

THE INFLUENCE OF SOCIAL MEDIA MARKETING FACTORS ON CONSUMER PURCHASE DECISION

Alisa Zahra Putri^a, Firdi willy^a, Ikhwan Pratama^{a*}, Kamilla Luna Annabil^a

^a Faculty of Business, President University

*ikhwan.pratama@student.president.ac.id

Abstract

The impact of social media marketing elements on customer purchasing decisions is investigated in this study. As independent factors, the study focuses on influencer credibility, brand perception, promotion exposure, and trust. Multiple linear regression was used to evaluate the quantitative data that was gathered from 218 respondents via online surveys. The results demonstrate that while influencer credibility has no discernible impact on customer purchasing behavior, promotion exposure, trust, and brand perception have a substantial beneficial impact on purchase decisions. Purchase decisions are most strongly influenced by promotion exposure out of all the variables. According to the study's findings, constant promotion, customer trust, and favorable brand perception should be given top priority in social media marketing tactics in order to promote consumer behavior.

Keywords: *Social Media Marketing, Trust, Brand Perception, Promotion Exposure, Purchase Decision.*

1. Introduction

In the recent past, the fast-paced evolution of digital technology has led to an immense change in the communication techniques used by firms to market their products. Among these techniques, the most prominent technique is social media marketing as it is the most popular method used for communicating with consumers. This marketing technique uses platforms such as Instagram, TikTok, Facebook, and X to send marketing communications to consumers, interact with them, and develop strong relationships compared to other marketing techniques. Consumers can easily engage with marketing messages sent through these platforms via likes, comments, and the creation of shares, which may affect their attitude towards a particular product.

Social media marketing is effective because it has some essential factors that make consumers attracted to the message and, consequently, influence their response. Some of these factors include entertainment, informativeness, and interactivity. These elements have a direct effect on shaping consumer attitude since the marketing message that captures the interests of consumers will create awareness for the product among consumers (Dwivedi et al., 2021). Additionally, the repetitive exposure of consumers to marketing messages makes them familiar with the product, which finally leads to a purchase decision.

Even though there has been an increase in social media marketing, it should be noted that consumer purchase decisions cannot be predicted based on one particular factor alone. There exist several variables that are deemed as crucial factors for influencing consumer behaviors, such as promotion exposure, trust, brand perception, and influencer credibility. Promotion exposure indicates how much consumers are exposed to promotional messages, while trust

refers to consumers' confidence in a certain brand. Brand perception entails the assessment of the brand, while influencer credibility is all about how consumers see the credibility of the influencers who promote the product.

Research has indicated the impact that marketing activities on social media could have on consumer behaviors and attitudes toward the products being offered (Hanaysha, 2022). At the same time, further research is necessary regarding the impact that social media marketing has had on digital consumer behavior in order to determine which particular factors affect the consumers' purchase decision. This paper intends to examine the effect of promotion exposure, trust, brand perception, and influencer credibility on the consumer purchase decision.

Based on the research background, this study aims to examine the influence of promotion exposure, trust, brand perception, and influencer credibility on consumer purchase decisions in the context of social media marketing. Specifically, the study analyzes the effect of promotion exposure on consumer purchase decision, investigates the influence of trust on consumer purchase decision, examines the role of brand perception in shaping consumer purchase decision, and evaluates the influence of influencer credibility on consumer purchase decision. Furthermore, this study seeks to answer whether promotion exposure, trust, brand perception, and influencer credibility significantly influence consumer purchase decisions.

2. Literature Review

2.1 Social Media Marketing

Social media marketing has evolved into one of the most prevalent types of marketing in the contemporary business world. With the use of social media marketing, firms are able to target many consumers, engage in interactions with them at the same moment and transmit messages that have higher potential of attracting and retaining the interest of customers. Through social media, it is possible for organizations to generate appealing content such as videos, pictures, animations, and posts that can influence consumer perception and behavior (Dwivedi et al., 2021).

