media Marketing; E-Commerce Sustainability; Consumer Behavior; Social Commerce; Southeast Asia

INTRODUCTION

Indonesia's digital economy has experienced rapid transformation in recent years, driven by increased internet penetration, widespread smartphone adoption, and the growing use of social media platforms for commercial activities. Among these platforms, TikTok has emerged as a dominant force, reshaping digital consumer interaction through short-form video content, personalized recommendation algorithms, and community-driven engagement. Indonesia ranks among the top five countries globally in terms of TikTok users, with the JaBoDeTaBek metropolitan region (Jakarta, Bogor, Depok, Tangerang, and Bekasi) representing one of the most active centers of digital commerce activity in the country.

While prior studies have explored the role of social media in influencing purchase decisions and brand engagement (Kapoor et al., 2018; Wahab et al., 2022), there remains limited empirical research specifically focused on TikTok's marketing effectiveness in emerging markets. Existing literature on social media marketing has traditionally concentrated on established platforms such as Instagram and Facebook, which have long dominated digital marketing research and practice (Dwivedi et al., 2021). As a result, TikTok's hybrid role as both an entertainment platform and an emerging commercial ecosystem has only recently begun to attract scholarly attention. Moreover, little is known about how TikTok's core marketing mechanisms, including content strategies, engagement tactics, platform usage, and advertising, interact to influence consumer behavior in Indonesia's urban context (Alhanatleh et al., 2023).

To address this research gap, the present study examines how TikTok's marketing strategies influence the sustainability of E-commerce performance in the JaBoDeTaBek region (Greater Jakarta). Recent research increasingly recognizes TikTok as a social commerce platform capable of shaping consumer attitudes and behavioral intentions through interactive and algorithm-driven content ecosystems. For instance, Grabowska et al. (2025) applied the Technology Acceptance Model (TAM) to demonstrate that perceived usefulness and perceived ease of use significantly influence consumers' purchase intentions on TikTok. Similarly, Wijayanti and Isa (2024) highlight that interactive and vivid content on TikTok enhances consumer engagement, which in turn strengthens purchase intention. In addition, Kumalasari and Sumiyana (2024) emphasize that technology adoption factors play a crucial role in shaping users' behavioral intention toward TikTok Shop within the social commerce environment. Building on these perspectives, the present study investigates how key marketing mechanisms on TikTok, including platform usage, content strategies, engagement tactics, and advertising, interact to influence consumer responses and contribute to sustainable E-commerce outcomes in Indonesia's urban digital market.

Building on these theoretical frameworks, the study examines the relationships between TikTok marketing strategies and consumer responses in social commerce environments. Specifically, it analyzes four key strategy dimensions, platform usage, engagement tactics, content strategy, and advertising strategy, and their associations with three consumer outcomes: purchase intention and behavior, brand recognition and loyalty, and customer engagement and retention. This research provides an empirical assessment of TikTok's marketing effectiveness in an emerging market context using an integrated TAM-SIT perspective. Focusing on the Greater Jakarta (JaBoDeTaBek) region enables the study to capture insights from one of Southeast Asia's most digitally active urban populations, where social commerce adoption continues to grow rapidly.

To guide the analysis, the study addresses the following research questions:

RQ1: How do TikTok marketing strategies (platform usage, content strategy, engagement tactics, and advertising strategy) influence purchase intention, brand recognition, and customer

engagement among users in the JaBoDeTaBek region?

RQ2: How do TikTok users perceive the role of platform-based marketing strategies in shaping their attitudes toward E-commerce brands in urban Indonesia?

To answer these questions, a quantitative survey was conducted among active TikTok users and online shoppers in Greater Jakarta. The collected data were analyzed using multiple linear regression to evaluate the relationships between TikTok marketing strategies and the selected consumer outcome variables. Through this approach, the study aims to provide insights into how TikTok marketing practices can support the sustainability of E-commerce engagement in Indonesia and inform strategic decisions for businesses operating within the platform-driven digital economy.

LITERATURE REVIEW

TikTok as a Social Media Marketing Platform

TikTok, developed by ByteDance, was launched in China in 2016 under the name Douyin and expanded internationally in 2017 as TikTok. Initially created for short-form video sharing, the platform has rapidly evolved into a major social commerce ecosystem. By integrating entertainment content, live streaming, and in-app shopping, TikTok enables businesses to reach large audiences through content-driven marketing and influencer collaborations. Its E-commerce model emphasizes demographic targeting, impulse purchasing, and interactive engagement between creators and merchants. Features such as TikTok Live and TikTok Shop further enhance real-time shopping experiences, transforming consumer purchasing behavior and challenging traditional retail models (Ma & Yu, 2021).

Platform Usage

Recent research highlights high consumer satisfaction with shopping on TikTok, attributing this to competitive pricing, captivating promotions, and the platform's immersive and entertaining user experience. Despite these strengths, TikTok faces challenges, including stiff competition from established E-commerce platforms and the constant demand for innovation to keep users engaged. Nonetheless, its unique integration of entertainment and commerce is setting new benchmarks in digital marketing and shaping the future of online retail (Ma, 2024).

Engagement Tactics

Wang (2024) examines TikTok's digital marketing strategies and their significant impact on user engagement, brand awareness, and sales conversion. Key features such as short-form videos and live streaming are particularly effective at capturing users' attention and fostering interaction. TikTok also supports brand visibility by enabling businesses to connect more deeply with their audiences. Real-time engagement, limited time offers, and influencer endorsements are shown to influence purchasing decisions directly. Moreover, TikTok's advanced data analytics and personalized content recommendations enhance the user experience and further support consumer engagement and conversion. Interactive features such as likes, shares, and comments are critical in building a community on the platform. Influencers also hold considerable sway over user behavior by offering relatable and authentic product recommendations, which boost trust and positively impact purchase intentions (Wang, 2024).

Content Strategy

Content quality and brand reputation are vital to the success of social commerce platforms like TikTok Shop. According to Saktiawan et al. (2023), businesses must invest in strategic brand-building efforts such as influencer partnerships and developing high-quality, engaging content. For TikTok, maintaining consumer trust through secure payment systems, transparent review mechanisms, and responsive customer service is essential. The study emphasizes that brand image and consumer trust are significant predictors of purchase intention, underscoring their importance in driving sustainable E-commerce growth.

Advertising Strategy

Firdaus et al. (2025) highlight the important role of brand ambassadors and advertising in shaping consumer behavior on TikTok Shop. Their findings indicate that endorsements from credible personalities enhance consumer trust and increase the perceived value of products, making consumers more likely to consider purchasing them. In addition, well-designed advertising strategies can improve user engagement with product content, thereby increasing the likelihood of purchase. The study also shows that both advertising and ambassador endorsements positively influence purchase intention, which acts as a mediating factor between marketing exposure and actual buying behavior. These results suggest that integrating influencer endorsements with targeted advertising can strengthen product visibility, consumer trust, and sales performance on TikTok Shop. More broadly, TikTok's marketing ecosystem combines entertainment, social interaction, and E-commerce, creating highly engaging and personalized consumer experiences. However, sustaining this growth requires continuous improvements in content quality, merchant credibility, and consumer trust. As digital economies evolve, further research is needed to understand the long-term implications of social commerce strategies for global E-commerce development (Zhang, 2023).

Sustainability in Business Theory

The E-commerce model explains how online businesses create value, generate revenue, and manage digital operations through platforms that integrate marketplaces, payment systems, logistics, and customer services. Common formats include B2C, B2B, C2C, and D2C. Research shows that the expansion of digital infrastructure and E-commerce ecosystems plays an important role in supporting international trade in emerging markets such as Indonesia and Malaysia (Narayan, 2025). However, while E-commerce can improve market access and reduce transaction barriers, it also depends heavily on resilient supply chains. Disruptions such as those experienced during the COVID-19 pandemic demonstrated the vulnerability of global logistics systems and highlighted the need for sustainable supply chain management to maintain stable E-commerce growth (Narayan, 2025). In addition, platforms such as TikTok have expanded the E-commerce model by integrating entertainment and commerce within social media environments. Through short-form videos, live streaming, and algorithm-driven content recommendations, TikTok can increase brand visibility, consumer engagement, and purchase intention, allowing businesses to strengthen long-term relationships with online consumers (Zhang, 2023).

Purchase Intention and Behavior

TikTok significantly influences consumer purchase intentions through several key mechanisms. User-generated content enhances authenticity and relatability, making consumers more receptive to products shared by other users. In addition, influencer endorsements shape purchasing behavior because audiences often perceive influencers as credible and trustworthy sources. Algorithmic recommendation systems further strengthen this effect by personalizing content based on individual user preferences, increasing both engagement and purchase

likelihood. Combined with immersive short-video formats and integrated shopping features, these elements position TikTok as a powerful platform for digital commerce and brand engagement (Sohid et al., 2024).

Brand Recognition and Loyalty

TikTok also contributes significantly to building brand recognition and loyalty. According to Alcántara-Pilar et al. (2024), influencer attractiveness positively affects credibility perceptions, enhancing brand recognition, consumer trust, and purchase intention. The study also finds that influencer credibility is strongly linked to trust in brands and products. Then, trust and online engagement are closely related to consumer willingness to buy, mediating between marketing efforts and final purchases. Influencer qualities contribute to credibility and engagement, although their direct impact on purchase intent may be more indirect. The research underscores the importance of leveraging credible influencers as a key strategy for fostering loyalty and encouraging repeat purchases.

Customer Engagement and Retention

TikTok introduced platform updates in 2022, including integrated search and shopping features such as the FACT+ model, which strengthened product discovery and conversion potential (Zhou, 2022). However, the study also highlights several challenges, including inconsistent product quality, concerns about influencer credibility, and limited regulatory oversight. Addressing these issues is essential for maintaining platform reliability and supporting sustainable digital commerce. Sustainable E-commerce growth depends on interconnected factors, including purchase intention, brand recognition and loyalty, and customer engagement and retention. TikTok's personalized, content-driven ecosystem enhances consumer experience and shapes purchasing behavior, but long-term growth requires stronger platform governance, consistent content quality, and trust-building mechanisms (Zhou, 2022).

Theoretical Foundation

Technology Acceptance Model

The Technology Acceptance Model (TAM), is a fundamental framework for forecasting consumer adoption of digital technology. It focuses on two fundamental variables: perceived usefulness (PU), the conviction that using a system improves task performance, and perceived ease of use (PEOU), the conviction that the system necessitates little effort to utilize. These variables affect Behavioral Intention, which forecasts actual system use (Schorr, 2023). In TikTok marketing, TAM elucidates users' impressions of the platform's operation, including the navigability of adverts and the intelligibility of product-related information. These views influence user engagement and purchase behavior. Al-Khasawneh et al. (2022) used the TAM to examine TikTok adoption, identifying UGC and perceived enjoyment as the most significant predictors, followed by sense of belonging, ease of use, and usefulness. Their model explained 47.8% of users' behavioral intention variation, underscoring the crucial influence of entertainment, social connection, and creative expression on TikTok's popularity. In addition, Granić (2022) performed a comprehensive evaluation of forty-seven empirical studies about the use of educational technology. The results indicated that TAM remains the predominant theoretical framework in this field. The principal contributing elements were PU, ease of use, self-efficacy, enjoyment, and social influence. The analysis highlighted that while TAM is helpful, it requires expansion and adaptation to many situations and developing technologies for more thorough insights.

Social Influence Theory

Social Influence Theory explains how social interactions shape individuals' attitudes, beliefs, and behavioral responses within social environments. The theory identifies three mechanisms of influence: compliance, where individuals conform to gain approval or avoid disapproval; identification, where behaviors are adopted to maintain relationships with admired groups or individuals; and internalization, where behaviors align with personal values. Recent research shows that social influence remains a key factor in technology adoption and digital consumer behavior, particularly on social media platforms where peer interaction, endorsements, and community engagement shape users' perceptions and behavioral intentions (Erkan & Evans, 2016; Sokolova & Kefi, 2020). In social commerce environments such as TikTok, these mechanisms operate through algorithm-driven content exposure, influencer credibility, and peer-generated content that influence consumer responses to digital marketing activities. Empirical evidence further supports this perspective. Manca et al. (2022), using a hybrid choice model, found that interpersonal interaction and normative expectations often influence adoption decisions more strongly than individual preferences. These findings highlight that digital signals such as likes, shares, and influencer endorsements function not only as compliance cues but also as mechanisms that foster identification and internalization in online environments.

Research Application from the Previous Research

To strengthen the theoretical foundation of this study, several previous studies related to social media marketing and e-commerce performance were reviewed. These studies provide insights into how digital marketing strategies, platform usage, and consumer engagement influence online business outcomes. A summary of the relevant previous research is presented in Table 1.

Table 1. Research Application from the Previous Research

Researchers	Article Title	Results
Wu (2023), Xi'an, FanYi University, Shaanxi, China	Social media marketing strategy and effect evaluation in E-commerce	Independent Variables: Social media marketing strategies, including platform selection, content creation, engagement tactics, and advertising approaches. Dependent Variables: E-commerce performance indicators, such as sales growth, customer acquisition, brand awareness, and customer retention. The findings indicate that effective social media marketing strategies significantly contribute to E-commerce performance, enabling businesses to strengthen market competitiveness and achieve sustainable growth in the digital marketplace.
Jamil et al. (2022), North China Electric Power University, Beijing, China	Role of Social Media Marketing Activities in Influencing Customer Intentions: A Perspective of a New Emerging Era	The research concludes that social media marketing activities are crucial in shaping customer intentions. By fostering social identification and satisfaction, businesses can enhance customer engagement and drive positive behavioral intentions on social media platforms.
Pongwe and Churk (2024). College of Business Education, Dodoma, Tanzania	Social Media Marketing Platforms and Sales Revenue in Tanzania	Independent Variable: Social media marketing platforms utilized by TTCL, including Facebook, Twitter, and Instagram.

<p>Xie et al. (2023), Xi'an Jiaotong- Liverpool University</p>	<p>Telecommunication Company Limited</p> <p>TikTok's Innovation Strategy: An In-depth Analysis of Its E-commerce Expansion</p>	<p>Dependent Variable: Sales revenue generated by TTCL.</p> <p>The findings indicate that the strategic use of social media marketing platforms significantly contributes to sales revenue growth in the telecommunications sector, suggesting that effective digital engagement can enhance overall market performance.</p> <p>TikTok has integrated E-commerce into its platform through strategies that combine social media interaction with online shopping features. Drawing on theoretical perspectives and case studies, the authors highlight TikTok's distinctive approach to merging entertainment-driven content with digital commerce.</p>
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Research Model and Hypothesis Development

Based on TAM, this research correlates with the perceived user acceptance, adoption, and ease of use of technology. TAM shares insight and explains how users accept TikTok as a social media platform, and if it is useful, they will use it often for shopping. Furthermore, SIT reveals that user behavior encompasses social interaction and is subject to external influences. In addition, TikTok's trends or influences may sway users' purchase decisions and brand loyalty. Figure 1 illustrates the proposed theoretical model.

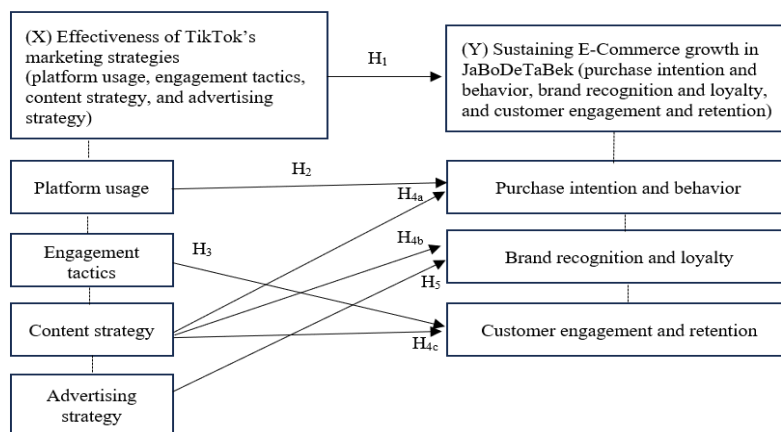


Figure 1. Research Model

H₀ (Null Hypothesis): TikTok's marketing strategies do not significantly influence the sustainability of E-commerce growth in the Greater Jakarta region.

H₁ (Alternative Hypothesis): TikTok's marketing strategies significantly influence the sustainability of E-commerce growth in the Greater Jakarta region.

As a social commerce platform, TikTok provides features with actionable strategies that positively affect sustained growth, increase sales, and strengthen brand engagement (Sohid et al., 2024).

H₂: The frequency of TikTok usage for product discovery positively influences consumers' purchase intention.

Social media platform usage plays a critical role in the success of E-commerce businesses by enhancing perceived usefulness, facilitating product discovery, and strengthening firms' competitive advantages in digital markets (Wu, 2023).

H₃: TikTok engagement tactics, such as influencer marketing and live commerce, significantly affect consumer engagement and brand loyalty.

Interactive social media activities, including influencer endorsements and live-streaming commerce, have been shown to strengthen customer engagement and enhance positive behavioral intentions toward brands (Jamil et al., 2021).

H_{4a}: TikTok's content strategy positively influences consumers' purchase intention.

H_{4b}: TikTok's content strategy positively influences brand recognition.

H_{4c}: TikTok's content strategy positively influences consumer engagement.

Short-form, personalized, and trend-driven video content significantly shapes consumer responses and purchase intentions within social commerce ecosystems (Ma & Yu, 2021).

H₅: TikTok's advertising strategies significantly affect brand recognition and online shopping behavior.

Firdaus et al. (2025) emphasize that well-targeted and creatively designed advertisements can capture attention, spark interest, and drive conversions.

