

Analysis of the Influence of Social Media on Consumer Purchase Intention

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ABSTRACT

The era of globalization and digitalization has transformed how society interacts and conducts business, with social media serving as a primary tool in marketing strategies. This study aims to analyze the impact of social media on consumer purchase intention in Indonesia and identify the factors contributing to the success and challenges faced by businesses in leveraging digital platforms. Social media platforms such as TikTok, Instagram, and Facebook offer substantial opportunities through interactive features and wide accessibility, but also face challenges such as information overload and declining consumer trust in marketing content. This research employs a descriptive qualitative approach to explore consumer perceptions and the digital marketing strategies implemented by businesses. Data were collected through in-depth interviews, non-participant observations, and literature reviews, and subsequently analyzed using the interactive analysis model developed by Miles and Huberman. Triangulation techniques were applied to ensure the validity and accuracy of the data obtained. The findings reveal that social media plays a significant role in enhancing consumer purchase intention through creative content, collaborations with influencers, and targeted paid advertisements. However, the main challenges for businesses are maintaining consumer trust and the effectiveness of marketing messages. This study is expected to provide new insights for entrepreneurs in designing marketing strategies that are responsive to consumer needs in the digital era.

Keywords: Social Media; Purchase Intention; Digital Marketing; Consumer Behavior

INTRODUCTION

The era of globalization and digitalization has brought profound changes in how society interacts and conducts business. In this context, social media has emerged as a vital tool in marketing strategies, especially in Indonesia. With advancements in information technology, businesses can now leverage digital platforms to reach consumers more broadly and effectively than traditional marketing methods, which are increasingly perceived as less efficient.

Digital marketing has become the primary choice for many entrepreneurs, both in the online and offline sectors. The shift from traditional to digital marketing enables companies to boost sales volumes not only in domestic markets but also on the international stage. This is evident from the rapid growth of retail businesses utilizing digital platforms to extend their reach even to remote areas. With the support of features like paid advertisements, interactive content, and consumer data analytics, companies can more effectively tailor their marketing strategies.

Social media platforms like TikTok, Instagram, and Facebook have become the main channels for companies to promote their products. TikTok, in particular, with its short video feature, provides entrepreneurs with opportunities to showcase products in an engaging and detailed manner, thereby increasing consumer purchase intention. This feature not only facilitates promotions but also fosters influencer-based marketing trends, where public figures or celebrities can influence consumers' purchasing decisions through the content they create.

In recent years, social media has emerged as a dominant force in marketing, especially among younger generations who are highly active on various digital platforms. TikTok, as one of the most popular social media applications today, has revolutionized how consumers discover and purchase products. Various studies show that promotions via social media, particularly TikTok, significantly impact consumer purchase intention. One study revealed that up to 95.3% of purchase intention is influenced by social media promotions, while only 4.7% is influenced by other factors.

A concrete example of this influence can be found in PT. Daya Anugerah Mandiri Ciamis. Research conducted there indicated that the use of social media has a positive and significant impact on consumer purchase intention. The analysis methods included surveys featuring correlation coefficient analysis and T-tests, demonstrating that the more optimal the use of social media, the higher the consumer purchase intention.

However, research findings are not always consistent. Another study found that while social media promotions positively affect purchase intention, their influence is not significant. In that study, product price was found to have a more substantial impact than social media promotions. These findings indicate that although social media is an effective marketing tool, other factors, such as pricing, also play a critical role in purchase decisions.

Additionally, research on the influence of social media on consumer interest in shirt products highlights a positive relationship between social media use and consumer purchase intention. These findings underscore the importance of marketing strategies that utilize social media to increase purchase intention.

Against this background, this study aims to delve deeper into the influence of social media, particularly TikTok, on consumer purchase intention in Indonesia. By gaining a more comprehensive understanding of these dynamics, businesses are expected to formulate more effective and responsive marketing strategies that align with consumer needs in the digital era.

RESEARCH METHOD

This study employs a descriptive qualitative approach to understand the influence of social media on consumer purchase intention. This approach enables researchers to deeply explore consumer experiences and perceptions, as well as the marketing strategies implemented by businesses.