On the other hand, social media marketing can also lead to increased exposure to advertisements and promotions on products and services by firms in the online environment. The frequent exposure to advertisements by consumers may have significant impacts on their decisions regarding the purchase of the advertised product. In essence, exposure to advertisements makes consumers feel less uncertain about a product and more familiar with it. This may increase the likelihood of purchase among consumers.

2.2 Promotion Exposure and Purchase Decision

Promotion exposure is the degree to which consumers are exposed to promotional elements such as advertisements, offers, and promotional activities conducted on social media platforms. A high level of promotion exposure may increase consumer awareness and familiarity with the product, which could result in a favorable purchase decision. Promotion exposure can also instill a sense of urgency and attractiveness, prompting consumers to take action. According to previous research, social media marketing attributes, especially promotion exposure, play a significant role in consumer purchase decisions since they offer relevant

information about the product and encourage consumer interest in the product (Hanaysha, 2022).

2.3 Trust and Purchase Decision

Trust can be defined as the extent to which the consumers perceive the brand or the product to be credible and reliable. Trust becomes a vital element when considering the use of online marketing methods, since consumers generally make their purchasing decisions based on the information available in cyberspace. Consumers who have faith in a particular brand tend to believe all the information presented and feel comfortable buying the product. Empirical evidence reveals that consumer trust considerably affects the consumer purchase decision because it lowers the perception of risk and boosts consumer confidence in the product (Hanaysha, 2022).

2.4 Brand Perception and Purchase Decision

Brand perception is the process whereby consumers assess and make an impression of the brand according to their encounters with it. Positive brand perception enhances consumer trust, resulting in positive attitudes towards the brand. This attitude could motivate purchase decisions. Research shows that social media marketing can affect purchase intentions by creating a positive brand image, because consumers base their assessments of products on brand perceptions (Zeqiri et al., 2024). Thus, brand perception is crucial for influencing consumer purchase decisions.

2.5 Influencer Credibility and Purchase Decision

Influencer credibility is the degree to which an influencer is trustworthy, expert, and attractive in promoting products via social media platforms. Influencers have been utilized as a marketing tactic to boost product awareness and shape consumer perceptions. However, the efficacy of influencer marketing is contingent upon consumer perception regarding influencer credibility. Research indicates that the credibility of the influencer may affect the consumer's response to marketing messages; however, the influence of influencer credibility on purchasing behavior might be inconsistent based on the consumer's perception and trust (Saima & Khan, 2020). Consequently, influencer credibility is classified as a potential influencer on purchase decision.

2.6 Theoretical Framework

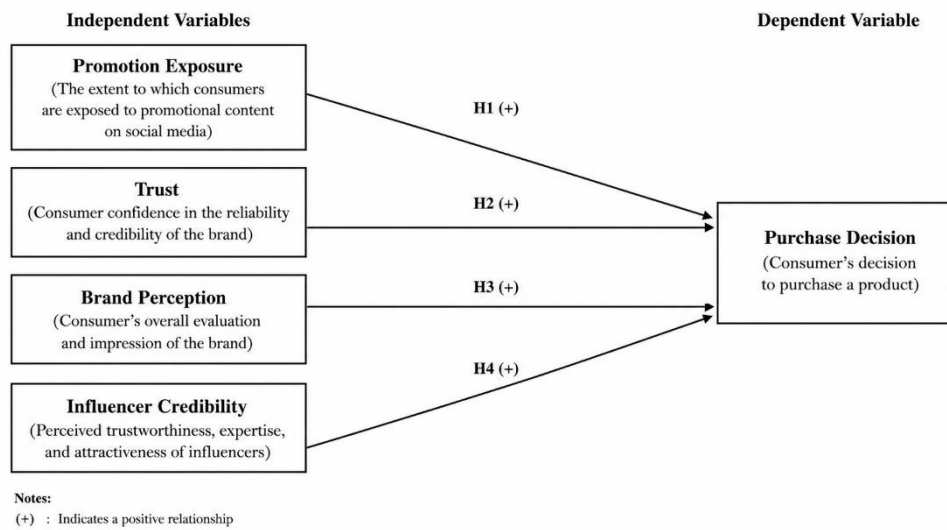


Figure 1 Theoretical Framework

2.7 Hypothesis Development

2.7.1 Promotion Exposure and Purchase Decision

Promotion exposure denotes the degree to which the consumers experience the promotional activities on the social media marketing platform. The promotion may be the advertisements, discounts, product information, campaign images, among others. Promotion exposure in social media marketing is a crucial concept because it increases the likelihood of the consumers noticing and remembering the product by repeatedly exposing them to it.