RESEARCH METHOD

Research Design

Quantitative research involves systematic collection and analysis of numerical data to examine relationships among variables and test hypotheses using statistical methods (Mohajan, 2020). Within this approach, descriptive analysis identifies trends and behavioral patterns, while explanatory analysis evaluates relationships between variables, enabling a comprehensive understanding of digital consumer behavior. This study applies to a quantitative design to analyze how TikTok marketing strategies influence the sustainability of E-commerce performance in the Greater Jakarta (JaBoDeTaBek) region. The independent variable is TikTok's marketing strategy, represented by four dimensions: platform usage, engagement tactics, content strategy, and advertising strategy. The dependent construct is E-commerce sustainability, measured through consumer response indicators including purchase intention, brand recognition, and consumer engagement. These indicators reflect sustained consumer interaction and market performance within TikTok-driven social commerce environments. The proposed model assumes that effective TikTok marketing strategies contribute positively to consumer engagement, brand visibility, and purchasing interest, thereby supporting sustainable E-commerce performance in the region.

Population and Sampling

The target population consists of TikTok users in the Greater Jakarta (JaBoDeTaBek) region. Due to the platform's large user base, the population was treated as effectively infinite. A purposive sampling method was applied to ensure respondents had relevant experience with TikTok-based social commerce. Participants were required to (1) reside in Greater Jakarta, (2) be active TikTok users, and (3) have made at least one purchase through TikTok Shop. A total of N = 65 respondents completed the survey distributed via Google Forms. This sample size satisfies commonly recommended guidelines for regression analysis relative to the number of predictors (Hair et al., 2021). Descriptive statistics, including age, gender, residence, purchasing frequency, internet usage, and occupation, are presented in Table 2, focusing on respondents' roles as digital consumers in TikTok-driven E-commerce activities.

Data Collection and Processing

The questionnaire was distributed online through digital communication channels widely used by Indonesian social media users, including TikTok Direct Message (DM) and WhatsApp. These platforms were selected because they enable direct interaction with active TikTok users and facilitate efficient dissemination of online surveys within the target population. Using these channels allows the researcher to reach respondents who are actively engaged with social media and familiar with TikTok-based E-commerce activities. The instrument adopted a Likert-type scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), enabling respondents to express varying degrees of agreement with each statement. As Koo and Yang (2025) noted, the Likert scale is a widely used psychometric tool in quantitative studies to assess perceptions, attitudes, and behavioral tendencies. This format facilitates the conversion of subjective responses into quantifiable data, which is essential for robust statistical analysis. The data collection period spanned from June 16 to June 22, 2025. A total of 65 respondents completed and submitted the questionnaire. Due to the manageable size and specific population targeting, all responses were retained and treated as the entire population for data analysis, rather than drawing from a random sample. Data was processed using the Statistical Package for the Social Sciences (SPSS) version 27.0.

Data Measurement and Statistics

To ensure the integrity of the measurement instruments, the study performed validity and reliability tests, verifying that each item accurately and consistently measured its intended construct. The validity test correlates each item with the total score using a two-tailed test at a 0.05 significance level; items are valid if $r_{\text{count}} > r_{\text{table}}$. Using Cronbach's alpha, the reliability test confirms consistency; instruments are reliable if $\alpha \geq 0.70$, and only valid items are included (Sugiarta et al., 2023). Additionally, a series of assumption tests, including normality and multicollinearity, were conducted to confirm the suitability of the data for inferential analysis. The Shapiro–Wilk (SW) test is seen as more suitable for small sample sizes ($n < 50$); however, it remains useful for bigger samples. The Kolmogorov–Smirnov (KS) test is often advised for larger sample sizes ($n \geq 50$). The SW test is recognized as one of the most potent and dependable univariate methods for evaluating normality, especially in small to moderate sample sizes (Khatun, 2021). The Variance Inflation Factor (VIF) is often used to identify multicollinearity. VIF values between 5 and 10 signify a significant correlation that may be problematic. VIF values over 10 indicate significant multicollinearity, rendering coefficient estimations inaccurate. Tolerance, the reciprocal of VIF, indicates the possibility of multicollinearity; diminished values suggest increased multicollinearity (Shrestha, 2020).

Inferential statistical methods were employed to test the research hypotheses, including Analysis of Variance (ANOVA) and Multiple Linear Regression (MLR). The regression model was developed systematically by examining interaction effects, assessing model assumptions, and evaluating overall model significance through ANOVA. To assess explanatory power, the coefficient of determination (R^2) was calculated to determine the proportion of variance in the dependent variables explained by the predictors. In addition, Eta-squared (η^2) was used as an effect size indicator in ANOVA to evaluate the magnitude of each variable's influence. Effect size measures such as η^2 provide a clearer interpretation of practical significance beyond p-values and strengthen the interpretation of statistical results (Yagin et al., 2024). Together, these statistical indicators improve the robustness of the analysis by identifying both the significance and the magnitude of the relationships between TikTok marketing strategies and E-commerce outcomes on TikTok. Multiple linear regression (MLR) was used to examine the correlations

among the research variables. MLR is a robust statistical technique that examines the connection between a single dependent variable and several independent variables

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$$

In this research, Y Represents the outcome variables, specifically purchase intention and behavior, brand recognition and loyalty, and customer engagement and retention. β_0 Is the intercept, while β_1 , β_2 , β_3 , and β_4 The coefficients that measure the strength and direction of the relationship between the respective independent and dependent variables. The predictor variables are: X_1 : Platform usage, X_2 : Engagement tactics, X_3 : Content strategy, X_4 : Advertising strategy. The model assumes a linear relationship, and the residual term ϵ (error term) which represents the variation in the dependent variable not explained by the model (Zhang, 2024). These techniques were employed to examine the strength and significance of the relationships between TikTok marketing strategies (independent variables) and the indicators of E-commerce growth (dependent variables). Using these methods ensures that the findings are statistically valid and analytically rigorous.

RESULTS AND DISCUSSION

Data Respondents' Characteristics

A total of 65 respondents participated in this study. The demographic characteristics of the respondents are presented in Table 2, including gender, age group, occupation, area of residence, daily internet usage, monthly income, and frequency of online purchases through TikTok. These characteristics provide contextual insight into the profile of TikTok users in the Greater Jakarta (JaBoDeTaBek) region.

Gender and Age Distribution

In terms of gender, 37 respondents (56.9%) were female, while 28 respondents (43.1%) were male, indicating a slightly higher participation rate among female TikTok users in this study. Regarding age distribution, most respondents were 20–30 years old (61.5%, $n = 40$), followed by 31–40 years old (29.2%, $n = 19$). A smaller proportion of respondents were over 40 years old (9.2%, $n = 6$). This distribution suggests that the sample is dominated by young adult users, who represent the most active demographic group on TikTok and are highly engaged with social commerce platforms.

Area of Residence

Regarding geographic distribution, more than half of the respondents resided in Jakarta (52.3%, $n = 34$). The remaining participants were distributed across surrounding metropolitan areas, including Bogor (16.9%, $n = 11$), Bekasi (13.8%, $n = 9$), Tangerang (12.3%, $n = 8$), and Depok (4.6%, $n = 3$). This distribution reflects the urban concentration of digital consumers within the Greater Jakarta region, which is known for its high internet penetration and active E-commerce ecosystem.

Daily Internet Usage

The findings also indicate intensive internet usage among respondents. Most participants reported spending 6–10 hours per day online (52.3%, $n = 34$). Additionally, 24.6% of respondents ($n = 16$) reported spending more than 10 hours per day on internet activities, while 23.1% ($n = 15$) reported spending less than five hours per day. These results suggest that the sample represents digitally active users, which is consistent with the target population of social media-based E-commerce consumers.

Monthly Income

In terms of income levels, 41.5% of respondents (n = 27) reported earning more than IDR 10 million per month, followed by 38.5% (n = 25) earning IDR 6–10 million. A smaller portion reported earnings of IDR 1–5 million (10.8%, n = 7), while 9.2% (n = 6) reported monthly income below IDR 1 million. The relatively high proportion of middle- to high-income respondents suggests that many participants possess adequate purchasing power to engage in online shopping activities through social commerce platforms.

Frequency of TikTok Purchases

Regarding online purchasing behavior through TikTok, 66.2% of respondents (n = 43) reported making fewer than three purchases in the past three months. Meanwhile, 21.5% (n = 14) reported making three to five purchases, and 12.3% (n = 8) indicated making more than five purchases during the same period. This pattern suggests that while TikTok is widely used for product discovery and browsing, the frequency of actual transactions remains moderate for most users.

Overall, the demographic profile indicates that the respondents primarily consist of young, urban, digitally active consumers with moderate to high internet usage, making them relevant participants for examining the influence of TikTok marketing strategies on E-commerce sustainability.

Table 2. Demographic Characteristics of Respondents (N = 65)

Demographic variables	Description	Frequency	Percentage
Gender	Female	37	56.9%
	Male	28	43.1%
Age	20 - 30 years old	40	61.5%
	31 - 40 years old	19	29.2%
	> 40 years old	6	9.2%
Occupation	Employee	48	73.8%
	Freelance	4	6.2%
	Student	4	6.2%
	Entrepreneur	1	1.5%
	Other	8	12.3%
Area of residence	Jakarta	34	52.3%
	Bogor	11	16.9%
	Bekasi	9	13.8%
	Tangerang	8	12.3%
	Depok	3	4.6%
Average of daily internet usage	6 to 10 hours	34	52.3%
	More than 10 hours	16	24.6%
	Less than 5 hours	15	23.1%
Monthly income (in IDR)	More than 10 million	27	41.5%
	6 to 10 million	25	38.5%
	1 to 5 million	7	10.8%
	Less than 1 million	6	9.2%
Online Product Purchase in the Past 3 Months	Less than 3 times	43	66.2%
	3 to 5 times	14	21.5%
	More than 5 times	8	12.3%

Validity Test (Pearson Correlation) Results

The validity of each measurement item was examined using Pearson's item–total correlation analysis, which evaluates the relationship between individual items and the total score of their respective constructs. An item is considered valid when the correlation coefficient

exceeds the recommended threshold of $r > 0.50$ and is statistically significant ($p < 0.05$). As presented in Table 3, all measurement items demonstrate strong and statistically significant correlations with their respective construct totals, with correlation coefficients ranging from 0.655 to 0.917 ($p < 0.001$). These results indicate that each indicator reliably represents the underlying constructs of TikTok marketing strategies and E-commerce sustainability used in this study.

Table 3. Item Validity Test Results (Pearson Item–Total Correlation)

Construct	Item	Pearson r	Sig. (2-tailed)	N
Platform Usage	X1	0.81	0.000***	65
	X2	0.801	0.000***	65
	X3	0.746	0.000***	65
	X4	0.655	0.000***	65
	X5	0.774	0.000***	65
	X6	0.85	0.000***	65
Engagement Tactics	X7	0.738	0.000***	65
	X8	0.765	0.000***	65
	X9	0.843	0.000***	65
	X10	0.693	0.000***	65
	X11	0.732	0.000***	65
Content Strategy	X12	0.789	0.000***	65
	X13	0.804	0.000***	65
	X14	0.887	0.000***	65
	X15	0.917	0.000***	65
	X16	0.847	0.000***	65
	X17	0.737	0.000***	65
	X18	0.821	0.000***	65
Advertising Strategy	X19	0.815	0.000***	65
	X20	0.839	0.000***	65
	X21	0.784	0.000***	65
	X22	0.827	0.000***	65
	X23	0.808	0.000***	65
	X24	0.775	0.000***	65
Purchase Intention & Behavior	Y1	0.847	0.000***	65
	Y2	0.835	0.000***	65
	Y3	0.76	0.000***	65
	Y4	0.8	0.000***	65
	Y5	0.839	0.000***	65
	Y6	0.737	0.000***	65
Brand Recognition & Loyalty	Y7	0.808	0.000***	65
	Y8	0.823	0.000***	65
	Y9	0.885	0.000***	65
	Y10	0.88	0.000***	65
	Y11	0.904	0.000***	65
	Y12	0.788	0.000***	65
Customer Engagement & Retention	Y13	0.713	0.000***	65
	Y14	0.886	0.000***	65
	Y15	0.889	0.000***	65
	Y16	0.856	0.000***	65
	Y17	0.818	0.000***	65
	Y18	0.827	0.000***	65

Note: Correlation is significant at $p < 0.05^*$, $p < 0.01^{**}$, and $p < 0.001^{***}$ level (2-tailed).

Reliability Test (Cronbach's Alpha) Results

The reliability of the measurement instrument was evaluated using Cronbach's Alpha, which assesses the internal consistency of items within each construct. A coefficient value above 0.70 is generally considered acceptable for social science research. As shown in Table 4, all constructs demonstrate strong internal reliability, with Cronbach's Alpha values ranging from 0.850 to 0.922.

These results indicate that the measurement items used in this study consistently capture the underlying constructs of TikTok marketing strategies and E-commerce sustainability.

Table 4. Reliability Test Results (Cronbach's Alpha)

Items	Indicator	Items	Cronbach's Alpha	N
X1-X6	Platform usage	6	0.865	65
X7-X12	Engagement tactics	6	0.850	65
X13-X18	Content strategy	6	0.905	65
X19-X24	Advertising strategy	6	0.893	65
Y1-Y6	Purchase intention and behavior	6	0.889	65
Y7-Y12	Brand recognition and loyalty	6	0.922	65
Y13-Y18	Customer engagement and retention	6	0.909	65

The items of each indicator X and Y have Cronbach's Alpha > 0.700, which indicates reliability, and both indicators can be used in this research and for further analysis.

Assumption Test Results

To ensure the appropriateness of the regression analysis, several statistical assumptions were tested, including normality and multicollinearity. Data normality was assessed using the Shapiro–Wilk test, and the results are presented in Table 5.

Table 5. Normality Test Results (Shapiro-Wilk)

Items	Dependent Indicator	Shapiro-Wilk Sig.	N
Y1-Y6	Purchase intention and behavior	0.145	65
Y7-Y12	Brand recognition and loyalty	0.328	65
Y13-Y18	Customer engagement and retention	0.148	65

As shown in Table 5, all Shapiro–Wilk significance values exceed 0.05, indicating that the data for purchase intention and behavior, brand recognition and loyalty, and customer engagement and retention are normally distributed. Therefore, the normality assumption required for parametric regression analysis is satisfied.

To assess potential multicollinearity among the independent variables, Tolerance and Variance Inflation Factor (VIF) statistics were calculated. The results are presented in Table 6.

Table 6. Multicollinearity Test Results

Items	Independent Indicator	Tolerance	VIF
X1-X6	Platform usage	0.338	2.959
X7-X12	Engagement tactics	0.456	2.195
X13-X18	Content strategy	0.324	3.085
X19-X24	Advertising strategy	0.240	4.173

As shown in Table 6, all VIF values are below 5 and tolerance values exceed 0.10, indicating no serious multicollinearity among the independent variables. However, the relatively higher VIF for advertising strategy (VIF = 4.173) suggests a moderate correlation with other

predictors, particularly content strategy, which should be considered when interpreting the regression results.

Linearity Test Results

Prior to conducting Multiple Linear Regression (MLR), a linearity test was performed to examine whether the relationships between the independent and dependent variables followed a linear pattern. ANOVA-based linearity assessment used, and the results are presented in Table 7.

Table 7. ANOVA-Based Linearity Test Results

Indicator		F (Linearity)	Sig. (p-value)
Independent	Dependent		
Platform usage	Purchase intention and behavior	125.941	< 0.001***
	Brand recognition and loyalty	50.075	0.02*
	Customer engagement and retention	79.335	< 0.001***
Engagement tactics	Purchase intention and behavior	36.203	0.01**
	Brand recognition and loyalty	48.508	< 0.001***
	Customer engagement and retention	77.635	< 0.001***
Content strategy	Purchase intention and behavior	75.515	< 0.001***
	Brand recognition and loyalty	140.465	< 0.001***
	Customer engagement and retention	115.320	< 0.001***
Advertising strategy	Purchase intention and behavior	70.314	< 0.001***
	Brand recognition and loyalty	91.311	< 0.001***
	Customer engagement and retention	69.728	< 0.001***

Note: Correlation is significant at $p < 0.05^*$, $p < 0.01^{**}$, and $p < 0.001^{***}$ level (2-tailed).

The results show that all independent variables have statistically significant linear relationships with the dependent indicators ($p < 0.05$). Therefore, the linearity assumption required for regression analysis is satisfied. Among the predictors, platform usage shows strong linear relationships with purchase intention and behavior ($F = 125.941$, $p < 0.001$) and customer engagement and retention ($F = 79.335$, $p < 0.001$). Content strategy also demonstrates strong linear associations, particularly with brand recognition and loyalty ($F = 140.465$, $p < 0.001$) and customer engagement and retention ($F = 115.320$, $p < 0.001$). Engagement tactics and advertising strategy similarly show significant linear relationships across all dependent variables.

To further assess the strength of these relationships, coefficient of determination (R^2) and Eta-squared (η^2) values were calculated. These indicators represent the proportion of variance explained by each predictor and the corresponding effect size. The results are presented in Table 8.

Table 8. Measure of Association Test Results

Indicators	Dependent					
	Y1 (R^2)	Y1 (η^2)	Y2 (R^2)	Y2 (η^2)	Y3 (R^2)	Y3 (η^2)
Platform Usage	0.671	0.787	0.460	0.632	0.540	0.728
Engagement Tactics	0.351	0.563	0.447	0.585	0.582	0.663
Content Strategy	0.545	0.668	0.691	0.774	0.641	0.744
Advertising Strategy	0.526	0.671	0.599	0.711	0.524	0.669

The results indicate that platform usage and content strategy exhibit the strongest associations with the dependent variables. For example, platform usage explains 67.1% of the variance in purchase intention and behavior ($R^2 = 0.671$), while content strategy explains 69.1%

of the variance in brand recognition and loyalty ($R^2 = 0.691$). In comparison, engagement tactics show relatively weaker explanatory power, whereas advertising strategy demonstrates moderate associations across the dependent variables. The Multiple Linear Regression (MLR) results are presented in Table 9.