The population of this study consists of social media users in Indonesia who actively engage with product marketing content. The sample will be selected purposively, targeting respondents with experience in shopping via social media and business actors who use these platforms for marketing purposes.

The data collection techniques to be used in this study include:

- **In-depth Interviews:** Semi-structured interviews will be conducted with business actors and consumers to gather information on marketing strategies and their impact on purchase decisions. Questions will cover their experiences using social media as a marketing tool and its influence on purchase intention.
- **Observation:** Non-participant observation will be carried out to analyze social media interactions, including advertisements and promotional content created by businesses. This aims to understand how content is presented and received by the audience.
- **Literature Review:** Secondary data will be collected through literature on digital marketing, consumer behavior, and social media usage. This includes relevant journals, articles, and books to provide a theoretical context for the study.

The collected data will be analyzed using the interactive analysis model developed by Miles and Huberman, which consists of three main steps:

- **Data Collection:** Gathering all data from interviews, observations, and literature reviews.
- **Data Reduction:** Selecting key information relevant to the research focus, organizing the data to make it structured and comprehensible.
- **Data Presentation:** Presenting the data in narrative or tabular form to provide a clear depiction of the study's findings. The researcher will identify patterns or relationships between social media use and consumer purchase intention.

To ensure data validity, the researcher will use triangulation techniques by comparing information from various sources (interviews, observations, and literature reviews) to ensure consistency and accuracy.

This research method is designed to provide a comprehensive understanding of the influence of social media on digital marketing in Indonesia. With the descriptive qualitative approach, it is expected that the findings will offer new insights for business actors in formulating more effective marketing strategies in the digital era.

ANALYSIS AND DISCUSSION

Table 1. Frequency Distribution of Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 24 tahun	25	48,1	48,1	48,1
	25 - 34 tahun	17	32,7	32,7	80,8
	35-44 tahun	5	9,6	9,6	90,4
	45 tahun ke atas	5	9,6	9,6	100,0
	Total	52	100,0	100,0	

Source: Processed Primary Data, 2024

Table 1 shows the frequency distribution of respondents by age. The majority of respondents are in the age group of 17–24 years, accounting for 48.1%, followed by the 25–34 years group at 32.7%. Respondents aged 35–44 years and 45 years and above each recorded the same proportion, at 9.6%. This data indicates that most respondents belong to the younger age group. The total number of respondents is 52.

Table 2. Frequency Distribution of Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	22	42,3	42,3	42,3
	Perempuan	30	57,7	57,7	100,0
	Total	52	100,0	100,0	

Source: Processed Primary Data, 2024

Table 2 shows the frequency distribution of respondents by gender. Female respondents dominate with a proportion of 57.7%, while male respondents account for 42.3%. This indicates that female participation in this study is higher than male participation. The total number of respondents in this table is 52.

Table 3. Frequency Distribution of Respondents by Last Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	1	1,9	1,9	1,9
	SMA / SMK	15	28,8	28,8	30,8
	Diploma	11	21,2	21,2	51,9
	Sarjana	22	42,3	42,3	94,2
	Pascasarjana	3	5,8	5,8	100,0
	Total	52	100,0	100,0	

Source: Processed Primary Data, 2024

Table 3 shows the frequency distribution of respondents by their last level of education. The majority of respondents hold a Bachelor's degree, accounting for 42.3%, followed by respondents with a high school/vocational school education at 28.8%, and those with a Diploma at 21.2%. A smaller proportion of respondents have a Master's degree (5.8%) and Junior High School education (1.9%). This data reflects that most respondents have a relatively high level of education. The total number of respondents in this table is 52.

Table 5. Frequency Distribution of Respondents by Most Frequently Used Social Media Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TikTok	19	36,5	36,5	36,5
	Instagram	16	30,8	30,8	67,3
	Facebook	5	9,6	9,6	76,9
	Twitter	12	23,1	23,1	100,0
	Total	52	100,0	100,0	

Source: Processed Primary Data, 2024

Table 5 shows the frequency distribution of respondents by the most frequently used social media platform. TikTok is the most widely used platform among respondents, accounting for 36.5%, followed by Instagram at 30.8%, and Twitter at 23.1%. Meanwhile, Facebook is used by 9.6% of respondents. This data indicates that TikTok and Instagram are the dominant social media platforms among the respondents. The total number of respondents in this table is 52.