The social media marketing features significantly affect consumer purchase decisions if the features provide information, entertainment, relevance, and interactivity for the consumers. (Hanaysha, 2022) indicated that the social media marketing features impact the consumers' purchase decisions since the features make it easier for consumers to access information about the products. Consequently, consumers are likely to show consideration in buying the product if they repeatedly come across the promotional content.

As a result, promotion exposure may positively affect the purchase decision in the proposed study since repeated promotional messages increase consumer awareness, thus making them consider purchasing the product. For instance, consumers are more likely to perceive the product as available and accessible if the promotional activity is consistently visible. According to the above arguments, the hypothesis below is developed:

H1: Promotion exposure has a positive effect on purchase decision.

2.7.2 Trust and Purchase Decision

Trust is described as consumer perception of a brand's reliability, honesty, and ability to communicate relevant and truthful information about their product. In the case of online shopping, brand trust is critical for consumers' decision-making since people cannot test the actual product before purchasing it and depend solely on online information provided by the seller. Consumers who are familiar with a brand will trust its information more easily and feel more confidence when making the purchase. Brand trust is associated with consumer purchase decision due to its impact on the reduction of risk and uncertainty. (Hanaysha, 2022) suggests that brand trust can be used as mediator between marketing activities' aspects on social media and consumer purchase decision as one of the key psychological mechanisms affecting consumer behavior.

In this study, trust will have a positive effect on purchase decision as consumers who perceive high brand trust will feel more confident during evaluation and purchase of goods advertised on social media platforms. Based on this explanation, the second hypothesis is formulated as follows:

H2: Trust has a positive effect on purchase decision.

2.7.3 Brand Perception and Purchase Decision

Perception of a brand can be understood as consumers' assessment and judgment of the brand. This perception depends on how consumers think of the brand concerning its image, communication, presentation, and consumer interaction. If the brand perception is positive, consumers may have confidence in the brand, whereas if it is negative, they may not consider purchasing the product even after intensive promotion.

When consumers interact with brands using digital marketing, they are likely to develop a brand perception by engaging with the brand through various means. The literature on digital and social media marketing highlights the importance of social media platforms in generating interactions, engagement, and experiences that shape consumer perceptions of the brands (Dwivedi et al., 2021). If the consumer perceives the brand positively, they are more likely to think of the brand as credible, relevant, and high-quality.

Based on the above explanation, we hypothesize that the brand perception will positively impact purchase decisions. Consumers usually buy products from brands whose reputation and perception are positive among consumers. As a result, consumers are more likely to have a sense of security in buying products from such brands. Therefore, the following hypothesis can be stated:

H3: Brand perception has a positive effect on purchase decision.

2.7.4 Influencer Credibility and Purchase Decision

Credibility of influencers is the perception by consumers of the trustworthiness, expertise, and attractiveness of influencers that promote the products through social media platforms. The use of influencers is preferred by firms because it enables them to reach a particular audience and communicate promotional messages in a personalized manner. Therefore, the success of influencer marketing is influenced by consumer perception of the credibility and relevance of the influencers promoting the products.

Research carried out about influencer marketing indicates that some influencer characteristics have the ability to influence credibility and purchase intention of consumers. For example, (Saima and Khan, 2020) indicate that social media influencer marketing can influence consumer purchase intention by mediating credibility. Source credibility consisting of attractiveness, trustworthiness, and expertise is known to influence purchase intention, according to (Weismueller et al. 2020).