Table 9. Multiple Linear Regression Test Results

Indicator		Independent	B (Unstd.)	β (Std.)	t	Sig. (p-value)	Model	
Dependent							R ²	Adj. R ²
Purchase intention and behavior		Platform usage	0.573	0.586	4.939	< 0.001***	0.714	0.695
		Engagement tactics	-0.013	-0.013	-0.125	0.901		
		Content strategy	0.314	0.285	2.350	0.022*		
		Advertising strategy	0.044	0.043	0.305	0.761		
Brand recognition and loyalty		Platform usage	-0.003	-0.003	-0.028	0.978	0.735	0.717
		Engagement tactics	0.163	0.167	1.694	0.096		
		Content strategy	0.608	0.563	4.823	< 0.001***		
		Advertising strategy	0.206	0.203	1.495	0.140		
Customer engagement and retention		Platform usage	0.193	0.199	1.835	0.071	0.762	0.746
		Engagement tactics	0.388	0.394	4.221	< 0.001***		
		Content strategy	0.543	0.497	4.495	< 0.001***		
		Advertising strategy	-0.118	-0.115	-0.891	0.376		

Note: Correlation is significant at $p < 0.05^*$, $p < 0.01^{**}$, and $p < 0.001^{***}$ level (2-tailed).

The findings indicate that content strategy is the most consistent predictor across all dependent variables. It significantly predicts purchase intention and behavior ($\beta = 0.285$, $p = 0.022$), brand recognition and loyalty ($\beta = 0.563$, $p < 0.001$), and customer engagement and retention ($\beta = 0.497$, $p < 0.001$). Platform usage also shows a significant positive effect on purchase intention and behavior ($\beta = 0.586$, $p < 0.001$), while engagement tactics significantly influence customer engagement and retention ($\beta = 0.394$, $p < 0.001$). In contrast, advertising strategy does not show statistically significant effects on any of the dependent variables.

Discussion

This study evaluates the effectiveness of marketing strategies on TikTok in sustaining E-commerce engagement in the Greater Jakarta (JaBoDeTaBek) region. Four key dimensions, platform usage, engagement tactics, content strategy, and advertising strategy, were examined in relation to consumer outcomes, including purchase intention and behavior, brand recognition and loyalty, and customer engagement and retention. The measurement model demonstrated satisfactory psychometric quality. Validity testing using Pearson item–total correlation confirmed that all indicators exceeded the commonly accepted threshold ($r > 0.50$). Reliability analysis also indicated strong internal consistency, with Cronbach’s Alpha values ranging from 0.850 to 0.922. In addition, the Shapiro–Wilk test confirmed that the data were normally distributed ($p > 0.05$), supporting the application of parametric Multiple Linear Regression

(MLR). Regression findings show that platform usage, engagement tactics, and content strategy are positively associated with consumer behavioral outcomes. These results indicate that interactive platform features and content-oriented marketing practices significantly influence purchase intention, brand recognition, and user engagement within social commerce environments.

In contrast, advertising strategy does not exhibit a statistically significant effect on the outcomes examined. One possible explanation is the overlap between advertising and content formats on TikTok, where sponsored videos, influencer collaborations, and live commerce often resemble organic content. As a result, users may perceive advertising as part of the broader content ecosystem rather than as a distinct promotional stimulus. Another explanation relates to the statistical power of the analysis. With a sample size of $N = 65$, the regression model may have limited sensitivity to detect smaller effect sizes. In addition, a potential suppressor effect may occur when correlated predictors share variance in explaining consumer responses. In this context, engagement tactics and content strategy may capture much of the variance associated with consumer interaction, thereby reducing the independent contribution of advertising strategy in the model.

Overall, the findings suggest that content-driven engagement and interactive platform usage play a more influential role than traditional advertising exposure in TikTok-based social commerce. The platform's algorithm-driven distribution system prioritizes entertaining and trend-oriented content, which can strengthen consumer engagement and influence purchasing behavior. Consequently, businesses operating within the TikTok ecosystem may achieve stronger outcomes by emphasizing authentic content creation, influencer collaboration, and community interaction rather than relying solely on paid advertising.

Platform Usage and Content Strategy: The Dominant Drivers of Purchase Behavior
Platform usage emerged as the strongest predictor of purchase intention ($\beta = 0.586$, $p < 0.001$; $R^2 = 0.671$). This finding supports the Technology Acceptance Model (TAM), which proposes that perceived usefulness and ease of use influence technology adoption and behavioral outcomes. The intuitive interface of TikTok facilitates seamless product discovery and interaction, encouraging transactional engagement. This result aligns with prior research showing that active platform usage can enhance E-commerce competitiveness (Wu, 2023). However, frequent usage alone may not guarantee long-term brand relationships without stronger emotional or social engagement. Content strategy also demonstrates significant effects across all three outcomes: purchase intention ($\beta = 0.285$, $p = 0.022$), brand recognition ($\beta = 0.563$, $p < 0.001$), and customer engagement ($\beta = 0.497$, $p < 0.001$). These results reinforce both TAM and Social Influence Theory (SIT), particularly the mechanism of internalization, where consumers adopt behaviors that align with relatable and authentic content. Previous studies similarly emphasize that content richness and authenticity strongly influence consumer behavior on algorithm-driven platforms. For example, Sohid et al. (2024) show that user-generated content and influencer marketing increase purchase intention through perceived authenticity, while Saktiawan et al. (2023) highlight the role of brand image and trust in shaping purchasing decisions. Overall, the findings indicate that content-driven storytelling and authentic engagement strategies are more effective than traditional advertising in influencing consumer behavior on TikTok.

The Limited Role of Engagement Tactics and Advertising

Engagement tactics showed a moderate influence on customer engagement and retention ($\beta = 0.394$, $p < 0.001$), which is consistent with SIT's notions of identification and compliance. Our findings demonstrate that features such as likes, shares, comments, and live interactions

successfully build a sense of community and belonging. This supports the research by Jamil et al. (2021), who found that social media activities enhance customer engagement and drive positive behavioral intentions. However, our study found that these tactics had a limited impact on immediate transactional intent or long-term brand loyalty without strong content support. The most notable finding was the minimal standalone influence of advertising strategy across all three outcomes. This result contradicts the findings of Firdaus et al. (2025), who emphasized that well-targeted and creatively designed advertisements can capture attention and drive conversions on TikTok Shop. Our study's findings, however, align with existing concerns about ad fatigue and "banner blindness" in digital marketing. This suggests that users on TikTok may increasingly ignore overt ads unless they are integrated organically or paired with influencer content, highlighting the need for native, participatory marketing formats on the platform.

Hypothesis Testing and Demographic Context

The hypothesis testing results indicate that the overall Multiple Linear Regression (MLR) model is statistically significant, leading to the rejection of the null hypothesis (H_0) and supporting H_1 that marketing strategies on TikTok significantly influence E-commerce growth in the JaBoDeTaBek region. Specifically, H_2 is supported, showing that platform usage strongly influences purchase intention and behavior ($\beta = 0.586$, $p < 0.001$; $R^2 = 0.671$). H_3 receives partial support, as engagement tactics significantly affect customer engagement and retention ($\beta = 0.394$, $p < 0.001$) but demonstrate weaker influence on brand loyalty. H_4 is also supported, with content strategy significantly predicting purchase intention ($\beta = 0.285$, $p = 0.022$). In contrast, H_5 is not supported because advertising strategy shows no significant impact on the examined outcomes. These results can be further understood through the respondents' demographic profile. The sample primarily consists of young and highly active digital users, with 61.5% aged 20–30 and 77% spending at least six hours online daily. This intensive media consumption likely amplifies the influence of platform usage and content-driven interactions. In addition, the concentration of respondents in urban areas, particularly Jakarta (52.3%), combined with relatively high-income levels (about 80% earning at least IDR 6 million per month) may facilitate impulsive or convenience-based purchasing behaviors due to stronger purchasing power and easier access to logistics. However, although TikTok effectively supports product discovery, the relatively low purchase frequency, where 66.2% of respondents reported fewer than three purchases within three months, suggests that the platform functions more as an exploration and engagement channel rather than a primary transaction destination. This pattern helps explain why engagement tactics strengthen interaction and retention but do not necessarily translate into sustained brand loyalty or frequent purchasing behavior.

CONCLUSION

This study examined how marketing strategies on TikTok influence E-commerce sustainability in the Greater Jakarta (JaBoDeTaBek) region, guided by the Technology Acceptance Model (TAM) and Social Influence Theory (SIT). Among the four variables analyzed, content strategy emerged as the most consistent predictor of purchase intention, brand loyalty, and customer retention. Platform usage strongly influenced purchase intention, while engagement tactics contributed to customer retention but showed limited influence on brand loyalty. In contrast, advertising strategy demonstrated minimal impact, indicating that organic and interactive content is more effective than traditional advertising formats on TikTok. The sample consisted mainly of young, digitally active, and relatively high-income users, who were highly responsive to personalized and discovery-based content. However, the relatively low

purchase frequency suggests that TikTok functions more as a product discovery and engagement platform rather than a primary transactional channel. To sustain E-commerce growth, brands should prioritize content-driven and community-oriented marketing strategies, leveraging social interaction and user behavior to strengthen engagement and create long-term customer value.

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PERSEPSI MAHASISWA TERHADAP KEPUTUSAN PEMBELIAN BUAH DI PASAR LOKAL DAN *SUPERMARKET* DI KECAMATAN INDRALAYA

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ABSTRACT

This study aims to examine consumer perceptions, particularly among students in Indralaya District, regarding fruit purchasing decisions at local markets and supermarkets. These perceptions were measured using six main variables: price, quality, service, location, packaging, and psychological factors. This study employed a quantitative descriptive method with a non-probability purposive sampling technique, where respondents were selected based on the criteria of students living in Indralaya District. Data were obtained by completing an online Google Form using a 5-point Likert scale. The sample size for this study was 70 people, consisting of students who purchased fruit at local markets, supermarkets, or those who chose both according to their circumstances. The results showed that local markets were more frequently chosen due to lower prices, easier access, and flexibility in shopping. Meanwhile, some students chose supermarkets due to the more consistent fruit quality, more organized fruit displays, and more convenient service. Packaging factors were more influential for students who purchased fruit at supermarkets, while psychological factors such as habits and friend recommendations were more visible among students who purchased fruit at local markets. Overall, each variable has a different influence on purchasing decisions, and student preferences tend to be influenced by situations, needs, and considerations of quality and ease of access.

Keywords: *Indralaya District; Purchasing Decisions; Students; Perception*

ABSTRAK

Penelitian ini bertujuan untuk mengkaji persepsi konsumen, khususnya mahasiswa di Kecamatan Indralaya, terhadap keputusan membeli buah di pasar lokal dan *supermarket*. Persepsi tersebut diukur menggunakan enam variabel utama, yaitu harga, kualitas, pelayanan, lokasi, kemasan, dan faktor psikologi. Penelitian ini menggunakan metode deskriptif kuantitatif dengan teknik non-probability sampling jenis purposive sampling, yaitu responden dipilih berdasarkan kriteria mahasiswa yang tinggal di Kecamatan Indralaya. Data diperoleh melalui pengisian Google Form secara online dengan skala Likert 5 poin. Jumlah sampel dalam penelitian ini sebanyak 70 orang, terdiri dari mahasiswa yang membeli buah di pasar lokal, di *supermarket*, maupun yang memilih keduanya sesuai kondisi. Hasil penelitian menunjukkan bahwa pasar lokal lebih banyak dipilih karena harga yang lebih murah, lokasi yang lebih mudah dijangkau, serta fleksibilitas dalam berbelanja. Sementara itu, sebagian mahasiswa memilih *supermarket* karena kualitas buah yang lebih stabil, tampilan buah yang lebih tertata, dan pelayanan yang lebih nyaman. Faktor kemasan lebih memengaruhi mahasiswa yang membeli buah di *supermarket*, sedangkan faktor psikologis seperti kebiasaan dan rekomendasi teman lebih terlihat pada mahasiswa yang membeli buah di pasar lokal. Secara keseluruhan, setiap variabel memberikan pengaruh yang berbeda terhadap keputusan pembelian, dan preferensi mahasiswa cenderung dipengaruhi oleh situasi, kebutuhan, serta pertimbangan kualitas dan kemudahan akses.

Kata Kunci: Kecamatan Indralaya; Keputusan Pembelian; Mahasiswa; Persepsi

PENDAHULUAN

Pola konsumsi makanan dibentuk oleh kemajuan masyarakat masa kini dan transformasi cepat dalam gaya hidup. Fenomena ini mencakup demografi yang lebih muda, termasuk individu di pendidikan tinggi (Jayatri *et al.*, 2025). Buah-buahan telah muncul sebagai kategori penting dalam produk hortikultura yang memenuhi permintaan konsumen yang penting. Mereka mewakili komoditas dengan potensi pertumbuhan yang luar biasa. Hal ini didukung oleh nilai ekonomi substansialnya di samping permintaan yang terus meningkat di pasar domestik dan global. Di era globalisasi kontemporer ini, persaingan antara pasar tradisional dan modern menjadi semakin jelas. Oleh karena itu, pasar tradisional harus berkembang dan bersaing secara efektif dalam menanggapi kemajuan pesat dinamika pasar modern.

Kenaikan permintaan tersebut juga berkaitan dengan semakin tumbuhnya kesadaran masyarakat akan pola hidup sehat, karena buah mengandung berbagai vitamin yang bermanfaat bagi tubuh (Rahmadini *et al.*, 2024). Munculnya perusahaan ritel masa kini, termasuk *supermarket* dan *hypermarket*, sering dianggap oleh beragam pemangku kepentingan sebagai penentu yang memperburuk sikap kompetitif pasar tradisional, terutama di lingkungan perkotaan (Khaeruman & Hanafiah, 2019). Fenomena ini memengaruhi sikap konsumen mengenai preferensi mereka dalam memilih tempat untuk membeli buah.

Perilaku pembelian individu mengenai buah dapat bervariasi secara signifikan sebagai konsekuensi dari beberapa variabel yang memengaruhi. Perilaku konsumen dibentuk oleh serangkaian faktor penentu, yang mencakup dimensi budaya, sosial, pribadi, dan psikologis. Faktor budaya menjadi dasar utama yang membentuk keinginan dan tindakan seseorang, bahkan setiap kelompok masyarakat memiliki kelas sosial yang turut mencerminkan preferensi mereka terhadap suatu merek. Sementara itu, determinan sosial mencakup dampak dukungan teman sebaya, pengaruh keluarga, dan peran sosial dan kedudukan individu, yang semuanya dapat memengaruhi pemilihan produk konsumen (Marpaung, 2021). Terdapat empat kategori perilaku konsumen yang berbeda yaitu perilaku pembelian kompleks, pembelian yang bertujuan mengurangi perbedaan, pembelian kebiasaan, dan Pembeli mencari variasi (Kumar *et al.*, 2022). Menurut Septiani dan Somadi (2025), konsumen mempunyai keputusan dalam membeli buah, akan tetapi keputusan ini tidak hanya dipengaruhi oleh ketersediaannya. Keputusan ini juga dipengaruhi oleh tingkat harga dan mutu buah tersebut. Persepsi konsumen terhadap nilai suatu produk terbentuk dari keseimbangan antara harga yang dibayar dengan kualitas serta manfaat yang dirasakan. Pada produk buah, kualitas dapat dilihat dari tingkat kesegaran, cita rasa, dan ketahanannya, sementara harga berperan dalam menentukan apakah produk tersebut dianggap layak untuk dibeli (Kotler & Keller, 2020). Hal ini yang menjadikan harga dan kualitas menjadi faktor penentu keputusan konsumen dalam membeli buah.

Atribut pribadi tertentu secara signifikan memengaruhi perilaku pembelian konsumen, terutama faktor-faktor seperti usia, fase kehidupan, keadaan pekerjaan dan ekonomi, pilihan gaya hidup, ciri-ciri kepribadian, dan konsep diri individu (Prabowo, 2021). Setiap konsumen memiliki persyaratan dan kecenderungan yang berbeda ketika terlibat dalam akuisisi produk. Bagi pembeli dari kalangan menengah ke atas, kualitas menjadi pertimbangan utama dibandingkan harga. Kondisi ini memungkinkan petani menjual produk dengan harga lebih tinggi, namun dibarengi dengan biaya tambahan untuk penanganan dan perawatan agar kualitas tetap terjaga. Sebaliknya, bagi pembeli dari kalangan bawah, faktor harga lebih dominan dalam pengambilan keputusan. Petani dapat menjual hasil panen tanpa penanganan khusus yang memerlukan biaya, tetapi konsekuensinya kualitas produk yang dijual tidak sebaik produk yang diperlakukan dengan lebih maksimal (Khaeruman & Hanafiah, 2019).

Perilaku konsumen memiliki hubungan erat dengan produsen atau penyedia produk, terutama dalam meningkatkan keuntungan usaha serta memenuhi kepuasan pelanggan. Keputusan pembelian konsumen sangat berkaitan erat dengan perilaku konsumen, di mana perilaku konsumen selalu berubah setiap waktu karena adanya pengaruh faktor budaya, sosial, pribadi, dan psikologis (Pujiwati *et al.*, 2023). Ketika konsumen merasa puas, mereka cenderung meningkatkan pembelian baik dari segi frekuensi maupun intensitas. Saat ini konsumen semakin cerdas dalam menentukan tempat berbelanja. Harga, kualitas produk, dan kualitas pelayanan terbukti secara parsial maupun simultan memengaruhi keputusan pembelian konsumen (Soesanto & Arsyad, 2024). Dari sisi kemasan, persepsi harga dan kualitas informasi kemasan terbukti secara parsial maupun simultan memengaruhi keputusan pembelian konsumen, dengan kepuasan sebagai variabel yang memediasi hubungan tersebut (Agustina *et al.*, 2025).

Menurut Rumapea *et al.* (2021), sebelum terlibat dalam keputusan pembelian, konsumen pada awalnya akan menghadapi berbagai alternatif yang berkaitan dengan produk dan layanan, masing-masing memiliki atribut dan karakteristik yang berbeda (Rumapea *et al.*, 2021). Faktor psikologis pun menjadi penentu utama, di mana faktor psikologis terbukti menjadi faktor paling dominan yang memengaruhi keputusan pembelian konsumen dibandingkan faktor budaya, sosial, maupun pribadi (Arfinata *et al.*, 2025). Pemilihan lokasi berbelanja juga dipengaruhi oleh karakteristik konsumen dan karakteristik tempat belanja itu sendiri. Lokasi yang strategis dapat memicu pembelian konsumen karena konsumen cenderung berbelanja di tempat yang mudah dijangkau, dan lokasi strategis berpotensi memicu keputusan pembelian secara spontan (Mutia *et al.*, 2024).

