

The Influence of Social Media and Influencers on Purchase Decisions Through Product Purchase Interest on E-commerce Platforms (A Case Study at the Faculty of Economics and Business, UNJ 2025)

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Abstract. This study aims to examine the influence of social media and influencers on purchase decisions through purchase intention as a mediating variable (Case Study at the Faculty of Economics, Universitas Negeri Jakarta 2025). This research employs a quantitative method by collecting primary data through surveys distributed to students at the Faculty of Economics and Business, Universitas Negeri Jakarta, who have made purchases on e-commerce platforms. A sample of 121 respondents who had made purchases on e-commerce platforms was selected for the study. The responses gathered were analyzed using SmartPLS 4.0. The results of the hypothesis testing indicate that: 1) Social Media has an impact on Purchase Decisions, 2) Influencers affect Purchase Decisions, 3) Purchase Intention influences Purchase Decisions, 4) Social Media affects Purchase Decisions, 5) Influencers have an impact on Purchase Decisions through Purchase Intention, 6) Social Media affects Purchase Decisions through Purchase Intention, and 7) Influencers affect Purchase Decisions through Purchase Intention.

Keywords: Social Media, Influencer, Purchase Intention, Purchase Decision, E-commerce.

INTRODUCTION

The rapid advancement of information technology over the past two decades has brought significant changes in various aspects of human life, particularly in the field of marketing. One notable outcome of this progress is the emergence of digital marketing, which encompasses a range of activities that leverage digital media, including the internet, mobile devices, and other online platforms, to introduce products, services, and brands to the public. In this process, interactive and integrated strategies are implemented, allowing for close communication between producers, market intermediaries, and potential consumers (Farah et al., 2024). Social media, as a key tool in digital marketing, has become an essential channel for businesses to reach consumers more effectively, interactively, and personally. Social media platforms emphasize user presence, providing users with the means to engage in activities and collaborate (AC Sari, R Hartina, R Awalia, H Irianti, 2018). In Indonesia, internet penetration continues to grow year by year. As of early 2025, the number of internet users in Indonesia reached 212 million out of a population of approximately 285 million, equating to an internet penetration rate of 74.6%. Additionally, 143 million people in Indonesia are active social media users as of January 2025, making up 50.2% of the national population. Popular platforms such as WhatsApp, Instagram, Facebook, TikTok, Telegram, and Twitter are widely used by the public for both product information and online transactions. This development has driven the rise of influencer marketing, where individuals with significant influence on social media are seen as capable of shaping opinions and behaviors of their followers. Influencers, whether micro, macro, or mega, now play a crucial role for brands in boosting brand awareness, purchase interest, and consumer purchase decisions. E-commerce platforms have also grown significantly as public interest in online shopping increases. According to the Ministry of Trade of the Republic of Indonesia, e-commerce usage in Indonesia has shown consistent growth since 2020. In 2023, e-commerce penetration reached 21.56%, with projections indicating it will grow to 34.84% by 2029. The Gross Merchandise Value (GMV) in customer-to-customer (C2C) platforms exceeded USD 62 billion in 2023, reflecting high buying and selling activity across various digital platforms (Perdagangan, 2024). Consumer purchase decisions on e-commerce platforms are influenced by factors beyond just price and product quality. Purchase intention, shaped

by exposure to digital marketing content, including influencer promotions, plays a critical role in forming a positive perception of products. Higher purchase intention increases the likelihood of making a purchase. This is supported by research from (Waluyo, 2022), which found that purchase intention positively and significantly affects purchase decisions on platforms like Shopee. In light of this, the researcher conducted a pre-survey among 16 respondents from the Faculty of Economics at Universitas Negeri Jakarta. The pre-survey aimed to provide supporting data and serve as an initial overview before conducting the more detailed study. The findings indicate that 62.5% of respondents frequently encounter ads or promotions on social media, while 56.3% often see influencers promoting products. A significant 81.3% of respondents have made purchases after seeing influencer promotions, demonstrating the powerful impact of influencer marketing on consumer purchase decisions. Furthermore, 25% of respondents stated that influencer promotions have a significant effect on their purchase intentions, while 62.5% felt they have a moderate effect. These findings underscore the effectiveness of influencer promotions in generating consumer purchase interest. This phenomenon highlights the need for further research on how digital marketing through social media and influencer promotions can influence consumer purchase decisions via purchase intention on e-commerce platforms. The research aims to contribute to the development of more effective digital marketing strategies and provide insights for businesses to optimize social media and influencer marketing to boost sales.