From the above explanation, it can be concluded that influencer credibility has a positive impact on purchase decision because a credible influencer may lead to increased consumer confidence in the product being promoted. The impact, however, would depend on whether the consumers perceived the message as authentic and credible. From this explanation, the fourth hypothesis is formed as follows:

H4: Influencer credibility has a positive effect on purchase decision.

3. Method

In this study, a quantitative research design was employed in analyzing the relationship between social media marketing and consumer purchase decisions. It is believed that quantitative research design would be appropriate for the purpose of the study because it deals with measurable variables such as promotion, trust, perception of the brand, credibility of the influencer, and purchase decision. The type of research design chosen for this study was the explanatory research design, which aimed at examining the cause-and-effect relationship between independent variables and dependent variables.

The type of data involved in this study was the quantitative data gathered from the online questionnaire survey. There were some statements included in the questionnaire, which were used as indicators to measure variables on the Likert scale. The respondents in the study were chosen based on their exposure to product promotions via social media. This study had a total of 218 valid respondents. Non-probability sampling using purposive sampling techniques was adopted.

Promotion exposure, trust, brand perception, and influencer credibility were the independent variables of the study, whereas purchase decision was the dependent variable. Promotion exposure pertains to the extent that consumers have been exposed to ads, promotions, and other marketing messages through the use of social media platforms. Trust is defined as the degree

of consumers' confidence in terms of brand credibility and reliability. Brand perception is the evaluation of a brand made by consumers, whereas influencer credibility is consumers' perception of the credibility, expertise, and attractiveness of influencers who promote products. Purchase decision involves consumers' product purchasing decisions.

The obtained data were subjected to statistical analysis procedures. The descriptive statistics test was carried out to analyze the demographic information of respondents as well as the distribution of research variables. Reliability analysis with the application of Cronbach's alpha and McDonald's omega was employed to measure the internal consistency of research instruments. Moreover, correlation analysis was utilized to find the association among variables. Multiple linear regression analysis was applied to analyze the impact of promotion exposure, trust, brand perception, and influencer credibility on consumer purchase decision.

4. Result and Discussions

4.1 Descriptive Statistics Analysis

The descriptive statistics for the 218 valid responses are summarized in Table 1, providing an overview of the data distribution for each research variable. With no missing values reported, the dataset is complete and suitable for further analysis.

Based on Table 1, Brand Perception recorded the highest mean score (17.940), followed by Trust (16.904). These findings indicate that respondents generally have positive perceptions toward brands and demonstrate a relatively high level of confidence in products promoted through social media platforms. Meanwhile, Purchase Decision showed a mean score of 14.564 with a standard deviation of 2.195, indicating moderate variation in respondents' purchasing behavior.

Table 1. Summary of Descriptive Statistics

Jenis	usia	trust	influencers	promotion/exposure	purchase decision	brand perception
Kelamin						
Valid		218	218	218	218	218
Missing		0	0	0	0	0
Mean			16.904	10.555	11.693	14.564
Std. Deviation			2.878	2.161	1.771	2.195
Minimum			7.000	3.000	6.000	7.000
Maximum			25.000	15.000	15.000	20.000

In addition, Promotion Exposure and Influencer variables also demonstrated positive mean scores of 11.693 and 10.555, respectively. Promotion Exposure recorded the lowest standard deviation (1.771), suggesting that respondents had relatively similar experiences regarding exposure to promotional content on social media platforms. Overall, the descriptive statistics

indicate that respondents tend to respond positively toward social media marketing activities, particularly in terms of brand perception and trust.

Demographic Profile of Respondents

This section outlines the demographic characteristics of the 218 respondents who participated in the study, focusing specifically on gender and age distribution. The data provides a clearer picture of the primary audience engaged in this research.