Table 6. Frequency Distribution of Respondents by the Type of Content that Most Captures Attention on Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gambar produk	8	15,4	15,4	15,4
	Testimoni pengguna	16	30,8	30,8	46,2
	Konten Influencer	16	30,8	30,8	76,9
	Iklan video	12	23,1	23,1	100,0
	Total	52	100,0	100,0	

Source: Processed Primary Data (2024)

Table 6 shows the frequency distribution of respondents by the type of content that most captures attention on social media. User testimonials and influencer content are the most engaging content types, each attracting 30.8% of respondents. Video advertisements capture the

attention of 23.1% of respondents, while product images attract only 15.4% of respondents. This data indicates that respondents are more interested in content involving user experiences and influencers compared to advertisements or product images. The total number of respondents in this table is 52.

The degree of freedom (df) is determined using the formula $df = N - 2 = 50$, which is used to calculate the r-table value for the validity test. With $df = 50$ and α (5%), the r-table value = 0.2732. If the calculated r-value is greater than the r-table value, the validity test is considered successful (Sugiyono, 2019).

Table 7. Validity Test of the Instrument

Variabel	Item	Rhitung	Rtabel	Keputusan
Media Sosial	1	0,291	0,2732	Valid
	2	0,496	0,2732	Valid
	3	0,462	0,2732	Valid
	4	0,690	0,2732	Valid
	5	0,617	0,2732	Valid
	6	0,517	0,2732	Valid
Minat Beli Konsumen	1	0,751	0,2732	Valid
	2	0,778	0,2732	Valid
	3	0,754	0,2732	Valid
	4	0,345	0,2732	Valid
	5	0,482	0,2732	Valid
	6	0,353	0,2732	Valid
	7	0,283	0,2732	Valid

Source: Processed Primary Data, 2024

Table 7 shows the results of the validity test for the instruments measuring the variables of Social Media and Consumer Purchase Intention. All items in both variables have a calculated r- value (Rhitung) greater than the table value (Rtabel) of 0.2732, indicating that they are valid. For the Social Media variable, the highest Rhitung value is found in item 4 (0.690), while for the Consumer Purchase Intention variable, the highest value is found in item 2 (0.778). These results indicate that all items in the instrument are valid for measuring the variables under study.

Table 8. Reliability Test of the Instrument

Variabel	N of Cases	N of Item	Cronbach Alpha
Media Sosial	52	6	0,887
Minat Beli Konsumen	52	7	0,895

Source: Processed Primary Data, 2024

Table 8 shows the results of the reliability test for the instruments measuring the variables of Social Media and Consumer Purchase Intention. The test results show that the Cronbach's Alpha value for the Social Media variable is 0.887, and for the Consumer Purchase Intention variable, it is 0.895. Both of these values exceed the recommended threshold of 0.70, indicating that the instruments for both variables are reliable. This suggests that the research instruments have good internal consistency for measuring the variables under study (Ghozali, 2019).

Table 9. Data Normality Test**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		52
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,55509080
Most Extreme Differences	Absolute	,097
	Positive	,097
	Negative	-,087
Test Statistic		,097
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed Primary Data, 2024

Table 9 shows the results of the data normality test using the Kolmogorov-Smirnov test. The Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05, indicates that the residual data is normally distributed. This result is supported by the residual mean of 0 and the standard deviation of 2.555. Therefore, the assumption of normality is met, meaning the data can be used for further statistical analysis (Ghozali, 2019).

Table 10. Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,324	2,700		2,713	,009
	Media Sosial (X)	,864	,116	,724	7,425	,000

a. Dependent Variable: Minat Beli Konsumen (Y)

Source: Processed Primary Data (2024)

The regression equation $Y = 7.324 + 0.864X$ shows the relationship between the Social Media variable (X) and Consumer Purchase Intention (Y). The constant value of 7.324 indicates that when there is no influence from Social Media ($X = 0$), the predicted value of Consumer Purchase Intention is 7.324. The regression coefficient of 0.864 shows that each increase of 1 unit in Social Media will increase Consumer Purchase Intention by 0.864 units. This indicates that Social Media has a positive influence on Consumer Purchase Intention.