LITERATUR REVIEW

Social Media (X1)

Social media is a form of internet-based media that is currently growing rapidly in the digital society. According to (Cahyono, 2023), Social media is an online platform that allows users to easily participate, share, and create various content. This includes blogs, social networks, wikis, forums, and various other networks. This definition emphasizes the ease of access and creative freedom for users in creating and sharing various types of content. Meanwhile, the definition of (Widada, 2018), Social media is a platform on the internet that allows users to express themselves, interact, collaborate, share information, and communicate with others, while building virtual social relationships. Social media is understood as media on the internet that allows users to represent themselves, interact, cooperate, share, communicate, and build social relationships virtually. This indicates that the essence of social media lies in virtual interaction and the formation of social networks between its users. Then according to Mayfield (Rahman, 2013), social media can be understood as a new form of online media. There are several characteristics that are generally owned by social media and become indicators in this study, Participation, Conversation, and Community.

Influencer (X2)

In today's digital era, the term Influencer has become one of the most frequently used concepts in the world of social media and digital marketing. Several experts provide different but related definitions of Influencers. According to (Nasih et al., 2020), Influencer is a term derived from English, namely 'influence', which means to influence. Thus, an influencer is an individual who has the ability to positively influence society. In today's digital era, the term Influencer has become one of the most frequently used concepts in the world of social media and digital marketing. Several experts provide different but related definitions of Influencers. According to Hariyanti (Pasaribu et al., 2023), influencers include several indicators, namely information, encouragement, and role. Information, defined as a set of data or facts that have been processed and managed so that they become easily understood and provide benefits to the recipient. Encouragement, is an internal condition that can motivate us to act, help us achieve certain goals, and maintain our interest in an activity. And Role, describes the dynamic aspect of a person's status.

Purchase Decision (Y)

In exploring consumer behavior, one of the main things to look at is how a person makes choices when selecting a product or service. This process does not occur directly, but involves several steps that include logical considerations as well as feelings. According to Ragatirta et al (2021) in (Martianto et al., 2023), purchasing decisions are one of the crucial elements in consumer behavior, which encourages them to buy goods or services. This decision-making process is carried out by consumers by

considering various factors that influence and motivate them in choosing these products or services. This definition emphasizes that the purchase decision is the end result of the consumer's consideration process, which occurs individually, although it is influenced by many surrounding factors. The indicators that influence purchasing decisions according to Kotler and Keller (CincinRohmatulloh1, 2024), include several stages, namely: introduction of needs, information search, evaluation of alternatives, decision making when buying, and post-purchase behavior.

Purchase Intention (Z)

Interest in buying is an important part of consumer behavior which is the first sign before a purchase decision is made. Many experts provide complementary views on the definition of purchase intention. According to (Putri, 2016), purchase intention is an important stage that lies between evaluating alternatives and making a decision to buy. After consumers make an assessment of the various choices available, there is an interest in buying the product or service offered. According to Ferdinand (Cincin Rohmatulloh, 2022), there are four indicators that reflect buying interest, namely transaction interest, referential interest, and exploratory interest.

Research Framework and Hypothesis

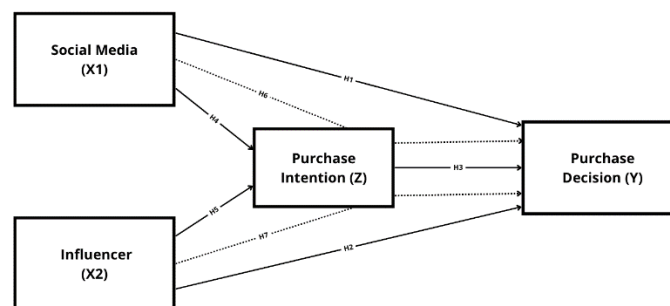


Figure 8. Research Hypotesis

This study aims to examine the impact of social media (X1) and influencers (X2) on purchasing decisions (Y) of products on e-commerce sites, emphasizing the function of purchase intention (Z) as an intermediate variable. This research was conducted on students of the Faculty of Economics and Business at the State University of Jakarta in 2025. There are seven main hypotheses proposed in this study. The first hypothesis (H1) reveals that social media (X1) has a positive influence on shopping choices (Y). Meanwhile, the second hypothesis (H2) states that influencers (X2) also have a positive impact on shopping choices (Y). The third hypothesis (H3) aims to investigate the positive influence of purchase intention (Z) on shopping choice (Y). Then, the fourth hypothesis (H4) states that social media (X1) has a positive impact on purchase intention (Z). The fifth hypothesis (H5) suggests that influencers (X2) have a positive influence on purchase intention (Z). The sixth hypothesis (H6) tests that social media (X1) has a positive impact on shopping choices (Y) through purchase intention (Z) as an intermediate variable. Finally, the seventh hypothesis (H7) states that influencers (X2) positively influence shopping choice (Y) through purchase intention (Z). These seven hypotheses are expected to provide deep insight into the role of social media and influencers in influencing consumer behavior in the digital age.