Table 2. Respondent Distribution by Gender and Age

Frequencies for Jenis Kelamin

Jenis Kelamin	Frequency	Percent	Valid Percent	Cumulative Percent
Perempuan	159	72,936	72,936	72,936
Laki-laki	59	27,064	27,064	100,000
Missing	0	0,000		
Total	218	100,000		

Frequencies for Usia

Usia	Frequency	Percent	Valid Percent	Cumulative Percent
21-25 tahun	104	47,706	47,706	47,706
< 17 tahun	7	3,211	3,211	50,917
> 30 tahun	6	2,752	2,752	53,670
17-20 tahun	66	30,275	30,275	83,945
26-30 tahun	35	16,055	16,055	100,000
Missing	0	0,000		
Total	218	100,000		

Further to provide more insight about the nature of the respondents, the demographic analysis was carried out concerning the gender and age distribution as shown in table 2. According to the results from demographic analysis, there were more females than males since the former constituted 72.9% while the latter formed 27.1% of the respondents. In addition, it can be noted that majority of the respondents were females who participate in the activities associated with the social media marketing.

Regarding age distribution, those aged between 21 and 25 years constituted the biggest number forming 47.7% of the total respondents. On the other hand, the second largest group was comprised of respondents aged between 17 and 20 years old, forming 30.3% of the respondents. Those aged between 26 and 30 years formed 16.1%, while those below 17 years and those above 30 years formed the smallest groups.

Overall, the demographic profile indicates that the study was primarily dominated by younger consumers aged between 17 and 25 years old. This suggests that the findings of this study

mainly reflect the perspectives and purchasing behavior of Gen Z and younger Millennial consumers who are highly active on social media platforms.

4.2 Reliability Analysis

Reliability analysis was conducted using Cronbach's alpha and McDonald's omega to evaluate the internal consistency of the research instruments. The results indicate that all variables demonstrated acceptable reliability levels for exploratory social science research.

Table 3. Reliability Statistics for Trust Variable

<i>Frequentist Scale Reliability Statistics</i>		
Estimate	McDonald's ω	Cronbach's α
Point estimate	0,713	0,709
95% CI lower bound	0,653	0,642
95% CI upper bound	0,773	0,765

Based on Table 3, the Trust variable produced a McDonald's omega value of 0.713 and a Cronbach's alpha value of 0.709. Both values exceed the minimum reliability threshold of 0.70, indicating that the measurement items used for the Trust variable are reliable and internally consistent. These findings confirm that the Trust variable is suitable for further statistical analysis.

Table 4. Reliability Statistics for Brand Perception

<i>Frequentist Scale Reliability Statistics</i>		
Estimate	McDonald's ω	Cronbach's α
Point estimate	0,655	0,643
95% CI lower bound	0,583	0,561
95% CI upper bound	0,726	0,712

Table 4 shows that the Brand Perception variable achieved a McDonald's omega value of 0.655 and a Cronbach's alpha value of 0.643. Although the coefficients are slightly below the standard threshold of 0.70, the values are still considered acceptable for exploratory social science research. Therefore, the Brand Perception variable demonstrates a moderate but acceptable level of reliability.

Table 5. Scale Reliability Statistics for Influencers*Frequentist Scale Reliability Statistics*

Estimate	McDonald's ω	Cronbach's α
Point estimate	0,678	0,664
95% CI lower bound	0,604	0,578
95% CI upper bound	0,752	0,734

Based on Table 5, the Influencer Credibility variable produced a McDonald's omega value of 0.678 and a Cronbach's alpha value of 0.664. These findings indicate that the variable demonstrates moderate reliability and remains acceptable for further inferential analysis within the context of exploratory research.

Table 6. Scale Reliability Statistics for Promotion Exposure*Frequentist Scale Reliability Statistics*

Estimate	McDonald's ω	Cronbach's α
Point estimate	0,547	0,523
95% CI lower bound	0,446	0,401
95% CI upper bound	0,649	0,624

Table 6 indicates that the Promotion Exposure variable achieved a McDonald's omega value of 0.547 and a Cronbach's alpha value of 0.523. Although these values are relatively lower compared to the other variables, the reliability coefficients are still considered acceptable due to the limited number of measurement items and the exploratory nature of the study.