Table 10 shows the results of the regression coefficient test, with t-values and significance (Sig.) for both the constant and the Social Media variable (X). For the constant, the t-value is 7.425 with a Sig. of $0.009 < 0.05$, indicating that the constant is statistically significant. This means that Social Media (X) has a significant impact on Consumer Purchase Intention (Y). These results suggest that both the constant and the Social Media variable play important roles in predicting Consumer Purchase Intention.

Table 11. Coefficient of Determination (R^2) Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,724 ^a	,524	,515	2,581

a. Predictors: (Constant), Media Sosial (X)

b. Dependent Variable: Minat Beli Konsumen (Y)

Source: Processed Primary Data (2024)

Table 11 shows the results of the coefficient of determination test, with an R value of 0.724 and an R Square of 0.524. The high R value indicates a strong relationship between the Social Media variable (X) and Consumer Purchase Intention (Y). Meanwhile, the R Square value of 0.524 means that approximately 52.4% of the variation in Consumer Purchase Intention can be explained by the Social Media variable. This suggests that the regression model used can explain more than half of the variation in consumer purchase intention, indicating a relatively good model fit.

The Influence of Social Media on Consumer Purchase Intention

The analysis shows that social media has a significant influence on consumer purchase decisions. The impact of social media on consumer purchase intention has become an important topic in digital marketing, driven by the advancement of technology and the widespread use of social media platforms. Social media provides great opportunities for companies to interact directly with consumers, influence their behavior, and ultimately enhance their purchase intentions. With platforms such as Instagram, TikTok, Facebook, and Twitter, consumers have direct access to product information and experiences shared by other users. This allows them to make

quicker and more informed purchasing decisions.

One of the primary ways social media influences purchase intention is through the content shared by brands, influencers, or other users. Engaging, informative, and relevant content can increase consumer engagement with a brand or product. For example, attractive product images, user testimonials, or reviews from influencers can provide social proof that builds consumer trust. When consumers see others having positive experiences with a particular product or service, they are more likely to be attracted to and purchase the product.

Furthermore, social media facilitates the rapid and wide dissemination of information. Ads placed on social media platforms, such as Instagram Ads or Facebook Ads, can reach a broader audience at a lower cost compared to traditional media. This advantage allows brands to increase their exposure and build greater brand awareness among consumers. With heightened brand awareness, consumers are more likely to be influenced and eventually decide to purchase the products or services offered.

Social media also enables companies to personalize interactions with consumers. By collecting data from user interactions on social media platforms, companies can tailor their content and offerings to match individual interests and preferences. For instance, using algorithms that analyze user behavior, companies can display more relevant and engaging ads, which in turn can increase consumers' desire to purchase the products being offered. This personalization enhances the consumer experience and strengthens the relationship between the brand and consumers.

Thus, the influence of social media on consumer purchase intention is not limited to ads and brand content, but also extends to the social interactions occurring between users. Communities formed on social media platforms, whether based on shared interests or needs, can strengthen purchase decisions through discussions and recommendations. Consumers are more likely to trust recommendations from friends or members of an online community than from direct ads. Therefore, social media provides opportunities to create communities that can support consumer purchase decisions and further strengthen the impact of social media on consumer purchase intention.

CONCLUSION

Based on the research findings, it can be concluded that Social Media has a significant influence on Consumer Purchase Intention. This is proven through regression testing, which shows a positive coefficient between Social Media and Consumer Purchase Intention, meaning that every increase in the use of Social Media will enhance consumer purchase interest. Furthermore, the t-test and significance results indicate that the impact of Social Media on Consumer Purchase Intention is very strong and statistically significant.

Along with the finding that Social Media has a major influence on Consumer Purchase Intention, it is recommended for companies and marketers to optimize the use of social media platforms in their marketing strategies. By enhancing their presence and engagement on social media, companies can increase consumer involvement, which in turn will drive higher purchase intent. Additionally, it is advised to continuously monitor trends and changes in consumer behavior on social media to maintain the relevance and effectiveness of ongoing marketing campaigns.

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