METHODS

Research methodology refers to the methods or techniques used to collect information and data sources for the study. These data can take various forms. In this research, the chosen method is a survey, utilizing questionnaires as the main instrument to collect the necessary data. For this study, the data used is primary data, collected through the distribution of questionnaires. This research follows a quantitative approach, meaning it uses numerical data and is conducted in a rational and systematic manner, from data collection to interpretation and analysis. Additionally, a descriptive approach will be applied to explain the results obtained from the respondents.

In this study, the population is all students of the Faculty of Economics at Universitas Negeri Jakarta from the 2025 cohort who have made purchases through e-commerce platforms. The focus of this

research includes aspects of digital marketing, such as the use of social media, influencer promotions, purchase intention, and the purchase decisions made by these students. In this study, the sample consists of 121 respondents, all active students from the Faculty of Economics and Business at Universitas Negeri Jakarta who use e-commerce platforms.

The data collection technique in this study is through questionnaires. The chosen type of questionnaire is a closed-ended questionnaire, where respondents can only choose from pre-provided options. The questionnaire includes questions related to the impact of digital marketing through social media, influencer marketing, purchase decisions, and purchase intention. The primary data source in this study comes from the responses provided by the respondents to the distributed questionnaire, which is structured using a Likert scale. Data processing and analysis in this study will be conducted using Smart PLS 4. The process starts with testing the validity and reliability to ensure that the indicators and constructs are acceptable within the model.

RESULT AND DISCUSSION

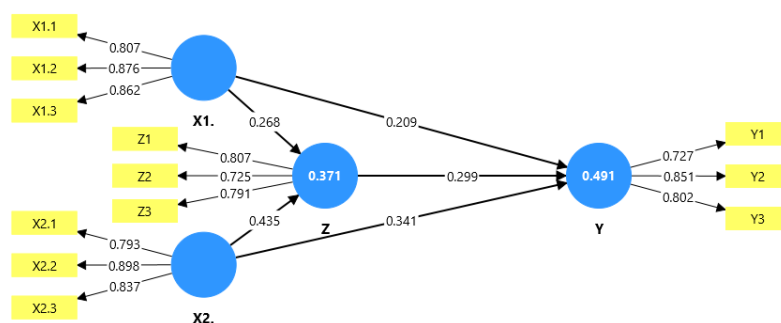


Figure 9. Research Model

All indicators in each construct (X1, X2, Y, and Z) show factor loadings above 0.70, which is the standard used to indicate the validity of the indicators in the measurement model. The highest loading indicator is X2.2 with a value of 0.898, while the lowest is Z2 with a value of 0.725. However, all indicators meet the validity requirements, concluding that all questions in the research instrument are valid and can accurately measure the intended constructs. This strong validity suggests that the data obtained is reliable for further analysis in examining the relationships between variables in the research model.

Based on the reliability analysis shown in the previous table, it can be concluded that the majority of the variables in this study demonstrate a positive level of reliability. The Cronbach's Alpha values for the variables Social Media (X1), Influencers (X2), and Purchase Decision (Y) are 0.807, 0.797, and 0.706, respectively, all of which are above the minimum threshold of 0.70, indicating that the indicators within these constructs have adequate internal consistency. On the other hand, the variable Purchase Interest (Z) recorded a Cronbach's Alpha value of 0.668, which is lower than the other variables but still falls within the acceptable range.

Based on the analysis of multicollinearity assumptions by examining the Variance Inflation Factor (VIF) values shown in the figure, all independent variables in this study have VIF values below 10. The highest VIF value is 2.102 (for the X2.2 indicator), while the lowest is 1.187 (for the Y1 indicator). This indicates that there is no multicollinearity issue between the independent variables in the regression model used. Therefore, it can be concluded that the data meets the classical multicollinearity criteria, with each independent variable not showing a high level of correlation with the others.