Table 7. Scale Reliability Statistics for Purchase Decision*Frequentist Scale Reliability Statistics*

Estimate	McDonald's ω	Cronbach's α
Point estimate	0,565	0,562
95% CI lower bound	0,471	0,457
95% CI upper bound	0,659	0,650

Based on Table 7, the Purchase Decision variable produced a McDonald's omega value of 0.565 and a Cronbach's alpha value of 0.562. The results indicate a moderate level of reliability,

which remains acceptable for descriptive and inferential statistical analysis in exploratory social science research.

4.3 Linear Regression

Table 8. Linear Regression Model Summary (Purchase Decision)

Model Summary - purchase decision

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	df1	df2	p
M ₀	0,000	0,000	0,000	2,195	0,000	0	217	
M ₁	0,622	0,386	0,375	1,736	0,386	4	213	< .001

Note. M₁ includes trust, influencers, promotion/exposure, brand perception

Overall, the data M₁ is a valid and significant model for use. The four variables (trust, influencers, promotion, and brand perception) contribute meaningfully to influencing consumer purchase decisions, although external factors not measured in this model still play a role.

Table 9. ANOVA

ANOVA

Model		Sum of Squares	df	Mean Square	F	p
M ₁	Regression	403,998	4	100,999	33,530	< .001
	Residual	641,603	213	3,012		
	Total	1045,601	217			

Note. M₁ includes trust, influencers, promotion/exposure, brand perception

Note. The intercept model is omitted, as no meaningful information can be shown.

The most effective marketing strategies to drive purchase decisions are strengthening Promotion/Exposure, building Trust, and improving Brand Perception. Statistically, this model is proven to be valid and significant, as it is capable of explaining 38.6% of the factors influencing consumers to buy a product.

The most surprising finding from the data is that the Influencer variable does not have a significant impact on the final purchase decision ($p = 0.427$). Therefore, while influencers might help with product awareness, consumers only truly decide to make a purchase when they see aggressive promotion, feel a sense of trust, and view the brand positively.

Table 10. Coefficients

Coefficients

Model		Unstandardized	Standard Error	Standardized	t	p
M ₀	(Intercept)	14,564	0,149		97,963	< .001
M ₁	(Intercept)	3,604	0,957		3,767	< .001
	trust	0,172	0,054	0,225	3,206	0,002
	influencers	0,056	0,071	0,055	0,796	0,427
	promotion/exposure	0,388	0,078	0,313	4,978	< .001

brand perception	0,163	0,053	0,214	3,058	0,003
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Based on Table 10, the regression analysis indicates that Promotion Exposure is the strongest predictor of consumer purchase decision, with the highest standardized coefficient ($\beta = 0.313$, $p < .001$). This finding suggests that frequent exposure to advertisements, promotional campaigns, and marketing content on social media significantly increases the likelihood of consumers making purchase decisions.

Trust was also found to have a significant positive influence on purchase decision ($\beta = 0.225$, $p = 0.002$). The result indicates that consumers are more likely to purchase products from brands they perceive as credible and reliable. Similarly, Brand Perception demonstrated a significant positive effect on purchase decision ($\beta = 0.214$, $p = 0.003$), suggesting that positive consumer perceptions toward a brand contribute to stronger purchasing intentions.

In contrast, Influencer Credibility was found to have no significant effect on purchase decision ($\beta = 0.055$, $p = 0.427$). This finding indicates that although influencers may increase product awareness and engagement, consumers do not necessarily rely on influencer endorsements when making final purchasing decisions.

Overall, the regression results suggest that promotion exposure, trust, and brand perception significantly influence consumer purchase decision, while influencer credibility does not significantly contribute to the model.

4.4 Correlation

The correlation table measures the strength and direction of the relationship between two variables. The Pearson's r value ranges from -1 to +1, where a positive value indicates that as one variable increases, the other tends to increase as well.