Penelitian terdahulu mengenai preferensi konsumen dalam memilih tempat pembelian buah umumnya hanya menggunakan sebagian variabel, seperti harga, kualitas, dan lokasi, atau kombinasi terbatas lainnya. Namun, kajian yang mengintegrasikan secara simultan berbagai faktor penting seperti harga, kualitas, layanan, lokasi, kemasan, dan aspek psikologis dalam satu model analisis masih terbatas. Akibatnya, pemahaman mengenai persepsi konsumen, khususnya mahasiswa, terhadap pilihan antara pasar lokal dan *supermarket* belum menggambarkan secara komprehensif, terutama dalam konteks wilayah spesifik seperti Kecamatan Indralaya.

Tujuan dari penelitian ini adalah untuk memeriksa persepsi yang dipegang oleh mahasiswa mengenai pilihan pembelian buah mereka di pasar lokal dan *supermarket* di Kecamatan Indralaya, menekankan faktor harga, kualitas, layanan, lokasi, kemasan, dan pengaruh psikologis. Harapan penelitian ini adalah memberikan kontribusi pengetahuan spesifik tentang persepsi mahasiswa terhadap lokal dan *supermarket* Indralaya sebagai tempat pembelian buah serta menjadi referensi bagi penelitian lanjutan terkait preferensi konsumen muda di wilayah serupa.

TINJAUAN PUSTAKA

Pasar Tradisional

Pasar memiliki pengertian yaitu tempat terjadinya interaksi dua arah antara pembeli dan penjual dalam memperoleh suatu barang tertentu, di pasar terjadi kegiatan jual beli serta pertukaran barang/ jasa dalam suatu wilayah perdagangan. Dimana, pada waktu tertentu harga-harga yang berlaku sama bagi semua pelaku pasar. Pasar tradisional adalah keadaan di mana penjual dan pembeli bertemu secara langsung (tatap muka) untuk melakukan kegiatan transaksi, yang didalamnya terdapat proses tawar-menawar. Bangunannya umumnya

mencakup kios-kios, gerai, los, atau area terbuka yang dikelola oleh pedagang maupun pihak pengelola pasar (Khaeruman & Hanafiah, 2019).

Pasar Modern

Pasar modern merupakan pasar yang dikelola dengan sistem manajemen yang lebih modern dan umumnya banyak ditemukan di kawasan perkotaan. Pada pasar modern menyediakan barang dan jasa dengan mutu serta layanan yang baik bagi konsumen, terutama untuk target masyarakat kelas menengah ke atas. Contoh pasar modern adalah mall, *supermarket*, *department store*, pusat perbelanjaan, waralaba, minimarket, dan toko serba ada. Secara konsep, pasar modern tidak jauh berbeda dari pasar tradisional, namun transaksi tidak dilakukan secara langsung antara penjual dan pembeli. Konsumen cukup melihat label harga (*barcode*) yang terpasang pada produk, dan layanan bisa dilakukan secara mandiri (swalayan) atau dibantu oleh pelayan toko. Barang yang terdapat pada pasar modern lebih beragam dan banyak pilihannya, mencakup produk lokal maupun impor serta kualitasnya relatif lebih terjamin karena melalui proses seleksi yang ketat sebelum dipasarkan (Khaeruman & Hanafiah, 2019).

Strategi Pemasaran

Pemasaran adalah proses perencanaan dan pelaksanaan aktivitas mulai dari menciptakan ide, menentukan harga, melakukan promosi, hingga menyalurkan barang, jasa, atau konsep untuk menciptakan pertukaran yang memberikan kepuasan bagi individu maupun lembaga. Saluran pemasaran dapat dilakukan baik langsung maupun tidak langsung yang berfungsi untuk mempermudah distribusi produk dari produsen hingga sampai ke tangan konsumen. Pada pasar tradisional, produk umumnya dipasarkan melalui pedagang pengecer. Pasar modern biasanya memperoleh pasokan produk seperti buah dan sayuran dari pedagang besar (*wholesales*) bukan langsung dari petani. Berdasarkan penelitian di beberapa negara berkembang, sedikit sekali dapat mengakses saluran tersebut secara langsung. Hal ini dikarenakan adanya tuntutan pasar modern yang membutuhkan volume produksi berkelanjutan dan kualitas yang konsisten. Oleh karena itu, pasar modern memiliki saluran pemasarannya sendiri dengan lembaga pemasaran yang berbeda dari saluran pasar tradisional (Khaeruman & Hanafiah, 2019).

Pengambilan Keputusan

Pengambilan keputusan merupakan bagian yang tidak terpisahkan dari kehidupan manusia. Proses ini mencakup pemilihan satu opsi dari berbagai alternatif guna memperoleh hasil yang diinginkan. Selain itu, terdapat berbagai faktor yang memengaruhi pengambilan keputusan, seperti pengalaman sebelumnya, bias kognitif, usia, serta perbedaan karakteristik tiap individu (Saputra *et al.*, 2024). Keputusan pembelian adalah aktivitas individu yang secara langsung terlibat dalam proses menentukan pilihan untuk membeli produk yang ditawarkan oleh penjual. Keputusan tersebut dipengaruhi oleh perilaku serta karakteristik pribadi pembeli, seperti usia, jenis pekerjaan, dan kondisi ekonomi yang dimiliki. Keputusan pembelian dipengaruhi oleh lima tahapan utama, yaitu pengenalan masalah, pencarian informasi, penilaian berbagai alternatif, keputusan untuk membeli, serta perilaku setelah pembelian (Wulandari & Mulyanto, 2024).

Perilaku Konsumen

Perilaku konsumen adalah aktivitas mengenai perilaku individu, kelompok atau organisasi selama seleksi dan membeli suatu produk di mana mereka menggunakan barang dan

mengevaluasi produk yang digunakan. Hal ini dilihat berdasarkan bentuk ide, gagasan, barang, jasa, atau pengalaman yang digunakan konsumen untuk memenuhi kebutuhan dan keinginan mereka (Pranoto, 2023). Perilaku konsumen merupakan hasil pengembangan dari berbagai bidang ilmu, seperti ekonomi, psikologi, dan sosiologi, yang melahirkan teori-teori mengenai cara individu mengambil keputusan dalam melakukan pembelian. Keputusan pembelian dipengaruhi oleh lima tahapan utama, yaitu pengenalan masalah, pencarian informasi, penilaian berbagai alternatif, keputusan untuk membeli, serta perilaku setelah pembelian (Susilo & Nggili, 2025). Perilaku konsumen merupakan aspek penting dalam strategi pemasaran karena mencerminkan tindakan nyata individu dalam memilih, membeli, menggunakan, serta menilai barang dan jasa. Pemahaman terhadap perilaku ini memungkinkan perusahaan untuk mengidentifikasi berbagai faktor, baik dari dalam diri konsumen maupun dari lingkungan luar, yang memengaruhi proses pengambilan keputusan. Dengan mengetahui motivasi, persepsi, gaya hidup, serta pengaruh sosial, pemasar dapat menyusun bauran pemasaran (*marketing mix*) yang lebih efektif dan sesuai dengan sasaran. Selain itu, perilaku konsumen juga menggambarkan bagaimana individu mengambil keputusan dalam memanfaatkan sumber daya yang dimiliki, seperti waktu, uang, dan tenaga, terhadap produk yang ditawarkan oleh pemasar (Amirullah, 2022).

METODE PENELITIAN

Penelitian ini dilakukan di seluruh pasar lokal dan *supermarket* yang terdapat di Kecamatan Indralaya, Sumatra Selatan. Populasi penelitian ini adalah mahasiswa Universitas Sriwijaya, Indralaya. Waktu penelitian adalah 28 November – 30 November 2025. Penelitian ini menggunakan metode deskriptif kuantitatif. Metode penarikan contoh yang digunakan dalam penelitian ini adalah *non-probability sampling* dengan metode *purposive sampling*, yaitu pengampilan informan berdasarkan teknik tertentu yang dapat memberikan informasi yang berkaitan dengan masalah penelitian (Hidayah *et al.*, 2021). Sampung yang dipiilih yaitu mahasiswa yang pernah atau sering membeli buah baik di pasar lokal atau *supermarket* yang wajib berdomisili di Kecamatan Indralaya. Metode pengumpulan data dalam penelitian ini adalah data primer yang diperoleh dari pengisian kuisisioner oleh responden. Pengumpulan data pada penelitian ini dilakukan melalui pengisian *Google Form* dan kuisisioner berskala Likert 5 poin (1 = sangat tidak setuju, 2 = tidak setuju, 3 = netral, 4 = setuju, 5 = sangat setuju) secara online. Pada penelitian kali ini mengukur 6 variabel bebas (indikator) yaitu harga, kualitas, pelayanan, lokasi, kemasan, psikologi. Setiap variabel diberi 3 pernyataan pada kuisisioner, sehingga total pernyataan berjumlah 18. Jumlah sampel dalam penelitian ini di tetapkan 70 responden di mana 30 orang konsumen yang membeli buah di pasar lokal, 10 orang konsumen yang membeli buah di *supermarket* dan 30 orang konsumen yang membeli buah tergantung situasional. Dalam pengolahan data dilakukan uji Validitas dan Reliabilitas. Hasil uji validitas per masing-masing variabel menunjukkan nilai $> 0,2352$ dan $< 0,05$, sehingga data tersebut termasuk ke dalam data yang valid. Hasil uji reliabilitas menunjukkan bahwa seluruh pernyataan bernilai $> 0,6$, sehingga dapat dikatakan reliabel. Penelitian dilakukan untuk melihat kecenderungan persepsi konsumen serta pengaruh masing-masing variabel terhadap keputusan pembelian buah di pasar lokal maupun *supermarket*.

HASIL DAN PEMBAHASAN

Uji Validitas dan Reliabilitas

Tabel 1. Hasil Uji Validitas dari Kuesioner dengan 70 Responden

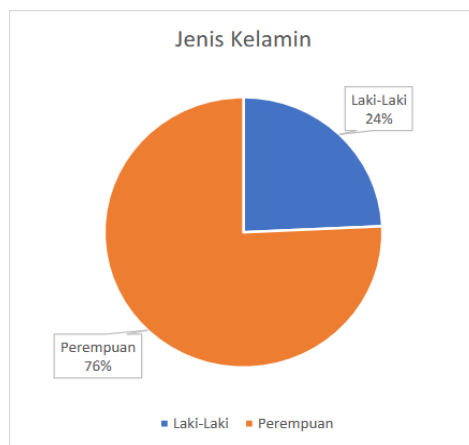
Nomor Pertanyaan	R hitung	R tabel	Keterangan
1	0,566	0,2352	Valid
2	0,582		Valid
3	0,357		Valid
4	0,513		Valid
5	0,568		Valid
6	0,496		Valid
7	0,694		Valid
8	0,634		Valid
9	0,692		Valid
10	0,565		Valid
11	0,594		Valid
12	0,661		Valid
13	0,448		Valid
14	0,695		Valid
15	0,540		Valid
16	0,638		Valid
17	0,297		Valid
18	0,440		Valid

Tabel 2. Hasil Uji Reliabilitas dari Kuisioner dengan 70 Responden

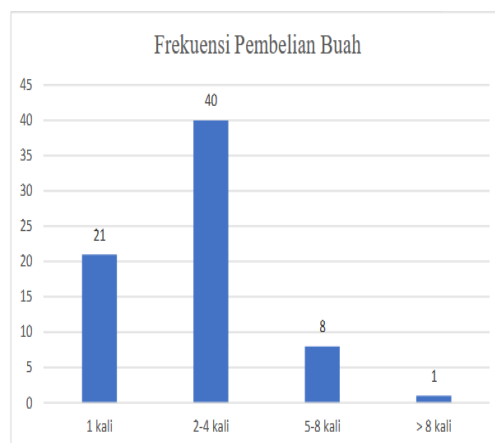
Case Processing Summary		
Keterangan	N	%
Valid	70	100.0
Excluded	0	0.0
Total	70	100.0
Reliability Statistics		
Variabel		
Cronbach's Alpha		0.862
N of Items		18

Hasil uji validitas menunjukkan bahwa dari 18 pertanyaan dari kuesioner memiliki nilai $r_{hitung} > r_{tabel}$ sebesar 0,2352. Dapat disimpulkan bahwa semua pertanyaan dalam instrumen penelitian dinyatakan valid. Hal ini berarti setiap pertanyaan mampu mengukur variabel yang diteliti secara tepat, sehingga layak digunakan dalam penelitian. Hasil uji reliabilitas menunjukkan nilai Cronbach's Alpha sebesar $0,862 > 0,60$. Hal ini menunjukkan bahwa pertanyaan penelitian memiliki tingkat konsistensi yang tinggi atau reliabel. Sehingga, seluruh pernyataan kuesioner dapat dipercaya dan layak digunakan untuk analisis lebih lanjut.

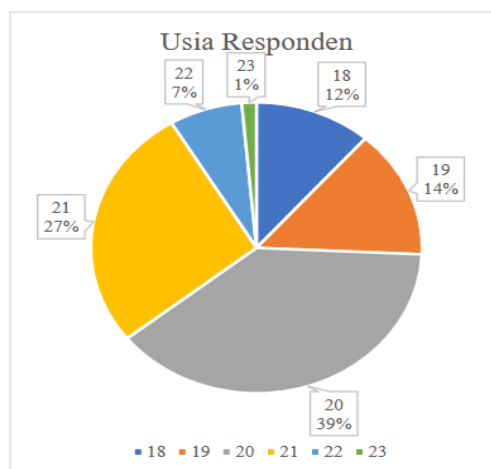
Karakteristik Responden



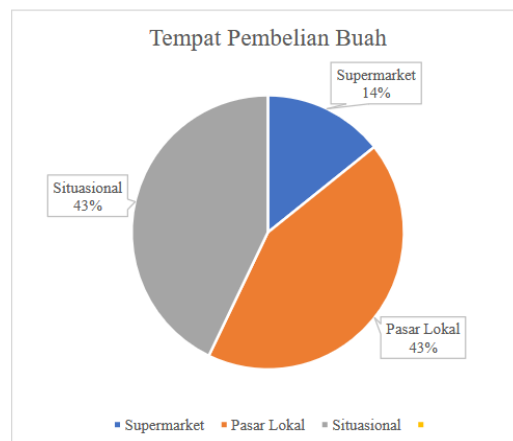
Gambar 1. Jenis Kelamin Responden



Gambar 2. Frekuensi Pembelian Buah



Gambar 3. Usia Responden



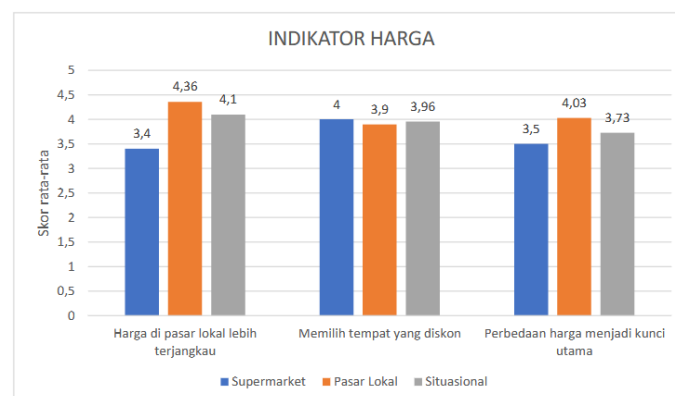
Gambar 4. Tempat Pembelian Buah

Responden dalam penelitian ini berada pada rentang usia 18 hingga 23 tahun. Berdasarkan data, kelompok usia 20 tahun merupakan yang paling dominan dengan persentase sebesar 39%, diikuti usia 21 tahun sebesar 27%. Sementara itu, usia lainnya seperti 19 tahun (14%), 18 tahun (12%), 22 tahun (7%), dan 23 tahun (1%) memiliki proporsi yang lebih kecil. Hal ini menunjukkan bahwa mayoritas responden berada pada fase awal dewasa muda, yang umumnya sudah mulai mandiri dalam mengambil keputusan konsumsi, termasuk dalam memilih tempat membeli buah.

Terkait tempat pembelian buah, pasar lokal dan pilihan situasional sama-sama menjadi yang paling dominan, masing-masing sebesar 43%. Ini menunjukkan bahwa selain pasar lokal yang dianggap terjangkau dan mudah diakses, banyak responden juga bersikap fleksibel dalam menentukan tempat pembelian tergantung kondisi tertentu. Sementara itu, hanya 14% responden yang memilih *supermarket*, yang mengindikasikan bahwa *supermarket* bukan pilihan utama bagi sebagian besar responden. Faktor lokasi dan kemudahan akses kemungkinan besar menjadi pertimbangan utama, terutama bagi kelompok yang memilih secara situasional.

Frekuensi pembelian buah responden juga bervariasi. Mayoritas responden membeli buah sebanyak 2–4 kali, dengan jumlah tertinggi yaitu 40 responden. Sebanyak 21 responden membeli buah 1 kali, sementara 8 responden membeli 5–8 kali, dan hanya 1 responden yang membeli lebih dari 8 kali dalam sebulan.