Table 13: Fornell-Larcker Criterion

	X1.	X2.	Y	Z
X1.	0.849			
X2.	0.474	0.844		
Y	0.512	0.608	0.795	
Z	0.474	0.562	0.590	0.775

Based on the findings from the discriminant validity test using the Fornell-Larcker criterion shown in the table above, it can be concluded that all constructs in the model of this study meet the requirements for discriminant validity. The criterion emphasizes that the square root of the Average Variance Extracted (AVE) for each construct (shown by the bold diagonal numbers in the table: X1 = 0.849; X2 = 0.844; Y = 0.795; Z = 0.775) must be higher than the correlation values between the constructs, which are found in the same row and column. In the table, it can be seen that the diagonal values (which represent the square root of AVE) are always higher than the correlations between the constructs. For example, for construct X1, the diagonal value is 0.849, which is higher than the correlation of X1 with X2 (0.474), Y (0.512), and Z (0.474). A similar situation applies to the other constructs. This indicates that each construct in the model explains its own indicators better than it explains other constructs, thereby confirming that discriminant validity has been achieved.

Based on the R-Square analysis shown in the figure, the R-Square for variable Y is recorded at 0.491, while the Adjusted R-Square is 0.478. This indicates that the model is able to explain about 49.1% of the variation in purchase decisions through digital marketing using social media and influencers, with purchase interest acting as a mediating role. For variable Z, the R-Square is recorded at 0.371 and the Adjusted R-Square at 0.361. This means that approximately 37.1% of the variation in purchase interest for products on e-commerce platforms can be explained by digital marketing using social media and influencers. Overall, these results demonstrate that digital marketing through social media and influencers has a significant impact in explaining both purchase interest and purchase decisions from consumers on e-commerce platforms.

Based on the F-Square analysis, it is evident that each variable has a varying impact on other variables within the research model. F-Square is used to assess the extent of one variable's influence on another. According to Cohen's (1988) criteria, F-Square values are interpreted as follows: 0.02 for a small effect, 0.15 for a medium effect, and 0.35 for a large effect. In this study, the Influencer variable (X2) shows a significant impact on Purchase Interest (Z), with an F-Square value of 0.234, which falls within the medium effect category. This indicates that influencers play a considerable role in influencing consumer purchase interest on e-commerce platforms. On the other hand, the Social Media variable (X1) has only a small impact on both Purchase Decision (Y) and Purchase Interest (Z), with values of 0.061 and 0.088, respectively. Additionally, Purchase Interest (Z) also shows a small effect on Purchase Decision (Y), with an F-Square value of 0.110. These results suggest that although social media and purchase interest contribute to the model, their impacts are still limited. Overall, the findings indicate that influencers are a more dominant element in influencing consumer purchase interest, which, in turn, can significantly impact purchase decisions.

Table 14: Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Y	0.209	0.213	0.093	2.238	0.025
X1. -> Z	0.268	0.271	0.085	3.156	0.002
X2. -> Y	0.341	0.336	0.110	3.092	0.002
X2. -> Z	0.435	0.439	0.079	5.539	0.000
Z -> Y	0.299	0.302	0.083	3.598	0.000

Social Media (X1) has a significant impact on Purchase Decision (Y). This is reflected in the coefficient of 0.209, a t-statistic of 2.238, and a p-value of 0.025, all of which are below the significance threshold of 0.05. This indicates that digital marketing through social media directly influences consumer shopping decisions on e-commerce platforms. If the content shared by the company on social media is informative, engaging, and aligns with the audience's needs, it can encourage consumers to make purchase decisions. Therefore, H1 is accepted as the influence is statistically significant. These findings are consistent with research by (Astuti, 2020), (Batee, 2019), (Mustapa et al., 2022), which found a positive and significant impact of social media on purchase decisions.

Influencer (X2) has been proven to have a significant impact on Purchase Decision (Y), with a coefficient of 0.341, a t-statistic of 3.092, and a p-value of 0.002. These figures indicate that marketing strategies involving influencers have a strong direct effect on consumer purchase decisions. The trust of the audience in the promoted product is enhanced by the credibility, popularity, and ability of influencers to deliver marketing messages. The more relevant and trustworthy the influencer is in the eyes of their followers, the higher the likelihood of influencing their purchase decisions. Therefore, the second hypothesis (H2) is accepted. These findings align with research by (Amalia & Sagita, 2019) and (Susanti et al., 2025), which found a positive and significant impact of influencers on purchase decisions.