Table 11. Pearson Correlation Matrix

Pearson's Correlations

Variable		trust	influencers	promotion/exposure	purchase decision	brand perception
1. trust	Pearson's r	—				
	p-value	—				
2. influencers	Pearson's r	0,596	—			
	p-value	< .001	—			
3. promotion/exposure	Pearson's r	0,262	0,324	—		
	p-value	< .001	< .001	—		
4. purchase decision	Pearson's r	0,444	0,389	0,499	—	
	p-value	< .001	< .001	< .001	< .001	

	p-value	< .001	< .001	< .001	—
5. brand perception	Pearson's r	0,488 **	0,460 **	0,510 ***	0,509 **
	p-value	< .001	< .001	< .001	< .001

* p < .05, ** p < .01, *** p < .001

Every variable analyzed has a statistically significant positive relationship with the purchase decision. However, based on the correlation coefficients, Brand Perception (0.509) and Promotion/Exposure (0.499) are the two factors most strongly tied to a consumer's choice to make a purchase.

4.5 Discussion

The results revealed that promotion was the most influential factor among those that affect purchase decisions. Promotion refers to frequent exposure to advertisements, promotions, discounts, and visually appealing information available through social media. Social media marketing influences consumer purchase decisions as it makes consumers more engaged with brands and products. Product exposure is enhanced by such factors as promotion and brand trust that increase consumer engagement with products through social media (Hanaysha, 2022).

Trust was found to be an important determinant of the consumer's purchase decision. People buy products from brands that have earned their trust. Trust is an important mitigating factor when making online purchases as it lowers uncertainties and risk perceptions about promoted products. Trust also helps to strengthen the effect of social media marketing on the purchase decision because consumers rely more on trusted brands (Hanaysha, 2022).

Additionally, Brand Perception has a highly significant positive effect on purchase decision. Brand perception positively influences consumer confidence and builds positive attitude towards products. The consumers buy products whose brands are considered reliable and can deliver value to them. The use of social media marketing has a positive impact on purchase intention because of building positive brand perception (Zeqiri et al., 2024).

In addition, it is important to state that Influencer Credibility does not have any significant impact on purchase decision. While the role of influencers in creating product awareness and consumer engagement cannot be overlooked, at the same time, promotional exposure and brand image could have more weight when it comes to purchase intention. In general, Influencer Credibility has a positive impact on purchase intention by means of source credibility and trust (Saima & Khan, 2020). Nevertheless, results of this study indicate that today's consumers are more skeptical about influencer endorsement on social media.

Overall, the findings suggest that social media marketing strategies should prioritize consistent promotional exposure, strong consumer trust, and positive brand perception rather than relying solely on influencer marketing to influence consumer purchase decisions.

5. Conclusion and Recommendations

This study examined the influence of promotion exposure, trust, brand perception, and influencer credibility on consumer purchase decision in the context of social media marketing. The findings revealed that promotion exposure, trust, and brand perception significantly influence consumer purchase decisions, while influencer credibility does not have a significant effect on purchase decision. Among all independent variables, promotion exposure was identified as the strongest predictor influencing consumer purchasing behavior.

The findings indicate that consumers are more likely to purchase products when they are frequently exposed to advertisements, promotional campaigns, and visually attractive marketing content on social media platforms. In addition, trust and positive brand perception contribute significantly to strengthening consumer confidence and reducing uncertainty toward products promoted online.

Nevertheless, the study revealed that credibility was not significant in influencing the decision to purchase the products. It implies that consumers tend to focus more on promotion, trustworthiness, and branding, rather than just influencers.

The research has some limitations. Firstly, the subjects used in the experiment were mainly young people aged between 17 and 25. Secondly, the research considered only four variables. Other elements that can affect consumer decisions, such as product quality, pricing, online discussion about the product, and customer satisfaction, could have been taken into account.

As a result, there is a need for future research to consider other elements apart from the four discussed. Besides, other consumer populations should be included. Moreover, the analysis of the interaction between social media marketing and consumer buying decisions can be done using advanced methods.

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