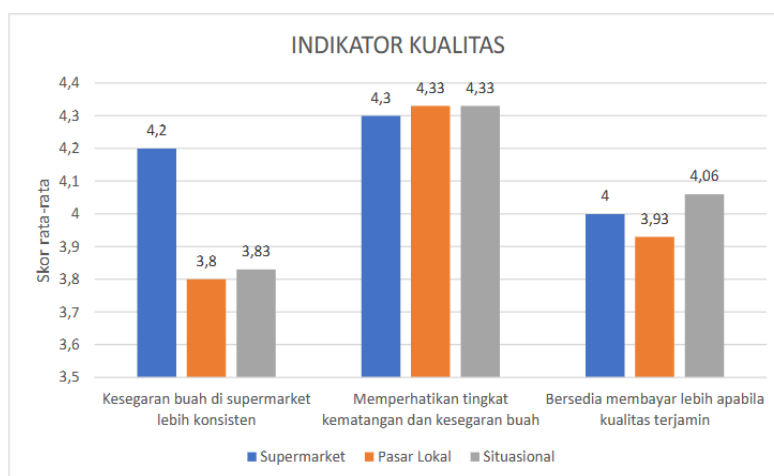
Hasil Faktor Harga



Gambar 5. Indikator Harga

Hasil penelitian menunjukkan bahwa faktor harga memiliki pengaruh yang cukup signifikan dalam menentukan keputusan pembelian buah oleh mahasiswa. Pada pernyataan “harga di pasar lokal lebih terjangkau”, kelompok mahasiswa yang memilih pasar lokal memberikan skor rata-rata yang lebih tinggi, yaitu sebesar 4,00, dibandingkan dengan kelompok yang memilih *supermarket* (3,40) dan kelompok situasional (3,50). Hal ini menunjukkan bahwa pasar lokal dipersepsikan lebih unggul dari sisi keterjangkauan harga. Sementara itu, pada indikator “memilih tempat yang diskon”, seluruh kelompok responden menunjukkan skor rata-rata yang relatif tinggi, dengan kelompok *supermarket* mencapai 4,36, diikuti kelompok pasar lokal (3,90) dan situasional (4,03). Temuan ini mengindikasikan bahwa keberadaan promosi atau potongan harga menjadi pertimbangan penting, khususnya bagi mahasiswa yang berbelanja di *supermarket*. Selain itu, pernyataan “perbedaan harga menjadi kunci utama” juga memperoleh skor yang cukup tinggi pada seluruh kelompok, yaitu masing-masing 4,10 (*supermarket*), 3,96 (pasar lokal), dan 3,73 (situasional). Dengan demikian, dapat disimpulkan bahwa harga tetap menjadi faktor utama dalam pengambilan keputusan, meskipun mahasiswa menunjukkan fleksibilitas dalam memilih tempat pembelian sesuai dengan kondisi harga yang tersedia.

Faktor Kualitas

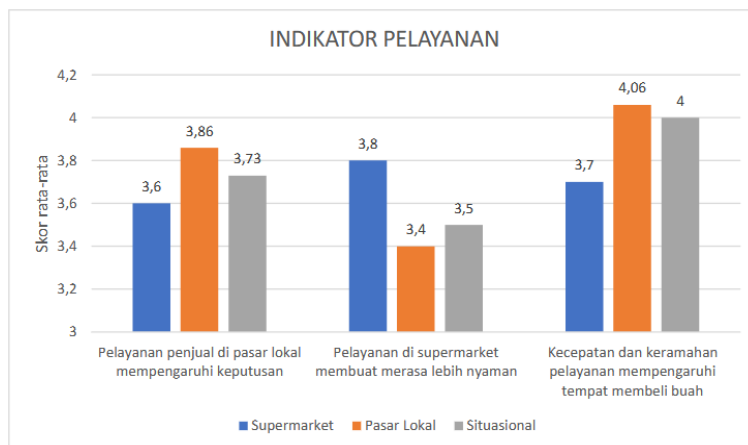


Gambar 6. Indikator Kualitas

Pada faktor kualitas, hasil penelitian menunjukkan bahwa mahasiswa memiliki persepsi yang tinggi terhadap pentingnya kualitas buah dalam keputusan pembelian. Pernyataan “kesegaran buah di *supermarket* lebih konsisten” memperoleh skor rata-rata sebesar 4,20 pada kelompok *supermarket*, lebih tinggi dibandingkan kelompok pasar lokal (4,00) dan situasional (3,80). Hal ini menunjukkan adanya kepercayaan yang lebih besar terhadap konsistensi kualitas di *supermarket*. Namun demikian, pada indikator “memperhatikan tingkat kematangan dan kesegaran buah”, kelompok pasar lokal justru menunjukkan skor tertinggi, yaitu sebesar 4,33, diikuti oleh kelompok *supermarket* (4,30) dan situasional (3,93). Temuan ini mengindikasikan bahwa mahasiswa yang berbelanja di pasar lokal tetap memiliki perhatian tinggi terhadap kualitas produk yang dipilih. Selain itu, pada pernyataan “bersedia membayar lebih apabila kualitas terjamin”, kelompok pasar lokal dan *supermarket* sama-sama menunjukkan skor tinggi, yaitu sebesar 4,33 dan 3,83, sementara kelompok situasional sebesar 4,06. Hal ini menegaskan bahwa kualitas merupakan faktor krusial yang dapat memengaruhi keputusan

pembelian, bahkan mendorong konsumen untuk mengabaikan pertimbangan harga dalam kondisi tertentu.

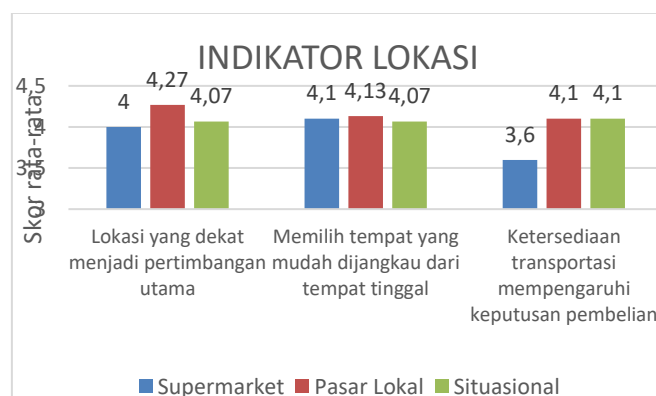
Faktor Pelayanan



Gambar 7. Indikator Pelayanan

Faktor pelayanan juga menunjukkan peran yang cukup penting dalam memengaruhi keputusan pembelian buah. Pada pernyataan “pelayanan penjual di pasar lokal memengaruhi keputusan”, kelompok pasar lokal memberikan skor rata-rata sebesar 3,86, lebih tinggi dibandingkan kelompok *supermarket* (3,60) dan situasional (3,70). Hal ini mencerminkan pentingnya interaksi langsung antara penjual dan pembeli di pasar tradisional. Di sisi lain, pada indikator “pelayanan di *supermarket* membuat merasa lebih nyaman”, kelompok *supermarket* memberikan skor tertinggi yaitu sebesar 3,80, dibandingkan kelompok pasar lokal (3,40) dan situasional (4,06). Hal ini menunjukkan bahwa aspek kenyamanan menjadi keunggulan utama pelayanan di *supermarket*. Selanjutnya, pada pernyataan “kecepatan dan keramahan pelayanan memengaruhi tempat membeli buah”, seluruh kelompok responden memberikan skor yang relatif tinggi, yaitu 3,73 (*supermarket*), 3,50 (pasar lokal), dan 4,00 (situasional). Dengan demikian, dapat disimpulkan bahwa pelayanan, baik dalam bentuk interaksi personal maupun kenyamanan dan efisiensi, merupakan faktor yang turut memengaruhi keputusan mahasiswa dalam memilih tempat pembelian buah.

Faktor Lokasi



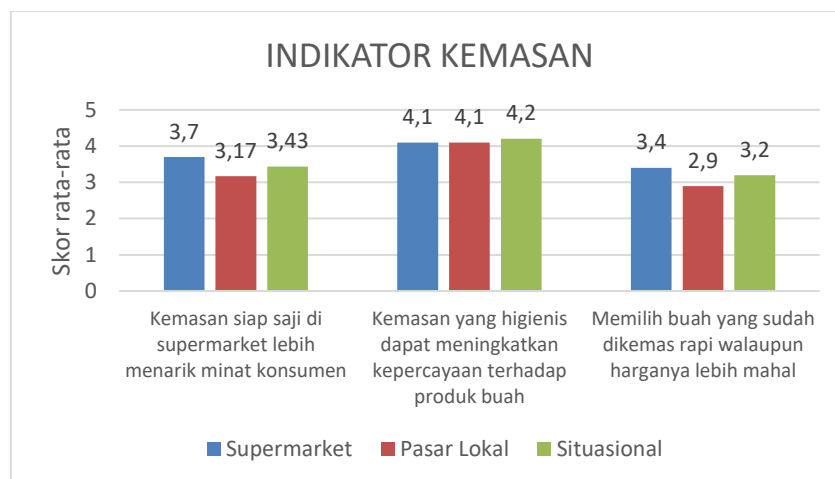
Gambar 8. Indikator Lokasi

Lokasi menjadi salah satu faktor penting dalam pemilihan tempat membeli buah. Mahasiswa yang memilih pasar lokal menunjukkan nilai rata-rata 4,27 (Sangat Setuju) dalam memilih lokasi menjadi pertimbangan utama, 4,13 (Setuju) dalam memilih tempat yang mudah dijangkau dari tempat tinggalnya, dan 4,1 (Setuju) dengan ketersediaan transportasi yang dimiliki mahasiswa. Hal ini disebabkan oleh jarak dan kemudahan akses mahasiswa dalam membeli buah di pasar lokal.

Mahasiswa yang memilih *supermarket* menunjukkan nilai rata-rata 4 (Setuju) dalam memilih lokasi menjadi pertimbangan utama, 4,1 (Setuju) dalam memilih tempat yang mudah dijangkau dari tempat tinggalnya, dan 3,6 (Setuju) dengan ketersediaan transportasi yang dimiliki mahasiswa. Hal ini disebabkan oleh kenyamanan dan kualitas.

Mahasiswa yang memilih tergantung situasi (*supermarket* dan pasar lokal) menunjukkan nilai rata-rata 4,07 (Setuju) dalam memilih lokasi menjadi pertimbangan utama, 4,07 (Setuju) dalam memilih tempat yang mudah dijangkau dari tempat tinggalnya, dan 4,1 (Setuju) dengan ketersediaan transportasi yang dimiliki mahasiswa. Hal ini disebabkan oleh kebutuhan mendadak maupun ketersediaan waktu mahasiswa.

Faktor Kemasan



Gambar 9. Indikator Kemasan

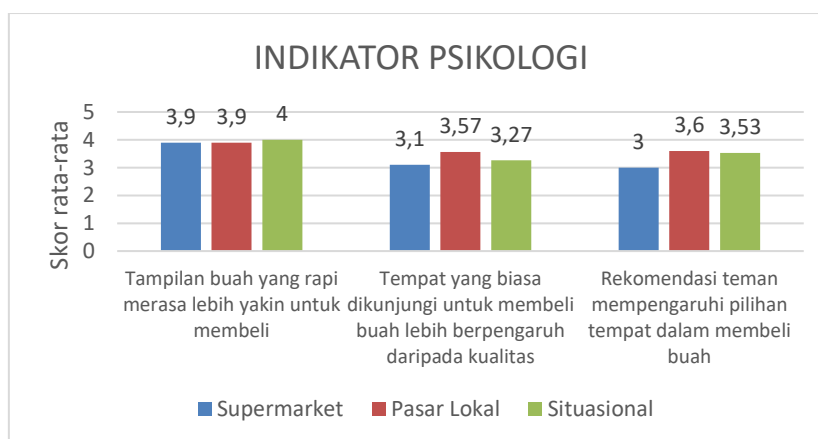
Kemasan yang siap saji dan higienis dapat memengaruhi perilaku mahasiswa dalam memilih tempat membeli buah. Mahasiswa yang memilih pasar lokal menunjukkan nilai rata-rata 3,17 (Netral) dalam memilih kemasan yang siap saji, 4,1 (Setuju) dalam memilih kemasan higienis dapat meningkatkan kepercayaan konsumen, dan 2,9 (Netral) dalam memilih buah yang telah dikemas rapi walaupun harganya sedikit lebih mahal. Pasar lokal tidak menawarkan buah-buahan yang dikemas siap saji, tetapi konsumen menilai bahwa pasar lokal juga terjaga kebersihannya.

Mahasiswa yang memilih *supermarket* menunjukkan nilai rata-rata 3,7 (Setuju) dalam memilih kemasan yang siap saji, 4,1 (Setuju) dalam memilih kemasan higienis dapat meningkatkan kepercayaan konsumen, dan 3,4 (Setuju) dalam memilih buah yang telah dikemas rapi walaupun harganya sedikit lebih mahal. Kemasan merupakan faktor yang sangat penting dalam menambah kepercayaan konsumen dalam membeli buah. Kemasan siap saji merupakan indikator utama dalam membeli buah di *supermarket*.

Mahasiswa yang memilih tergantung situasi (*supermarket* dan pasar lokal) menunjukkan nilai rata-rata 3,43 (Setuju) dalam memilih kemasan yang siap saji, 4,2 (Setuju) dalam memilih

kemasan higienis dapat meningkatkan kepercayaan konsumen, dan 3,2 (Netral) dalam memilih buah yang telah dikemas rapi walaupun harganya sedikit lebih mahal. hal ini menggambarkan bahwa kemasan tidak menjadi faktor utama mereka dalam membeli buah. Mereka mempertimbangkan kemasan jika kondisi mereka yang tidak kondusif.

Faktor Psikologi



Gambar 10. Indikator Psikologi

Pemilihan tempat dalam membeli buah juga dapat dipengaruhi oleh faktor psikologis mahasiswa. Mahasiswa yang memilih pasar lokal menunjukkan nilai rata-rata 3,9 (Setuju) dalam memilih tampilan buah yang rapi, 3,57 (Setuju) dalam memilih tempat yang biasa dikunjungi oleh konsumen lebih berpengaruh daripada kualitas, dan 3,6 (Setuju) berdasarkan rekomendasi teman yang dapat memengaruhi keputusan konsumen. Mahasiswa yang memilih membeli buah di pasar lokal tidak dipengaruhi psikologi seperti tampilan buah yang rapi. Pasar lokal sudah menjadi kebiasaan mereka, sehingga tempat tersebut sering dikunjungi oleh konsumen.

Mahasiswa yang memilih *supermarket* menunjukkan nilai rata-rata 3,9 (Setuju) dalam memilih tampilan buah yang rapi, 3,1 (Netral) dalam memilih tempat yang biasa dikunjungi oleh konsumen lebih berpengaruh daripada kualitas, dan 3 (Netral) berdasarkan rekomendasi teman yang dapat memengaruhi keputusan konsumen. *Supermarket* termasuk ke dalam tempat yang sangat memperhatikan kualitas produknya, sehingga mahasiswa yang memilih *supermarket* akan mendapatkan tampilan buah yang rapi maupun kualitasnya yang menjamin. Mahasiswa yang memilih tergantung situasi menunjukkan nilai rata-rata 4 (Setuju) dalam memilih tampilan buah yang rapi, 3,27 (Netral) dalam memilih tempat yang biasa dikunjungi oleh konsumen lebih berpengaruh daripada kualitas, dan 3,53 (Setuju) berdasarkan rekomendasi teman yang dapat memengaruhi keputusan konsumen. Pilihan tergantung situasi ini menggambarkan bahwa mahasiswa sesekali membeli buah di *supermarket* karena tampilan buah dan kualitas, walaupun kadang mereka juga membeli di pasar lokal.

Pembahasan

Penelitian ini dilakukan untuk melihat bagaimana persepsi konsumen terhadap Keputusan pembelian buah di pasar lokal dan *supermarket* oleh mahasiswa di Kecamatan Indralaya. Persepsi tersebut diketahui dari pemahaman mereka terkait faktor – faktor yang menunjang keputusan tempat dalam membeli buah. Berikut pembahasan yang berasal dari hasil yang telah diteliti yaitu sebagai berikut:

Faktor Harga

Mahasiswa yang membeli buah di pasar lokal telah menilai bahwa harga buah di pasar lokal lebih terjangkau daripada harga buah di *supermarket*. Pada pasar lokal, potongan harga juga dapat menarik perhatian mahasiswa, sehingga harga dapat menentukan keputusan mereka. Berbanding terbalik dengan mahasiswa yang membeli buah di *supermarket*. Mereka tidak memikirkan harga dalam keputusan mereka untuk membeli buah. Pada *supermarket* juga terdapat diskon tetapi tidak setinggi pasar lokal. Selain itu, mahasiswa yang memilih tempat pembelian buah yang tergantung situasi juga menyatakan bahwa harga lebih terjangkau di pasar lokal daripada *supermarket*. Namun, keputusan mereka dalam membeli bergantung kepada situasi dan kondisi kebutuhan mereka, sehingga harga juga menjadi faktor dalam memilih tempat pembelian buah walaupun tidak terlalu menentukan dalam setiap situasi pembelian mereka. Penelitian ini selaras dengan penelitian Ifah dan Ramadhani (2024) yang menyatakan bahwa harga produk yang ditawarkan di pasar lokal memiliki peran besar dalam membentuk keputusan konsumen untuk melakukan pembelian. Kondisi ini terlihat dari bagaimana konsumen menilai harga yang diberikan sepadan dengan kualitas produk yang ditawarkan. Buah yang dipasarkan di pasar lokal dan *supermarket* menunjukkan perbedaan harga yang cukup besar. Pada pasar lokal, harga buah bahkan jauh lebih murah, bisa hanya sekitar sepertiga dari harga produk yang sama di *supermarket* (Khaeruman & Hanafiah, 2019). Harga di *supermarket* cenderung lebih mahal dibandingkan pasar lokal karena biaya operasionalnya yang lebih tinggi (Dwicahyani & Muttaqin, 2019).

Faktor Kualitas

Kualitas buah dapat menentukan keputusan mahasiswa dalam memilih tempat pembelian buah. Buah termasuk ke dalam barang yang langsung berdampak pada kesehatan. Berdasarkan respon dari beberapa mahasiswa, *supermarket* lebih mampu dalam menjaga konsistensi kesegaran buah, walaupun kesegaran buah di pasar lokal masih tergolong baik namun tidak sepadan dengan *supermarket*. Kualitas seperti kondisi fisik dan tingkat kematangan menjadi faktor penting dalam memilih tempat pembelian buah. Hal ini dapat dilihat dari ketiga kelompok (pasar lokal, *supermarket*, dan tergantung situasi), pembeli di *supermarket* akan mengeluarkan biaya lebih besar untuk mendapatkan kualitas yang lebih baik. Penelitian ini selaras dengan penelitian Khaeruman dan Hanafiah (2019) yang menyatakan bahwa kualitas buah di pasar tradisional atau lokal masih tergolong rendah. Para pedagang langsung memperoleh barang dagangannya, sehingga standar mutu dan izin produk tidak terjamin. Sebaliknya, *supermarket* lebih konsisten dalam menjaga mutu buah. *Supermarket* menjaga kesegaran produknya melalui mesin pendingin, sehingga kualitasnya lebih terjamin. Konsumen percaya bahwa *supermarket* menyediakan kualitas yang baik dan dapat memenuhi ekspektasi mereka (Effendi *et al.*, 2019).