Purchase Interest (Z) has a significant impact on Purchase Decision (Y), with a coefficient of 0.299, a t-statistic of 3.598, and a p-value of 0.000. These findings indicate that the higher the level of consumer purchase interest, the greater the likelihood of them making a purchase. Purchase interest reflects the emotional and psychological readiness of consumers to respond to marketing stimuli, serving as an important step before the purchase decision is made. Therefore, Purchase Interest functions as a crucial and significant mediating variable in the consumer purchase process. As a result, H3 is accepted. This finding aligns with research by (Cahyono, 2023), (Sari, 2020), (Novianti & Saputra, 2023), which found a positive and significant impact of purchase interest on purchase decisions.

Social Media (X1) significantly influences Purchase Interest (Z), with a coefficient of 0.268, a t-statistic of 3.156, and a p-value of 0.002. This indicates that the effective use of social media in marketing strategies can enhance consumer purchase interest. Product information, user reviews, engaging visual displays, and two-way interactions on social media contribute to generating consumer interest in the product. This demonstrates that social media not only directly influences the decision to purchase but also has an indirect impact through increasing purchase interest. Therefore, H4 is accepted. These results align with research by (Elita Tanujaya Julianto, 2022), (Cahyono, 2023), (Setiawati, 2015), (Saling1, 2024), which found a positive and significant impact of social media on purchase interest.

Influencer (X2) has the largest and most significant impact on Purchase Interest (Z), with a coefficient of 0.435, a t-statistic of 5.539, and a p-value of 0.000. This indicates that influencers are a key element in stimulating consumer purchase interest. Through their personal communication style and emotional connection with their audience, influencers are able to create a positive perception of the products they promote. Consumers are typically more inclined to try or purchase products recommended by public figures they respect. Therefore, H5 is accepted, as influencers have a significant influence in increasing consumer purchase interest. These findings align with research by (Nyoman et al., 2024) & (Alfiannor, 2024), which found a positive and significant impact of influencers on purchase interest.

Table 15: Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Z -> Y	0.080	0.082	0.036	2.253	0.024
X2. -> Z -> Y	0.130	0.133	0.045	2.916	0.004

Based on the results of the indirect effect testing, the impact of social media on purchase decisions through purchase intention shows an original sample value of 0.080, a t-statistic of 2.253, and a p-value of 0.024. The p-value, which is less than 0.05, indicates that this effect is statistically significant. This means that social media has an indirect impact on consumer purchase decisions through the mediation of purchase interest. The findings suggest that the more frequently social media is used as a digital marketing tool, the more it increases consumer purchase interest, which in turn influences their purchase decisions. Therefore, hypothesis H6 is accepted. This finding underscores the important role of social media in capturing consumer attention towards products before they make purchase decisions, especially on e-commerce platforms. These results align with research by (Putri, 2016), (Lubis et al., 2024), and (Phillbert, 2022) which demonstrate that social media influences purchase decisions through purchase interest.

The results of the indirect effect testing for impact of Influencer on purchase decisions through purchase intention also show that influencers contribute indirectly to purchase decisions through purchase interest, with an original sample value of 0.130, a t-statistic of 2.916, and a p-value of 0.004.

Since the p-value is below the significance level of 0.05, this effect is considered statistically significant. This indicates that the presence of influencers promoting products on social media can increase consumer purchase interest, and this interest serves as an important factor in determining purchase decisions. Therefore, hypothesis H7 is accepted. This finding suggests that marketing strategies involving influencers can be an effective way to attract consumer attention, generate interest in products, and drive purchase decisions, especially in the context of digital marketing on e-commerce platforms. These results align with research by (Tantilofa & Widagdo, 2023) and (Telaumbanua et al., 2024), which show that influencers influence purchase decisions through purchase interest.

CONCLUSION

Social media has a significant positive effect on purchase decisions. This impact is driven by participation, discussion, and community engagement, which enhance consumer involvement and influence decision-making processes. Influencers also have a strong positive influence on purchase decisions, as they provide engaging information and stimulate consumer action. Additionally, purchase interest plays a crucial role in influencing consumer decisions. Social media and influencers also positively impact purchase interest, further shaping consumer decision-making. Moreover, social media influences purchase decisions indirectly through purchase interest. Influencers strengthen this effect through increased consumer engagement, creating positive perceptions and motivating purchases.

Future research should expand the sample beyond students and incorporate other variables such as brand awareness and product pricing. E-commerce marketers are encouraged to leverage social media and influencers in their marketing strategies, while consumers should be more discerning in responding to promotional content. Influencers should maintain trustworthiness to ensure they remain credible to their audiences.

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