Faktor Pelayanan

Pelayanan yang ramah, cepat, dan membantu konsumen dapat menjadi penentu mahasiswa dalam memilih tempat pembelian buah. Mahasiswa yang membeli buah di pasar lokal lebih mempertimbangkan pelayanan penjual, sedangkan mahasiswa yang memilih *supermarket* lebih mempertimbangkan kenyamanan yang tinggi terhadap pelayanan yang ditawarkan. *Supermarket* ataupun pasar lokal tetap memberikan pelayanan terkait kecepatan dan kelengkapan produk. Pasar lokal lebih dominan dalam kecepatan dan kelengkapan produknya. Kelompok yang situasional juga menganggap pelayanan sebagai faktor penentu keputusan mereka, walaupun tingkat kebutuhannya tidak sama seperti dua kelompok lainnya. Penelitian ini selaras dengan penelitian Mubarok dan Muslikhun (2025) yang menyatakan

bahwa Warung Pojok (pasar lokal) dapat memberikan bantuan dengan cepat dan lengkap sesuai permintaan ataupun kebutuhan konsumen. Pelayanan ini juga didukung dengan cara komunikasi penjual yang ramah dan sopan. *Supermarket* memberikan pengalaman berbelanja yang nyaman dalam menyusuri tempat tersebut. *Supermarket* juga menyediakan area parkir yang luas, hal ini membuat konsumen merasa tenang untuk meninggalkan kendaraannya (Saragih *et al.*, 2022).

Faktor Lokasi

Mahasiswa juga memperhatikan faktor lokasi untuk menentukan keputusannya dalam membeli buah. Pada pasar lokal, mahasiswa lebih mengutamakan jarak dan kemudahan akses, sehingga mereka lebih efisien saat membeli buah di pasar lokal. Mahasiswa yang memilih *supermarket* lebih menilai lokasi dari sisi kenyamanannya dan tidak terlalu mementingkan jarak lokasi tersebut. Mahasiswa yang memilih situasional mempertimbangkan lokasi berdasarkan kondisinya. Penelitian ini selaras dengan penelitian Kyandra *et al.* (2022) yang menyatakan bahwa kondisi *supermarket* pada umumnya yaitu bersih, nyaman, menggunakan pendingin ruangan, serta barang tertata rapi dan menarik. Pada sisi pasar lokal, konsumen lebih memilih lokasi yang berada di titik strategis, sehingga mereka lebih mudah menjangkaunya (Lestari & Marliati, 2022).

Faktor Kemasan

Kemasan merupakan salah satu faktor penting yang menjadi penentu mahasiswa dalam memilih tempat pembelian buah. Mahasiswa yang membeli di pasar lokal tidak memperhatikan kemasan, tetapi tetap memperhatikan kebersihan buah tersebut. *Supermarket* menawarkan kemasan siap saji untuk memudahkan konsumen dalam mengonsumsinya secara langsung. Kemasan di *supermarket* juga terjaga kehygienisannya. Mahasiswa yang memilih situasional menunjukkan sikap yang lebih fleksibel, namun mempertimbangkan kondisi tertentu yang menuntut kepraktisan kemasan. Penelitian ini selaras dengan penelitian Sairun dan Sugito (2025) yang menyatakan bahwa kemasan berperan besar dalam menarik minat konsumen saat melihat produk dan memberikan kesan awal yang baik. Buah potong siap saji menawarkan kepraktisan bagi konsumen karena dapat dinikmati langsung tanpa melewati proses mengupas atau mencuci dahulu. Hal ini dapat memberikan kemudahan bagi konsumen untuk mengkonsumsi buah di mana saja dan kapan saja (Sundari *et al.*, 2023).

Faktor Psikologi

Psikologi juga dapat menjadi penentu mahasiswa terkait memilih tempat pembelian buah. Mahasiswa yang memilih pasar lokal dikarenakan oleh kebiasaan mereka dalam membeli buah di tempat tersebut, sehingga mereka kembali lagi ke pasar lokal untuk membeli buah. Mahasiswa yang memilih *supermarket* lebih memperhatikan tampilan buah yang rapi. Sedangkan kelompok yang memilih situasional lebih memperhatikan rekomendasi dari temannya. Penelitian ini selaras dengan penelitian (Khaeruman & Hanafiah, 2019) yang menyatakan bahwa buah yang dijual di pasar lokal tidak di tata rapi, sehingga tampilan produk kurang teratur. Penempatan buah di *supermarket* dibuat lebih menarik konsumen dengan tampilannya yang rapi, hal ini membuat *supermarket* lebih profesional dalam menjual produknya. Faktor psikologis dapat menentukan keputusan konsumen seperti kebiasaan konsumen dalam membeli produk berulang di pasar lokal (Setiawan *et al.*, 2025).

KESIMPULAN DAN SARAN

Keputusan mahasiswa dalam memilih tempat pembelian buah ditentukan dari berbagai faktor seperti harga, kualitas, pelayanan, lokasi, kemasan, dan psikologi. Mahasiswa yang memilih pasar lokal sebanyak 30 orang. Mereka memilih pasar lokal karena harga yang lebih terjangkau, pelayanannya yang ramah, cepat, dan lengkap, lokasinya yang strategis, serta aspek psikologi seperti keputusan membeli karena kebiasaannya. Mahasiswa yang memilih *supermarket* sebanyak 10 orang. Mereka memilih karena kualitas yang baik, kenyamanan pelayanan, kemasan yang praktis dan higienis, maupun psikologinya. Selain itu, mahasiswa yang memilih situasional sebanyak 30 orang akan bergantung kepada kondisinya, seperti rekomendasi teman yang membuat kelompok tersebut mempertimbangkan antara kedua tempat.

Pasar lokal disarankan untuk lebih memperhatikan standar mutu kualitas produk, tata letak yang rapi, dan pelayanan yang lebih baik lagi agar dapat bersaing dengan *supermarket*. Bagi penelitian selanjutnya disarankan untuk lebih memperbanyak responden dan menambah variabel lain agar penelitian dapat menggambarkan keputusan konsumen lebih lanjut

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THE INFLUENCE OF ADVERTISING AND INFLUENCER IN SHAPING MINERAL WATER BRAND PURCHASE INTENTION IN JAKARTA, INDONESIA

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ABSTRACT

Mineral water is a promising business industry in Jakarta, since Jakarta is a metropolitan city in Indonesia and has big market size. Many mineral water brands have implemented several ways of advertising. Three of those through social media, traditional, and influencer marketing. However, there is unclarity framework to identify in depth the correlations between advertising implementation on consumers' purchase intention. This research aimed to obtain which type has the most influential effect. A quantitative study has been conducted, maximizing several tests from SPSS for the data gathered through online questionnaire from 222 respondents from multiple demographic variables. The results uncovered that all three variables identified had positive correlations on purchase intention, which social media advertising showed the strongest relationship. This result answers previous research mentioned there is no clear framework and clarity in identifying the more attractive advertising influences on higher purchase intention, and which type of advertising dominantly influences. Therefore, the role of integrated marketing communications is advisable to be implemented. This research can be utilized as a guide for marketing managers in creating marketing strategies, as a reference for the next researcher, and readers to enrich knowledge, especially in aspect of advertising strategies.

Keywords: Social Media Advertising; Traditional Advertising; Influencer Marketing; Purchase Intention; Mineral Water; Jakarta

INTRODUCTION

Based on World Population Review (2025), nowadays, Jakarta has 11.634.100 estimated population in 2025, which is significantly growing compared to Jakarta in 1950, that had 1.452.00 estimated population. Mineral water is a potential business industry in Indonesia, specifically in big cities in the country, which higher population growth, the growth of middle industry people and obstacle access to get clean water are some of the factors that make this industry is potential (Alatas et al., 2023).

Based on top brand Indonesia (is a national-scale independent survey that is conducted annually by involving customers directly) in Pasau and Belgiawan (2022), there are 5 mineral water brands that are commonly consumed by customers in Indonesia, the first is Aqua brand with 57.2% of market share, followed by Le Minerale with 12.5%, Ades with 6.4% of market share, Cleo with 4.2%, and Club brand with 3.8 percentage points. One of the steps that plays crucial part before purchasing, that must be enhanced by mineral water brands, is purchase intention.

The way to increase purchase intention, through advertising tools, according to Qader et al. (2022), advertising is generally known as a long-lasting influence on consumers, compared to some other marketing strategies. Companies and marketers have spent huge amounts of money continuously on advertising, in purpose to influence customers' purchase decisions (Falebata et al., 2020).

In this digital era, many companies have switched their focus on social media as a platform of advertising. According to Akayleh (2021), social media platforms have shown its advantages for companies to advertise their products. It is proved through information reaches number of people in a short span of time, that creates effectiveness in costs of advertising implementation that affects consumers' purchase intention. However, other types of advertising, including traditional advertising, are still reliable as is still implemented by mineral water brands. Traditional advertising is still utilized in reaching older demographics, who do not highly engage with digital media, and its repeated exposure is highly increasing brand awareness such as through TV and radio, even though with high costs and limited interactions (Godbilla & Kiran, 2025).

Besides that, many brands have maximized another strategy in performing their goals through influencer marketing. Influencer marketing is a strategy of a brand to hire influencers to engage with their followers using their genuine resources to leverage performances of the brands that have been planned (Leung et al., 2022). According to Leung et al. (2022) finding, that identified the effectiveness of using influencer marketing, it showed positive correlations.

Based on the researcher's findings from the previous research, there were limitations of interpretation related to how advertising implementations work maximally. It is supported by Jimenez et al. (2023) research, that mentioned there is no clear explanation, the more interactive kind of advertising will lead to better users purchase intention. Another support comes from Rausch and Kopplin (2021), stating that research still have lacks complete framework to identify purchase intention in depth.

From the changes of advertising landscape from traditional to social media, the usage of traditional advertising that is still relevant, and the new phenomenon of maximizing influencer marketing offers positive impact, pushed the researcher to identify which is the most influential in increasing purchase intention to mineral water brands, especially in tight competition and busy city as in Jakarta, Indonesia.

LITERATURE REVIEW

Purchase Intention

Purchase intention can be understood as a process of people's plan to make an action in purchasing a brand product/service (Karunarathne & Thilini, 2022). In this stage, consumers analyze and consider some aspects before making decisions to purchase or decide to cancel the purchase. The higher number of purchase interest created by customers, the greater opportunity consumers do purchase transactions, therefore, measure number of consumers' purchase intention is a crucial part to find out whether consumers will be loyal or leave the item purchased (Munawwaroh et al., 2025). Consequently, the quality and service offered by the brands must satisfy consumers, to increase the number of loyalties by the consumers to repurchase and consistency of the product and service as the key roles must be kept by the brands. According to Rausch and Kopplin (2021), there is still lack of components in investing purchase intentions. This happens, since there are variety of factors that influence people in purchasing, where the most vital pillar is consumer behavior. Research found from Komalasari et al. (2021), there is a significant correlation between brand image on purchase intentions. This indicates, brand is one of the categories considered by consumers on purchases.

Social Media Advertising

In this century, digital media including social media is massively evolving and has become a vital channel for communication, especially for marketing and advertising purposes, that offer effectiveness and economically keep in touch with customers to persuade them in purchasing (Vitalis et al., 2023).

Social media has become popular among young generations and even older generations that is brought as a platform for new marketing communications (Lou & Yuan, 2019). The value of advertising that is applied through communication media offers massive impact in the consumers' decision on making purchasing (Karunarathne & Thilini, 2022).

Nowadays, there are some most-used social media that have massive users and common platforms for brands to advertise their products or services, those are Instagram, TikTok, and YouTube. According to Vitalis et al. (2023), customers' decision-making steps for purchasing or not, are influenced by social media advertising. Research finding from Agil et al. (2022), that identified millennial consumers in Malaysia, discovered creativity, interaction, informativeness, and attractiveness from social media influence purchase intention.

H1 Social media advertising has stronger influence on purchase intention compared to traditional advertising

Traditional Advertising

According to Ren et al. (2022), traditional advertising has power to capture greater number of customers' group. People who listened to the radio performed better in noticing the brand and higher engagement that has the same performance as television advertisement (Korenkova et al., 2020). However, nowadays, since the massive growth of the internet, that produced social media as platforms for people to interact boundlessly, the role of traditional advertising tends to be replaced. Despite that, traditional advertising is still useful, even though not all the tools offer effectiveness, platforms like TV and Billboard are still impactful. Research from Korenkova et al. (2020) showed that radio (traditional advertising) performed high correlation in aspect of credibility. According to Mustafa and Al-Abdallah (2020), television's frequency is still potentially high, that is able broader scale of reach and coverage compared to others traditional advertising.

H2 Traditional Advertising has stronger influence on purchase intention compared to social media advertising.

Influencer Marketing

Nowadays, many brands have applied influencer marketing. Social media influencer is considered as one of the ways of promotion that is likely affordable, can be adapted to brands' ability starts their businesses, and both new brands to brand that have developed a business for a long period (Angraini, 2023). The goal of influencer marketing is to give the impression to consumers that can emulate influencers and enlarge a sense of close camaraderie with consumers (Sokolova & Kefi, 2020). Collaborating with influencers marketing are beneficial, especially to attract market and increase purchase intention. It is supported by Isyanto et al. (2020) finding while identifying influencer marketing and brand image factors affected purchase intention of a cosmetical brand's products, that showed positive and significant impacts of influencers' marketing contribution on purchase intention by consumers.

H3 Influencer marketing has stronger influence on purchase intention compared to social media and traditional advertising

Relevancy to Theories

This study is relevant to several theories, such as theory of reasoned action (TRA), that aims to define behavioral factors affecting consumers while seeing kinds of advertising that influence the purchase of certain mineral water brands. TRA values most of the behaviors interest to social and behavioral scientists are controlled by complete volition (self), after intention is shaped, it is estimated to initiate the behavior under proper circumstances (Sok et al., 2021).

The extension of TRA is theory of planned behavior (TPB), In the TPB theory model, behavior is covered by action, performed on targets, in certain context in a specific period or occasion (Conner, 2020). Theory of Planned Behavior is directed to three types of considerations, there are consequences of the behavior (behavioral beliefs), normative expectations of other people (normative beliefs), and presence of factors that simplify or prevent result of the behavior (control beliefs) (Bosnjak et al., 2020). The more well the attitude, subjective norm and excellent perceived control, offer better intention to execute the behavior in question (Bosnjak et al., 2020).

Other than that, there is AIDA theory. AIDA (Attention, Interest, Desire, and Action) contributes to noteworthy and positive relationships by improving consumers experience and interest, which must be interesting that can pull consumers' attention and excitedness from product or service (Manafe & Pramita, 2022). Basically, the theory identifies consumers' paths before buying product/service, which each process has psychological differences state and requires variety communication ways to attract consumers into purchase decision steps (Lee, 2025).

RESEARCH METHOD

This research implemented positivism research philosophy, that needs highly structured data collection techniques, which all respondents are needed by asking the same questions that come from observable and measurable facts in numbers. A quantitative study was applied, which was based on Saunders et al. (2023), quantitative research identified correlation between variables, which are gathered through numerical measurement, standard manner, and applicate a range of graphical and statistical techniques.

According to Saunders et al. (2023), there are two methods of time horizon in research, cross sectional and longitudinal. Cross-sectional study is applied, where the data is collected for one period only. In this research, primary data was used through online questionnaires by Google form. All respondents were 18 years old and above, and those have already purchased mineral water in Jakarta, Indonesia. In this research, all the respondents had not strictly domiciled in Jakarta city only, those could be people who live in other cities nearby Jakarta such as Bogor, Depok, Tangerang, and Bekasi, that had high frequency went to Jakarta either for work or other business.

For method sampling, convenience sampling was implemented that was categorized as non-probability sampling. Convenience sampling used sampling procedure which the respondents chosen only the bases that were easier to be selected as samples (Saunders et al., 2023). 222 samples filled up the questionnaire through Google form, where all the data was collected and tested at Statistical Package for the Social Sciences (SPSS) through Likert Scale (1-5). Some tests that were examined consist of demographic variables, Pearson Correlation, and Multiple Linear Regression.

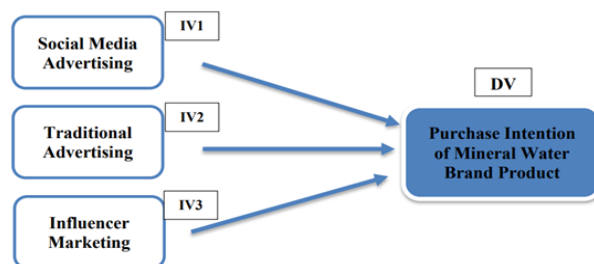


Figure 1 Research Framework
 Source: Self-Constructed 2025

Table 1. Summary of Research Questionnaire

Variables to Measure	Items	Scales	Sources
Social Media Advertising	5	5 Points	(Ducoffe, 1996; Misra & Dwivedi, 2021)
Traditional Advertising	5	5 Points	(Ducoffe, 1996; Misra & Dwivedi, 2021)
Influencer Marketing	5	5 Points	(Belanche et al., 2021; Uzeed et al., 2020; Soong, 2023)
Purchase Intention	4	5 Points	(Sin et al., 2022; Husain & Toor, 2017)

Source: Self Constructed 2025

RESULTS AND DISCUSSION

Table 2. Group Age

Category	Frequency	Percent
18-25 years old	183	82,4%
26-35 years old	25	11,3%
36-45 years old	7	3,2%
46 years old and above	7	3,2%
Total	222	100%

Source: Self-Constructed 2025

From 222 respondents obtained from Google form, most samples are respondents between 18 to 25 years old, with 82.4 percentage that are categorized as gen Z. It is caught up to the respondents between 26 to 35 years old with 11.3 percent. For the rest of the age categories, 36 to 45 years old and 46 years old above, both contribute the same percentage, with each of the categories around 3.2 percentage.

Table 3 Occupation

Category	Frequency	Percent
Belum/Tidak Bekerja/ Job Seeker	5	2.3%
Freelancer	3	1.4%
Guru Teacher	1	0.5%
Ibu Rumah Tangga Housewife	1	0.5%
Pegawai Negeri Sipil (PNS) Civil Servant	4	1.8%
Pegawai Swasta Private Employee	53	23.9%
Pelajar/ Mahasiswa Student	143	64.4%
Pelatih Cabor Billiard DKI Jakarta Billiard Coach	1	0.5%
Pensiunan Retirement	1	0.5%
TNI AU Indonesian Air Force	1	0.5%
Wiraswasta Entrepreneur	9	4.1%
Total	222	100%

Source: Self-Constructed 2025

The data shows the occupation of the respondents are variety, even though most of the respondents are students, that contributes 64.4 percentage points. It is followed by private employees, that contributed 23.87%. Other than that, there are many other occupations, such as unemployed/job seeker, freelancer, teacher, housewife, civil servant, billiard coach, retirement, Indonesian air force, and entrepreneur. However, those occupations contribute no more than 5 percents, even below 1 percent.

Table 4. Favorite Mineral Water Brand

Category	Frequency	Percent
Akuapura	1	0.5%
Amidis	1	0.5%
Aqua	59	29.6%
Aquviva	2	1%
Cleo	4	1.8%

Crystalline	19	8.6%
Le Minerale	88	39.6%
Nestle	27	12.2%
Pristine	12	5.4%
Tidak ada Merk Tertentu yang Favorit		
Preferred brand	1	0.5%
VIT	7	3.2%
Yang Paling Murah		
Cheapest	1	0.5%
Total	222	100%

Source: Self-Constructed 2025

From the bar chart above, there are 13 options chosen by the respondents. However, there are only 11 brands mentioned by the respondents, the rest 2 options made are there is no preferred brand and cheapest mineral water brand. It shows Le Minerale is the favourite brand with 39.6%, followed by Aqua with 26.6 percent and Nestle with 12.2%. The rest of the brands mentioned, each of them is no more than 10 percent.

Table 5. Reliability Test (Cronbach Alpha)

Variables of the Study	No of Items	Cronbach Alpha
Social Media Advertising	5	0.789
Traditional Advertising	5	0.848
Influencer Marketing	5	0.912
Purchase Intention	4	0.827

Source: Self-Constructed 2025

According to the table above, mentioning all variables, number of questions of each variable, and Cronbach alpha result shows the reliability of all variables can be considered as good to excellent. Social media advertising value is 0.789 percent, traditional advertising performs 0.848, and purchase intention variable is 0.827, that are included into acceptable range, declaring a good level of internal consistency. For the influencer marketing variable, it achieves excellent percentage, signifying totally high internal consistency among all items in the variable. The Cronbach Alpha results of social media advertising, traditional advertising, and influencer marketing were above 0.75, according to Izah et al. (2023), result above 0.75, indicated reliable and strong internal consistency.

Table 6. Pearson Correlation

Variable	Purchase Intention	Social Media Advertising	Traditional Advertising	Influencer Marketing
Purchase Intention	-	0.575	0.574	0.574
Social Media Advertising	0.575	-	0.734	0.685

Traditional Advertising	0.534	0.734	-	0.622
Influencer Marketing	0.534	0.685	0.622	-

Source: Self-Constructed 2025

From the (Table 5), purchase intention shows positive correlation with all three independent variables, where social media advertising performs strongest moderate correlation ($r=0.575$), besides traditional advertising and influencer marketing contribute similar moderate correlations. According to Paramita et al. (2023), a correlation coefficient (r) between 0.40 and 0.599 are categorized as moderate correlation.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.618	0.382	0.374	0.50351

Source: Self-Constructed 2025

The results covered, according to Field (2024), it shows 38.2% of the variance in the dependent variable ($R^2=0.382$), signifying a moderate value power. The adjusted R^2 0.374 explains the model tends to stable with minimal shrinkage. In addition, the standard error of the estimate (0.50351) signifies a moderate level of accuracy.

Table 8. Analysis of Variance (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.193	3	11.398	44.956	0.001
Residual	55.269	218	0.254		

Source: Self-Constructed 2025

Based on data, the result is statistically significant, $F(3, 218) = 44.956, p < 0.001$, signifying that all advertising types identified (independent variables) describe a substantial portion of the variance in purchase intention (dependent variable). The regression summary of squares (34.193) compared to the residual summary of squares (55.269) indicating the model facilitate a strong fit to the data. According to Field (2024), $\text{Sig.} < 0.05$ showed model significant, and > 0.05 showed not significant model

Table 9. Regression of Coefficients

Variable	B	Beta	t	p-value
Social Media Advertising	0.247	0.287	3.302	0.001
Traditional Advertising	0.156	0.185	2.291	0.023
Influencer Marketing	0.158	0.222	2.956	0.003

Source: Self-Constructed 2025

Multiple linear regression analysis is tested to assess the influence of social media advertising, traditional advertising, and influencer marketing (independent variables) on purchase intention (dependent variables). The model shows significant results statistically; all three independent variables perform significant and positive effects. Social media advertising performs the strongest effect ($\beta = 0.287$, $p = 0.001$), followed by influencer marketing (0.222 , $p = 0.001$), and traditional advertising ($\beta = 0.185$, $p = 0.023$). These results are referred to Field (2024), showing p -value < 0.05 performs significant effect.

Table 10. Summary Results of the Hypotheses

Hypothesis	Significance	Result
H1: Social media advertising has stronger influence on purchase intention compared to traditional advertising and influencer marketing	0.001	Accepted
H2: Traditional advertising has stronger influence on purchase intention compared to social media advertising and influencer marketing	0.023	Rejected
H3: Influencer marketing has stronger influence on purchase intention compared to social media and traditional advertising	0.003	Rejected

Source: Self-Constructed 2025

Table (8) shows the results of hypothesis testing which examined the influence of all 3 types of advertising (independent variables) on purchase intention (dependent variable). All three hypotheses have influences, whereas social media advertising performed strongest influence than traditional advertising and influencer marketing.

The Influence of Social Media Advertising on Purchase Intention

Some practices have been conducted in testing through Statistical Package for the Social Sciences (SPSS). The first examination was reliability of the social media advertising, where the Cronbach's value was 0.789, which is slightly higher than 0.7, that is considered acceptable result to be identified further. Pearson correlation value was identified, it shows 0.575 value (<0.001), that is defined that, there is strong positive correlation on purchase intention. Multi linear regression practice has been examined, that shows social media advertising P-Value is 0.001, that indicates, there is significant result statistically. From the several tests conducted, it can be interpreted that social media advertising has a positive relationship significantly on purchase intention toward mineral water brands in Jakarta, Indonesia.

This finding answers Jimenez et al. (2023) research stated there was no clear explanation, the more interactive kind of advertising lead to higher performance of consumers' purchase intention and Rausch and Kopplin (2021) who found lacks complete framework to identify purchase intention in depth.

It is correlated with Karunarathne and Thilini (2022) statement, that mentioned the result of advertising that maximized communication media (including social media advertising), gives abundant positive impact in terms of customers decision while making purchases.

The Influence of Traditional Advertising on Purchase Intention

Traditional advertising is a reliable variable, that is proven through Cronbach's value of 0.848. It is supported by Pearson correlation analysis was tested that showed value 0.534 (<0.001) that indicates there is a significant correlation between traditional advertising on purchase intention statistically. Other than that, the P-value 0.023 from multiple linear regression test, that can be interpreted, traditional advertising performs significantly on purchase intention, that is considered as an important factor on consumers' purchase intention toward mineral water brands in Jakarta, Indonesia.

Based on this finding, it aligns with Godbilla and Kiran (2025) research, traditional advertising is still reliable to be implemented, that can cover higher older demographics who are not highly influenced with digital media, and it creates higher repeated exposure to enhance brand awareness. Besides that, this finding gives different result to Jimenez et al. (2023) and Rausch and Kopplin (2021), mentioning there was unclarity and lacks framework to obtain the influence to customers' purchase intention.

The result is reflected with the statement from (Mustafa & Al-Abdallah, 2020), that mentioned many businesses have applied traditional advertising and the implementation performed impressive results, that is applied through newspapers, flyers, outdoors, radio, and television. From those traditional advertising elements, television offers higher potential, that allows for broader scale of reach and coverage that could achieve millions of target market with low cost per contact and perform greater percentage of being remembered by the audiences (Mustafa & Al-Abdallah, 2020).

Reflect to Jimenez et al. (2023) and Rausch and Kopplin (2021), this finding answers unclarity and the lack framework that influence customers' purchase intention.

The Influence of Influencer Marketing on Purchase Intention

Reliability test has been identified through Cronbach's alpha coefficient, with value 0.912 that shows highly reliability. For the Pearson correlation practice value is 0.534 (<0.001) that can be referred to significant correlations between influencer marketing on purchase intention. Lastly, P- value 0.003 from multiple linear regression test, that concludes there is significant relationship between influencer marketing on purchase intention. This result aligns

with findings from Leung et al. (2022) and Isyanto et al. (2020), that uncovered there are positive correlations between influencer marketing on purchase intention.

CONCLUSION

The main objective in this research is to identify the influence of social media advertising, traditional advertising, and influencer marketing on purchase intention toward mineral water brands for Jakarta people. The researcher examined all independent and dependent variables, including demographic variables in shape of multiple questions that consist of whether the samples have purchased mineral water brands before, age group, occupations, favorite mineral water brands. Several tests have been conducted through Statistical Package for Social Sciences (SPSS), that identified the relationship between purchase intention toward mineral water brands and variables connected including social media advertising, traditional advertising, and influencer marketing. The tests used are multiple linear regression analysis and correlation analysis, where the results show there are positive relationships between the three independent variables on the dependent variable. From the three variables' relationship on purchase intention toward mineral water brands, it was discovered that, social media advertising has strongest relationship compared the other independent variables on purchase intention toward mineral water brands in Jakarta, Indonesia. The results obtained among the three independent variables (social media advertising, traditional advertising, and influencer marketing) are categorized moderate, since the results are not too strong affect purchase intention. The result aligns with H1, that showed social media advertising has stronger influence on purchase intention compared to traditional advertising and influencer marketing. This result obtains new findings that assist Jimenez et al. (2023) research, that found there is no clear explanation, the more interactive types of advertising will dominate on purchase intention. Additionally, this research answers Rausch and Kopplin (2021) findings, that mentioned the research has lacks complete framework in identifying purchase intention in depth. Even though social media advertising shows the strongest relationship, the implementation of traditional advertising and support from influencer marketing are still reliable in enhancing effectiveness of marketing strategies. Therefore, the implementation of integrated marketing communications including social media advertising, traditional advertising, and influencer marketing performs better performance for mineral water brands. This research can be beneficial to several categories, in practical, this research can be a guide for marketing managers while making marketing decisions. In theoretical aspect, this research can be a reference for the next researchers who identify related topics. For the next research, it is to identify another related independent variable, comparing small and big cities, and using higher samples with relative balance in demographic categories

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THE EFFECT OF SOURCE CREDIBILITY AND ARGUMENT QUALITY IN SMARTPHONE REVIEWS ON YOUTUBE TOWARDS PURCHASE INTENTION

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ABSTRACT

This study aims to investigate the influence of argument quality and source credibility on attitude, e-wom adoption, and purchase intention, and to evaluate the influence of attitude and e-WOM on purchase intention in the smartphone industry. The population of this study consists of individuals residing in Jakarta who have watched smartphone reviews on YouTube. This study employed a non-probability sampling technique using purposive sampling. A total of 250 respondents were included, and SmartPLS 4 was used to analyze the data. The results of this study indicate that argument quality does not influence attitude; that argument quality and source credibility have a positive influence on e-WOM adoption; that argument quality, attitude, and e-WOM adoption have a positive influence on purchase intention; and that source credibility does not influence purchase intention. The theoretical implications of this study are that it successfully confirms the Information Adoption Model, and TRA. The managerial implications of this study are as follows: smartphone industry players need to improve the quality of arguments, the credibility of sources, attitude, and e-WOM adoption, as these factors influence purchase intention.

Keywords: Argument Quality; Source Credibility; Attitude; e-WOM Adoption; Purchase Intention; Influencer; Smartphones, YouTube

INTRODUCTION

The global smartphone industry has evolved into one of the most dynamic technology sectors of the 21st century. According to data from the International Data Corporation (IDC), total global smartphone shipments increase by 2.4% year-on-year to 336.9 million units in the fourth quarter of 2025. The total number of smartphones shipped reached 1.26 billion units in 2025 (IDC Global, 2026). In addition, the global smartphone market value was valued at USD 566.90 billion in 2024 and expected to continue growing at a CAGR of 7.40% to reach USD 1.077 trillion by 2033 (MarketDataForecast, 2025).

In Southeast Asia, Indonesia stands out as one of the most promising smartphone markets. Data shows that the number of active smartphone users in Indonesia has surged from 54 million in 2015 to 209.3 million users in 2023, representing approximately three-quarters of Indonesia's total population (Andalas, 2024). This trend is reinforced by a report from Bardono (2024), which reveals that the Indonesian smartphone market grew by 15.5% year-over-year in 2024, reaching nearly 40 million units, with total sales revenue for the first half of 2024 amounting to Rp48.9 trillion, which grew by 3.8% compared to the same period last year. (Wiraraja, 2025).

A notable phenomenon that has caught researchers' attention is the transformation in consumer behavior during the smartphone purchasing decision-making process. In the digital age, consumers no longer rely solely on conventional advertising but have shifted to user reviews, YouTube review videos, social media discussions, and electronic word of mouth (eWOM) as their primary sources of information before making a purchase. The adoption of 5G technology in Indonesia, which surged from 17.1% in 2023 to 25.8% in 2024, has also driven greater consumer sophistication in accessing and evaluating product information digitally (Pratomo & Riyanto, 2025). This situation creates an increasingly complex information ecosystem in which the quality of arguments in reviews and the credibility of information sources become crucial determinants of purchase intent and the intent to share information.

According to the 2025 Digital Index Popular Brand Award (IDPBA) study on trends in the number of product reviewers on Indonesian social media, there are a total of 477.9 million reviews online. Smartphones dominate significantly, accounting for 85.1 million reviews. Cosmetics reviews rank fifth, with 14.8 million reviewers (InfoBrand, 2025a). Although smartphones rank highest in terms of the number of reviewers, cosmetic products lead the top 10 in terms of transactions (InfoBrand, 2025b). This indicates that a large number of reviews does not necessarily lead to customers purchasing a product.

According to previous research, several key factors in reviews can influence purchase intent, such as argument quality (Al-Mu'ani et al., 2023), professionalism/expertise (Ki & Kim, 2019; Zhao et al., 2024; Al-Mu'ani et al., 2023; Khurana et al., 2025), source credibility (Zhao et al., 2024; De Cicco et al., 2020), trustworthiness (Al-Mu'ani et al., 2023; Khurana et al., 2025), interactivity (Ki & Kim, 2019; Zhao et al., 2024), attractiveness (Khurana et al., 2025; Ki & Kim, 2019; Zhao et al., 2024). In the meta-analysis study by Qiu and Zhang (2024) *it was found that review valence has the strongest influence on purchase intention. However, research on the mechanisms through which argument quality and source credibility influence purchase intention via attitude remains very limited, particularly in emerging markets such as Indonesia. Therefore, this study focuses on argument quality and source credibility.*

Furthermore, this study focuses on smartphones because most previous research has been conducted in the context of fast-moving consumer goods (FMCG) (Daowd et al., 2021; Leong et al., 2022), tourism (Alsheikh et al., 2021; González-Rodríguez et al., 2022; Roy et al., 2024),

or financial services (Ismagilova et al., 2020; Verma et al., 2023) Specific research on high-involvement products such as smartphones in the Indonesian market, which possesses unique characteristics, including high demographic heterogeneity, diverse brand preferences, and varying levels of digital literacy, remains very limited. This underscores the urgency of research that explicitly positions smartphones as the subject of study within the Indonesian market context. Based on the above description, this study aims to investigate the influence of argument quality and source credibility on attitude, e-WOM adoption, and purchase intention, and to evaluate the influence of attitude and e-WOM on purchase intention in the smartphone industry.

LITERATURE REVIEW

Purchase Intention

The theory of reasoned action (TRA) focuses on theoretical structures about individual motivation factors as determinants of the likelihood of performing specific behaviors (Ajzen & Fishbein, 1980). Purchase intention arises when a customer is likely to consider purchasing a product or service.

Argument quality

Argument quality refers to as the effectiveness of a message in persuading customers to make a purchase (Ngo et al., 2024). The quality of the argument is crucial in influencer marketing, as a convincing, well-crafted message can significantly boost an influencer's credibility, making their recommendations more persuasive.

Prior research found that argument quality has a positive effect on attitude and purchase intention (Al-Mu'ani et al., 2023; Selem et al., 2023; Verma et al., 2023). Argument quality also has a positive effect on e-WOM (Chahal et al., 2020; Ngo et al., 2024; Putra & Suprapti, 2020; Sardar et al., 2021).

H1. Argument quality has a positive effect on Attitude

H2. Argument quality has a positive effect on e-WOM adoption

H3. Argument quality has a positive effect on Purchase Intention

Source credibility

Source credibility refers to the level of trust that the message recipient places in the message sender, where the sender acts like a communicator in the traditional communication process (Li & See-To, 2024). In the context of social media, source credibility refers to the perception that a reviewer or influencer possesses sufficient knowledge and honesty in conveying their experiences. Source credibility influences consumer attitudes (Ngo et al., 2024; Pan et al., 2025; Torres et al., 2019), e-WOM adoption (Anastasiu et al., 2021; Ngo et al., 2024; Putra & Suprapti, 2020; Sardar et al., 2021), and purchase intention (Pan et al., 2025; Al-Mu'ani et al., 2023).

H4. Source credibility has a positive effect on Attitude

H5. Source credibility has a positive effect on e-WOM adoption

H6. Source credibility has a positive effect on Purchase Intention

Attitude

Attitudes are formed when consumers process and evaluate arguments and information sources, leading to positive or negative views that, in turn, influence purchasing decisions and information-sharing behavior. Consumers' attitudes are crucial for understanding their

behavioral intentions. Prior research has emphasized these concepts to investigate the link between attitudes and purchase intentions (Pan et al., 2025; Torres et al., 2019; Ünalmiş et al., 2024).

H7. Attitude has a positive effect on Purchase Intention

e-Word of Mouth Adoption

e-WOM adoption refers to the extent to which consumers incorporate digital reviews from other users into their decision-making process, which is influenced by their perceptions of the quality, credibility, and relevance of that information. Prior research found that e-WOM adoption has a positive effect on purchase intention (Putra & Suprapti, 2020; Sardar et al., 2021; Ngo et al., 2024).

H8. e-WOM adoption has a positive effect on purchase intention

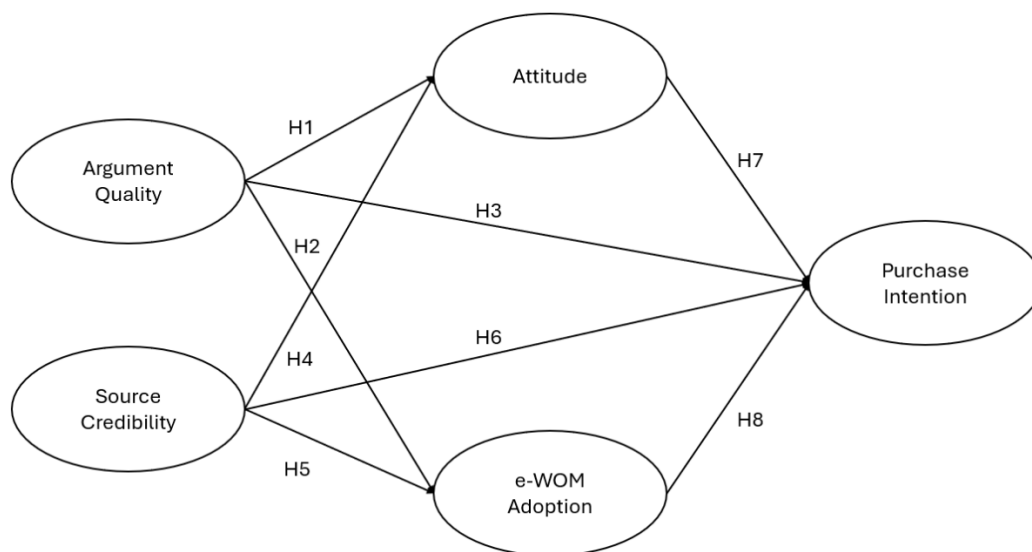


Figure 1. Research Model
Source: Developed for this research (2026)

RESEARCH METHOD

The population of this study consists of individuals who have watched smartphone reviews on YouTube. This study employed a nonprobability sampling technique, namely purposive sampling. The study exclusively targeted individuals aged 18 or older residing in Jakarta who have watched smartphone reviews. The sample was selected exclusively from Jakarta because Jakarta has the highest internet penetration rate and digital content consumption in Indonesia (Research, 2024). The target sample size is 170 respondents, calculated by multiplying the total number of indicators by ten (Hair Jr et al., 2019). Data collection took place over three months, from September 2025 to December 2025. Argument quality was assessed using four items, attitude toward information with four items and source credibility with three items, e-WOM adoption with three items from (Putra & Suprapti, 2020). This study employs partial least squares structural equation modeling (PLS-SEM) as a statistical analysis technique.

RESULTH AND DISCUSSION

Of the 170 planned respondent samples, 250 respondents were successfully obtained. The demographic profile of Respondents is shown in Table 1.

Table 1. Demographic Profile of Respondents

Demographic Characteristics	Total	Percentage (%)
<u>Gender</u>		
• Male	92	37%
• female	158	63%
<u>Age:</u>		
• 18- 21	51	20%
• 21 – 30	162	65%
• 31 – 50	21	8%
• Above 50	16	
<u>Education</u>		
• below Undergraduate	53	21%
• Undergraduate	195	78%
• Graduate	1	1%
• Post Doctoral	0	0%
<u>Occupation</u>		
• Students	53	21%
• Entrepreneur	28	11%
• Employee	165	66%
• Others	4	2%
<u>Domicile</u>		
• Jakarta	250	100%
• Other	0	0%

Source: Primary data (2026)

Measurement Model

To ensure the model's accuracy, Table 2 shows that all indicators of all constructs have factor loadings above 0.7, Average Variance Extracted (AVE) values above 0.5, Composite Reliability values above 0.7, and Cronbach's alpha values above 0.7. Thus, this model meets the requirements for convergent validity.

Table 2. Convergent Validity Results

Constructs & item	<i>Outer Loading</i>
<i>Argument Quality (CA= 0.861, CR= 0.863, AVE= 0.783)</i>	
AQ1. The information provided by YouTubers about smartphones has helped me	0.876
AQ2. The information provided by YouTubers about smartphones has convinced me	0.895
AQ3. The information provided by YouTubers about smartphones is valuable	0.881
<i>Source Credibility (CA= 0.901, CR= 0.914, AVE=0.833)</i>	
SC1. Generally, YouTubers who review smartphones are experts in the field of smartphones	0.922
SC2. Generally, YouTubers who review smartphones are trustworthy	0.903
SC3. Generally, YouTubers who review smartphones have a good understanding of smartphones	0.914
<i>Attitude (CA= 0.849, CR=0.854, AVE=0.688)</i>	
AB1. I like the smartphone information shared by YouTube reviewers	0.798
AB2. Smartphone information provided by YouTube reviewers is good	0.826
AB3. The smartphone information provided by YouTube reviewers satisfies me	0.872

AB4. I enjoy the smartphone information shared by YouTube reviewers	0.820
<i>Purchase Intention (CA= 0.826, CR= 0.838, AVE= 0.657)</i>	
PI1. I will likely buy the product	0.828
PI2. I will buy the product next time I need it.	0.744
PI3. I will definitely try the product.	0.848
PI4. I plan to buy the brand of product	0.817
<i>e-WOM adoption (CA= 0.836, CR= 0.843, AVE= 0.752)</i>	
WI1. The information available on YouTube makes it easier for me to make a decision.	0.861
WI2. The information on YouTube allows me to make decisions more effectively.	0.874
WI3. I consider the information on YouTube when making purchase decisions.	0.867

Notes: CR = Composite Reliability; AVE = average variance extracted.

Source: SmartPLS output (2026)

Discriminant validity measures how distinct (discriminatory) one construct is from another. Table 3 shows that the discriminant validity results in this study were ≤ 0.9 , indicating strong discriminant validity.

Table 3. Evaluation of Heterotrait-Monotrait (HTMT) Ratio

	Argument Quality	Attitude	e-WOM	Purchase Intention	Source Credibility
Argument Quality					
Attitude	0.186				
e-WOM	0.366	0.263			
Purchase Intention	0.317	0.656	0.459		
Source Credibility	0.627	0.316	0.344	0.336	

Source: SmartPLS Output (2026)

Structural Model

VIF measures the extent to which the variance of the regression coefficient estimates "inflates" due to high correlation among predictors. The higher the VIF, the stronger the indication of multicollinearity. The VIF values in this study are below 3, as shown in Table 4. This indicates that there are no multicollinearity issues in this study.

Table 4. Evaluation of Multicollinearity

	Argument Quality	Attitude	e-WOM	Purchase Intention	Source Credibility
Argument Quality		1.437	1.437	1.49	
Attitude				1.112	
e-WOM				1.166	
Purchase Intention					
Source Credibility		1.437	1.437	1.545	

Source: SmartPLS output (2026)

Table 5 evaluates the coefficient of determination (R^2). Attitude has a coefficient of determination of 0.08 ($R^2 = 7.9\%$), indicating that attitude can be explained by the constructs of argument quality and source credibility to the extent of 7.9%. In comparison, the remaining 92.1% is explained by other constructs not included in this study. The e-WOM adoption construct can be explained by the constructs of argument quality and source credibility to the

extent of 12.2%, while other constructs explain the remaining 87.8%. Finally, the constructs of argument quality, source credibility, attitude, and e-Wom adoption explain 39.6% of purchase intention. In comparison, the remaining 60.4% is accounted for by constructs outside the scope of this study. Finally, Hair et al. (2019) categorized the coefficient of determination (R^2) values for endogenous constructs as substantial ($R^2 = 0.75$), moderate ($R^2 = 0.50$), or weak ($R^2 = 0.25$). Table 7 below shows that all endogenous constructs fall into the moderate category.

Table 5. R-Square

	R-square	Remarks
Attitude	0.079	Weak
E-WOM	0.122	Weak
Purchase Intention	0.396	Moderate

Source: SmartPLS output (2026)

The results of the hypothesis testing are presented in Table 6. Of the eight hypotheses formulated, two were not supported (H1 and H6), and five were supported (H2, H3, H4, H5, H7, and H8). A hypothesis is considered supported if it has a t-statistic value greater than 1.645 (one-tailed) and a p-value less than 0.05

Table 6. Hypotheses Testing

H	Path	Original Sample	t-statistik	P value	Result
H1	Argument Quality → attitude	0.004	0.042	0.483	Not supported
H2	Argument Quality → e-WOM adoption	0.212	2.205	0.014	Supported
H3	Argument Quality → purchase intention	0.102	1.652	0.049	Supported
H4	Source credibility → attitude	0.279	3.649	0.000	Supported
H5	Source credibility → e-WOM adoption	0.183	2.115	0.017	Supported
H6	Source credibility → purchase intention	0.022	0.31	0.378	Not Supported
H7	Attitude → purchase intention	0.482	8.807	0.000	Supported
H8	e-WOM adoption → Purchase Intention	0.241	4.117	0.000	Supported

Source: SmartPLS output (2026)

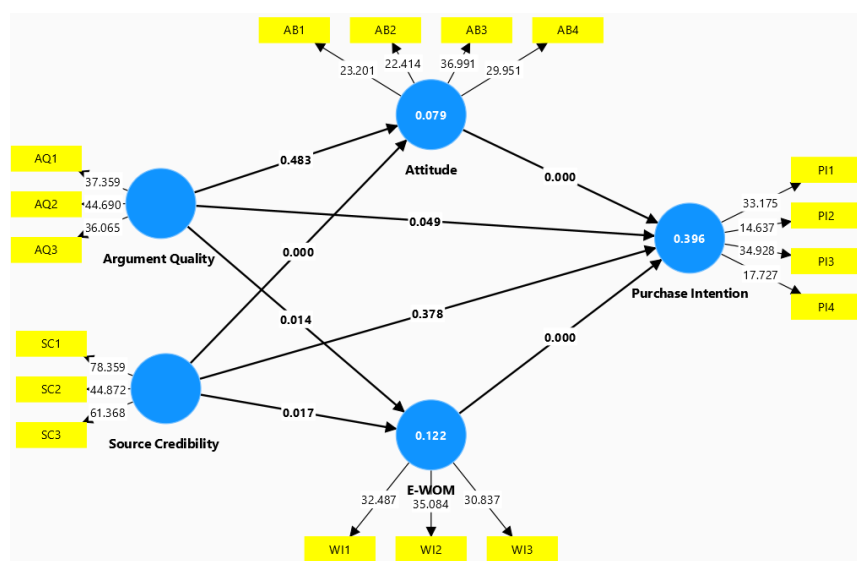


Figure 2. Results of the Structural Model Analysis

Source: SmartPLS output (2026)

Discussion

The study found that argument quality does not affect attitude. These findings indicate that although YouTube smartphone reviewers already demonstrate high argument quality in their reviews, and customer attitudes toward smartphones are already positive, reviewers' argument quality does not influence customer attitudes toward smartphones.

The results of hypothesis 1 indicate that Argument Quality does not affect attitude. These results indicate that although the quality of the arguments presented by YouTubers in their smartphone reviews is helpful, convincing, and valuable to viewers, this does not influence viewers' attitudes towards the information. While argument quality significantly influences consumer attitude, it is often heavily mediated by the viewer's trust in the influencer and the perception of the information's usefulness, rather than the logical strength alone (Ibrahim et al., 2024). According to The Elaboration Likelihood Model (ELM), consumers don't always process arguments deeply (the central route). When motivation or cognitive ability is low, argument quality is ignored, and attitudes are more influenced by peripheral factors such as source credibility. This can also be caused by information overload. In the digital age, consumers are exposed to so many reviews that the quality of a single argument isn't strong enough to change their attitudes. Furthermore, attitudes are more affective/emotional, so audiences are more responsive to who is speaking than what is being said.

The results of Hypothesis 2 and Hypothesis 3 indicate that argument quality positively affects e-WOM adoption (effect size = 0.212) and purchase intention (effect size = 0.102). These findings are supported by previous research on e-WOM adoption (Chahal et al., 2020; Ngo et al., 2024; Putra & Suprapti, 2020; Sardar et al., 2021) and on purchase intention (Al-Mu'ani et al., 2023; Selem et al., 2023; Verma et al., 2023). These findings indicate that customers need high-quality reviews that can help and reassure them about smartphones. Thus, when such arguments convince them, they are willing to adopt those reviews and buy smartphones.

The results for H4 and H5 indicate that source credibility positively affects attitude (effect size = 0.279) and e-WOM adoption (effect size = 0.183). These findings are supported by previous research on attitude (Ngo et al., 2024; Pan et al., 2025; Torres et al., 2019) and on e-WOM adoption (Anastasiei et al., 2021; Ngo et al., 2024; Putra & Suprapti, 2020; Sardar et al., 2021). These findings indicate that when smartphone companies use expert, trustworthy, and knowledgeable reviewers, customers develop a positive attitude toward the products and are more likely to take those reviews into account when making purchasing decisions.

The results of Study H6 indicate that source credibility does not affect purchase intention. These findings indicate that although YouTube smartphone reviewers are experts in their field, trusted, and knowledgeable, this does not lead customers to purchase smartphones. Consumers may trust a review source but still delay purchasing. Consumer decision-making in the tech sector is not exclusively driven by expert opinion. This implies that while YouTube reviewers are trusted, consumers are likely to require additional factors, such as specific prices, product features, or emotional engagement, to convert information into a purchase. Furthermore, smartphones are high-involvement products that require more than source credibility to persuade customers to purchase. Thus, purchase intention is influenced not only by trust in the source but also by subjective norms and perceived behavioral control.

The results of Studies H7 and H8 indicate that attitude and e-WOM adoption have positive effects on purchase intention, with effect sizes of 0.482 and 0.241, respectively. These findings are supported by previous research on attitude (Pan et al., 2025; Torres et al., 2019; Ünalmiş et al., 2024) and on e-WOM adoption (Putra & Suprapti, 2020; Sardar et al., 2021; Ngo et al., 2024). This indicates that when customers have a positive attitude toward

smartphones and intend to follow YouTube reviewers' advice, they are more likely to purchase that smartphone.

CONCLUSION

The conclusions of this study are as follows: Argument quality does not affect attitude because, based on the Elaboration Likelihood Model (Cacioppo et al., 1986), consumers tend not to process arguments deeply when cognitive motivation is low, so that attitudes are more influenced by peripheral factors such as source credibility than by the content of the argument itself; argument quality and source credibility have a positive effect on e-WOM adoption; argument quality, attitude, and e-WOM adoption have a positive effect on purchase intention; and source credibility does not affect purchase intention, because the influence of source credibility on purchase intention is indirect, namely fully mediated by attitude and e-WOM adoption, in line with the Theory of Planned Behavior (Ajzen, 1991), which emphasizes that purchase intention is influenced by a combination of more complex psychological factors, not solely trust in the source of information. Argument quality has a greater influence on e-WOM adoption than source credibility. Attitude has the greatest influence on purchase intention, followed by e-WOM adoption and argument quality.

The theoretical implications of this study are that it successfully confirms the Information Adoption Model, which posits that argument quality and source credibility are predictor constructs of e-WOM adoption, particularly in the smartphone industry. This study also confirms The Elaboration Likelihood Model, Theory of Reasoned Action and The Theory of Planned Behavior, which suggest that attitudes can drive customer purchasing behavior. Furthermore, this study provides additional evidence that e-WOM adoption can influence purchase intention.

The managerial implications of this study are as follows: First, argument quality influences e-WOM adoption and purchase intention. This implies that to increase e-WOM adoption and purchase intention, smartphone businesses need to improve argument quality by creating reviews that describe the product well, in detail, and clearly so that the information helps customers; persuasively conveying their message to convince customers; and providing valuable reviews that emphasize the product's benefits and drawbacks. Second, enhance the source's credibility by involving YouTube reviewers who are smartphone experts, have a trustworthy reputation, and possess a solid understanding of the field. Third, improve customer attitudes toward smartphone products by producing smartphones with excellent performance that align with the target market and the promises made in marketing campaigns; create satisfying products where the benefits customers receive outweigh the sacrifices they make; creating smartphones that are easy to use and more than just communication tools so that customers enjoy using them, and building brand awareness and a positive brand image so that the smartphone brand becomes one that customers prefer.

There are several limitations to this study, namely that the influence of argument quality and source credibility on attitude and e-WOM adoption remains low. Future research could explore other variables that might increase e-WOM adoption in the context of influencer characteristics. The influence of argument quality, source credibility, attitude, and purchase intention remains relatively low, even though it falls within the moderate category. Therefore, it is necessary to identify other variables that can increase purchase intention in the smartphone industry. This study was limited to the Jakarta area. Future research could be conducted on a broader scale. The respondents in this study were mostly women, who tend to be less active in reviewing smartphones. They only watch YouTube smartphone videos when they intend to

purchase a product, not in their free time. Future research could focus more on men, who are generally more interested in smartphones.

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